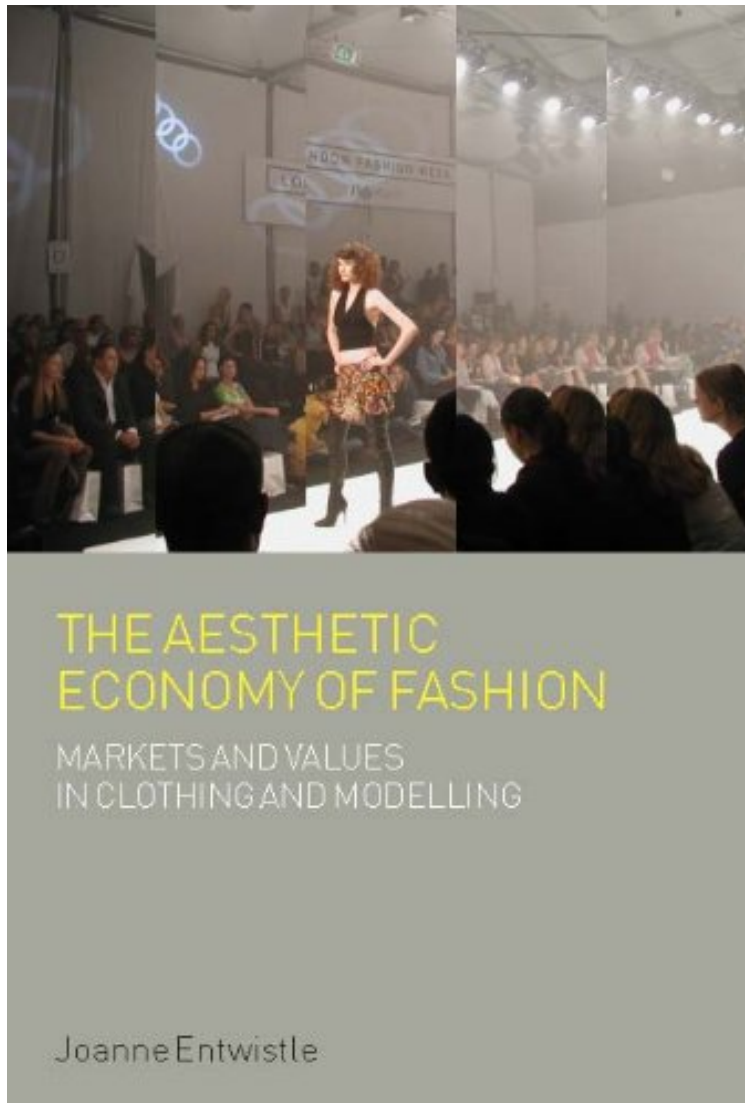


(Read free) The Aesthetic Economy of Fashion: Markets and Value in Clothing and Modelling (Dress, Body, Culture)

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Joanne Entwistle

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Joanne Entwistle : The Aesthetic Economy of Fashion: Markets and Value in Clothing and Modelling (Dress, Body, Culture) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Aesthetic Economy of Fashion: Markets and Value in Clothing and Modelling (Dress, Body, Culture):

0 of 0 people found the following review helpful. A hidden germ - a book which should be read by managers, marketeers, business researchers and one would hope one day economists!By Jesper DoeppingI was actually surprised

to find that there wasn't any reviews of this book. I read it due to my interest in how you organize and thereby manage the creation of value. The book builds on Callon's concept of performative economics or economy of qualities, and in parts on Bourdieu's concept of habitus. It is based on ethnographic/anthropological studies of both modelling and a cutting edge retailer. J. Entwistle's careful observations and conceptualization of the creation of value both in models and in the fashion buying, shows how complex these processes are. The key strength of the book is that it ensures we get all the way around the practice, and also down to how the buyers and models come to embody their practice in style and how they dynamically change it - this is where she builds on the concept of habitus. Coming from the business side her analysis of tacit/codified knowledge and aesthetics practice of "the buyers" underlines what C. Barnard said already in 1938: "The terms pertinent to [management] are 'feeling', 'judgement', 'sense', 'proportion', 'balance', 'appropriateness'. It is a matter of art rather than science, and is aesthetic rather than logical" (Barnard, 1968 [1938]: 235). The only difference is that business studies very often quote Barnard but largely has ignored the aesthetics of the super "masculine" world of senior management. From an organizational perspective J. Entwistle succeeds in actually following the actors/actants from the buying at suppliers, through the organization and its definitions of trends to the "active" consumers and how they mutually influence each other. Actants also because she describes how material, fitting on bodies, and feel is equally important to a "purely" human experience perspective. Highly recommended

Fashion is bound up with promoting the 'new', concerned with constantly changing aesthetics. The favoured styles or looks of a season arise out of the work of a vast range of different actors who collectively produce, select, distribute and promote the new ideals, before moving on to next season. How, then, are fashionable commodities stabilized long enough for them to be selected, distributed and sold? Since there are few studies that actually examine the work that goes on inside the world of fashion, we know little about these processes. This book addresses this gap in our knowledge by examining how aesthetic products are defined, distributed and valued. It focuses attention on the work of some of the market agents, particularly model agents or 'bookers' and fashion buyers, shaping the aesthetics inside their markets. In analysing their work, Entwistle develops a theoretical framework for understanding the distinctive features of aesthetic marketplaces and the aesthetic calculations within them.

"No matter how much Entwistle diverges from a linear approach in her quest for knowledge of the "multiple and overlapping practices that constitute fashion" (3), she does not lose sight of her fundamental question, nor does she ever lose her footing." ?Veronica Manlow, CUNY Brooklyn About the Author Joanne Entwistle is a senior research fellow at the London College of Fashion, University of the Arts London.