

# **Fashion Cultures**

**Theories, explorations and analysis**

Edited by

**Stella Bruzzi and  
Pamela Church Gibson**

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## Fashion Cultures

From the catwalk to the shopping mall, from the big screen to the art museum, fashion plays an increasingly central role in contemporary culture. *Fashion Cultures* investigates why we are so fascinated by fashion and the associated spheres of photography, magazines and television, and shopping.

### *Fashion Cultures:*

- readdresses the 'fashionable image, considering the work of designers from Paul Smith to Alexander McQueen and Hussein Chalayan
- investigates the radicalism of fashion photography, from William Klein to Corinne Day
- considers fashion for the 'unfashionable body' (the old and the large), football and fashion, and geographies of style
- explores the relationship between fashion and the moving image in discussions of female cinema icons – from Grace Kelly to Gwyneth Paltrow – and iconic male images – from Cary Grant to Malcolm X and Mr Darcy – that have redefined notions of masculinity and cool
- makes a significant intervention into contemporary gender politics and theory, exploring themes such as spectacle, masquerade, and the struggle between fashion and feminism.

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