

Book Fashion Brands Branding Style From Armani To Zara

This new book focuses on the analysis of the online strategy and development of the luxury industry, tracing the evolution of the Internet from a means of communication to a trade and distribution channel. The author provides a comprehensive evaluation and a critical assessment of the tactics required for the management of luxury brands online.

Once a luxury that only the elite could afford, fashion is now accessible to all. High street brands such as Zara, Topshop and H&M have put fashion within the reach of anyone, whilst massive media attention has turned designers such as Tom Ford, Alexander McQueen and Stella McCartney into brands in their own right. Fashion Brands takes you 'behind the seams', so to speak, exposing how the use of advertising, store design and the media has altered our fashion 'sense' and how a mere piece of clothing can be transformed into something with mystical allure. Packed with first-hand interviews with fashion brand gurus and industry insiders, this fully updated 3rd edition of the international bestselling Fashion Brands has its finger on the fashion pulse more firmly than ever. It now includes more on celebrity fashion brands and the rise of the 'It' girls and their influence to further analyse every aspect of fashion from a marketing perspective.

Analyzes fashion from a marketing perspective including brands, logos, advertising and psychology.

Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries – digital media, fashion, advertising, product design, packaging, retail and more.

Noted experts offer invaluable insights into the glamorous world of luxury retail. Luxury Retail Management is your gold-plated ticket to the glamorous world of luxury retail. Defining all the tools that are necessary to manage luxury stores, from the analysis of location and design concept, to the selection, training, and motivation of the staff, the book covers everything you need to know to enter, expand, understand, and succeed in the world of luxury retail. Reaching the luxury customer is no longer the domain of the exclusive salon—the global luxury market boom and the phenomenal growth of luxury stores now views the retail sector as key to driving brand profitability. In dealing with this rapid change, luxury brands have experienced a steep learning curve and accumulated bags of retail expertise. And while some of the luxury retail rules and models in this book are exclusive to the luxury market, many have lessons for the whole retail sector. Examines the essential aspects of luxury customer relationship management, personal sales, and the customer experience. Delves into the sophisticated business models that luxury brands have developed based on a mix of directly-operated-stores and wholesale. Covers the management essentials—distribution, location, design, merchandising, pricing, brand promotion, and the management agenda for success. Written by respected experts Michel Chevalier and Michel Gutsatz, who lend their solid academic credentials and professional expertise to the subject, Luxury Retail Management asks and answers the questions that retail professionals need to understand in order to thrive in the luxury market.

Once a luxury that only the elite could afford, fashion is now widely accessible. While brands such as Zara and H&M have made fashion an

affordable choice for the mass market, sports brands such as Nike and Adidas have transformed the image of their products from merely practical to fashionable. How has this transformation occurred? Fashion Brands explores the popularization of fashion and explains how marketers and branding experts have turned clothes and accessories into objects of desire. Full of first-hand interviews with key players, the book analyzes every aspect of fashion from a marketing perspective. It examines how advertising, store design and the media have altered our fashion sense. The new edition includes chapters on fashion bloggers and the rise of celebrity-endorsed products.

Fashion branding is more than just advertising. It has been defined as the cumulative image approach targeting customers with products, advertising and promotions organized around a coherent image. It helps to encourage the purchase and the repurchase of consumer goods from the same company. While historically, fashion branding has primarily focused on consumption and purchasing decisions, recent scholarship now challenges old methods suggesting that branding is a process that needs to be analysed from a stylistic, luxury and historical pop cultural view using critical, ethnographic, individualistic, or interpretive methods. In this book authors explore the meaning behind fashion branding in the context of the contested power relations underpinning the production, marketing and consumption of style and fashion as part of our global culture. "

Exploring 35 years of creative output, this richly illustrated book offers an unprecedented look into Giorgio Armani's unique aesthetic, corporate and cultural strategies. More than any other designer, Armani best represents the global success of the 'Made in Italy' label. His impact is palpable not simply in women's fashion and red carpet glamour, but is also inseparable from the evolution of the menswear industry. Written in a lively and accessible style, the book includes thoughtful and provocative chapters exploring: the evolution of the man's suit; boutique culture in a global reality; the influence of Orientalism; the designer's ambivalent relationship with the fashion press; the business of vertical branding; the use of the evening dress to construct the house's history; power dressing for the modern woman; the relationship between textiles, film and the contours of masculinity; the continued dialogue with early twentieth-century aesthetics; as well as the spaces and bodies of the theatre of fashion. The first holistic and critical investigation of one of the most influential fashion houses in the world, Giorgio Armani: Empire of the Senses is a must read for anyone interested in the history and theories of fashion.

Fashion Promotion is an inspiring and practical guide to promoting a brand. It addresses the new ways in which brands engage with customers, through the latest digital channels as well as traditional methods. Topics covered include developing a brand from an original idea, the impact of blogging and street style sites, digital fashion, online and offline marketing techniques, creating the vision behind a brand, and public relations. From marketing, PR and collaboration to creating brand visuals, Fashion Promotion guides readers through the ways in which any brand - large or small - can embrace the opportunities brought about by developments in digital communication, in order to engage with consumers in new and exciting ways.

Marketing and fashion branding inform many of the strategic and creative decisions involved in fashion design and product development. Marketing is a vital component of the industry supply chain and an understanding of its importance and role is essential for those planning a career in fashion. Marketing Fashion is a practical guide to the fundamental principles of marketing and branding, from catwalk to price calculation, developing brand identity to creating a customer profile. The book explains key theoretical concepts, and illustrates how they are applied within the global fashion and retail industry, from the heights of haute couture to the multiples of the mass market. Using examples and case studies drawn from a broad range of fashion, textile and

retail businesses, students are led through the marketing process from initial consumer and market research to the creation of exciting marketing and branding campaigns. The book is designed to appeal to students at degree or foundation level as well as those contemplating a career within the fashion industry.

Proposing a comprehensive account of the global fashion industry this book aims to present fashion as a social and cultural fact. Drawing on six principles from the industry, Godart guides the reader through the economic, social and political arena of the world's most glamorous industry.

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A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity, Fourth Edition offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

An essential primer for students and first-stop reference for professionals, The Fashion Design Reference & Specification Booktakes the fashion designer through the entire design process, from conceiving a garment to marketing it. This valuable handbook contains the information and ideas essential to planning and executing fashion projects of every scale and distills them in an easy-to-use format that is compact enough to slip into a tote. Linking six central phases in the cycle of fashion—research, editing, design, construction, connection, and evolution—The Fashion Design Reference & Specification Book helps designers develop effective strategies for building a cohesive collection and communicating their vision. The Reference & Specification Book series from Rockport Publishers offers students and practicing professionals in a range of creative industries must-have information in their area of specialty in an up-to-date, concise handbook.

Significantly updated in reference to the latest construction standards and new building types Sustainable design integrated into

chapters throughout Over half of the entire book has now been updated since 2015 Over 100,000 copies sold to successive generations of architects and designers This book belongs in every design office. The Metric Handbook is the major handbook of planning and design data for architects and architecture students. Covering basic design data for all the major building types it is the ideal starting point for any project. For each building type, the book gives the basic design requirements and all the principal dimensional data, and succinct guidance on how to use the information and what regulations the designer needs to be aware of. As well as buildings, the Metric Handbook deals with broader aspects of design such as materials, acoustics and lighting, and general design data on human dimensions and space requirements. The Metric Handbook is the unique reference for solving everyday planning problems.

Social Media Marketing Algorithms Social media is a rapidly growing arena for everything from the posting of videos to car sales, so it should come as no surprise that big business is growing on there, too. However, what can it actually do to help grow your business? Before selling any product, you have to get your name out there and spread the word of your new social media presence. By adding links to your social media accounts on your company website, you are encouraging people to follow you online in order to get the most up to date information as soon as you release it. When you put your company website on your social media profile, it gives your clients a way to go directly to your website. This will allow your customers to contact your company for more information, and it is more likely to create online buyers. Social media is the main way that companies are beginning to show involvement with their customers and community by promoting events they are sponsoring or releasing news to their clients. Real-time communication has become extremely important for customer satisfaction in today's businesses. People don't want to wait for answers to their questions or for help resolving any issue they might have. With social media, people have direct access to comments and post feedback for companies, making any kind of wait-time for results obsolete.

Instagram Marketing Algorithms Secrets Instagram is one of, if not THE, best platforms you can use to market your business. It provides any user a variety of ways to create content and to reach an audience. For a business, these are all that you would need to make people aware of your brand, create relationships with them, retain existing customers, manage brand reputation, and lead prospective customers to channels for conversion. Instagram is extremely unique in so many ways and is the combination of almost all the social media sites available and then some. Photos, videos, music, color, trends, tags, stories and messages: it's all there. It has the potential to support many brands and business types around the world. The continued growth does not show any indication that it will end any time soon. It's time for you to join in the fun and get your slice of the pie. With 1 billion users, it's big world to take advantage of! Use the tools, visit the websites and apps, and explore the world of Instagram for yourself. All of these guidelines will help you build an impactful brand or your small business on Instagram. Build profit, fuel growth and create a better, more recognizable, successful brand, starting today!

YouTube Playbook Algorithm Will you like to make money from home? Are you a housewife or a student that wants to make money without leaving your house or a source of income that fits your schedule? Then you have got the right book. YouTube and Google are the top two search engines in the whole world and technically,

YouTube is not even a Search engine. YouTube has more than one billion viewership every month. YouTube has become more popular over the years as it has reached audiences of all ages. People go on YouTube to search for even the strangest thing which shows that YouTube is the go-to place when people need to learn or entertain themselves. You can go on YouTube to spread political messages, promote your business, share your humour and make tutorials on anything you are good at be it cooking, beauty & make-up, photography, and much more to make more money. A lot of people are already making tons of money on YouTube and you can be one of them. You are probably thinking right now “can I make money on YouTube?” and the answer to that question is ...YES. There are different ways to make money on YouTube and the truth is you won't start making money the first week and probably the first couple of months but with perseverance and determination, you can make your first million from YouTube.

The right brand identity has the power to attract, engage and compel people to do business with you. But for many entrepreneurs, creating an effective brand can be a challenge. Whether you're a start-up on a lemonade budget, or a seasoned entrepreneur planning on working with a professional, an understanding of the process is essential. In this comprehensive workbook, Fiona Humberstone will walk you through the process of styling your brand. From finding your focus, creating an inspirational vision and unlocking the power of colour psychology; Fiona will help you understand the design details that will make your business irresistible. How to Style Your Brand will ensure you get your branding right, first time. In How to Style Your Brand, Fiona shares with you the secrets behind using colour to create an emotive connection; how to use pattern and illustrations to add character and personality and how to carefully select typefaces that add a distinctive and intentional edge to your designs

This groundbreaking fashion branding and management text brings an analytical business dimension to the marketing and corporate techniques of the luxury fashion goods industry. It will make engaging reading for anyone who wishes to learn about the captivating business of turning functional products into objects of desire.

Fashion Brands Branding Style from Armani to Zara Kogan Page Publishers

The fashion show and its spaces are sites of otherness, representing everything from rebellion and excess through to political and social activism. This conceptual and stylistic variety is reflected in the spaces they occupy, whether they are staged in an industrial warehouse, on a city street, or out in the open landscape. Staging Fashion is the first collection of essays about the presentation and staging of fashion in runway shows in the period from the 1960s to the 2010s. It offers a fresh perspective on the many collaborations between artists, architects and interior designers to reinforce their interdisciplinary links. Fashion, architecture and interiors share many elements, including design, history, material culture, aesthetics and trends. The research and ideas underpinning Staging Fashion address how fashion and the spatial fields

have collaborated in the creation of the space of the fashion show. The 15 essays are written by fashion, interior, architecture and design scholars focusing on the presentation of fashion within the runway space, from avant-garde practices and collaboration with artists, to the most spectacular and commercial shows of recent years, from Prada to Chanel.

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The Fashion Handbook is the indispensable guide to the fashion industry. It explores the varied and diverse aspects of the business, bringing together critical concepts with practical information about the industry's structure and core skills, as well as offering advice on real working practices and providing information about careers and training. Tracing the development of the fashion industry, this book looks at how fashion can be understood from both social and cultural perspectives. Each chapter contributes to the knowledge of a particular academic or vocational area either through building on existing research or through the dissemination of new research undertaken into specialist vocational disciplines. The Fashion Handbook uses case studies, interviews and profiles and includes chapters written by recognised academics and fashion industry experts. Specialist topics include fashion culture, luxury brands, fashion journalism, fashion buying, design and manufacturing, retailing, PR and styling. The Fashion Handbook includes: a unique and wide overview of the fashion industry chapters on specialist topics contributions from recognised experts in both academia and the fashion industry expert advice on careers in fashion retailing. A must for all students of the fashion world.

Milan is the European fashion capital with one of the world's most unique luxury fashion districts where the leaders of some of the most exclusive fashion houses are still living and working today. It's the Italian city whose skyline has changed more than any, and whose fashion industry has extended to encompass the worlds of design, restaurants, bars, exhibition spaces, hotels and more. Whether you're looking for designer labels within the city's luxury fashion district, prefer to browse the city's boutiques or pick up some quality vintage at the city's vintage shops and markets, this is the

guide that will tell you where to go. Split into geographical sections along with relevant maps, cultural highlights and suggestions for where to eat and drink, it places Milan as the city of fashion within the context of Italian fashion history and a city, and brings the stories of its people to life. Why did Milan become Italy's fashion capital? And what does it offer the fashion lover as a city today?

Provides information on all aspects of fashion design, including research and design, fabrics, construction, and developing a collection.

Packed with examples from groundbreaking designers such as Vivienne Westwood, Stella McCartney, Edun and People Tree, *A Practical Guide to Sustainable Fashion* is a much-needed overview of current models of fashion design and production. Alison Gwilt introduces the key issues associated with the production, use and disposal of fashion clothing and gives step-by-step guidance on how to identify and evaluate the potential impacts of a garment during the design process. With innovative examples of best practice from international designers and brands, the chapters follow each key stage in the life cycle of a fashion garment and explores approaches such as low-impact textiles techniques, mono-materiality, zero waste techniques, upcycling, repair and maintenance techniques and closed-loop design systems. New to this edition: More in-depth coverage of design thinking, materials manufacture, practical techniques for creating 'faster' recyclable fashion and new ways forward for fashion, such as including the circular economy and the Sustainable Development Goals.

Management technique and operation strategies vary depending on the particular industry. This allows businesses in that industry to thrive and increase competitive advantage. *Fashion and Textiles: Breakthroughs in Research and Practice* is a critical source of academic knowledge on the latest business and management perspectives within the fashion and textiles industry. Highlighting a range of pertinent topics such as marketing, consumer behavior, and value creation, this book is an ideal reference source for academics, professionals, researchers, students, and practitioners interested in emerging trends in global fashion and textile management.

From Rococo to Edwardian fashions, Japanese street style has reinvented many western dress styles, reinterpreting and altering their meanings and messages in a different cultural and historical context. This wide ranging and original study reveals the complex exchange of styles and what they represent in Japan and beyond, contesting common perceptions of gender in Japanese dress and the notion that non-western fashions simply imitate western styles. Through case studies focussing on fashion image consumption in style tribes such as Kamikaze Girls, Lolita, Edwardian, Ivy Style, Victorian, Romantic and Kawaii, this ground-breaking book investigates the complexities of dress and gender and demonstrates the flexible nature of contemporary fashion and style exchange in a global context. *Japanese Fashion*

Cultures will appeal to students and scholars of fashion, cultural studies, gender studies, media studies and related fields. Learn how to use artificial intelligence for product and service innovation, including the diverse use cases of Commerce.AI Key Features Learn how to integrate data and AI in your innovation workflows Unlock insights into how various industries are using AI for innovation Apply your knowledge to real innovation use cases like product strategy and market intelligence Book Description Commerce.AI is a suite of artificial intelligence (AI) tools, trained on over a trillion data points, to help businesses build next-gen products and services. If you want to be the best business on the block, using AI is a must. Developers and analysts working with AI will be able to put their knowledge to work with this practical guide. You'll begin by learning the core themes of new product and service innovation, including how to identify market opportunities, come up with ideas, and predict trends. With plenty of use cases as reference, you'll learn how to apply AI for innovation, both programmatically and with Commerce.AI. You'll also find out how to analyze product and service data with tools such as GPT-J, Python pandas, Prophet, and TextBlob. As you progress, you'll explore the evolution of commerce in AI, including how top businesses today are using AI. You'll learn how Commerce.AI merges machine learning, product expertise, and big data to help businesses make more accurate decisions. Finally, you'll use the Commerce.AI suite for product ideation and analyzing market trends. By the end of this artificial intelligence book, you'll be able to strategize new product opportunities by using AI, and also have an understanding of how to use Commerce.AI for product ideation, trend analysis, and predictions. What you will learn Find out how machine learning can help you identify new market opportunities Understand how to use consumer data to create new products and services Use state-of-the-art AI frameworks and tools for data analysis Launch, track, and improve products and services with AI Rise above the competition with unparalleled insights from AI Turn customer touchpoints into business wins Generate high-conversion product and service copy Who this book is for This AI book is for AI developers, data scientists, data product managers, analysts, and consumer insights professionals. The book will guide you through the process of product and service innovation, no matter your pre-existing skillset.

This is the first book on the subject that combines contemporary marketing theory with analysis of operational marketing practice within the fashion industry. It contains the views of key practitioners and much original case study material from leading fashion organizations to provide unique insights into the reality of fashion marketing.

Intellectual property law plays a pivotal role in ensuring that luxury goods companies can recoup their investments in the creation and dissemination of their copyrighted works, trademarked logos, and patented designs. In 2011, global sales for luxury goods reached about \$250 billion, and consumers in East and Southeast Asia accounted for more than 50 percent of that figure. The rapid expansion of the market has prompted some retailers to wield intellectual property

against the influx of imitators and counterfeiters. The Luxury Economy and Intellectual Property comprehensively explores the rise of the luxury goods economy and the growing role of intellectual property in creating, sustaining, and regulating this economy. Leading scholars across various disciplines critically consider the industry, its foundational intellectual property laws, and the public interest and social concerns arising from the intersection of economics and law. Topics covered include defining the concept of luxury, the social life of luxury goods, concerns about distributive justice in a world flooded by luxury goods and knockoffs, the globalization of luxury goods, and the economic, social, and political ramifications of the meteoric rise of the Asian luxury goods market.

This second volume in the Palgrave Studies in Practice: Global Fashion Management series focuses on core strategies of branding and communication of European luxury and premium brands. Brand is a critical asset many firms strive to establish, maintain, and grow. It is more so for fashion companies when consumers purchase styles, dreams and symbolic images through a brand. The volume starts with an introductory chapter that epitomizes the essence of fashion brand management with a particular emphasis on emerging branding practices, challenges and trends in the fashion industry. The subsequent five cases demonstrate how a family workshop from a small town can grow into a global luxury or premium brand within a relatively short amount of time. Scholars and practitioners in fashion, retail, branding, and international business will learn how companies can establish a strong brand identity through innovative strategies and management.

This book sources interviews with scholars, urban designers, music experts, financial analysts, retailers, and hip hop celebrities to chronicle the compelling story of how hip hop transformed the fashion world and exploded into a \$3 billion clothing industry. • A foreword by Daymond John, cofounder of FUBU, star of ABC's The Shark Tank, and author of The Display of Power and The Brand Within • A chronology of 20th-century fashion styles as well as urban fashion from the late 1970s to present • Many photographs of pioneering urban designers, hip hop fashion trends, hip hop celebrities, and more • A multicultural bibliography containing significant materials from the fields of history, music, culture, and fashion

World-renowned 'tell it like it is' guidebook Discover Italy with this comprehensive, entertaining, 'tell it like it is' Rough Guide, packed with comprehensive practical information and our experts' honest and independent recommendations. Whether you plan to check out aperitivo joints, take a boat cruise, wander through ancient ruins or explore local neighbourhoods, The Rough Guide to Italy will help you discover the best places to explore, sleep, eat, drink and shop along the way. Features of The Rough Guide to Italy: - Detailed regional coverage: provides in-depth practical information for each step of all kinds of trip, from intrepid off-the-beaten-track adventures, to chilled-out breaks in popular tourist areas. Regions covered include: Rome and Lazio, Piemonte and Valle d'Aosta, Liguria, Lombardy and the Lakes, Trentino-Alto Adige, Venice & the Veneto, Friuli-Venezia Giulia, Emilia-Romagna,

Tuscany, Umbria, Le Marche, Abruzzo and Molise, Campania, Puglia, Basilicata and Calabria, Sicily and Sardinia. - Honest independent reviews: written with Rough Guides' trademark blend of humour, honesty and expertise, and recommendations you can truly trust, our writers will help you get the most from your trip to Italy. - Meticulous mapping: always full-colour, with clearly numbered, colour-coded keys. Find your way around Rome, Sardinia and many more locations without needing to get online - Fabulous full-colour photography: features a richness of inspirational colour photography, including the grandeur of Tivoli's Villa d'Este and the vibrancy of Bologna's markets - Things not to miss: Rough Guides' rundown of Sicily, Venice, Puglia and Lombardy's best sights and top experiences - Itineraries: carefully planned routes will help you organise your trip, and inspire and inform your on-the-road experiences - Basics section: packed with essential pre-departure information including getting there, getting around, accommodation, food and drink, health, the media, festivals, sports and outdoor activities, culture and etiquette, shopping and more - Background information: comprehensive Contexts chapter provides fascinating insights into Italy, with coverage of history, religion, ethnic groups, environment, wildlife and books, plus a handy language section and glossary - Covers: Rome and Lazio, Piemonte and Valle d'Aosta, Liguria, Lombardy and the Lakes, Trentino-Alto Adige, Venice & the Veneto, Friuli-Venezia Giulia, Emilia-Romagna, Tuscany, Umbria, Le Marche, Abruzzo and Molise, Campania, Puglia, Basilicata and Calabria, Sicily and Sardinia About Rough Guides: Rough Guides have been inspiring travellers for over 35 years, with over 30 million copies sold globally. Synonymous with practical travel tips, quality writing and a trustworthy 'tell it like it is' ethos, the Rough Guides list includes more than 260 travel guides to 120+ destinations, gift-books and phrasebooks.

Look closely at any typically "American" article of clothing these days, and you may be surprised to see a Japanese label inside. From high-end denim to oxford button-downs, Japanese designers have taken the classic American look-known as ametora, or "American traditional"-and turned it into a huge business for companies like Uniqlo, Kamakura Shirts, Evisu, and Kapital. This phenomenon is part of a long dialogue between Japanese and American fashion; in fact, many of the basic items and traditions of the modern American wardrobe are alive and well today thanks to the stewardship of Japanese consumers and fashion cognoscenti, who ritualized and preserved these American styles during periods when they were out of vogue in their native land. In Ametora, cultural historian W. David Marx traces the Japanese assimilation of American fashion over the past hundred and fifty years, showing how Japanese trendsetters and entrepreneurs mimicked, adapted, imported, and ultimately perfected American style, dramatically reshaping not only Japan's culture but also our own in the process.

What happens to gender at 120mph? Are Harley-Davidsons more masculine than Yamahas? The Gendered Motorcycle answers such questions through a critical examination of motorcycles in film, advertising and television. Whilst bikers and biker cultures have been explored previously, the motorcycle itself has remained largely under-theorised, especially in relation to gender. Esperanza Miyake reveals how representations of motorcycles can produce different gendered bodies, identities, spaces and practices. This interdisciplinary book offers new and critical ways to think about gender and motorcycles, and will interest scholars and students of gender, technology and visual cultures, as well as motorcycle industry practitioners and motorcycle enthusiasts.

The ability to analyze and interpret visual information is essential in fashion. However, students tend to struggle with the concept of visual research, as well as with the application of that research. *Visual Research Methods in Fashion* provides students with techniques, tools and inspiration to master their visual research skills and make the research that they undertake more effective. Illustrated with real-life examples from practitioners in the industry, academics and students, it focuses on the global nature of the industry and the need to develop ideas relevant to the market.

Fashion is both public and private, material and symbolic, always caught within the lived experience and providing an incredible tool to study culture and history. *The Fabric of Cultures* examines the impact of fashion as a manufacturing industry and as a culture industry that shapes the identities of nations and cities in a cross-cultural perspective, within a global framework. The collected essays investigate local and global economies, cultures and identities and the book offers for the first time, a wide spectrum of case studies which focus on a diversity of geographical spaces and places, from global capitals of fashion such as New York, to countries less known or identifiable for fashion such as contemporary Greece and soviet Russia. Highly illustrated and including essays from all over the world, *The Fabric of Cultures* provides a comprehensive survey of the latest interdisciplinary scholarship on fashion, identity and globalisation.

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