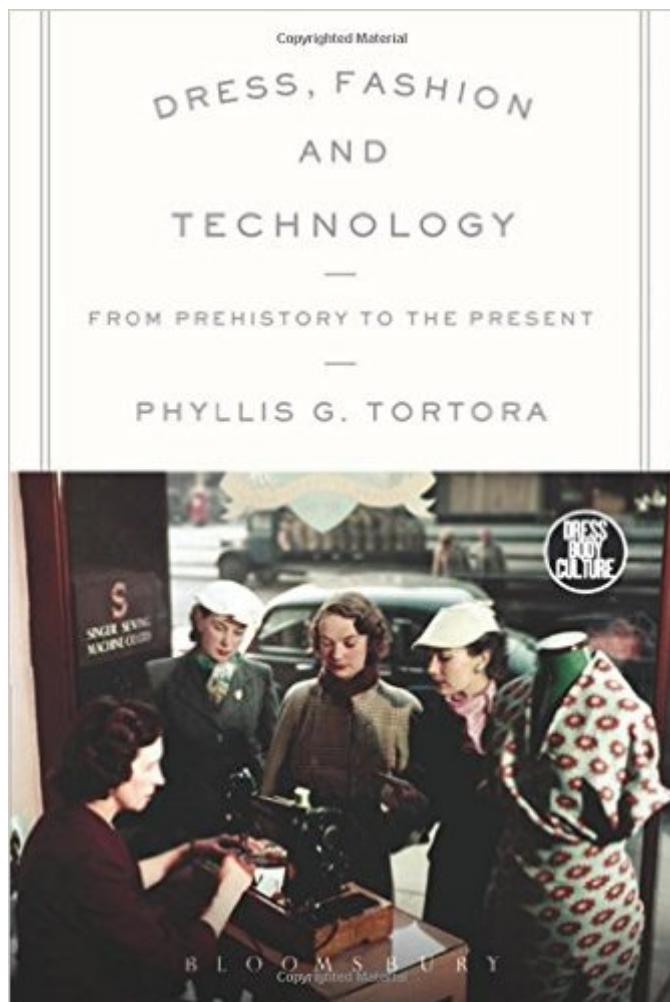


The book was found

Dress, Fashion And Technology: From Prehistory To The Present (Dress, Body, Culture)



Synopsis

Technology has been an essential factor in the production of dress and the cultures of fashion throughout human history. Structured chronologically from prehistory to the present day, this is the first broad study of the complex relationship between dress and technology. Over the course of human history, dress-making and fashion technology has changed beyond recognition: from needles and human hands in the ancient world to complex 20th-century textile production machines, it has now come to include the technologies that influence dress styles and the fashion industry, while fashion itself may drive aspects of technology. In the last century, new technologies such as the electronic media and high-tech manufacturing have helped not just to produce but to define fashion: the creation of automobiles prompted a decline in long skirts for women while the beginnings of space travel caused people to radically rethink the function of dress. In many ways, technology has itself created avant garde and contemporary fashions. Through an impressive range of international case studies, the book challenges the perception that fashion is unique to western dress and outlines the many ways in which dress and technology intersect. Dress, Fashion and Technology is ideal reading for students and scholars of fashion studies, textile history, anthropology and cultural studies.

Book Information

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Customer Reviews

Simply put, this is an incredible contribution to the fashion industries. The book is a âœquick-stepâ • through the technological histories of the textile and garment industries. I read almost straight

through the "story" of the industries and the far-reaching impact they have had in the world. The book is exceptionally dense with information, the content very engaging, and the reading quite fluid and polished. The inclusion of Table 2.1, pages 10 and 11, was a stroke of genius that briefly and concisely sets the reader on the path to understanding the book. This is a must read book for students, and particularly those in industry.

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