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### Uncovering Fashion: Fashion Communications Across the Media (Paperback)

By Marian Frances Wolbers

Bloomsbury Publishing PLC, United Kingdom, 2009. Paperback. Book Condition: New. 234 x 188 mm. Language: English . Brand New Book. The dynamics of fashion depends on visuals: when we see something we like, we respond to its color, line, form, and eye-appeal. In that sense, fashion communicates itselfwithout words, without added graphics. But the world of fashion demands much more than the mere presence of garments and accessories and footwear. It involves a wide range of communications, including words-printed, spoken, and electronically transmitted. Those words may serve alone, or they may be paired with images and designs that enhance and illustrate their meaning. This text takes a systematic approach to uncovering fashion to reveal the industry s underlying network of communications. The term fashion communications refers not only to monthly fashion magazines, but also to every facet of information relating to fashion-from the names of colors at the dye factory, to the latest runway reviews posted on fashion Web sites. Focusing on four key areas-manufacturing; business; sales and advertising; and representation in the media-Wolbers uses a who-whatwherewhen- why approach. As Professor Horacek so eloquently states in her Foreword, this book is truly a must for fashion programs anywhere or for...



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