## CONTENTS

Preface xiii

Acknowledgments xvi

## Chapter 1 Introduction to Dress, Culture, and Theory Kimberly A. Miller-Spillman 1

- 1.1 "Undercover" in Hijab: Unveiling One Month Later Cassidy Herrington 14
- 1.2 On Native Ground Wade Davis 17
- 1.3 Etiquette 101: Dress Codes Condé Nast Traveler 22
- 1.4 How Dress Means: Abductive Inference and the Structure of Meanings Marcia A. Morgado 27
- 1.5 Shades of Chanel Tracy Jennings 32
- 1.6 Body Ritual among the Nacirema Horace Miner 34
- 1.7 Etiquette 101: What the World Thinks about Us Boris Kachka 37

Chapter 2 Fashion as a Dynamic Process Andrew Reilly 43

- 2.1 What Happened to Fashion? Teri Agins 52
- 2.2 The Role of the Fashion System in Fashion Change: A Response to the Kaiser, Nagasawa and Hutton Model Rita C. Kean 59
- 2.3 In Tehran, Boutiques Stock Hot Outerwear under the Counter Farnaz Fassihi 67
- 2.4 Tips for Working in Luxury Sales Patric Richardson 69
- 2.5 Tokyo A-Go-Go: Cool Teens in Harajuku Make a Fashion Assault from Their Imaginations Beth Hughes 72
- Hipster: The Dead End of Western Civilization Douglas Haddow 74

Chapter 3 Dress as Nonverbal Communication Kimberly A. Miller-Spillman 79

- 3.1 Historical Background of Kente
  Docea A. G. Fianu 91
- Manja Weinstein's Halloween Kimono
   Marcia Morgado, Alexandra Shields, Sophie Sun, and Cindy Urbane 94
- 3.3 Funny Kine Clothes: The Hawaiian Shirt as Popular Culture Marcia Morgado and Andrew Reilly 100
- 3.4 Saudi Women with "Sexy Eyes" Will Have to Cover Them Up in Public John Thomas Didymus 114
- South Africa: Semantics of the Slut Walk Gillian Schutte 116
- Identity, Postmodernity, and the Global Apparel Marketplace Susan B. Kaiser 118

Chapter 4 The Body Andrew Reilly 129

4.1 Clothing and Embodiment: Men Managing Body Image and Appearance Hannah Frith and Kate Gleeson 142

- 4.2 Beauty and Hygiene, XV—Concerning the Ear Harper's Bazaar 152
- 4.3 Boytox: Botox for Men loel Stein 152
- 4.4 Skin Bleaching: The Complexion of Identity, Beauty, and Fashion Christopher A. D. Charles 154
- 4.5 Even More Visible Ink Guy Trebay 161
- 4.6 A Quantitative Study of Females: Ethnicity and Its Influence on Body Image, Thin-Internalization, and Social Comparison Aquiashala S. Brantley, Vanessa Jackson, and Min-Young Lee 164
- 4.7 The Enigma of Beauty Cathy Newman 171

## Chapter 5

Appearance for Gender and Sexual Identity Andrew Reilly 179

- Afghan Boys Are Prized, So Girls Live the Part Jenny Nordberg 189
- Reveal or Conceal? Examining the Meaning of Modesty in Postmodern America Susan O. Michelman 195
- 5.3 Lifestyle and Politics of Fashion and Gender in 1960s Sweden: Unisex Fashion in Theory and Practice Patrik Steorn 200
- 5.4 Gay, Lesbian, Bisexual, and Transgendered Persons

  Andrew Reilly 206
- 5.5 Queers and Mods: Social and Sartorial Interaction in London's Carnaby Street Shaun Cole 214

Chapter 6 Race and Ethnicity Andrew Reilly 223

- 6.1 Why Michelle Obama's Hair Matters Jenee Desmond-Harris 231
- 6.2 Japanese Kind of Whiteness: Women's Face-Whitening Practice and the Contemporary Japanese Identity

  Mikiko Ashikari 233
- 6.3 Cultural Markers in Dress: Decoding Meanings and Motivations of College Students Veena Chattaraman 241

- 6.4 "Tastily Bound with Ribands": Ribbon-Bordered Dress of the Great Lakes Indians, 1735–1839 Rachel K. Pannabecker 245
- 6.5 "Ethnic Fashion" Obscures Cultural Identity
  Sunita Puri 256
- 6.6 Dress between the Sacred and the Commercial: The Case of the Norwegian Bunad Thomas Hylland Eriksen 257

Chapter 7

Dress and Religion

Kimberly A. Miller-Spillman 265

- 7.1 Afghan Women and the Return of the Taliban Aryn Baker 277
- 7.2 Hair, Beards, and Power: Taking It on the Chin
  The Economist 281
- 7.3 France Enforces Ban on Full-Face Veils in Public Steven Erlanger 283
- 7.4 Dress Properly, No Swearing, and Maintain Gender Separation: How Signs "Welcome" Visitors to a Small U.S. Community Daily Mail Reporter 285
- 7.5 The Business Impact of the Royal Wedding Women's Wear Daily Reporter 286
- From Habit to Fashion: Dress of Catholic Women Religious Susan O. Michelman 289
- 7.7 In Buddhist Bhutan, Happiness Counts Vishal Arora 295
- 7.8 When a Holy Man's Skin Is the Canvas Stan Sesser 297
- 7.9 Economic Downturn May Be Pulling Necklines Up: Struggling Retailers Widen Options for Teens; Tweens to Include More Modest Clothes Jayne O'Donnell 298

Chapter 8 Dressing for Life and Death Patricia Hunt-Hurst 303

- 8.1 A Checky New Business: Lexington Mom Starts Cloth Diaper Company Laura Soldato 318
- 8.2 Parent Power: Raising Kate—One Mom's Fight for Her Child's Identity Connie Matthiessen 319

- 8.3 The Mary Jane Shoe: A Return to Innocence Mary Thompson and Susan O. Michelman 322
- 8.4 Is Tween Fashion Too Sexy? M. B. Sammons 332
- 8.5 Put This on a Billboard: Droopy Pants Can Kill Clvde Haberman 333
- 8.6 Dressing the Deceased in Nineteenth-Century America Jenna Tedrick Kuttruff 335

Chapter 9
Fashion, Status, and Inequality in Dress
Patricia Hunt-Hurst 341

- 9.1 The Campus as Runway Ruth La Ferla 350
- Asante Hightimers and the Fashionable Display of Women's Wealth in Contemporary Ghana
   Suzanne Gott 352
- 9.3 Female Tradition in a New Context: The Case of the Khanga Katalin Medvedev and Lioba Moshi 374
- 9.4 Dressing the Jibaros: Puerto Rican Peasants' Clothing through Time and Space José F. Blanco and Raúl J. Vázquez-López 379
- Costume and the Play of Social Identities in an Andalusian Pilgrimage Michael D. Murphy and J. Carlos González-Faraco 386

Chapter 10 Dress in the Workplace Patricia Hunt-Hurst 395

- 10.1 "Look like a Lady, Act like a Man, Work like a Dog": Dressing for Business Success Sara B. Marcketti and Jane Farrell-Beck 406
- 10.2 Lessons from Ugly Betty: Business Attire as a Conformity Strategy

  Barbara Burgess-Wilkerson and Jane Boyd Thomas 422
- 10.3 How Black Can You Be? Audrey Edwards 424
- 10.4 Too Sexy for My Bosses: Why Lawsuits Based on Looks Discrimination— Even Good Ones—Are a Bad Idea Richard Thompson Ford 429
- 10.5 Up the Career Ladder, Lipstick in Hand Catherine Saint Louis 431

- 10.6 Casino Gives Workers Look They Can, Must Live With Darlene Gavron Stevens 433
- 10.7 Health to Pay: Pressures Push Jockeys to Extremes for Weight Loss Maryjean Wall 436

Chapter 11 Dress and Media Patricia Hunt-Hurst 441

- 11.1 1 Don't Want to Be Perfect! Aisha Tyler 449
- 11.2 The Two Faces of Twiggy at 59: How Airbrushing in Olay Ad Hides Truth of the Skin She's In Richard Simpson 451
- 11.3 Australia Pushes New Body Image Standard
  Patty Huntington 453
- 11.4 Do Thin Models Warp Girls' Body Image? Nanci Hellmich 454
- 11.5 How Does Vogue Negotiate Age?: Fashion, the Body, and the Older Woman Julia Twigg 457

Chapter 12 Fashion and Fantasy Kimberly A. Miller-Spillman 469

- 12.1 Fantasy Fashion Collaborations Kate Carter 487
- 12.2 Fantasy Fashion: Avatar's Look Is Influencing Designers—Whether They're Aware of It or Not Laurie Pike 488
- 12.3 "What Disney Says": Young Girls, Dress, and the Disney Princesses Jeanne Marie Iorio 489
- 12.4 Much More Than Plastic: Reflections on Building Star Wars Stormtrooper Armor Eirik Saethre 495
- 12.5 Costuming the Imagination: Origins of Anime and Manga Cosplay Theresa Winge 500
- 12.6 A Drag Experience: Locating Fantasy in the Construction of Alternative Gendered Appearances John Jacob 508
- 12.7 Video Game Attire Keoni Rivera 514

Chapter	13
Dress an	d Technolo

Kimberly A. Miller-Spillman 521

- 13.1 Haute Technology: A New Wave of Designers Is Experimenting with Electronic Textiles, Reactive Fashion and Wearable Computers for a Generation that Grew Up Wired David Graham 530
- 13.2 New UGA Technology Makes Textiles Germ-Free UGA News Service 531
- 13.3 Swinging for the Fences with Evoshield Denise Horton 533
- 13.4 Prints for the Cyberage Suzy Menkes 536
- 13.5 Excuse Me, but My Dress Is Ringing: Technology Gives Fabrics Greater Function as the Daily Demands of Everyday Life Are Met in Style The Toronto Star 538
- 13.6 The Shirt You Spray On: For Clothes That Fit like a Second Skin, Try Instant Fabric in a Can Tamara Cohen 539
- 13.7 It Costs More to Save: Eco-elitism Comes with a Price Tag. That Dress Made of Leaves and Flowers Will Be Dead by Morning Sameer Reddy 541
- 13.8 Kente as an Indigenous Ghanaian Textile Docea A. G. Fianu 543
- 13.9 Shifting the Dominant Social Paradigm in the Apparel Industry: Acknowledging the Pink Elephant Cosette M. Armstrong and Melody L. A. LeHew 544
- 13.10 Twilight of the Tribes: Ethiopia's Omo River Valley
  Susan Hack 552

## Chapter 14

Ethics in Fashion

Andrew Reilly, Kimberly A. Miller-Spillman, and Patricia Hunt-Hurst 561

- 14.1 The Ethics of Counterfeiting in the Fashion Industry: Quality, Credence, and Profit Issues
  Brian Hilton, Chong Ju Choi, and Stephen Chen 569
- 14.2 Secrets, Lies, and Sweatshops Dexter Roberts and Pete Engard 578
- 14.3 Diamonds Aren't Forever Vivienne Walt 584

- 14.4 Feather Hair Extensions: Fashion without Compassion Elizabeth Neville 588
- 14.5 Rationalizing Circumcision: From Tradition to Fashion, from Public Health to Individual Freedom—Critical Notes on Cultural Persistence of the Practice of Genital Mutilation S. K. Hellsten 589
- 14.6 Are Required Cross-Cultural Courses Producing Pluralistic Students? Kimberly A. Miller-Spillman, Susan O. Michelman, and Nicole Huffman 599

Credits 613

Index 615