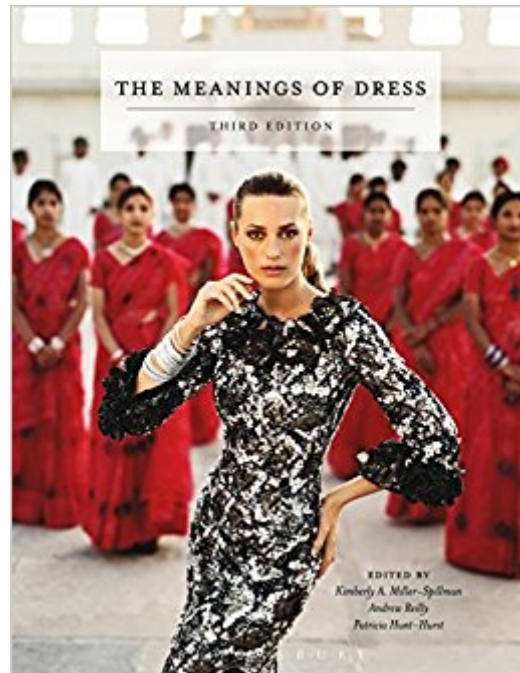




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# The Meanings Of Dress



## Synopsis

This collection of articles and essays from magazines, newspapers, books, and academic journals is designed to expand the reader's awareness and understanding of the role dress plays in cultures and subcultures across the globe. The text, which represents the very best thinking and writing on the subject today, explores essential topics such as dress and sociology, cultural studies, gender, religion, modesty, and technological changes. The Meanings of Dress, 3rd Edition is newly revised to reflect the current cultural landscape and includes more theory than previous editions, as well as an increased emphasis on the male perspective. The book provides design and merchandising students with insight into how - and why - consumers buy clothing and other products related to dress, and helps them to hone their trend forecasting skills. Instructors, contact your Sales Representative for access to Instructor's Materials.

## Book Information

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## Customer Reviews

The variety and diversity of topics covered is incredibly invaluable and presents complex concepts in an accessible manner. The organization of the text book, the clear structure of the chapters, and useful features (ex. 'after this chapter you will understand') makes this an excellent text for students to use independently. Spencer Potter, St Mary's College of Maryland, USA

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and subcultures across the globe. The text, which represents the very best thinking and writing on the subject today, explores essential topics such as dress and sociology, cultural studies, gender, religion, modesty, and technological changes. The Meanings of Dress, 3rd Edition is newly revised to reflect the current cultural landscape and includes more theory than previous editions, as well as an increased emphasis on the male perspective. The book provides design and merchandising students with insight into how - and why - consumers buy clothing and other products related to dress, and helps them to hone their trend forecasting skills.

This rating is not based off of the content of the book but the quality of how it was made. Every student in the class including the instructor had the same issue. The inseam came apart so the pages became loose and fell out. Do not recommend this as a rental and for almost \$100 expect much more. Extremely disappointed in the quality!!

I bought this book for one of my college courses. So far is really good; very informative and up to date. It is easy to read and it goes to the point. I really like the fact that includes so many cases at the end of each chapter which makes the reading more enjoyable. I'm giving 4 stars instead of 5 because the images are in black and white. I expected full color images since I paid \$80.00 for it and because it is a book about dress.

I'm sure it's a fine book, but the binding is terrible and my copy came missing the first 44 pages, so it's not useful to me.

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