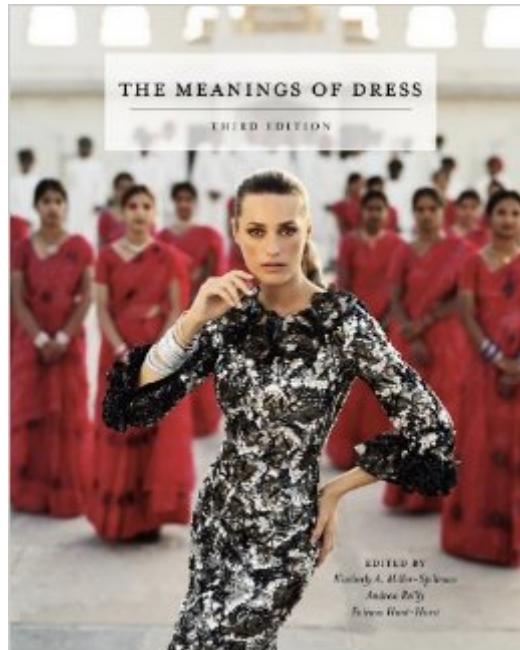


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# The Meanings Of Dress



## 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

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 starts 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.

This book is well written and interesting, but very out dated. It explains the meaning and feelings

behind why and what people buy, very important for any designer.

Currently at this moment I'm working on getting a refund on this book. The binding of this book is terrible and could cost you the full price of the book. Luckily since Amazon's customer service can help remedy the problem since renters can inform Amazon about problems. But if you plan on buying the book don't expect it to last more than a week even if it's brand new. At college literally (and I mean actually literally no exaggeration) every student in my fashion class who had the book was falling apart by the second week of class, even the teacher's copy was falling apart. The material within the book is good stuff and can be an interesting read in of itself and the shipping was fast but the book itself tears apart so easily that you will be absolutely baffled. I'm not sure if you can get a digital copy of the book but if you're getting a physical copy expect it to fall apart or be prepared to return it very soon. If you are getting this book for reading pleasure I highly recommend that you find another book on a related topic and avoid the hassle of its terrible binding. I'm not sure if there is a digital version of this book but if you can get it go for it because digital copies don't have binding problems.

This book is very well written! It teaches you very important details, theories, behaviors and many related subjects with the Fashion industry! The authors are very intellectual! Great work!

This textbook was the worst quality textbook I have ever used. My book is completely ripped apart after just a couple times using it. The binding is awful. It makes it so hard to use. The content wasn't helpful either. AWFUL AWFUL BOOK!

Never had any problems with book rentals but this book fell apart on the first week and I still have to use it for the rest of the semester

Was not in the best of shape, some of the pages are loose which makes reading very hard, since the pages keep falling out.

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