



The Men's Fashion Reader

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The Men's Fashion Reader brings together key writings in the history, culture and identity of men's fashion. The readings provide a balanced range of important methodological approaches, primary research and significant case studies. The book is organized into thematic sections covering topics such as history, theory, subculture, iconic items of clothing, consumption and the media.

Each section is introduced and concludes with an annotated guide to further reading. With exciting illustrations of men's dress from a range of historical periods, and including readings from key scholars and new writers across a wide range of fields, *The Men's Fashion Reader* is the essential introduction to the subject.

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Editorial Review

Review

Men's interest in fashion and the role of fashion in constructing masculine identity have so far not been investigated in depth. The Men's Fashion Reader is an important work exploring all aspects of men and fashion - from design to production, communication and consumption. At last an ideal resource is available to scholars, students and professionals. -- Simona Segre Reinach, Iuav University, Venice Invaluable contributions to the field of fashion, dress and textile studies. Social Anthropology/Anthropologie Sociale This rich anthology leaves one asking 'How did we manage without?'. ... The Men's Fashion Reader provides a critical resource for fashion and cultural studies. Magazine for the University of Technology, Sydney Examining the history, culture and identity of men's fashion, The Men's Fashion Reader is an in-depth work exploring masculinity, the evolution of menswear, the rise of subculture and the era of consumption. An essential introduction for any man looking to explore the business and theory behind men's fashion. The Montebury Magazine

About the Author

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