

Fashion & Textiles

2017



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# Fashion & Textiles 2017

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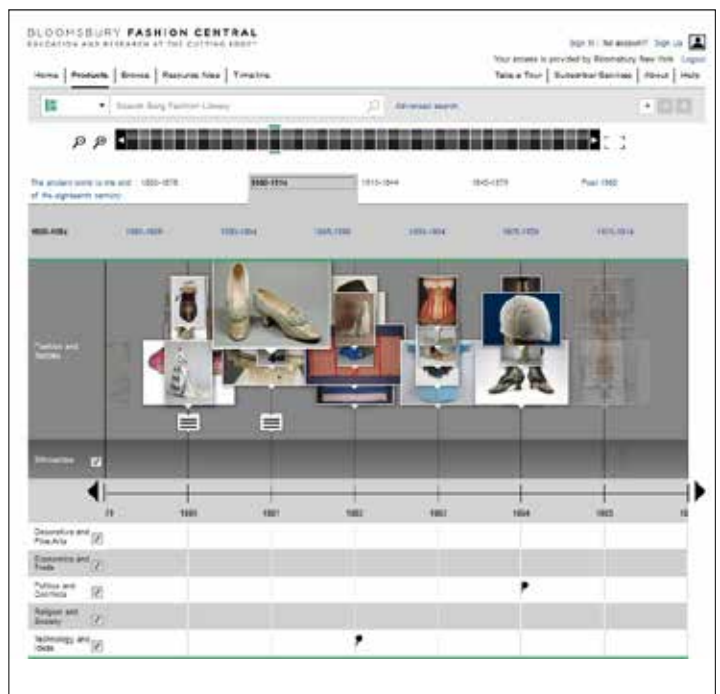
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# FASHION PHOTOGRAPHY ARCHIVE

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Director and Chief Curator of the Museum at the Fashion Institute of Technology in New York

Designed for students and researchers, the **Fashion Photography Archive** contains over 750,000 images,\* never before published online. Hundreds of articles, audio, and video resources from expert commentators provide context and analysis.

- The **Fashion Photography Archive** captures the most iconic fashion moments from the 1970s until 2000, including the evolution of key designers such as McQueen, Westwood, Chalayan, and more. It includes runway, backstage, and street style images
- **Resources for teachers and students**, including a timeline, lesson plans for instructors and videos for students
- Biographies for all major designers
- Academic articles providing essential context on the following: key catwalk collections, specific themes or styles of dressing, fashion icons, single object analysis, and specific decades
- **Chief Curator and Editor-in-Chief Dr. Valerie Steele**, an internationally renowned scholar and Director and Chief Curator of the Museum at the Fashion Institute of Technology in New York has curated the core collection and will continue to commission original commentary on the world of fashion

\* 300,000 images will be available by the end of the first year of launch, with further collections being released in batches of 50,000 images 3 times a year thereafter



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**IN FASHION**  
**eBook + STUDIO**3rd Edition  
Elaine Stone and Sheryl A. FarnanISBN: 978-1-5013-1514-5  
Published: 2017

✓ Accessible until Dec 08 2016

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Chapter DOI: 10.5040/978150131514.ch-001

Pages 2–25

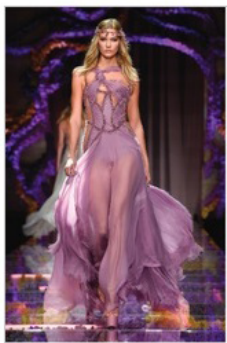


Figure 1.1. Flowing Bohemian-inspired layers modeled by Karlie Kloss at the Atelier Versace, Paris.

**THE IMPORTANCE OF FASHION**

In recent years, general interest in fashion has increased. Fashion has a great impact on our country's economy. Changes in fashion result in new consumer goods. At the same time, such changes encourage consumers to purchase new products because the thought of being unfashionable is a fate worse than death to many people!

Webster's defines fashion as "prevailing custom, usage, or style," and in this sense, it covers a wide range of human activity. In this book, however, fashion is used in a narrower sense. Fashion here means the style or styles of clothing and accessories worn at a particular time by a particular group of people. It also includes fashion in cosmetics, fragrances, and home furnishings.

**THE FASHION BUSINESS**

Fashion is big business, and millions of people are employed in fashion-related activities. The **fashion industries** are businesses that are engaged in manufacturing the materials and finished products used in the production of apparel and accessories for men, women, and children.

The broader term **fashion business** includes all the industries and services connected with fashion: design, manufacturing, distribution, marketing, retailing, advertising, communications, publishing, and consulting—in other words, any business concerned with fashion goods or services.



## Video Quiz



Print



Share

**HAND SCREEN PRINTING**

Watch the video for Chapter 9: Textile Printing and then answer the following questions

## 1. Advantages of digital printing

- ☐ it is the most widely used method of printing
- ☐ it is both environmentally friendly and compatible with digital design tools
- ☐ it is environmentally friendly
- ☐ it is compatible with digital design tools







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Video-Quiz

Watch the following video and answer the quiz question below:

1. This group was an important market for English fabric manufacturers during the 18th century

- ☐ Central Americans
- ☐ American colonists
- ☐ Native Americans
- ☐ French

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# General Interest

## The Silhouette From the 18th Century to the Present Day

Georges Vigarello

**"Original, lively and abundantly illustrated, *The Silhouette* bridges the gap between the erudite essay and the beautiful book."**  
*Quinzaine des Réalisateurs*

**"Lively prose and gorgeous illustrations make this splendid translation of Georges Vigarello's history of the silhouette an absorbing read. Tracing the history of this art form from its eighteenth-century origins to today, this history tells us a great deal about how bodies have been perceived, manipulated and signified over time."** *Philippa Levine, Professor of History, University of Texas at Austin, USA*

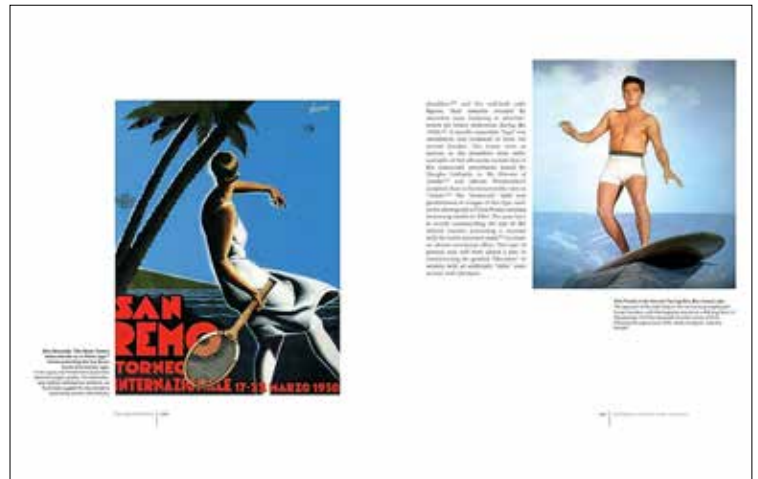
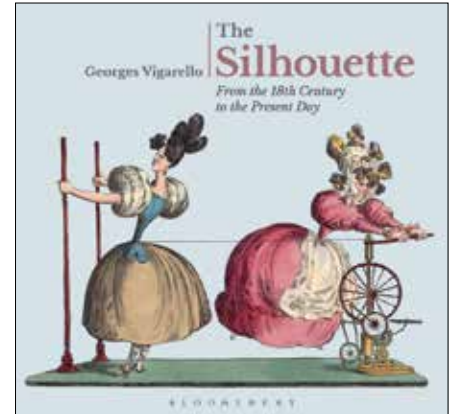
This engrossing book takes the reader on a journey through 250 years of a cultural obsession. From the crinoline to the Dior suit and the early bathing costume, *The Silhouette* reveals how the shape of the body has become an eloquent symbol of status, sexuality and the aspirational quest for physical and moral "perfection."

Drawing on numerous textual and visual resources, leading scholar Georges Vigarello anatomizes a fixation with the human form which has shaped not just our bodies but our very identities.

Georges Vigarello is Research Director at the *École des hautes études en sciences sociales* in Paris, France.

September 2016

192 pages  
120 colour illus  
285 x 260mm /  
11.2 x 10.2 inches  
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Over the past century, the public has seen a variety of bodies, from the idealized, muscular, and athletic to the frail, aged, and infirm. The body is a site of identity, and it is also a site of difference. The body is a site of identity, and it is also a site of difference. The body is a site of identity, and it is also a site of difference.



THE DISCOVERY OF THE BODY



Chanel's minimalist style is a reflection of the modernist movement, which sought to strip away unnecessary details and focus on the essential. The body, in this context, is a site of identity and difference, and it is also a site of discovery.

THE CHALLENGE OF IDENTITY

made in London, Rome, Zurich, and Paris reflect this trend; the illustrations depict in emphatic differences between individual profiles and physiognomies. David Chodowiecki portrayed art buyers, highlighting the numerous distinctive aspects of their physical "types"—from the charged, expressive, defined individual to the leader, cheerful smooth-talker.<sup>55</sup> James Gillray's caricatures display a variety of types of obesity,<sup>56</sup> while Thomas Rowlandson depicted the best readers of English newspapers, representing their extreme diversity through that of their body types.<sup>57</sup> James Gillray's prints illustrating the large-scale "support" held in high during the 1790s offer the most characteristic example.<sup>58</sup> The artist takes delight in portraying the wide range of differences between the human form shown, and the variety becomes an object of amusement and curiosity. He depicts the faces, of course, the hairstyles and physiognomies, but also shows the postures, ranging in this, the disparities in girth, the single or heavy chests, the long or stumpy necks, and the backs, where the many differences in shape are indicated with inverted curves. The total originality of the engraver lay in the manner in which the focus was on the diversity of physical structures, but this was enough in the normality of everyday life rather than in "exceptional" cases of deformity. These are hybrid, composites, where everyone is shown exactly as they are, highlighting a previously neglected concept of individuality. In the mid-18th century, Hogarth had already effectively turned these differences into a visual

James Gillray, *The Insatiable Appetite*, in which the artist depicts the various types of obesity, from the single or heavy chests, the long or stumpy necks, and the backs, where the many differences in shape are indicated with inverted curves. The total originality of the engraver lay in the manner in which the focus was on the diversity of physical structures, but this was enough in the normality of everyday life rather than in "exceptional" cases of deformity. These are hybrid, composites, where everyone is shown exactly as they are, highlighting a previously neglected concept of individuality. In the mid-18th century, Hogarth had already effectively turned these differences into a visual

game. In his depiction of a group about to depart, for example, he explores the traits of the most conspicuous characters by inverting the contours so that the figures seem to echo one another.<sup>59</sup> The curve of an individual's prominent stomach is presented here as the reverse image of the curve on the back of the child behind him, while the "excessive" position of a female character struggling to enter the coach offers a contrast to the thin form of the assistant. These disparities repeatedly striking, presented in their entirety to form a graphic symphony. Not's print of 1793<sup>60</sup> offers the most extreme example of this type. In his portrait of the nation of foreign printers supposedly offering support to the emigrants, personal features are exaggerated to the point of caricature in a self-mocking exploration of the grotesque, while the individuality of the characteristics is maintained. The body had become the site of intensive experiments with form, as the print had become the object of intensive research into diversity. The notion of "the proper manner" had all but lost its meaning in this context, having been overruled by a more direct and modest "manner," with a considerable emphasis on individualism.

With the invention of the silhouette, a number of approaches converged. They all revolved a specific moment in western culture: the individual profile acquired a new importance, becoming the focus of specific analysis, and the unique bodily form of each individual generated a totally unprecedented interest. It was also the time when middle-class society turned its attention to



James Gillray, *A Pig in a Pen*, published in 1798 by S. W. Fores, London. Courtesy of the Warburg and Institute of Fine Arts, New York University. The artist depicts the various types of obesity, from the single or heavy chests, the long or stumpy necks, and the backs, where the many differences in shape are indicated with inverted curves. The total originality of the engraver lay in the manner in which the focus was on the diversity of physical structures, but this was enough in the normality of everyday life rather than in "exceptional" cases of deformity. These are hybrid, composites, where everyone is shown exactly as they are, highlighting a previously neglected concept of individuality. In the mid-18th century, Hogarth had already effectively turned these differences into a visual



THE DISCOVERY OF THE BODY



THE CHALLENGE OF IDENTITY

## General Interest

### Fashion Game Changers Reinventing the 20th-Century Silhouette

Edited by Karen Van  
Godtsenhoven, Miren Arzalluz  
and Kaat Debo

**"Let the dynamic and bright photographs in *Fashion Game Changers* guide you through the world of the 20th-century silhouette ... A whistlestop tour through 100 years of fashion."** *Daily Mail*

**"A great resource for those who are inspired by the experimental side of fashion!"** *The Independent*

**"*Fashion Game Changers* is the kind of book I relish: both academic and captivating in its observations. It contextualises fashion and its designers, and illustrates just how significant clothing has been in documenting social history!"** *The Hon. Daphne Guinness*

**"*Fashion Game Changers* is an innovative and important book with extraordinary images and intelligent essays devoted to the designers who have radically transformed fashion's relationship with the body."**  
*Valerie Steele, Director and Chief Curator, The Museum at FIT, New York*

*Fashion Game Changers* traces radical innovations in fashion design from the beginning of the 20th century to the present, covering the work of designers such as Madeleine Vionnet, Cristóbal Balenciaga, Rei Kawakubo and Martin Margiela.

2016

292 pages  
200 colour illus  
280 x 210mm / 8.2 x 11 inches  
HB 9781474279048  
£25.00 / \$40.00  
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  2. Iconoclastic Visions of the Silhouette: Cristóbal Balenciaga, *Miren Arzalluz*
  3. Self-Taught and Experimental: A New Approach to the Body, *Karen Van Godtsenhoven*
  4. Kindred Spirits: The Radical Poetry of Japanese and Belgian Designers, *Anabela Becho*
  5. The Discovery of Abstraction in Twentieth-Century Fashion, *Akiko Fukai*
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ELLE MALIZIE, ONE  
MILIE WILSONOWICZ,  
ONE AND A HALF.



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CHAPTER 8 — MORE KAMICAZONES



# General Interest

## Fabric of Vision Dress and Draperies in Painting

Anne Hollander

**"Reading this book is like having Hollander walk with us through our favorite art museum, helping us really see and understand the works of art through close attention to dress, drapery, and the depiction of the body, whether clothed or nude."** *From the Foreword by Valerie Steele, Director and Chief Curator, The Museum at FIT, New York*

**"Hollander brings new insight into the fields of both art and costume history."** *Library Journal*

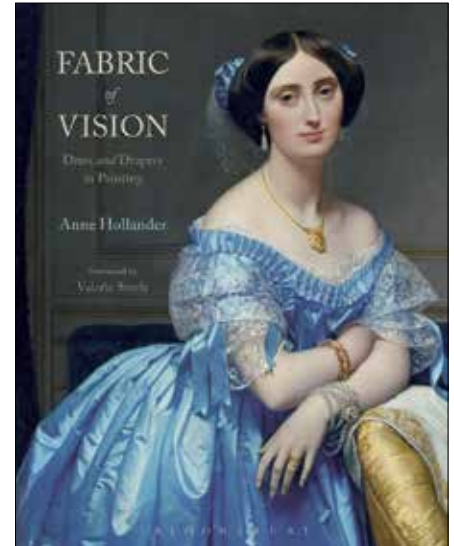
Drawing on works by artists over a period of six centuries, from Giotto to El Greco, Matisse to Cindy Sherman, the author reveals through paintings, fashion plates, photographs and film stills how drapery in art evolved from Renaissance extravagance to Neoclassical simplicity at the end of the 18th century, and has extended to infinite uses in all genres of Modern art.

First published in 2002 to accompany an exhibition of the same name at the National Gallery, London, this beautifully illustrated – and beautifully written – book by pioneering art historian and critic Anne Hollander, is reissued with a new Foreword by Valerie Steele.

*Anne Hollander* was an independent art historian, critic and historian of dress.

September 2016

208 pages  
144 colour illus  
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# General Interest

## Sex and Suits The Evolution of Modern Dress

Anne Hollander

**"Entrancing, vivacious...[a] dazzling, whirlwind account of Western costume."** *John Updike, The New Yorker*

**"To fully appreciate the suit's aesthetic and erotic success, Hollander treats us to an unfailingly insightful, creative and provocative history of modern fashion. She maintains a rich cultural context while pondering the interplay between sex and the imagination, idealized gender roles and clothing, fashion's unreliability and irony, and the crucial roles the printing press and camera have played in Western fashion's global dominance."** *Booklist*

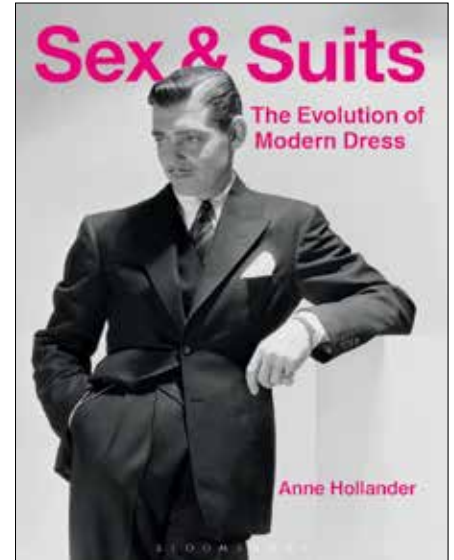
**"Hollander rides her theories like a surfer, and her wittiest prose retains the note of generosity that gives human curiosity its moral weight."** *The Los Angeles Times*

**"Iconoclastic, continually stimulating"** *Publishers Weekly*

In *Sex and Suits*, brilliant essayist and art critic Anne Hollander charts the development of men's and women's fashion from their divergence in the medieval period to their convergence through to the late 20th century. Challenging the idea that the suit's success is merely down to its practicality, this trailblazing book argues that men have been fashion's true style-setters and that as women's fashion has taken on elements of men's style through tailoring, so men have reclaimed the embellishment and colour of past eras. First published in 1994 to great acclaim, this classic text is as fresh and provocative as ever.

2016

176 pages  
45 bw illus  
246 x 189mm / 7.4 x 9.7 inches  
PB 9781474250658  
£19.99 / \$29.95  
Bloomsbury Academic



### Contents

List of Illustrations

#### 1. Introduction

Sex and the Modern Form  
What Fashion Is

#### 2. The Work of Fashion

Fashion, Non-fashion and  
Anti-fashion  
Meaning in Fashion  
Form and Sexuality  
Early Fashion History  
Later Changes  
Female Invention

#### 3. The Genesis of The Suit

The Great Divide  
Reason and Fantasy  
Sobriety and Simplicity  
Antique Natural Nudity  
Heroes in Wool  
Neo-classic Erotics  
Ready-made Men  
The Once and Future Suit

#### 4. Modernity

Worth and His Effects  
Reforming Women  
Stays Redesigning Women  
Modern Transformations  
Recent Revolutions

#### 5. Nowadays

Informalities  
Sexualities  
Revelations  
Anxieties  
Perceptions

Select Bibliography

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# General Interest

## Fashion Victims The Dangers of Dress Past and Present

Alison Matthews David

**"This is an earnest and important book, generously illustrated and full of interest retrieving heart-sinking horror from the historical record, and signposting a future that remains immensely troubling."** *Times Higher Education*

**"An innovative take on 'killer style' ... Fascinatingly macabre."** *Financial Times*

**"Carefully researched and beautifully illustrated."** *Daily Mail (Book of the Week)*

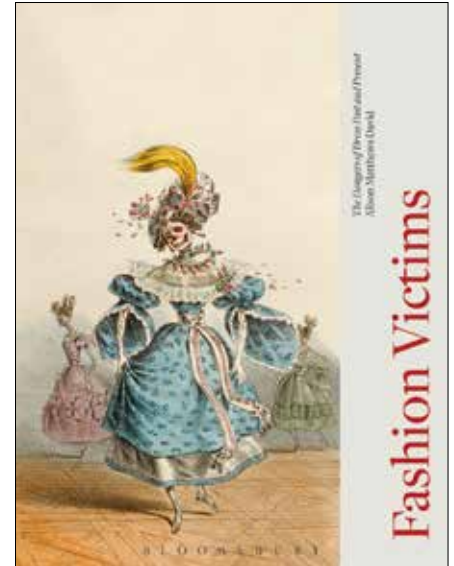
**"The book's breezy narrative and lavish design make it a delight for any reader ... With its shocking revelations and entertaining stories, all illustrated in glorious Technicolor, *Fashion Victims* is a history to die for!"** *Literary Review*

*Fashion Victims* takes the reader on a gruesome journey through the toxic history of dress, in myth and reality. Drawing upon numerous visual and textual sources, from mad hatters to the fiery deaths of Oscar Wilde's half-sisters, the book explores how garments have tormented those who made and wore them. Matthews David puts everyday apparel under the microscope and unpicks the dark side of fashion.

Alison Matthews David is Associate Professor in the School of Fashion, Ryerson University, Toronto, Canada.

2015

256 pages  
129 colour illus  
246 x 189mm / 7.4 x 9.7 inches  
HB 9781845204495  
£25.00 / \$40.00  
Bloomsbury Visual Arts



### Contents

Introduction: Death by Fashion in Fact and Fiction

1. Diseased Dress: Germ Warfare
2. Toxic Techniques: Mercurial Hats
3. Poisonous Pigments: Arsenical Greens
4. Dangerous Dyes: A Pretty, Deadly Rainbow
5. Entangled and Strangled: Caught in the Machine
6. Inflammatory Fabrics: Flaming Tutus and Combustible Crinolines
7. Explosive Fakes: Plastic Combs and Artificial Silk

Conclusion: The Afterlife of Fashion Victims

Bibliography

Index



## General Interest

### Fashion's Front Line Fashion Show Photography from the Runway to Backstage

Nilgin Yusuf  
Photographs by Niall McNerney

**"Really captures the excitement of the shows!"** *Vivienne Westwood*

**"This book gives a fascinating insight into the history of the 'show' from all angles – the early supermodels, famous FROW characters past and present, and the secrets of production, with an archive of pictures that beautifully illustrates the rise of this modern fashion phenomena."** *Trish Halpin, Editor-in-Chief, Marie Claire, UK*

**"Fashion's Front Line absolutely crackles with the excitement, drama and thrills that make a great catwalk show. The models, designers, celebrities, and great fashion moments are all here captured superbly by the lens of Niall McNerney and Nilgin Yusuf's dazzling and informed writing."** *Marcelle d'Argy Smith, former Editor of Cosmopolitan, UK*

*Niall McNerney* is an international runway photographer whose work spans over three decades.

*Nilgin Yusuf* is currently Programme Director for the Media and Communications Programme within the London College of Fashion's Graduate School, UK.

2016

196 pages  
200 colour illus  
276 x 219mm /  
8.6 x 10.7 inches  
HB 9781472596598  
£25.00 / \$40.00  
Bloomsbury Visual Arts



### The First Book of Fashion The Book of Clothes of Matthäus and Veit Konrad Schwarz of Augsburg

Edited by Ulinka Rublack and  
Maria Hayward

**"It's quite simply the most fascinating record of a '[fashion] victim' one could hope for... Never has the mould of form been reflected in the glass of fashion so entertainingly as in this scholarly work."** *The Spectator*

**"Long before the likes of Tavi Gevinson and Bryanboy made careers of taking fashion selfies, a German accountant was busy documenting his outfits: for 40 years in the 16th century, Matthäus Schwarz commissioned watercolour portraits to showcase his daily ensembles, leaving us with the most extraordinary record of Renaissance style, gathered together in his Trachtenbuch (literally, 'book of clothes')."** *The Independent*

**"[T]he story of a life in clothes ... [Rublack and Hayward's] historical observations, especially on colour coding, are valuable keys to unlocking the period."** *Times Literary Supplement*

**"A proto-Kardashian book of selfies"**  
*The Atlantic*

*Ulinka Rublack* is Professor of Early Modern European History at Cambridge University, UK.

*Maria Hayward* is Professor in Early Modern European History at the University of Southampton, UK.

2015

432 pages  
187 colour illus  
276 x 219mm /  
8.6 x 10.7 inches  
HB 9780857857682  
£30.00 / \$45.00  
Bloomsbury Academic





# Introduction to Fashion and Fashion Careers

3rd Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## In Fashion

Elaine Stone and  
Sheryl A. Farnan

**"A concisely written text that provides an overview of the key components of our industry along with the relationship to the environmental marketplace. I consider it the best text for our community college students." Marilyn Sullivan, El Centro College, USA**

The third edition of this best-selling introduction to the fashion industry is completely updated to cover the latest industry trends.

- Teaching Resources: updated Instructor's Guide, Test Bank, PowerPoint presentation, and First Day of Class materials available

*Elaine Stone* was Professor Emerita, Fashion Institute of Technology (FIT), USA, where she taught for more than 25 years.

*Sheryl A. Farnan* is Professor at Metropolitan Community College, USA.

UK October 2016  
US September 2016

352 pages  
250 color illus  
280 x 215mm / 8.5 x 11 inches  
Book + STUDIO Bundle  
9781501315152  
£74.00 / \$110.00  
STUDIO Access Card  
9781501315138  
Fairchild Books  
**STUDIO™**

[www / Textbook](http://www.bloomsburyfashioncentral.com)



### New to this edition

- Over 250 color images of current designers, fashion collections, retailers, and more
- Covers digital and social media, updated textile trends and innovations, and current omni-channel practices in retailing
- Emphasizes global aspects of the fashion industry, changing demographics, and the effects of economics and politics on consumer choices
- New "Spotlight on Careers" feature includes information and examples of different career areas in the fashion industry and corresponds to new STUDIO interviews that tell the story behind different career paths

### Included in the In Fashion STUDIO

- Student self-quizzes featuring scored results and personalized study tips
- Flashcards of terms and definitions
- Videos that bring chapter topics and career opportunities to life
- Chapter exercises

### Contents

Preface  
Acknowledgments

#### I. The Changing World of Fashion

1. The Nature of Fashion
2. The Environment of Fashion
3. The Movement of Fashion
4. The Business of Fashion

#### II. The Primary Level—The Materials of Fashion

5. Textiles: Fibers and Fabrics
6. Leather and Fur

#### III. The Secondary Level—The Producers of Fashion

7. Product Development
8. Fashion Apparel: Women's, Men's, Children's, and Teen's
9. Accessories

#### IV. The Retail Level—The Markets for Fashion

10. Global Sourcing and Merchandising
11. Fashion Retailing
12. So You Want to Be in Fashion?: Fashion Auxiliary Services

#### Glossary

Top 100 Fashion Influencers  
Notes  
Credits  
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# Introduction to Fashion and Fashion Careers

2nd Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Guide to Fashion Career Planning Job Search, Resumes and Strategies for Success

V. Ann Paulins and Julie L. Hillery

*Guide to Fashion Career Planning*, 2nd Edition helps both students and emerging professionals interested in entering the fashion industry prepare for successful careers – from self-assessment and goal setting to landing the first job. This book presents everything needed for professional and career development covering resume writing, interviewing, social media, job search strategies, internships and portfolios for fashion design, merchandising and retail careers.

*V. Ann Paulins* is Senior Associate Dean of Research and Graduate Studies at Ohio University, USA.

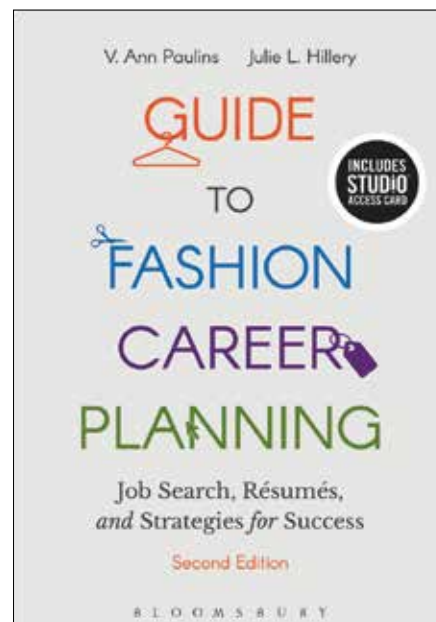
*Julie Hillery* is Chair and Instructor at The University of New Mexico, USA.

2016

296 pages  
50 bw illus  
254 x 178mm / 7 x 10 inches  
Book + STUDIO bundle  
9781501314711  
£34.00 / \$60.00  
STUDIO Access Card  
9781501314698  
Fairchild Books

**STUDIO™**

[www / Textbook](http://www.bloomsburyfashioncentral.com)



### Features

- New Chapter 3 offers a unique discussion of social media platforms and how they can be used to enhance the personal brand
- Details career paths in the fashion industry with examples of specific positions
- Discusses how to build a professional network and work with mentors
- Explains how to conduct a job search, interview effectively, and gain work experience
- Offers advice on professional ethics, personal branding and how to transition from one job position to another to advance in a career

### Included in the *Guide to Fashion Career Planning STUDIO*

- Self-quizzes featuring scored results and personalized study tips
- Flashcards of essential vocabulary
- Videos that bring chapter concepts to life
- Templates for resumes, cover letters and professional documents that student will need as they enter the workforce
- Samples of good and poor quality resumes and portfolios
- Complete personal assessment exercises to identify strengths and interests
- Access links to online job resources and tools

### Contents

- |   |  |
|---|--|
| Preface   | 6. Resumes and Cover Letters             |
| 1. Introduction to Careers in the Fashion Industry    | 7. Interviewing                          |
| 2. Preparing to Work in the Fashion Industry          | 8. Work Experiences and Internships      |
| 3. Identifying and Branding Your Professional Profile | 9. Professional Ethics                   |
| 4. Developing Your Professional Portfolio             | 10. Transitioning from College to Career |
| 5. The Job Search and Networking for Career Growth    | Index                                    |

# Business and Management

5th Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

[www](http://www.bloomsburyfashioncentral.com) / Textbook

## The Business of Fashion Designing, Manufacturing, and Marketing

Leslie Davis Burns,  
Kathy K. Mullet, and  
Nancy O. Bryant

**"I don't know of a book which covers all the areas that this title does!"** *Nicole Dunlop, Central Saint Martins, UK*

The fifth edition of this authoritative text offers updated information on the design, manufacturing, marketing, and distribution of fashion products within a global context.

- Teaching Resources: Instructor's Guide with projects, case studies, and test questions connected to guidelines in the Association to Advance Collegiate Schools of Business (AACSB) standards and PowerPoint presentations available

*Leslie Davis Burns* is President of Responsible Global Fashion LLC and Professor Emerita at Oregon State University, USA.

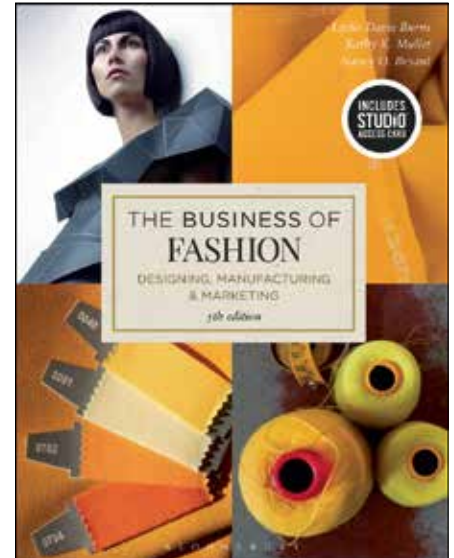
*Kathy K. Mullet* is Associate Professor at Oregon State University, USA.

*Nancy O. Bryant* is Professor Emerita at Oregon State University, USA.

UK October 2016  
US September 2016

384 pages  
200 2-colour illus  
280 x 215mm / 8.5 x 11 inches  
Book + STUDIO Bundle  
9781501315282  
£60.00 / \$105.00  
STUDIO Access Card  
9781501315268  
Fairchild Books

**STUDIO™**



### New to this edition

- New Chapter 2, "Global Fashion Supply/Value Chain" and expanded section on global sourcing in Chapter 11, "Sourcing Decisions and Production Centers"
- New chapter case studies give students a chance to think critically and apply the chapter concepts
- Integrates corporate responsibility and sustainability throughout this edition
- Highlights the roles of emerging technologies from 3D technologies in fashion design to omnichannel technologies in fashion retail
- *The Business of Fashion STUDIO* includes student self-quizzes featuring scored results and personalized study tips and flashcards of terms and definitions

### Contents

Preface

#### I. Organization of the Global Fashion Industries

1. Historical Perspective of the Fashion Industry
2. Global Fashion Supply/Value Chain
3. Business and Legal Framework of Companies in the Fashion Industries
4. Global Materials Industry
5. Fashion Brands: Company Organization

#### II. Creating and Marketing a Fashion Brand

6. Creating a Fashion Brand: Research
7. Creating a Fashion Brand: Design Brief
8. Design Development and Style Selection
9. Marketing Fashion Brands

#### III. Production and Distribution of Fashion Brands

10. Preproduction Processes
  11. Sourcing Decisions and Production Centers
  12. Production Processes
  13. Distribution and Retailing
- Glossary  
Photo Credits Index



# Business and Management

2nd Edition

## Fashion Buying From Trend Forecasting to Shop Floor

David Shaw and Dimitri Koumbis

Fully updated and beautifully illustrated, this revised second edition of the best-selling textbook *Fashion Buying* explores the activities, processes and people involved in fashion buying, breaking down the five key areas of buying activity; the role of the fashion buyer, sources of buying inspiration, suppliers, sourcing and communication, merchandise planning and trends in fashion buying.

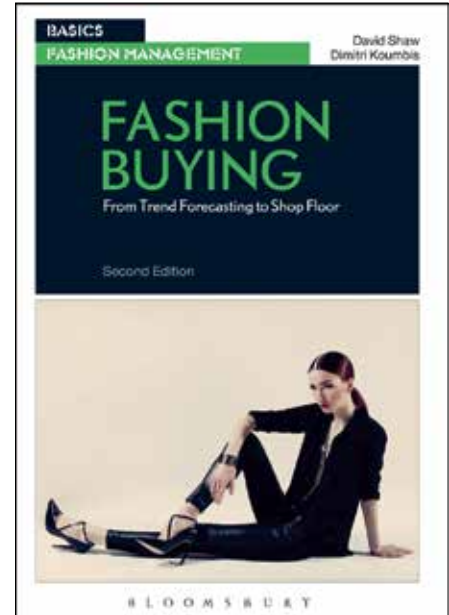
Featuring completely revised content on retail typology selecting and buying garments, customer profiling and merchandise pricing and trends, as well as insightful interviews, business case studies and industry-focused exercises, *Fashion Buying* is an invaluable go-to resource.

*David Shaw* is an academic, consultant trainer and writer.

*Dimitri Koumbis* is a fashion marketing and management professor at The Savannah College of Art and Design, USA.

UK January 2017  
US February 2017

184 pages  
120 colour illus  
230 x 160mm / 6.3 x 9.1 inches  
PB 9781474252928  
£21.99 / \$29.95  
Series: Basics Fashion Management  
Bloomsbury Visual Arts



### Contents

#### Introduction

#### 1. The Fashion Buyer

What is a Fashion Buyer?  
Fashion Buying Approaches  
Retail Environments and the Buyer  
Case Study: Kate Ruque,  
Fashion Buyer and Planner  
Interview: Kate Ruque  
Chapter 1 Summary

#### 2. Sources of Buying

Inspiration  
Buyers, Designers and Markets  
Market Research Profiling  
the Customer Trend  
Forecasting  
Case Study: Capsule  
Show Interview: Deidre  
Maloney, Co-founder  
Capsule Show  
Chapter 2 Summary

#### 3. Suppliers, Sourcing and Communication

The Buyer/Supplier  
Relationship  
What is a Supply Chain?  
Managing the Supply Base  
Sourcing Issues  
Developing Product  
Categories and Selecting  
Lines  
Fabric Selection  
Fashion Lead Times and the  
Fashion Buying Cycle  
Selecting and Buying  
Garments  
Case Study: Feral Childe  
Interview: Alice Wu, Co-  
founder Feral Childe  
Chapter 3 Summary

#### 4. Merchandise Planning

What is Merchandise  
Planning?  
Developing the Initial  
Season Buying  
Plan Product Sampling and  
the Final Range Preparation  
Merchandise Pricing

Risk and Range Issues  
Getting the Balance Right  
Case Study:  
Technology Interview:  
Oshana Pinto, PLM  
Product Manager, Gerber  
Technology  
Chapter 4 Summary

#### 5. Trends in Fashion Buying

Promotional Activities  
Technology  
Corporate Social  
Responsibility  
Case Study: Kristen Lucio,  
Fashion Entrepreneur  
Interview: Kristen Lucio  
Chapter 5 Summary

#### Conclusion

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#### Glossary

#### Student Resources

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#### Acknowledgements and Picture Credits

# Marketing and Branding

[www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Brand Management Strategies Luxury and Mass Markets

William D'Arienzo

This book offers an applied and practical approach to classic themes in brand management with updated brand case studies, fashion and non-fashion examples and interactive brand development exercises.

- Teaching Resources: Instructor's Guide, Test Bank, and PowerPoint presentations available

*William D'Arienzo* is a lecturer and founder of the Brand Management Experience program at the Fashion Institute of Technology (FIT), USA, and is a adjunct Assistant Professor at Rider University, College of Business, USA.

UK October 2016  
US September 2016

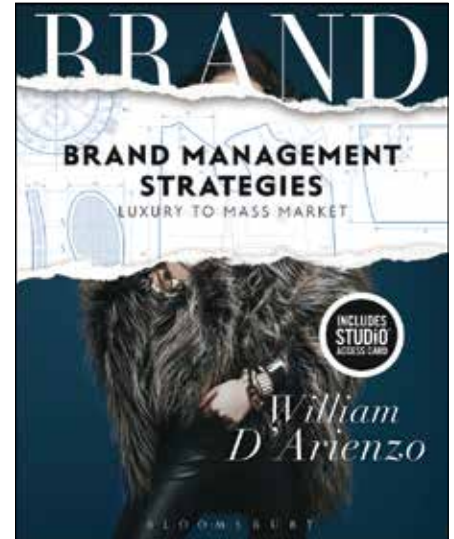
320 pages  
100 bw illus  
254 x 203mm / 8 x 10 inches  
Book + STUDIO bundle  
9781501318436  
£60.00 / \$90.00  
STUDIO Access Card  
9781501318412  
Fairchild Books

**STUDIO™**

Included in the *Brand Management Strategies STUDIO*

- Student self-quizzes with results and personalized study tips
- Flashcards with definitions and image identification
- Interactive Brand Lab worksheets and exercises, to help students master concepts and improve grades

[www / Textbook](http://www.bloomsburyfashioncentral.com)



### Contents

Preface

Acknowledgment

#### I. The Evolution of Brands

1. The Emergence of Brands
2. The Nature of Luxury Brands
3. From Luxury to Mass

#### II. Building The Brand

4. Segmentation Models
5. Brand Loyalty
6. The Brand Promise
7. Measuring Brand Value
8. Creating Brand Names and Protecting Trademarks

#### III. Maintaining the Brand

9. Staying On-Brand in a Consumer-centric Age
10. The Brand's Lifecycle
11. Consumer Brand Engagement

#### IV. Brand Perspectives in the Global and Digital World

12. Mass Brand Management in a Digital World
13. Luxury Brand Management in a Digital World
14. Global Brand Management
15. Insights and Trends in Brand Management Research

Glossary

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# Marketing and Branding

4th Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Fashion Forecasting

Evelyn L. Brannon and  
Lorynn Divita

*Fashion Forecasting* explains how to recognize emerging trends and the 'coolhunters' who lead the way.

- Teaching Resources: Instructor's Guide and PowerPoint presentation available

*Evelyn L. Brannon* is Professor Emerita at Auburn University, USA.

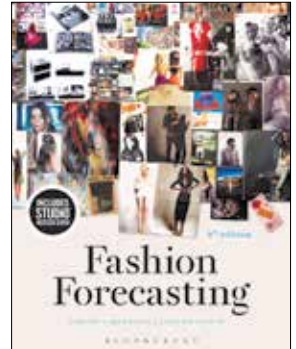
*Lorynn Divita* is an Associate Professor of Apparel Merchandising at Baylor University, USA.

2015

496 pages  
150 colour illus  
254 x 203mm / 8 x 10 inches  
Book + STUDIO bundle  
9781501313189  
£80.00 / \$110.00  
STUDIO Access Card  
9781501313165  
Fairchild Books

**STUDIO™**

[www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com) / Textbook



### New to this edition

- New Chapter 5, "Popular Culture and Forecasting," connects the influence of television, music, movies and social media to the rise of trends
- Thoroughly updated Chapter 4, now entitled "Modern Forecasting Methods," features current forecasters such as Trend Tablet, Perciers Paris, and Nelly Rodi Lab
- New "You Be The Forecaster" feature allows students to apply the skills in each chapter in scenarios that simulate real-world career situations
- *Fashion Forecasting STUDIO* includes self-quizzes featuring scored results and personalized study tips, flashcards of essential vocabulary, and videos that bring chapter concepts to life

### Contents

Preface

1. The Fashion Forecasting Process

#### I. Forecasting Frameworks

2. Introducing Innovation
3. The Direction of Fashion Change
4. Modern Forecasting Methods

#### II. Fashion Dynamics

5. Popular Culture and Forecasting
6. Color Forecasting
7. Textile Forecasting
8. The Look: Design Concepts and Style Directions

#### III. Marketplace Dynamics

9. Consumer Research
10. Sales Forecasting

#### IV. Forecasting at Work

11. Competitive Analysis
12. Presenting the Forecast

Glossary  
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2nd Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Brand/Story Cases and Explorations in Fashion Branding

Joseph H. Hancock, II

*Brand/Story* examines how a retailer, manufacturer, or designer label uses storytelling to grab a consumer's interest. Using 10 case studies on such notable brands as Levis and Vivienne Westwood, it looks at what a fashion brand is about and why companies advertise the way they do.

- Teaching Resources: Instructor's Guide and PowerPoint presentations available

*Joseph H. Hancock, II* is an Associate Professor at Drexel University, USA, in the Department of Design.

2016

240 pages  
90 colour illus  
229 x 152mm / 6 x 9 inches  
PB 9781501300028  
£60.00 / \$90.00  
Fairchild Books

[www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com) / Textbook



### New to this edition

- Features 7 new brands including Lululemon, Warby Parker, MAC Cosmetics and Topshop/Topman, and over 40 new color images
- Updated interviews with industry professionals including Nancy Mair, General Merchandise Manager, Burlington Stores and Jill Walker-Roberts, President of Walker-Roberts Consulting
- New *Go Outside!* exercises provide readers with scenarios in which they can apply what they learn to other brands they encounter
- Covers hot topics such as sustainability, social responsibility, fast fashion and social media's influence on fashion brands



# Marketing and Branding

3rd Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Promotion in the Merchandising Environment

Kristen K. Swanson and  
Judith C. Everett

This fully updated edition broadly covers all categories of promotion with an emphasis on creativity, the promotion mix and the rise of digital media in the fashion industry.

- Teaching Resources: Instructor's Guide, Test Bank and PowerPoint presentations available

*Kristen K. Swanson* is a Professor of Merchandising in the School of Communication at Northern Arizona University, USA.

*Judith C. Everett* is Emeritus Professor of Merchandising in the School of Communication at Northern Arizona University, USA.

2015

464 pages  
197 colour illus  
280 x 215mm / 8.5 x 11 inches  
PB 9781628921571  
£92.00 / \$125.00  
Fairchild Books

[www](http://www.bloomsburyfashioncentral.com) / Textbook



### New to this edition

- Updated chapter opening vignettes relate the content of each chapter to the industry
- New Chapter 3 "The Creative Process in Promotion" explains how the elements and principles of design are used in promotional activities and illuminates the creative relationship between retailers and advertising agencies
- New Chapter 8 "New Media" covers interactive retailing, e-commerce, and social media, such as Facebook, Twitter, Instagram, and Pinterest
- Emphasizes the concept of integrated marketing communications (IMC), the effects of consumers' changing attitudes and how changes in technologies and distribution channels are driving communication and fashion promotion today

[www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Fashion Promotion in Practice

Jon Cope and Dennis Maloney

*Fashion Promotion in Practice* both instructs and inspires readers by examining and analyzing contemporary promotional practice within the fashion industry and illustrating how readers may apply relevant thinking to their own brands and campaigns. The title explores contemporary issues of fashion promotion, including fashion film, the democratization of the catwalk and celebrity endorsement.

*Jon Cope* is a Senior Lecturer in Public Relations on the BA (Hons) Fashion Promotion course at University for the Creative Arts, London, UK.

*Dennis Maloney* is a Senior Lecturer across all aspects of the BA (Hons) Fashion Promotion course at the University for the Creative Arts, London, UK.

2016

208 pages  
200 colour illus  
270 x 210mm /  
8.3 x 10.6 x inches  
PB 9781472568922  
£37.99 / \$51.95  
Series: Required Reading  
Range  
Fairchild Books



# Merchandising and Retailing

3rd Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

[www](http://www.bloomsburyfashioncentral.com) / Textbook

## Going Global The Textile and Apparel Industry

Grace I. Kunz, Elena Karpova and  
Myrna B. Garner

**"I think this is the best textbook that I have seen on the subject matter. It provides great information on sourcing options and considerations in making sourcing decisions."** Louise Wallace, *Fashion Institute of Design & Merchandising, USA*

- Teaching Resources: Instructor's Guide, Test Bank, and PowerPoint presentations available

### New to this edition

- Increased coverage of sourcing and expanded discussion of Product Lifecycle Management (PLM) software and technology
- Updated and new case studies in every chapter with added assessment questions to improve critical thinking skills
- Updated data in Part 3 for each country discussed, including current info on politics and economic development, trade agreements and statistics, plus new information on sourcing and sustainability issues in each region

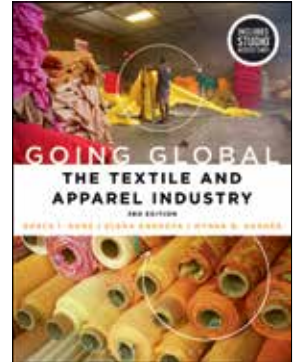
### Included in *Going Global STUDIO*

- Online self-quizzes with scored results and personalized study tips
- Flashcards with terms and definitions

2016

400 pages  
120 bw illus  
280 x 215mm / 8.5 x 11 inches  
Book + STUDIO bundle  
9781501318344  
£74.00 / \$100.00  
STUDIO Access Card  
9781501318320  
Fairchild Books

**STUDIO™**



8th Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

[www](http://www.bloomsburyfashioncentral.com) / Textbook

## Mathematics for Retail Buying

Bette K. Tepper and Marla Greene

This thoroughly updated edition of *Mathematics for Retail Buying* includes realistic examples, worked-out problems and clear explanations that are relevant to a retail buyer's job today.

- Teaching Resources: Instructor's Answer Manuals, powerpoints and a Test Bank available

### New to this edition

- Reorganized Chapters 1 and 6 reflect the order of prior editions and open the textbook with the discussion of "merchandising for profit" and profit and loss concepts
- Updates problems in all chapters and case studies for currency and relevancy to the industry today, including 50% new practice problems and four new case studies
- Expanded Chapter 5, "Six-Month Planning and Components," includes updated coverage of assortment planning with a new "Formulating a Six-Month Plan" case study
- Key Concept Formulas at the beginning of each chapter and select answers at the end of the book helps students check their understanding as they complete Practice Problems

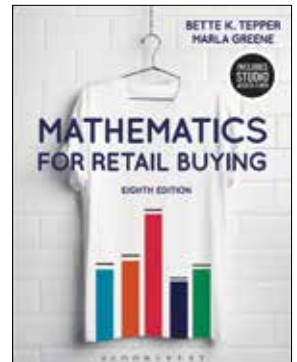
### Included in *Mathematics for Retail Buying STUDIO*

- Study smarter with self-quizzes featuring scored results and personalized study tips
- Review concepts with flashcards of terms and definitions and key formulas
- Practice your skills by computing Practice Problems from the text, now available digitally with formulas embedded in the Excel spreadsheets
- Enhance your knowledge with additional real world case studies and activities for each chapter

2016

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# Fashion Design

3rd Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Research and Design for Fashion

Simon Seivewright and  
Richard Sorger

*Research and Design for Fashion*, 3rd Edition equips readers with a complete toolkit of key techniques and approaches to the research process. Through the use of practical exercises, covering themes such as focus research pages and design development and with a wealth of new interviews from exceptional designers this new edition will help you master the research process and apply it to your own designs.

This now classic text includes new sections on trends, colour analysis and technical drawing, as well as updated imagery of the research and design work behind both single garments and entire collections.

*Simon Seivewright* exhibited his textiles at *Premiere Vision* in Paris and worked in Paris creating trend and forecasting brochures for clients in Europe, Japan and America.

*Richard Sorger* is the Programme Leader for MA Fashion and a Senior Lecturer in fashion design at Middlesex University, UK.

UK November 2016  
US December 2016

200 pages  
191 colour illus  
230 x 160mm / 6.3 x 9.1 inches  
PB 9781474246361  
£23.99 / \$32.95  
Series: Basics Fashion Design  
Bloomsbury Visual Arts



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#### 1. Research what and why?

What is a brief?  
What should research contain?  
Who are you designing for?  
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Interview: Malene Oddershede Bach  
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# Fashion Design

2nd Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

Textbook

## Developing a Fashion Collection

Elinor Renfrew and Colin Renfrew

**"In the professional world, knowledge of the industry you work in is paramount for success. You need to know every name in this book."**  
Todd Lynn, *Fashion Designer*

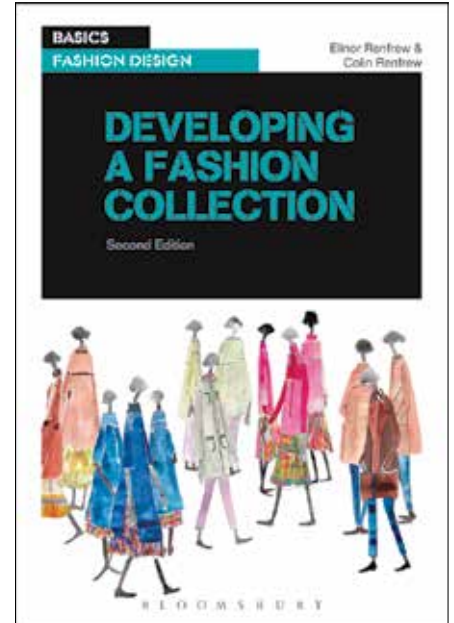
Fully updated with new interviews and inspiring images, the 2nd edition of *Developing a Fashion Collection* covers everything the fashion student needs to know before designing their own collections.

*Elinor Renfrew* is Associate Head of the Design School and Director for Fashion at Kingston University, UK.

*Colin Renfrew* is Pro Vice Chancellor Dean at Manchester Metropolitan University, UK.

2016

184 pages  
200 colour illus  
230 x 160mm / 6.3 x 9 inches  
PB 9782940496730  
£23.99 / \$32.95  
Series: Basics Fashion Design  
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### Features

- 30 interviews with leading contemporary fashion designers, including Sister by Sibling, Holly Fulton, Todd Lynn, thefuturelaboratory, People Tree, Leutton Postle and Insley & Nash
- Includes an overview of the development process; the common themes used by designers, different market levels, and specialist collections and approaches to designing the student collection

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#### Introduction

#### 1. What is a collection?

How to start a collection  
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Inspiration  
Development  
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Shelley Fox  
Holly Fulton  
Todd Lynn  
Richard Nicoll  
Felipe Rojas Llanos

#### 2. Collections and their influences

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Artistic  
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Louis Amendola  
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Katie Greenyer  
Sophie Hulme  
Kenneth Mackenzie  
Will Broome

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#### Developing high street collections On-line shopping

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Sibling  
Colin McNair  
Gordon Richardson  
John Mooney

#### 4. Specialist collections

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Active sportswear  
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Footwear  
Bags and accessories  
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Jenny Leutton (Leutton Postle)  
Charli Cohen  
Tracy Mulligan  
Nicholas Kirkwood  
Oliver Ruuger

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Presentation  
  
Conclusion  
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Shops and markets  
Suppliers  
Fashion weeks, trade shows and fabric fairs  
Fashion journals, museums and blogs  
Acknowledgements and picture credits

# Illustration

[www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## The Fashion Designer's Sketchbook Inspiration, Design Development and Presentation

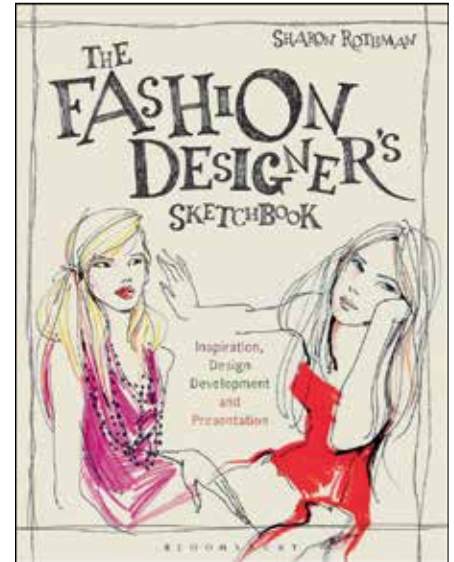
Sharon Rothman

Illustrated with real sketchbook examples, this book identifies four types of creative journal: the inspiration diary, the working journal, the presentation journal and the design log, to demonstrate how readers can generate design ideas and improve their illustration techniques.

Sharon Rothman is an Adjunct Assistant Professor at the Fashion Institute of Technology, New York, USA.

2016

216 pages  
200 colour illus  
270 x 210mm /  
8.3 x 10.6 inches  
PB 9781472567291  
£29.99 / \$40.95  
Series: Required Reading  
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### Features

- Companion website includes end-of-chapter videos and video interviews with practicing fashion professionals
- Diverse and beautiful range of real sketchbook examples
- Clearly outlines the key steps of design development, supported by simple instructional text and questions that prompt critical thinking, to enable student readers to get the most out of their sketchbooks

### Contents

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Interview: Andora Whitfield  
Interview: Daniel Roseberry

#### 2. Pre-Design: Your Inspiration Sketchbook

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Putting It All Together; Exercise 2: Your Own Remix  
Sketching in the Moment; Exercise 3: Research Sketching  
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Interview: Renaldo Barnette

#### 3. Market Research: Your Design Direction

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[www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Fashion Flats and Technical Drawing

Bina Abling and Felice DaCosta

A step-by-step workbook for learning technical drawing and flat sketching skills covering a range of garments and construction details used to communicate fashion designs for portfolios and production.

- Teaching Resources: Sample course syllabi, test questions, visual quizzes, and grading guidelines available

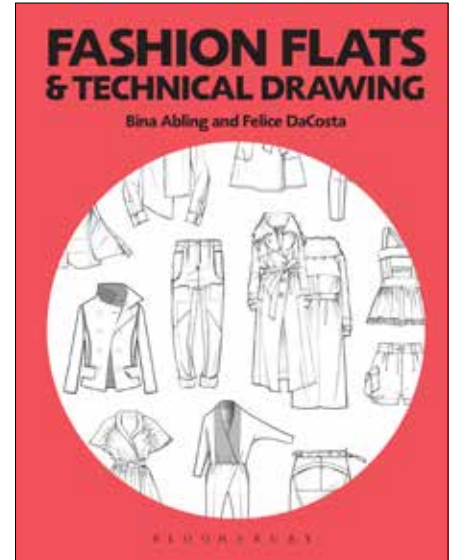
*Bina Abling* has taught in the Fashion Design departments of FIT, Parsons The New School for Design in New York City and as Guest Faculty at Santa Fe Community College, USA.

*Felice DaCosta* is a Professor at Parsons The New School for Design in New York City, USA.

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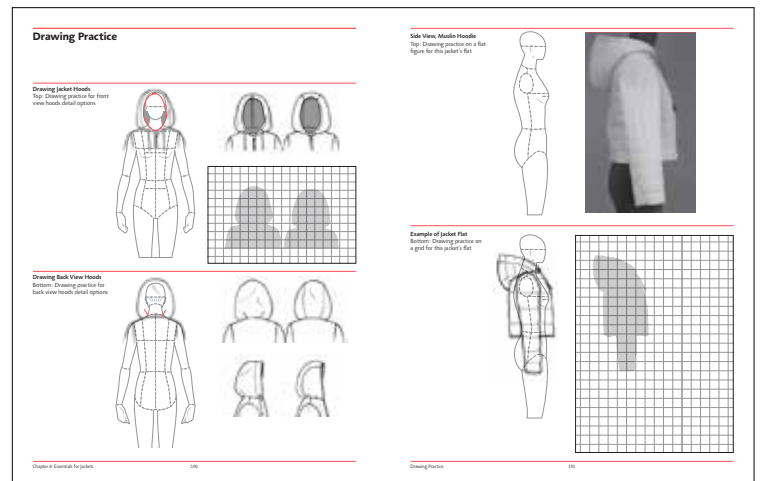


### Features

- More than 500 hand-drawn and CAD-rendered flats and 100 photos of finished garment samples
- Shows front-view and back-view flats, select side-view and 3/4-view flats, plus variations for menswear and childrenswear
- Covers basic CAD techniques, how to use the pen tool, and methods for translating hand-drawn flats to digital drawings
- Guest Artist features showcase professional designer styles for flats to inspire creativity
- Practical format includes lay-flat spiral binding and drawing practice pages with grids and figure templates

### Included in *Fashion Flats and Technical Drawing STUDIO*

- Download figure templates and basic garment flats that can be used in different CAD programs or printed out
- Access extra drawing exercises and project using women's, men's, and children's flat figure templates
- Review concepts with flashcards of essential fashion vocabulary



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- Acknowledgements
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- 11. Flats for Production
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- Index



# Technical Design and CAD for Fashion

[www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Fashion and Textile Design with Photoshop and Illustrator Professional Creative Practice

Robert Hume

This book takes the reader from novice to professional in clear, easy-to-follow steps, with the learning approach tailored to meet the demands of users from the textile and fashion industry. With over 16 projects, case studies, interview features and the author's many years of experience, this book offers readers a unique fast track to professional-level ability.

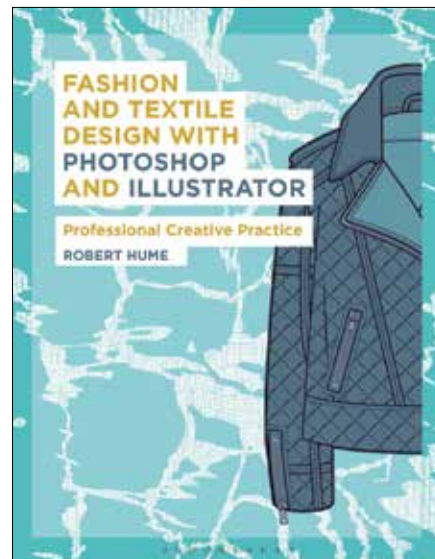
- Companion website hosts resources to accompany the projects in the book
- Project-based content enables the reader to advance from one project to the next while understanding the essential tools of the applications, and to quickly gain the versatility required to apply them in varied contexts
- Case studies and interview features with international fashion designers illustrate how professional designs originated in Photoshop and Illustrator

*Robert Hume* teaches both in industry and in higher education, principally at Norwich University of the Arts, UK and at Central St. Martins College of Art and Design, London, UK.

2016

256 pages  
200 colour illus  
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### Contents

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Project Twelve - Illustrator, Photoshop and Filters

Case Study - Tord Boontje for Kravat

#### 3. Level 3

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Project Fourteen - Illustrator - Flats

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Sharing, Communication and Output

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# Technical Design and CAD for Fashion

2nd Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Apparel Production Terms and Processes

Janace E. Bubonia

**"This book is a must-have for anyone interested in the use of proper terminology for the different processes used in the making of garments. An excellent window to the other side of fashion!"** *Luz Pascal, Fashion Institute of Technology, USA*

*Apparel Production Terms and Processes* follows the product life cycle from concept through completion. The new edition takes a global perspective with expanded coverage of sizing standards and fit information.

- Teaching Resources: Instructor's Guide with sample syllabi, teaching strategies, Test Bank, and Image Bank available

*Janace E. Bubonia* is a Professor and Chair of the Department of Design, Interior Design and Fashion Merchandising at Texas Christian University, USA.

UK February 2017  
US January 2017

416 pages  
1100 2-colour images  
280 x 215mm / 11 x 8.5 inches  
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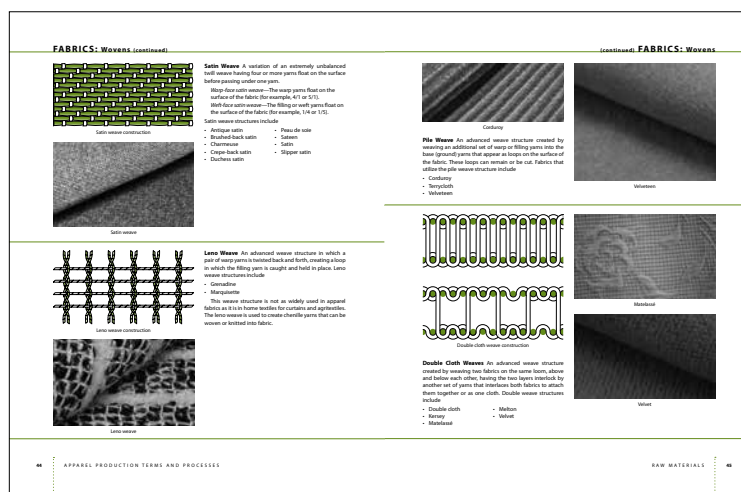


### New to this edition

- New chapter on Sizing and Fit covers sizing standards, fit types, and evaluation of fit
- Added coverage of international labeling regulations and expanded section on safety compliance
- Integrates coverage of quality control and inspection featuring common fabric and garment defects into the Quality Assurance and Product Testing chapter
- Expanded sourcing information in the Production chapter
- Coverage of new technologies such as 3D printing, seamless garments, stitchless seams, and equipment

### Included in *Apparel Production Terms and Processes STUDIO*

- Student self-quizzes featuring scored results and personalized study tips
- Flashcards of terms and definitions
- Visual analysis exercises and activities
- Downloadable files for specification sheets



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	13. Garment Labels			

# Technical Design and CAD for Fashion

3rd Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Complete Guide to Size Specification and Technical Design

Paula J. Myers-McDevitt

**“A great book if you are teaching students how to develop a technical package.”** Dyana Harrison, *Clary Sage College, USA*

A comprehensive learning guide for measuring garments using standard industry practices. This edition now includes more information on PDM/PLM systems, coverage of childrenswear, new flats and basic body figure croquis.

- Teaching Resources: Instructor's Guide, “Learning with STUDIO” Student Registration Guide, and “First Day of Class” PowerPoint available

Paula J. Myers-McDevitt has been a production manager, technical design manager and instructor at Cheney University, Immaculata University of Pennsylvania, and Harcum College, USA.

2016

400 pages  
650 2-color illus  
305 x 229mm / 9 x 12 inches  
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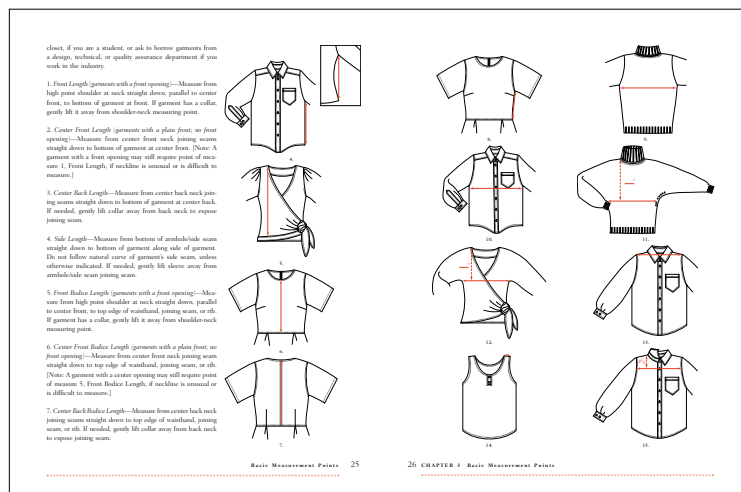


### New to this edition

- New section on computer-aided technical design including coverage of PLM/PDM software such as Gerber, Lectra, and Optitex
- New chapter on childrenswear with points of measure (POM) and grading information
- Added instructions on measuring the human body and expanded information on fitting and grading
- Updated appendices with new fashion flats and body figure croquis and a metric conversion chart

### Included in Complete Guide to Size Specification and Technical Design STUDIO

- Videos that bring chapter concepts to life
- Downloadable templates, blank and sample spec sheets, basic garment and figure croquis to practice technical design skills
- Student self-quizzes featuring scored results and personalized study tips
- Flashcards of essential vocabulary
- Useful resources like a Care Labeling Guide, Ordering a Dress Form Guide and a Buttonline Card



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# Patternmaking

[www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Patternmaking for Jacket and Coat Design

Pamela Vanderlinde

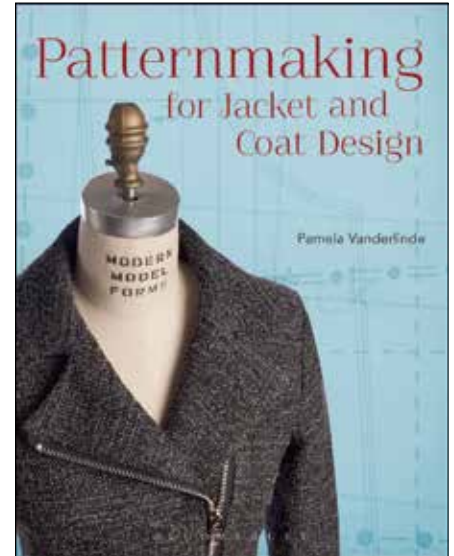
**“An excellent resource that goes beyond the simple jacket!”** *Judy Huyck, Southern Illinois University, USA*

A comprehensive, project-based patternmaking book that focuses on iconic jacket and coat design, and which provides an accessible, easy-to-follow, visually engaging manual for seven classic jacket and coat designs with step-by-step instructions to assist the pattern-drafting process for both intermediate and advanced students alike. Each chapter covers one iconic jacket or coat design in a project-based format, and explores both the background history and continuing contemporary relevance of the design, complete with detailed illustrations.

*Pamela Vanderlinde* is a professor of fashion design classes at undergraduate level at The Illinois Institute of Art and Columbia College in Chicago, USA.

UK December 2016  
US January 2017

216 pages  
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# Patternmaking

3rd Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Concepts of Pattern Grading Techniques for Manual and Computer Grading

Kathy K. Mullet

**"It is well written, informative, and I believe superior to other books."** *Jacqueline Robeck, University of Louisiana, USA*

**"A PERFECT book for the market niche."** *Carol Roscheck Sapos, Santa Monica College, USA*

This textbook takes a holistic approach to pattern grading that presents a mix of theory and practice to facilitate the learning process.

- Teaching Resources: Instructor's Guide and Test Bank available

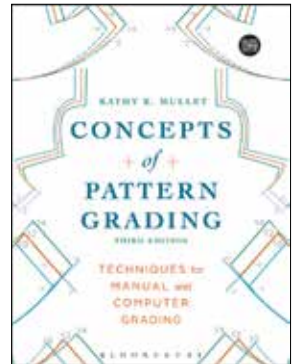
*Kathy K. Mullet is an Associate Professor at Oregon State University, USA.*

2015

240 pages  
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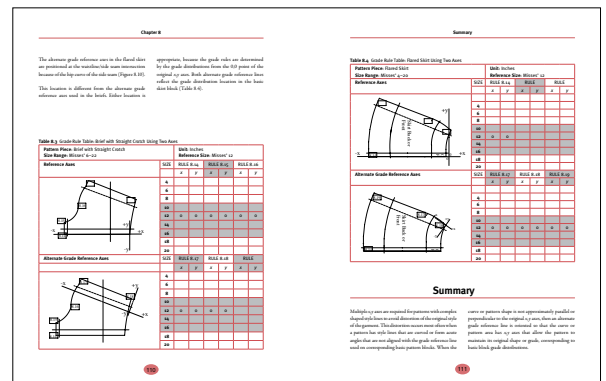
- Expanded discussion of computer grading technology including Optitex, Gerber, Lectra, and Tukatech software
- 20% new end-of-chapter exercise questions
- Includes more than 200 illustrations and 85 tables for grade rules, measurement charts and garment specifications
- Provides updated information on ASTM sizing standards
- Added discussion on grading from specifications and development of tolerances

### Included in Concepts of Pattern Grading STUDIO

- Self-quizzes featuring scored results and personalized study tips
- Review concepts with flashcards of terms and definitions

### Contents

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[www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Professional Pattern Grading for Women's, Men's and Children's Apparel

Jack Handford

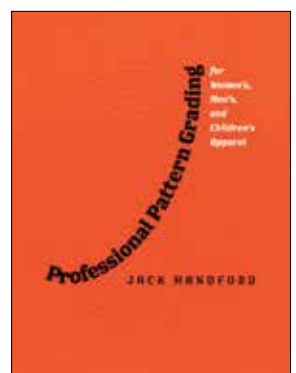
**Back in print by popular demand!**

This classic text offers students and industry professionals detailed step-by-step instructions and illustrations for grading pattern pieces for women's, men's and children's wear.

2003

264 pages  
320 2-colour illus  
280 x 215mm / 8.5 x 11 inches  
PB 9781563673191  
£66.00 / \$100.00  
Fairchild Books

Textbook



# Stretch and Knit Fabrics

www.bloomsburyfashioncentral.com

## Patternmaking with Stretch Knit Fabrics

Julie Cole

**"It is comprehensive book taking the subject from the basic knit structure of the fabric right up to fabrication. There is nothing like it in print."** *Luz Pascal, Fashion Institute of Technology, USA*

In this comprehensive and highly illustrated text, students will learn a simplified approach for drafting slopers and designing their own patterns for stretch knit fabrics.

- Teaching Resources: Instructor's Guide and Test Bank available

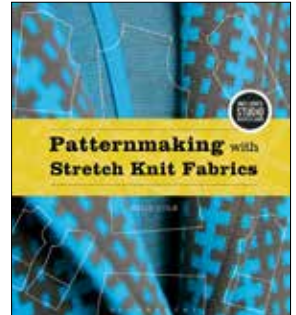
*Julie Cole* is a fashion designer and educator. She has taught fashion design courses at Harper College, International Academy of Design and Technology and Mount Mary College, USA.

2016

416 pages  
950 2-color illus  
280 x 215mm / 8.5 x 11 inches  
Book + STUDIO bundle  
9781501318245  
£60.00 / \$100.00  
STUDIO Access Card  
9781501318221  
Fairchild Books

**STUDIO™**

www / Textbook



### Features

- Accurate and simplified system for patternmaking with stretch knit fabrics
- More than 900 line drawings with color accents and 100 photographs of sewn samples on the dress form
- Covers drafting slopers and patterns for tops, dresses, jackets, sweaters, cardigans, skirts, pants, lingerie, swimwear, and activewear

www.bloomsburyfashioncentral.com

## Sewing with Knits and Stretch Fabrics

Sharon Czachor

**"The need for this book is strong and any program that is sewing with knits of any kind should use this book."** *Mary Simpson, Baylor University, USA*

Provides clear, step-by-step instructions and photographs covering the methods used to successfully stitch knits and stretch fabrics on both standard and industrial sewing machines.

- Teaching Resources: Instructor's Guide and Test Bank available

*Sharon Czachor* is an adjunct instructor in the fashion department of Harper College in Illinois, USA.

2016

304 pages  
210 bw illus  
280 x 215mm / 8.5 x 11 inches  
Book + STUDIO bundle  
9781501316494  
£60.00 / \$90.00  
STUDIO Access Card  
9781501316470  
Fairchild Books

**STUDIO™**

www / Textbook



### Features

- Covers industrial and home sewing machines, overlock machines, and coverstitch machines, plus supplies, needles and threads used to construct knit garments
- Provides an introduction to the types of knits and stretch wovens, sizing knits, and preparing knits and stretch wovens for sewing
- Includes chapters on t-shirts, tops and sweaters, dresses, skirts and pants, jackets, activewear, swimwear, lingerie and creating texture with pleats, tucks, gathers, ruffles and trims

Included in *Sewing with Knits and Stretch Fabrics* STUDIO

- Self-quizzes featuring scored results and personalized study tips
- Flashcards of terms and definitions
- Downloadable files for the patterns used to create the sewing samples throughout the text, a Fabric Form template, and a Sample Checklist to help readers develop their own resource book of sample techniques, swatches of knit, stretch, and stretch woven fabrics



# Construction and Sewing

2nd Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

[www](http://www.bloomsburyfashioncentral.com) / Textbook

## The Art of Couture Sewing

Zoya Nudelman

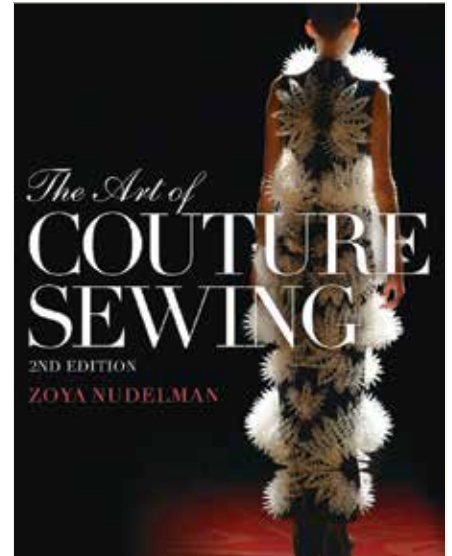
*The Art of Couture Sewing* is a practical guide to custom techniques in the construction of couture garments. The text is filled with step-by-step techniques along with clear instructions and illustrations.

- Teaching Resources: Instructor's Guide and PowerPoint presentations available

*Zoya Nudelman* is an Assistant Professor in the Fashion Design Department at Illinois Institute of Art, USA.

2016

456 pages  
770 colour illus  
280 x 215mm / 8.5 x 11 inches  
PB 9781609018313  
£74.00 / \$110.00  
Fairchild Books



### Features

- Covers tools and supplies, then discusses matching fabrics with the appropriate needle, thread, pressing, and construction techniques
- End-of-chapter biographies discuss notable designers and their couture techniques, such as Paul Poiret, Coco Chanel, Yves Saint Laurent, Valentino, Jean-Paul Gaultier, and Vera Wang
- More than 1,300 color photos and specially commissioned illustrations

### New to this edition

- Expanded coverage of the construction of facings, linings, underlining and interfacings in Chapter 4
- New chapter on constructing large skirts including trains, hoop skirts, and petticoats
- Dozens of new fabric manipulation and embellishment techniques in Chapter 8

### Contents

#### Preface

#### Acknowledgements

1. Introduction to Couture
2. The Art of Textiles
3. Uses of Sewing Tools and Supplies
4. The Skill of Hand and Machine Stitching
5. The Skill of Couture Draping
6. The Art of Skirts
7. The Secret of the Corset
8. The Skill of Fabric Manipulation
9. The Skill of Garment Embellishment
10. The Secret of Closures
11. The Skill of Hems and Other Edge Finishes
12. The Skill of Basic Tailoring

#### Glossary

#### Bibliography

#### Credits

#### Index



Figure 1.46 (a) Outer corset layer (b) Cut felt or Rayon, no seam allowances (c) Rayon under water, wet with starch (d) Lay the machine with full tape (e) Decorative outer layer (f) Attach the closure

Construction of the Boned Corset Top 207



Jean Paul Gaultier, 1994

120 Chapter 10: The Secret of Closure

# Construction and Sewing

3rd Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Fitting and Pattern Alteration

### A Multi-Method Approach to the Art of Style Selection, Fitting, and Alteration

Elizabeth Liechty, Judith Rasband  
and Della Pottberg-Steineckert

**"No other book addresses the topic as clearly and as concise as this one . . . I would consider it a 'bible' on the subject. It is packed with information, challenges and solutions."** *Luz Pascal, Fashion Institute of Technology, USA*

This all-inclusive guide presents proven methods of style selection, fitting, and alteration that are rooted in the elements and principles of design. Readers learn how to evaluate and correct fit for 88 figure variation following step-by-step fitting procedures.

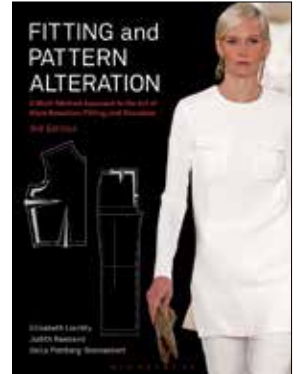
- Teaching Resources: Instructor's Guide with new Test Bank

2016

480 pages  
1,250 bw illus and photos  
305 x 229mm / 9 x 12 inches  
Book + STUDIO bundle  
9781501318207  
£84.00 / \$115.00  
STUDIO Access Card  
9781501318177  
Fairchild Books

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[www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com) / Textbook



#### New to this edition

- *Fitting and Pattern Alteration STUDIO* includes online self-quizzes and flashcards
- Chapter objectives highlight learning goals for students
- Graded pattern illustrations, measurement illustrations, photos of actual body types and illustrations of advanced bodice and pant fitting patterns
- End-of-chapter discussion questions

[www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## Zero Waste Fashion Design

Timo Rissanen and  
Holly McQuillan

**"This book should revolutionize how we teach flat patternmaking."** *Elizabeth Shorrock, Assistant Professor, Fashion Studies, Columbia College Chicago, USA*

*Zero Waste Fashion Design* combines research and practice to introduce a crucial sustainable fashion design approach. Written by two industry leading pioneers, the book offers flexible strategies and easy-to-master techniques. Sample flat patterns and more than 20 exercises and beautifully illustrated interviews with high profile designers reinforce understanding of the design process.

*Timo Rissanen* is the Assistant Professor of Fashion Design and Sustainability at Parsons School of Design, The New School, New York, USA.

*Holly McQuillan* is Senior Lecturer in Design at the College of Creative Arts at Massey University, New Zealand.

2016

216 pages  
200 colour illus  
270 x 210mm /  
8.3 x 10.6 inches  
PB 9781472581983  
£34.99 / \$47.95  
Series: Required Reading  
Range  
Fairchild Books



# Introduction to Textiles

11th Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## J.J. Pizzuto's Fabric Science

Ingrid Johnson, Allen C. Cohen  
and Ajoy K. Sarkar

The most comprehensive and current introduction to the textile industry – from fibers and finishes to smart textiles and end uses in fashion and interior design – all in a convenient binder format.

- Teaching Resources: Instructor's Guide, Test Bank, and PowerPoint presentations available

### New to this edition

- Updates include fiber innovations, high performance fabrics, smart textiles, nanotechnology, recent developments in wet processing and textile technology, global sourcing options, and sustainability
- "Business of Textiles" feature focuses on applications with topics such as the novelty yarns used in Chanel suits, current wearable apparel technology, and new green dry cleaning methods
- 20% new photographs and detailed illustrations throughout
- Renamed and expanded Chapter 13, "Performance, Technical, and Smart Textiles"

### Included in *Fabric Science STUDIO*

- Self-quizzes featuring scored results and personalized study tips
- Flashcards of terms and definitions and fabric identification
- Videos bring chapter topics and concepts to life

2015

384 pages  
291 colour illus  
292 x 264mm /  
10.4 x 11.5 inches  
Book + STUDIO Bundle  
9781501395369  
£70.00 / \$115.00  
STUDIO Access Card  
9781501395123  
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[www / Textbook](http://www.bloomsburyfashioncentral.com)



11th Edition / [www.bloomsburyfashioncentral.com](http://www.bloomsburyfashioncentral.com)

## J.J. Pizzuto's Fabric Science Swatch Kit

Ingrid Johnson, Allen C. Cohen  
and Ajoy K. Sarkar

Designed to provide students with a hands-on experience with a range of textiles, this complete swatch kit contains 114 bundled fabric swatches, a fabric key, 40 assignments, fabric mounting boards, and a magnified pick glass – all in a convenient three-ring binder.

- Teaching Resources: Instructor's Guide, Instructor's Swatch Set including 7" x 12" samples of each fabric, Fabric Sample Answer Sheet PDF with filled-in fabric pages for easy gradings, and PowerPoint presentations available

### New to this edition

- 40 updated, basic assignments do not require laboratory equipment to complete, making the material accessible to a range of students and schools
- A Fabric Key pamphlet identifies the swatches by number and fabric name, description and fiber content
- New smart textiles, performance fabrics, knits, and sustainable swatches added to the kit

### Included in *Fabric Science Swatch Kit STUDIO*

- Fabric flashcards including 10x magnified views of all swatches and fabric details
- Video with a step-by-step demonstration for how to compile the swatch kit and use the pick glass
- *Fabric Swatch Quick Guide* featuring front images of each swatch, the fabric name and number to easily confirm that fabrics are mounted correctly

2015

130 pages  
114 2"x 3" fabric swatches  
280 x 215mm / 8.5 x 11 inches  
Loose leaf + STUDIO bundle  
9781501316517  
£60.00 / \$90.00  
STUDIO Access Card  
9781501316500  
Fairchild Books

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[www / Textbook](http://www.bloomsburyfashioncentral.com)





# Technical Design and CAD

www.bloomsburyfashioncentral.com

## Designing with Smart Textiles

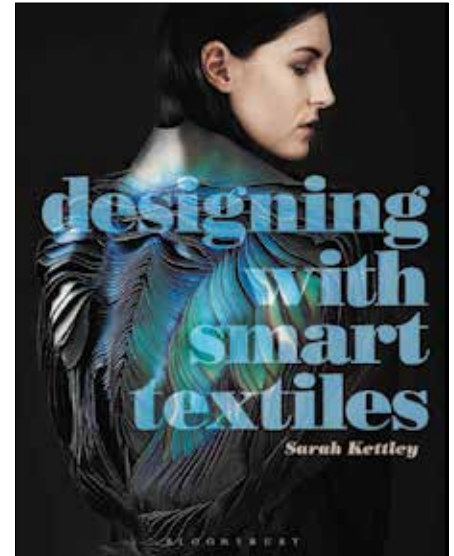
Sarah Kettley

This provides the complete toolkit for understanding the creative revolution in materials design. Detailed project breakdowns, case studies and interviews with innovative designers introduce different artistic and technological practices, and demonstrate how world-leading researchers are creating new technologies, yarns, fabrics, and applications. Practitioners share unique insights and "Tech Tips" for students to build on their research in their own work.

*Sarah Kettley* is a researcher and tutor at Nottingham Trent University, UK.

2016

240 pages  
200 colour illus  
270 x 210mm /  
8.3 x 10.6 inches  
PB 9781472569158  
£37.99 / \$51.95  
Series: Required Reading  
Range  
Fairchild Books



### Features

- Explores the differences between smart textiles, wearable technology and technical textiles and the characteristics of passive, reactive and interactive textiles
- Shows how to create simple circuits using conductive off-the-shelf yarns and fabrics, and provides information on electronic components
- Provides insights into creative material practices in print, knit, weave, embroidery and fabric manipulation and describes how different creative practices come together to make smart textile projects happen

### Contents

#### How to Use This Book

1. What are Smart Textiles?
  2. The Smart Textile Product: Design Processes
  3. Design with Smart Textiles
  4. Designing Your Own Smart Textile
  5. Developing Your Practice
- Appendix: Further Reading and Resources



# Textile Design and Technology

www.bloomsburyfashioncentral.com

## Fashion and Technology A Guide to Materials and Applications

Aneta Genova and  
Katherine Moriwaki

This practical text goes beyond smart textiles to provide an introduction to the ways in which emerging technology in the areas of electronics, digital fabrication, and creative coding are impacting fashion—and provides hands-on tutorials for using these innovative materials in the design process.

- Teaching Resources: Instructor's Guide and a PowerPoint presentations available

*Aneta Genova* is Associate Teaching Professor in the School of Fashion and the School of Art, Media, and Technology at Parsons School of Design, USA.

*Katherine Moriwaki* is Assistant Professor and Director of the MFA Design + Technology program in the School of Art, Media and Technology at Parsons School of Design, USA.

### Features

- Interviews with interdisciplinary designers and professionals such as Leah Bucheley, developer of the LilyPad Arduino toolkit and Bre Pettis, CEO of Makerbot
- Case studies of designers and artists who use technology in fashion, such as Hussein Chalayan, threeASFOUR, Vega Zaishi Wang, and Alexander McQueen
- *Fashion and Technology STUDIO* includes student self-quizzes featuring scored results and personalized study tips, flashcards, and video tutorials that bring chapter topics and concepts to life

2016

256 pages  
220 colour illus  
254 x 203mm / 8 x 10 inches  
Book + STUDIO bundle  
9781501317385  
£46.00 / \$70.00  
STUDIO Access Card  
9781501317415  
Fairchild Books

**STUDIO™**

www / Textbook



Figure 4.3: LilyPad project: a small, flexible, white, circular electronic device (LilyPad) with various components attached.



Figure 4.4: LilyPad project: a small, flexible, white, circular electronic device (LilyPad) with various components attached.



Figure 4.5: A person in a black dress standing in a room, holding a smartphone that displays a green light.

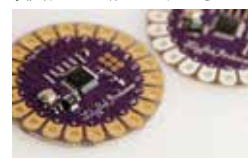


Figure 4.6: A close-up of a hand holding a small, circular, white, flexible electronic device (LilyPad) with various components attached.

## Crafting Textiles in the Digital Age

Edited by Nithikul Nimkulrat,  
Faith Kane and Kerry Walton

**"A timely debate on the concept and role of craft in textile creation and digital technology...a valuable think tank for researchers, practitioners, and makers within textiles." Hitoshi Ujiie, Director of the Center for Excellence in Surface Imaging, Philadelphia University, USA**

*Crafting Textiles in the Digital Age* explores the relationship between traditional craft and new digital technology in contemporary textile practice, covering everything from digital embroidery to jacquard weaving, digital print and rapid prototyping. This new title brings together research and practice in contemporary textiles and features recent design collections, products and artworks by leading international textile practitioners.

*Nithikul Nimkulrat* is the Professor and Head of Department of Textile Design at the Estonian Academy of Art, Estonia.

*Faith Kane* is a Lecturer in Textiles and Leader of the Textile Design Research Group at the School of the Arts, Loughborough University, UK.

*Kerry Walton* is the Programme Director for Textiles: Innovation and Design at the School of the Arts, Loughborough University, UK.

September 2016

240 pages  
54 bw and 23 colour illus  
244 x 169mm / 6.6 x 9.6 inches  
PB 9781472529060  
£19.99 / \$34.95  
HB 9781472532046  
£65.00 / \$112.00  
Bloomsbury Academic



# Textiles that Changed the World

Series editor: Linda Welters

Pioneering in approach, this series chronicles the cultural life of individual textiles through sustained, book-length examinations, focusing on historical, social, and cultural issues and the myriad ways in which textiles ramify meaning. Each book is devoted to an individual textile, to a dye, such as indigo or madder, or to a technique that characterizes a particular type of cloth. Books in the series are handsomely illustrated with color as well as black-and-white photographs.

## Digital Textile Printing

Susan Carden

**"This book provides a welcome overview of digital textile printing, encompassing an insightful investigation of the history and theory of the subject, along with the practice and research it has engendered. A wide-ranging and engaging text that will be of interest to anyone with an interest in this area."** Hilary Carlisle, *Dean of Arts and Design at Norwich University of the Arts, UK*

This book is the first to describe the historical and cultural context from which digital textile printing emerged and to engage critically with the many issues that it raises: the changing role of the textile designer; the transformation of the design process by new technology; the relationships between producers, clients and industry; and the impact of digital printing on wider creative industries. It addresses two key questions: what constitutes authenticity when printed textiles are created through the combined agency of the artist/designer and the computer? And how can this new technology work sustainably in a period of spiralling demand?

*Susan Carden is an award-winning textile designer and Associate Lecturer at Northumbria University, UK.*

2015

160 pages  
29 colour and 11 bw illus  
246 x 189mm / 7.4 x 9.7 inches  
PB 9781472535672  
£21.99 / \$34.95  
HB 9781472535689  
£65.00 / \$100.00  
Series: Textiles that Changed the World  
Bloomsbury Academic



## Tweed

Fiona Anderson

**"From its beginnings in coarse woolen shepherd's checks to its global success in luxury markets, Fiona Anderson digs deep into the life of tweed – its history, myths, meanings, design, technical characteristics, and consumption."** Patricia A. Cunningham, *The Ohio State University, USA*

This book considers the historical and social factors that helped to shape, change and define the characteristics of the group of fabrics that we call tweed since its emergence in the 1820s to the present day. Including significant new research on tweeds, from Harris Tweed to the type used by Chanel, this book follows the history of these fabrics from the raw fibre to the finished garment in men's and women's fashion.

*Fiona Anderson lectures at Edinburgh College of Art, University of Edinburgh, UK, and works as an Independent Curator.*

December 2016

232 pages  
55 bw and 22 colour illus  
246 x 189mm / 9.7 x 7.4 inches  
PB 9781845206970  
£19.99 / \$39.95  
HB 9781845206963  
£65.00 / \$112.00  
Series: Textiles that Changed the World  
Bloomsbury Academic



# Textile Culture and History

## Cult Media, Fandom and Textiles Handicrafting as Fan Art

Brigid Cherry

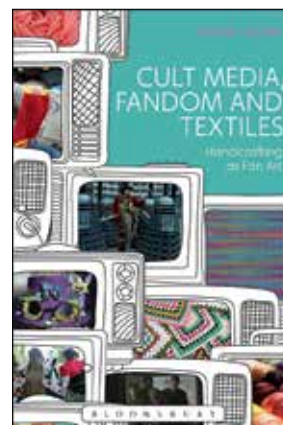
**"In this original and provocative study, Brigid Cherry investigates the role of knitting in fan culture, sparking new questions about production, consumption, and the intersection of materials and media. Students, many of whom participate in these subcultures in their daily lives, will find much that is relevant and appealing here."** *Becky Peterson, University of New Mexico, USA*

This book is the first to explore handicrafting practiced by media fans, their online fan communities and the multiple meanings they create. Based on in-depth ethnographic research into fans on the online social network for knitters, crocheters and crafters, Ravelry, Brigid Cherry explores textile craft by fans as both an artistic practice and transformative fan work. Including case studies of projects inspired by *Doctor Who*, *True Blood*, *Firefly*, *Harry Potter*, *Sherlock* and steampunk, the book engages with many forms of fan production, including fan art, fan fiction and cosplay.

*Brigid Cherry* is a Research Fellow in Screen Media in the School of Arts and Humanities at St Mary's University, Twickenham, UK.

November 2016

240 pages  
30 bw illus  
234 x 156mm / 6.1 x 9.2 inches  
HB 9781474215152  
£65.00 / \$112.00  
Bloomsbury Academic



### Contents

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|--|--|
| Introduction: Cult Media and Handicrafting | 6. Cultural Capital and the Micro-Economy of Fan Handicrafting |
| 1. Fandom, Textiles, Gender                | Conclusion: Casting Off  |
| 2. The Fan Handicrafting Experience        | Notes  |
| 3. Narratives of the Self and Fan Identity | Bibliography   |
| 4. Handicrafting as Fan Art                | Index  |
| 5. Text and Textiles                       |  |

## Unwrapping Tongan Barkcloth Encounters, Creativity and Female Agency

Fanny Wonu Veys

This book provides a unique insight into Polynesian material culture by exploring the rich history of Tongan barkcloth. Arguing that the manufacture, decoration and use of barkcloth are vehicles of creativity and female agency, it places the materiality of textiles at the heart of Tongan culture. Based on extensive ethnographic and archival research in global barkcloth collections, Veys uncovers stories of ceremony, gender, the senses, collecting, religion and nationhood, from the 18th century to contemporary Polynesian culture today, revealing not only how Tongans made (and still make) barkcloth, but also how it defines what it means to be Tongan.

*Fanny Wonu Veys* is Curator Oceania at the National Museum of World Cultures, The Netherlands.

January 2017

256 pages  
49 bw illus  
234 x 156mm / 6.1 x 9.2 inches  
HB 9781474283328  
£65.00 / \$112.00  
Bloomsbury Academic



### Contents

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| 2. Awakening European Minds | 6. Between the Cross and the Cloth | Glossary  |
| 3. Creating Barkcloth       | <b>III. Female Agency</b>          | Bibliography  |
| 4. Collecting Barkcloth     | 7. Capturing the 'Female Essence'? | Index   |
|                             | 8. A Feast for the Senses          |   |



## Reference

### A Cultural History of Dress and Fashion 6 Volume Set

Edited by Susan Vincent

This ground-breaking, six-volume work is the first comprehensive survey of the history of dress and fashion. Written by top international scholars and beautifully illustrated with 600 images, it is essential reading for students and researchers.

*A Cultural History of Dress and Fashion* presents an authoritative survey from ancient times to the present. This set of six volumes covers over 2,500 years of dress and fashion. Each volume discusses the same key themes in its chapters:

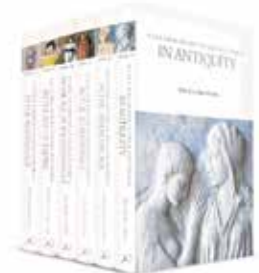
1. Textiles
2. Production and Distribution
3. The Body
4. Belief
5. Gender and Sexuality
6. Status
7. Ethnicity
8. Visual Representations
9. Literary Representations

Readers can either have a broad overview of a period by reading a volume or follow a theme through history by reading the relevant chapter in each volume. Superbly illustrated, the full six volume set combines to present the most authoritative and comprehensive survey available on dress and fashion through history.

*Susan Vincent* is Honorary Visiting Fellow at the University of York, UK.

UK December 2016  
US January 2017

1,728 pages  
600 bw illus  
243 x 170mm / 6.7 x 9.6 inches  
HB 9781472557490  
£350.00 / \$550.00  
Series: The Cultural Histories Series  
Bloomsbury Academic



#### Contents

Volume 1: Antiquity (500BC-800AD),  
edited by Mary Harlow

Volume 2: The Medieval Age (800-1450),  
edited by Sarah-Grace Heller

Volume 3: The Renaissance (1450-1650),  
edited by Elizabeth Currie

Volume 4: The Age of Enlightenment  
(1650-1800), edited by Peter McNeil

Volume 5: The Age of Empire (1800-1920),  
edited by Denise Amy Baxter

Volume 6: The Modern Age (1920-2000+),  
edited by Alexandra Palmer

### The Handbook of Textile Culture

Edited by Janis Jefferies,  
Hazel Clark and  
Diana Wood Conroy

**"What a colossal achievement. This is not just the most comprehensive survey of the global production of textiles, and the widest conceptual reframing of the role of textiles in contemporary art and design, it is also a mosaic of sparkling intelligence. This handbook will serve as an essential guide and remain as a vital resource for many years to come. It will be the new *encyclopedia textilica*!"** Nikos Papastergiadis, University of Melbourne, Australia

**"This anthology is a goldmine...Affirming the cultural value of textiles, the collection offers a unique journey into the hearts and minds of those who make, study, and engage in the complexity and beauty of textile experience."** Barbara Layne, Studio subTela and Concordia University, Montreal, Canada

The first handbook of specially commissioned essays to provide a guide to the major strands of critical work around textiles—past and present—and to draw upon the work of artists as well as researchers.

2015

512 pages  
80 colour and 20 bw illus  
244 x 169mm / 6.7 x 9.6 inches  
HB 9780857857750  
£95.00 / \$164.00  
Bloomsbury Academic



# Reference

## Encyclopedia of Embroidery from the Arab World

Gillian Vogelsang-Eastwood

### "A remarkable achievement!"

*Glennnda Marsh-Letts, Archaeological Conservator and Textile Consultant, Australia*

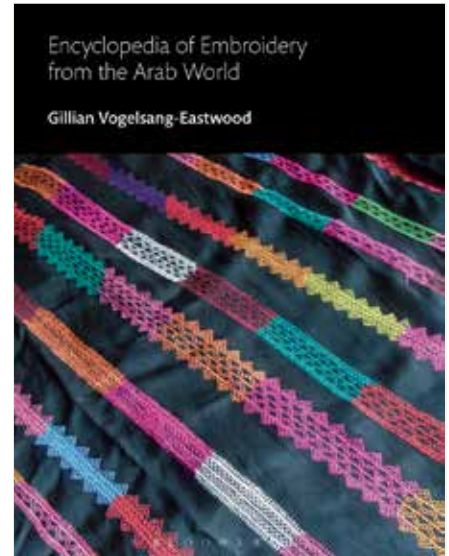
**"A tour de force of scholarship and technical detail!"** *Dale Gluckman, Senior consultant, Queen Sirikit Museum of Textiles, Bangkok, Thailand*

The *Encyclopedia of Embroidery from the Arab World* charts the history of embroidery from Ancient Egypt to the present day and offers an authoritative guide to all the major embroidery traditions of the region. It maps the diversity of embroidery from the Maghreb to the Gulf states, from Turkey to Sudan, and traces the impact of trade, commerce, politics and religion on materials, colours, styles and fashions.

*Gillian Vogelsang-Eastwood* is Director of the Textile Research Centre, Leiden, The Netherlands.

2016

704 pages  
750 colour and 56 bw illus  
270 x 210mm /  
8.3 x 10.6 inches  
HB 9780857853974  
£150.00 / \$240.00  
Bloomsbury Academic



### Features

- The first comprehensive reference work on this subject in any language (including Arabic)
- Generously illustrated with 830 images, patterns and diagrams, many never previously published or on public view
- Provides detailed coverage of the embroiders, their materials and techniques, and embroidery's development over time, up to and including its use by modern fashion designers from the region

### Contents

Preface

Timeline

#### I. General Information

Introduction

The Embroiderers

Foreign Influences and Sources

Materials and Equipment

Hand and Machine Embroidery Techniques

Designs and Colours

#### II. Archaeological and Historical Embroideries

Embroideries from the Tomb of Tutankhamun

Late Classical and Early Medieval Embroideries from Egypt and Nubia

Early Embroideries from Palestine, Syria and Iraq

Coptic, Byzantine and Arab Sicilian Embroideries

Medieval Embroideries from Egyptian Archaeological Sites

Medieval Embroideries from Qasr Ibrim, Egyptian Nubia

Medieval Embroideries from the Qadisha Valley, Lebanon

Medieval Styles of Embroidery from Egypt and the Eastern Mediterranean Embroidered Tiraz

The Kiswah

Egyptian Applique and the Street of the Tent Makers

Ottoman Turkish Embroidery

#### III. Regional Embroidery

Snapshot: The Maghreb

Embroidery from Morocco

Snapshot: The Jewish Kiswa El-kabar

Embroidery from Algeria

Embroidery from Tunisia

Embroidery from Libya

Snapshot: Tuareg Embroidery

Embroidery from Egypt

Embroidery from the Negev and Sinai

Snapshot: Abas and bishts

Ecclesiastical Embroidery from the Eastern

Samaritan and Jewish Ritual Embroidery

An Introduction to Palestinian Embroidery

Palestinian Embroidery and Clothing

Embroidery from Lebanon

Embroidery from Jordan

Embroidery from Syria

Embroidery from Iraq

Embroidery from Saudi Arabia

Snapshot: Saudi Arabian Fashion Designer Adnan Akbar

Snapshot: Saudi Arabian Fashion

Designer Yahya al-Bishri

Embroidery from Sudan

Embroidery from Yemen

Snapshot: Naeksha Harazi: The Hand Embroidery Company of Al Hajjarah, Yemen

Snapshot: Zarrie Work from India

Embroidery from Oman

Embroidery from the Gulf States

Snapshot: Colonel and Mrs Dickson's Embroidered Garments

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Glossary of Terms and Historic Writers' Names

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# Fashion and Costume History

## Dress History New Directions in Theory and Practice

Edited by Charlotte Nicklas and  
Annebella Pollen

**"This important collection breaks through familiar boundaries of writings on dress – in terms of time and place and with an admirable diversity of approach. Focused studies offer insights on topics that, thanks to their specificity, paradoxically enlarge the sphere of knowledge of dress."** *Nancy B. Deihl, New York University, USA*

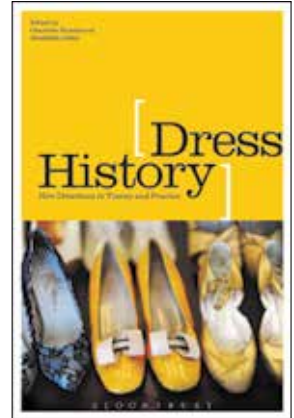
This in-depth investigation examines the expanding borders of dress history today, outlining key debates and showcasing the most exciting research. With international case studies from a wide range of scholars, the volume encompasses work from a variety of historical periods, from the late 18th century to the present day. Thematically structured, contributors examine, critique and expand the methodologies and sources used in fashion history, analyze how dress is collected, displayed and sold, and investigate clothing's meanings and uses in the practice of identity. The book offers students and scholars a fresh appraisal of dress history in the 21st century.

*Charlotte Nicklas* is Senior Lecturer in History of Art and Design at the University of Brighton, UK.

*Annebella Pollen* is Principal Lecturer in History of Art and Design and Director of Historical and Critical Studies at the University of Brighton, UK.

2015

240 pages  
30 bw and 24 colour illus  
234 x 156mm / 6.1 x 9.2 inches  
PB 9780857856401  
£19.99 / \$29.95  
HB 9780857855411  
£65.00 / \$110.00  
Bloomsbury Academic



## The Dress Detective A Practical Guide to Object-Based Research in Fashion

Ingrid Mida and Alexandra Kim

**"This is the book we have been waiting for without realizing it! *The Dress Detective* offers a rigorous and entirely accessible guide to examining and thinking about dress using objects as evidence."** *Amy de la Haye, Joint Director of the Centre for Fashion Curation, London College of Fashion, UK*

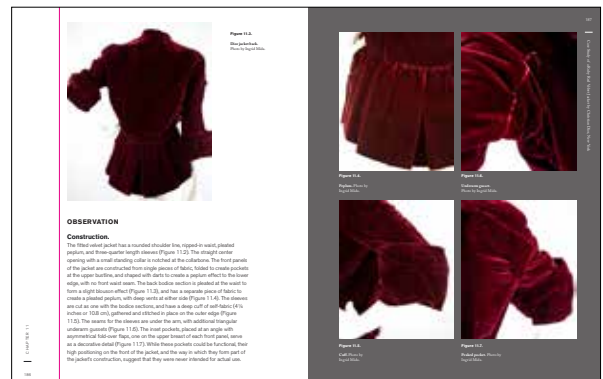
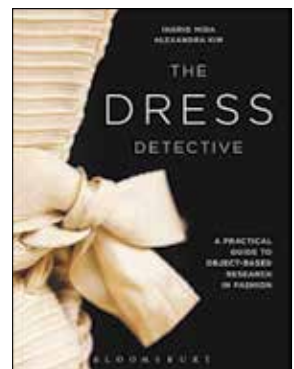
The ultimate resource for object-based research and analysis in fashion, *The Dress Detective* provides readers with the tools to uncover the hidden stories in garments with a carefully developed research methodology specific to dress. Beautifully illustrated, the book includes seven case studies of fashionable Western garments that explain how to put theory into practice. Featuring checklists and tips to guide the reader, it will give any budding fashion historian, curator or researcher the knowledge and confidence to analyse fashion effectively.

*Ingrid Mida* is a dress historian and curator responsible for the Fashion Research Collection at Ryerson University, Canada.

*Alexandra Kim* is an independent dress historian and museum professional at the Costume Society of Ontario, Canada.

2015

224 pages  
150 colour illus  
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PB 9781472573971  
£24.99 / \$39.95  
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# Fashion and Costume History

## Fashion and Masculinity in Renaissance Florence

Elizabeth Currie

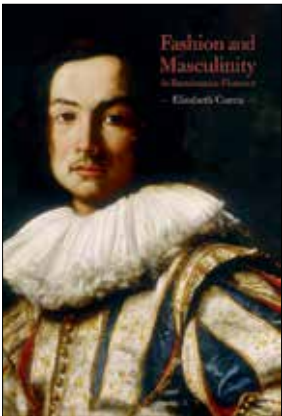
**"This book opens up the wardrobes of elite Florentine families, showing how subtle and sophisticated the choice of dress could be in the sixteenth century. An intelligent, beautifully illustrated and original study, this is essential reading for anyone interested in how clothing "made the man" during the Renaissance."** Evelyn Welch, Vice-Principal (Arts & Sciences), King's College London, UK

This book traces the whole story of male clothing in one of Renaissance Italy's main textile production centres, Florence, from the tailor's workshop to spectacular court festivities, to show how the male nobility used their appearances to project social, sexual, and professional identities at a time when dress was used as a testing ground for masculine ideals. Situating clothes at the heart of identity formation, Currie explores an array of sources, including unpublished archival records, surviving garments, portraiture, poetry, and personal correspondence between the Medici and their courtiers, to explore important themes such as gender, politics, and consumption.

Elizabeth Currie is an independent lecturer based in the UK.

2016

224 pages  
40 bw illus  
234 x 156mm / 6.1 x 9.2 inches  
HB 9781474249768  
£65.00 / \$112.00  
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1. The Court on Show	Conclusion
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### 2nd Edition

## Costume Since 1945 Historical Dress from Couture to Street Style

Deirdre Clancy

**"A really useful and informative survey of how fashions change – beautifully illustrated by one of our greatest costume designers."** Gregory Doran, Artistic Director at the Royal Shakespeare Company, UK

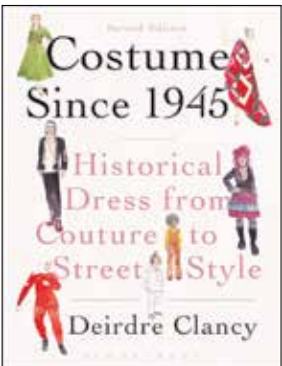
**"Deirdre Clancy has written the essential reference book on fashion and clothing design since WWII. The written text is direct and insightful and her painted illustrations are a master class on how to render fabric and clothing."** Ralph Funicello, award-winning set designer and Don Powell Chair in Set Design at San Diego State University, USA

Completely expanded and revised, this new edition provides a highly illustrated, lively and accessible overview of dress from 1945 to the present day.

Deirdre Clancy is a multi-award-winning costume designer who has worked on over 150 theatre, opera and ballet productions around the world. Her achievements include a BAFTA Award for Best Costume Design and two Olivier Awards for Best Costume Design.

2015

288 pages  
140 colour illus  
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# Fashion, Culture and Society

## Philosophical Perspectives on Fashion

Edited by Giovanni Matteucci and Stefano Marino

**"This edited volume is likely to provoke much-needed debate about the relationship between philosophy and fashion[...] a welcome addition to the literatures on fashion and philosophy alike."** Susan B. Kaiser, *University of California, Davis, USA*

*Philosophical Perspectives on Fashion* places philosophical approaches at the heart of contemporary fashion studies, exploring the mutual relationships between aesthetics, modern society and culture, fashion and the fine arts, and the way they have influenced and shaped our views on identity and taste. The leading fashion and philosophy scholars contributing to this volume apply theories posed by the key thinkers of the modern and contemporary age.

*Giovanni Matteucci* is Full Professor of Aesthetics at the University of Bologna, Italy.

*Stefano Marino* is a Researcher and Lecturer of Aesthetics at the University of Bologna, Italy.

December 2016

208 pages  
17 bw illus  
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| 1. Philosophical Accounts of Fashion in the Nineteenth and Twentieth Century, Stefano Marino | 5. On Fashion Criticism, Lars Svendsen  | 8. Fashionable Proteus: The Euphoria of Fashion for Fashion's Sake, Cesar Moreno-Marquez |
| 2. Fashion: A Conceptual Constellation, Giovanni Matteucci                                   | 6. Thought Without Concept: Carol Christian Poel's Paradoxical Aesthetics, Christian Michel | 9. The Fascination of Contingency: Fashion and Modern Society, Elena Esposito            |
| 3. Anti-Fashion: If Not Fashion, Then What?, Nickolas Pappas                                 | 7. Caprices of Fashion in Culture and Biology: Charles Darwin's                             | Index  |

## Colors in Fashion

Edited by Jonathan Faiers and Mary Westerman Bulgarella

**"This thought-provoking book serves as a timely reminder that color in clothing has historically signified more than just novelty, beauty, or individual taste; it has profound cultural, scientific, and geopolitical resonance. It was neither fashion nor personal preference that caused Coco Chanel to avoid the color green, or medieval heretics to wear yellow. Sixteen engrossing essays explore the many shades of meaning in the colors adopted by royals and revolutionaries, soldiers and suffragettes, from Hollywood to Nigeria and from the sixteenth century to the present."** Kimberley Chrisman-Campbell, *Art Historian, USA*

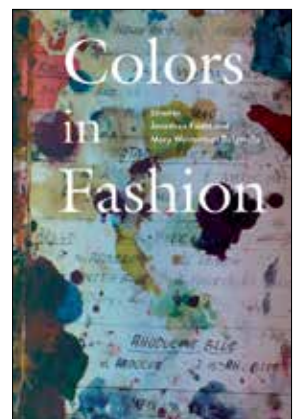
Introducing innovative new research from international scholars working on color, this book is the first to explore the vital role that colors have played in fashion and society throughout history and across the globe.

*Jonathan Faiers* is Professor of Fashion Thinking and Co-Director of the Winchester Luxury Research Group at Winchester School of Art, University of Southampton, UK.

*Mary Westerman Bulgarella* is a consultant on the conservation, research and display of textiles and historic dress, based between Chicago, USA and Florence, Italy.

November 2016

272 pages  
41 colour and 20 bw illus  
234 x 156mm / 6.1 x 9.2 inches  
HB 9781474273688  
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# Fashion, Culture and Society

## The Artificial Body in Fashion and Art Marionettes, Models and Mannequins

Adam Geczy

**"The mixture and range of cultural forces at play in this scintillating [book] takes us on a cultural magical mystery tour that is as exciting as it is surprising, as provocative as it is erudite, as original as it is imaginative, and as thrilling as it is perverse."** *Joy Sperling, Professor of Art History and Visual Culture, Denison University, USA*

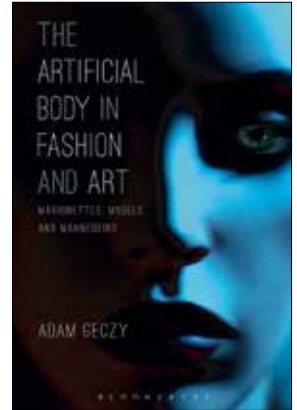
**"Geczy brilliantly guides the reader in this rich account that cannot be pigeon-holed by discipline—it is a must read for all interested in the relationship between our minds, bodies and soul!"** *Alexandra Palmer, Nora E. Vaughn Fashion Curator, Royal Ontario Museum, Canada*

From uncanny automatons to mechanical dolls, artificial bodies have long played a complex and subtle role in human identity and culture. This book explores how we seek out echoes, caricatures and replications of ourselves in order to make sense of the complex world in which we live. Packed with case studies, from the *commedia dell'arte* to Hans Bellmer, and the work of André Courrèges to the 1980s supermodel, this book provides a much-needed synthesis of constructed bodies throughout history, to examine what the body means in the realms of identity, gender, performance and art.

*Adam Geczy* is an artist and writer, and teaches at Sydney College of the Arts, the University of Sydney, Australia.

November 2016

216 pages  
40 bw and 19 colour illus  
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| 2. A Soul in Control: The Art of the Automaton                         | 8. Future Postscript: Shells and Ghosts, Bodies and Souls                    |
| 3. Dark Doubles: Dolls and the Fallible Body                           | Conclusion   |
| 4. Between Torture and Transcendence: The Doll in Art                  | Notes  |
| 5. A Model Subject: The Window Dummy, the Fashion Doll, and the Double | Bibliography   |
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## The Birth of Cool Style Narratives of the African Diaspora

Carol Tulloch

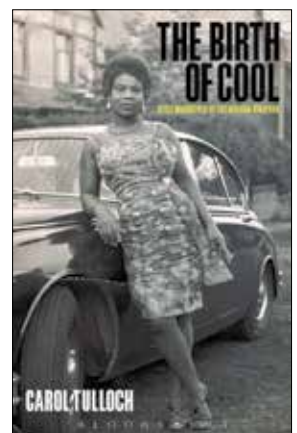
**"An amazing new celebration of black style, from Billie Holiday to Malcolm X ... the product of a lifetime's research"** *The Observer*

Focusing on counter- and sub-cultural contexts, this book investigates the role of dress in the creation and assertion of black identity in the United States, Jamaica, and the United Kingdom. Featuring a range of case studies, from hip hop style to Jamaican home dressing, it is a powerful exploration of how dress both initiates and confirms change.

*Carol Tulloch* is Senior Research Fellow, Chelsea College of Art and Design, University of the Arts, London, UK.

2016

272 pages  
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# Dress and Fashion Research

Series Editor: Joanne Eicher

*The Dress and Fashion Research* series is an outlet for high-quality, in-depth scholarly research on previously overlooked topics and new approaches. Showcasing work on fashion and dress, each book in this interdisciplinary series focuses on a specific theme or area of the world that has been hitherto under-researched, instigating new debates and bringing new information and analysis to the fore.

## Modern Fashion Traditions Negotiating Tradition and Modernity through Fashion

Edited by M. Angela Jansen and Jennifer Craik

**"This is a lively, important, and illuminative collection for any student interested in non-Western cultures, particularly South, South East, and Far East Asian and African regions!"** Masafumi Monden, *University of Technology Sydney, Australia*

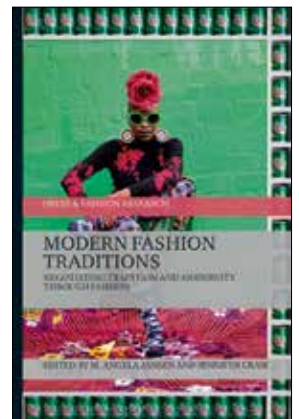
*Modern Fashion Traditions* questions the role of emerging fashion cities and spaces of consumption outside the West. Drawing on a wide range of non-Western case studies as legitimate fashion systems, this book contests the ambiguous notions of tradition and modernity, continuity versus change, foreign influences, and 'the West versus the Rest'. It includes diverse case studies from international scholars, including street-style identity in Bhutan, the influence of Ottoman cultural heritage on contemporary Turkish fashions and an investigation into the origins of the word 'fashion' in Chinese.

*M. Angela Jansen* is an independent fashion anthropologist based in Brussels, Belgium.

*Jennifer Craik* is professor and head of the Fashion Discipline at Queensland University of Technology, Australia.

2016

256 pages  
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234 x 156mm / 6.1 x 9.2 inches  
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## Moroccan Fashion Design, Culture and Tradition

M. Angela Jansen

**"This book presents an important contribution to both fashion history and anthropology; convincingly and with sincerity and the author treats dress as the materialisation of broad, interrelated cultural phenomena, historical and economic processes and societal changes within a non-European nation rather than artefacts of alien traditions and cultures which resist transformation and development or items of purely technical interest!"** *LSE Review of Books*

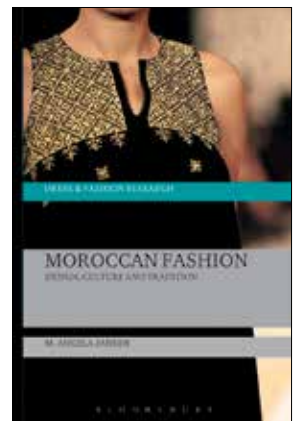
Based on ten years of extensive field research, this book presents the first detailed ethnographic study of Moroccan fashion. Drawing on interviews with three generations of designers and the lifestyle press, it provides an in-depth analysis of the development of urban dress in Morocco, from traditional craft-based enterprises to a thriving fashion industry.

*M. Angela Jansen* is an independent fashion anthropologist based in Brussels, Belgium.

2016

160 pages  
16 bw illus  
234 x 156mm / 6.1 x 9.2 inches  
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New in Paperback



# Dress, Body, Culture

Series Editor: Joanne Eicher

This provocative and established series seeks to articulate the connections between culture and dress, defined here in its broadest possible sense as any modification or supplement to the body. The series highlights the often interdisciplinary dialogue between identity and dress, cosmetics, coiffure and body alterations. Volumes are grounded in a wide range of disciplines including anthropology, sociology, art history and cultural studies.

## Acts of Undressing Politics, Eroticism, and Discarded Clothing

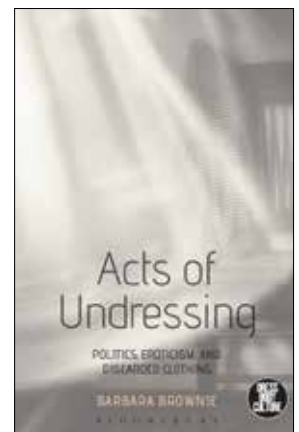
Barbara Brownie

This ground-breaking book explores the significance of undressing in various cultural and social contexts. Exploring three main issues – politics, tease, and clothes without bodies – *Acts of Undressing* discusses these key themes through an in-depth and eclectic mix of case studies including flashing at Mardi Gras, the World Burlesque Games, and 'shoefiti' used by gangs to mark territories. Building on leading theories of dress and the body, from academics including Roland Barthes and Mario Perniola, Ruth Barcan and Erving Goffman, *Acts of Undressing* sheds new light onto the meanings, messages and interpretations that the act of removing clothing can have.

*Barbara Brownie* is a Senior Lecturer in Visual Communication at the University of Hertfordshire, UK.

November 2016

160 pages  
18 bw illus  
234 x 156mm / 6.1 x 9.2 inches  
PB 9781472596185  
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| 3. 'Where the Garment Gapes': The Eroticism of Intermittence          |  | Index        |

## The Trendmakers Behind the Scenes of the Global Fashion Industry

Jenny Lantz

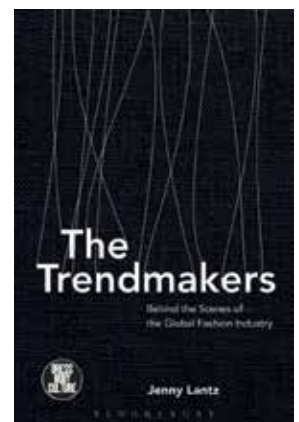
This book explores the social significance of trends in the global fashion industry through interviews with key players in fashion, from designers and buyers to analysts and journalists, offering new insights into their influential roles in the shaping of trends. Containing exclusive interviews with creative directors from high street stores like H&M to designer brands such as Erdem, trend forecasters at WGSN and UK fashion journalists, Lantz offers an international understanding of the trend landscape, engaging with industry professionals from fashion capitals like London, Paris and New York, as well as BRIC countries and the new, emerging fashion nations.

*Jenny Lantz* is a researcher at the Center for Arts, Business and Culture at the Stockholm School of Economics, Sweden, and a Program Director of an Executive MBA at the same school.

2016

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### Textbook



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| 4. Tastemakers: Chasing the Incipient Taste                   | 9. Conclusion   |   |



# Dress, Body, Culture

## Fashion Studies Research Methods, Sites and Practices

Edited by Heike Jenss

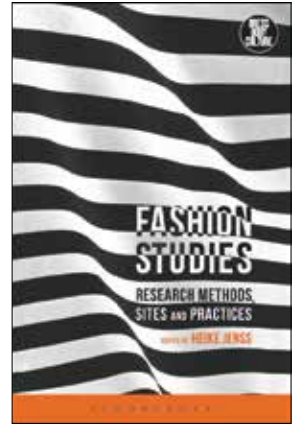
**"Jenss has done an outstanding job in compiling an insightful and inspiring book that covers a range of important research on fashion as a material object and a practice. This book demonstrates the depth and the richness of the discipline and its creative methodological strategies. It is an invaluable contribution to the field and a must-read for all fashion scholars, practitioners, and students."** Yuniya Kawamura, Professor of Sociology at the Fashion Institute of Technology, USA

Exploring practical research experiences of international scholars, *Fashion Studies* explains how research methodologies have been applied individually, or mixed and matched, resulting in unique and rich perspectives. Case studies provide fascinating insights into the integration of quantitative and qualitative methods, object and image based research, and the need for bridging of theory and practice. Covering diverse topics such as Martin Margiela's unorthodox archival methods, ethnographic research in street style blogging, and a material culture analysis of wearing jeans, *Fashion Studies* presents complex approaches in a lively manner.

Heike Jenss is Associate Professor of Fashion Studies, Parsons School of Design, The New School, New York, USA.

2016

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PB 9781472583161  
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## Street Style An Ethnography of Fashion Blogging

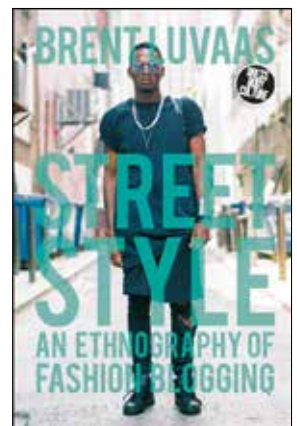
Brent Luvaas

This cutting-edge book documents the evolution of street style photography from the fieldwork photos of early anthropology to the glamorized snapshots on blogs today, and explores the structural shifts in the global fashion industry that street style has helped bring about. Chronicling author and anthropologist Brent Luvaas' experience of blogging through vivid street imagery and rich ethnographic detail, he shows that bloggers blur the distinction between professional and amateur, insider and outsider, self and brand. This book documents that blur from the ground level—from the streets of Philadelphia to the sidewalks of New York Fashion Week.

Brent Luvaas is Associate Professor of Anthropology at Drexel University, USA.

2016

336 pages  
148 colour illus  
234 x 156mm / 6.1 x 9.2 inches  
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| 2. Traveling the Street Style Blogosphere: Amateur Anthropology from Around the Globe | 7. Conclusion: Straight Up, Redux  |
| 3. Style Radar: On Becoming a Street Style Blogger and Knowing Whom to Shoot          | Bibliography   |
| 4. The Subject(s) of Street Style: Street Portraits as Fashion Singularities          | Index  |

# Dress, Body, Culture

## Sneakers Fashion, Gender and Subculture

Yuniya Kawamura

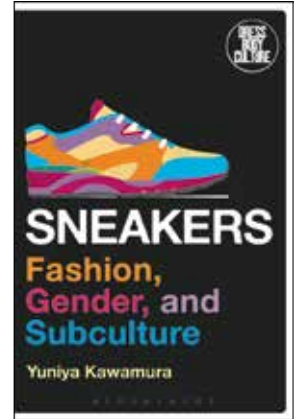
*Sneakers* is the first academic study of the obsessions and idiosyncrasies surrounding the sneaker phenomenon in America, from competitive subcultures to sneaker painting and artwork. How have sneakers come to gain this status? In what ways are sneaker subcultures bound up with gender identity? Based on the author's own ethnographic fieldwork in New York, and case studies on major manufacturers, this book traces sneakers' transformation from sportswear to fashion symbol.

Yuniya Kawamura is Associate Professor of Sociology at the Fashion Institute of Technology, State University of New York, USA.

2016

176 pages  
40 colour illus  
234 x 156mm / 6.1 x 9.2 inches  
PB 9780857857330  
£19.99 / \$29.95  
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Series: Dress, Body, Culture  
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## The Superhero Costume Identity and Disguise in Fact and Fiction

Barbara Brownie and Danny Graydon

This book provides the first interdisciplinary analysis of the superhero costume and investigates wide-ranging issues such as identity, otherness, ritual dress and disguise. Analysis focuses on the implications of wearing superhero costume, exploring interpretations and definitions of the costumed hero. Using examples across comic books, film, and television, with case studies including *The X-Men*, *Watchmen*, real-life superheroes such as Pussy Riot and audience activities such as cosplay, *The Superhero Costume* presents new perspectives on this increasingly popular genre throughout history.

Barbara Brownie is a Senior Lecturer in Visual Communication at the University of Hertfordshire, UK.

Danny Graydon is a Contextual Studies Lecturer at The School of Creative Arts at the University of Hertfordshire, UK.

2015

192 pages  
15 bw illus  
234 x 156mm / 6.1 x 9.2 inches  
PB 9781472595904  
£19.99 / \$29.95  
HB 9781472595911  
£65.00 / \$112.00  
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## Fashion's Double Representations of Fashion in Painting, Photography and Film

Adam Geczy and Vicki Karaminas

**"This stimulating, sometimes provocative work provides a philosophical speculation of coexisting dualities ... Summing Up: Recommended. All readers." CHOICE**

*Fashion's Double* examines how meanings are projected onto garments through their representation, whether in painting, photography, cinema or online fashion film, conveying identity and status, eliciting fascination and desire. With in-depth case studies including the work of Nick Knight and Helmut Newton, film examples such as *The Hunger Games*, music video *Girl Panic* by Duran Duran, the book analyses the interrelationship between clothing, identity, embodiment and self-representation.

Adam Geczy is an artist, writer and teaches at Sydney College of the Arts, the University of Sydney, Australia.

Vicki Karaminas is Professor of Fashion and Deputy Director of Doctoral Research at the College of Creative Arts, Massey University, New Zealand.

2015

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234 x 156mm / 6.1 x 9.2 inches  
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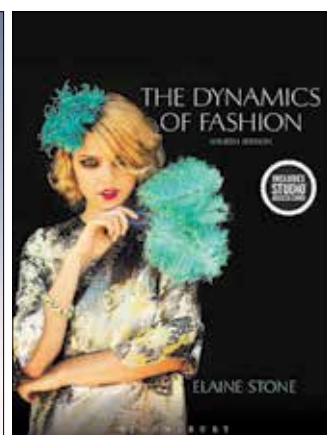
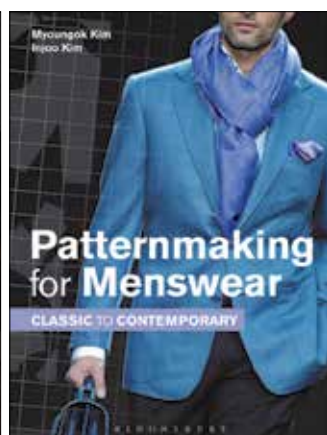
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