



Meanings of Dress, The

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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.



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