

## Doing Research In Fashion And Dress An Introduction To Qualitative Methods

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Doing Research in Fashion and Dress begins by guiding you through a brief history of fashion studies, and the debates surrounding it, before introducing key qualitative methodological approaches, including ethnography, semiology, and object-based research. Detailed case studies demonstrate how each methodology is used in practice.

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Yuniya Kawamura is Associate Professor of Sociology at the Fashion Institute of Technology, State University of New York, USA. She is the author of The Japanese Revolution in Paris Fashion (Berg, 2004), Fashion-ology (Berg, 2005), and Doing Research in Fashion and Dress (Berg, 2011). Page 1 of 1 Start over Page 1 of 1

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About Doing Research in Fashion and Dress This book is specifically devoted to qualitative research methods in fashion studies. It traces the history of fashion studies and provides readers with a guided introduction to the entire research process.

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This book is specifically devoted to qualitative research methods in fashion studies. It traces the history of fashion studies and provides readers with a guided introduction to the entire research process. It gives an overview of the key methodological approaches such as ethnography, semiology, and object-based research, and shows the student reader how "to do" research by combining ...

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Another tip, which is inspired from something a London College of Fashion tutor taught, is to include research on something organic, a style of architecture, and an era of fashion in your research. This could be, for example, butterflies, ancient greek architecture, and the twenties.

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It traces the history of fashion studies and provides readers with a guided introduction to the entire research process. It provides an overview of the key methodological approaches such as ethnography, semiology and object-based research and shows the student reader how "to do" research by combining theoretical and practical perspectives.

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The primary research I carried out was a questionnaire in which I asked around fifteen people who were teacher and students what they would expect to be in a fashion magazine for college, if they like the idea of having fashion included in the college magazine, would they read it the fashion pages, if the pages should be similar to a typical fashion pages in a fashion magazine.

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It traces the History of Textiles of fashion studies and provides readers with a guided introduction to the entire research process. It gives an overview of the key methodological approaches such as ethnography, semiology, and object-based research, and shows the student reader how ~to do~ research by combining theoretical and practical perspectives.

Provides readers with a guided introduction to the key qualitative methodological approaches and shows students how 'to do' research by combining theoretical and practical perspectives.

Whether you're investigating fashion as a material object, an abstract idea, a social phenomenon, or a commercial system, qualitative techniques can further your understanding of almost any research topic. Doing Research in Fashion and Dress begins by guiding you through a brief history of fashion studies, and the debates surrounding it, before introducing key qualitative methodological approaches, including ethnography, semiology, and object-based research. Detailed case studies demonstrate how each methodology is used in practice. These case studies include Japanese subcultures, fashion photography blogs and semiotic studies of fashion magazine shoots and advertisements. This second edition also features a new chapter on internet sources and online ethnography, reflecting the adoption of social media tools not only by industry practitioners but also by academics. By contextualizing history, theory and practice Doing Research in Fashion and Dress offers: -A systematic examination of qualitative research methods in fashion studies in social sciences. -A practical guide to anyone wishing to conduct fashion research in academia or in the business world. -An accessible grounding in contemporary fashion studies literature.

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This new edition of a classic work offers a concise introduction to the sociology of fashion, and demystifies the workings of the fashion system. From the origins of fashion studies and the difference between clothing and fashion, through to an examination of 21st century subcultures, and the impact of the digital age on designers, Fashion-ology explores fashion as a global, social construct. With accessible overviews of key debates, issues and perspectives, the book provides a complete exploration of the field, and features a wide range of international case studies which bring the theory to life. Updated with two new chapters on subcultures and the impact of technology, along

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with guides to further reading and a student guide to sociological research in fashion, this is essential reading for anyone studying fashion, sociology, anthropology, and cultural studies.

Whether you're investigating fashion as a material object, an abstract idea, a social phenomenon, or a commercial system, qualitative techniques can further your understanding of almost any research topic. *Doing Research in Fashion and Dress* begins by guiding you through a brief history of fashion studies, and the debates surrounding it, before introducing key qualitative methodological approaches, including ethnography, semiology, and object-based research. Detailed case studies demonstrate how each methodology is used in practice. These case studies include Japanese subcultures, fashion photography blogs and semiotic studies of fashion magazine shoots and advertisements. This second edition also features a new chapter on internet sources and online ethnography, reflecting the adoption of social media tools not only by industry practitioners but also by academics. By contextualizing history, theory and practice *Doing Research in Fashion and Dress* offers: -A systematic examination of qualitative research methods in fashion studies in social sciences. -A practical guide for anyone wishing to conduct fashion research in academia or in the business world. -An accessible grounding in contemporary fashion studies literature.

This is the first academic study of sneakers and the subculture that surrounds them. Since the 1980s, American sneaker enthusiasts, popularly known as "sneakerheads" or "sneakerholics", have created a distinctive identity for themselves, while sneaker manufacturers such as Reebok, Puma and Nike have become global fashion brands. How have sneakers come to gain this status and what makes them fashionable? In what ways are sneaker subcultures bound up with gender identity and why are sneakerholics mostly young men? Based on the author's own ethnographic fieldwork in New York, where sneaker subculture is said to have originated, this unique study traces the transformation of sneakers from sportswear to fashion symbol. *Sneakers* explores the obsessions and idiosyncrasies surrounding the sneaker phenomenon, from competitive subcultures to sneaker painting and artwork. It is a valuable contribution to the growing study of footwear in fashion studies and will appeal to students of fashion theory, gender studies, sociology, and popular culture.

Paris is renowned as the greatest fashion capital in the world. It has a rigid and tightly controlled system that non-western designers have difficulty penetrating. Yet a number of the most influential Japanese designers have broken into this scene and made a major impact. How? Kawamura shows how French fashion has been both disturbed and strengthened by the addition of "outside" forces such as Kenzo Takada, Issey Miyake, Yohji Yamamoto, Rei Kawakubo, and Hanae Mori. She considers many other key questions the fashion industry should be asking itself. Does the system facilitate or inhibit creativity? Has it become preoccupied with the commercial projection of "product images" rather than with the clothing itself? And what direction will French fashion take without Saint Laurent, Miyake and Kenzo? This is the first in-depth study of the Japanese revolution in Paris fashion and raises provocative questions for the future of the industry.

Western fashion has been widely appreciated and consumed in Tokyo for decades, but since the mid-1990s Japanese youth have been playing a crucial role in forming their own unique fashion communities and producing creative styles which have had a major impact on fashion globally. Geographically and stylistically defined, subcultures such as Lolita in Harajuku, Gyaru and Gyaru-o in Shibuya, Age-jo in Shinjuku, and Mori Girl in Kouenji, reflect the affiliation and identities of their members, and have often blurred the boundary between

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professionals and amateurs for models, photographers, merchandisers and designers. Based on insightful ethnographic fieldwork in Tokyo, *Fashioning Japanese Subcultures* is the first theoretical and analytical study on Japan's contemporary youth subcultures and their stylistic expressions. It is essential reading for students, scholars and anyone interested in fashion, sociology and subcultures.

Based on the popular QuickieChick website, lifestyle expert Laurel House's new book *QuickieChick's Cheat Sheet to Life, Love, Food, Fitness, Fashion, and Finance on a Less Than Fabulous Budget* (St. Martin's Griffin/May 2012) offers quick tips for smart, sassy, independent chicks. This is the essential manual on life's lessons delivered in fun, snappy, and instantly-gratifying bites of information. Beyond a fab pair of stilettos, a big shot mentor and a go-to ab workout, QuickieChick reminds us that what every chick really needs are the 3Gs: Gumption, Grace, and Guidance. QuickieChick is filled with professional advice from business entrepreneurs, exclusive tips straight from celebrities, insightful anecdotes from real women who have "been there and done that," end of chapter cheat sheets that simplify the steps to success in concise and actionable advice, and fun quizzes that help you find out who you really are. This is the perfect rescue handbook for post-grad girls about life and how to live it...fabulously on a budget. QuickieChick features practical solutions that guide you through: □ How to ace the job interview □ How to gain financial independence, move out of your parents' place, and avoid roommate drama □ Quickie workouts for every location: in bed, at the office, on an airplane, in the kitchen, and more □ How to get a boost of confidence by wearing "power panties" □ 1-ingredient refrigerator facials: how to get fab skin by using ingredients found in your fridge □ Dating and dumping: when to leave, when to stay, where to meet guys, and how to keep them hooked □ Work party protocol: how to dress, what to say, and how to act □ How to throw a fab cocktail party on a budget...with no stress □ Finding a mentor

Online shopping has become increasingly popular due to its availability and ease. As a result, it is important for companies that sell high-end products to maintain the same marketing success as companies selling more affordable brands in order keep up with the market. *Digital Marketing Strategies for Fashion and Luxury Brands* is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher-end products. Featuring coverage on a broad range of topics and perspectives such as brand communication, mobile commerce, and multichannel retailing, this publication is ideally designed for managers, academicians, and researchers seeking current material on effectively promoting more expensive merchandise using technology.

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