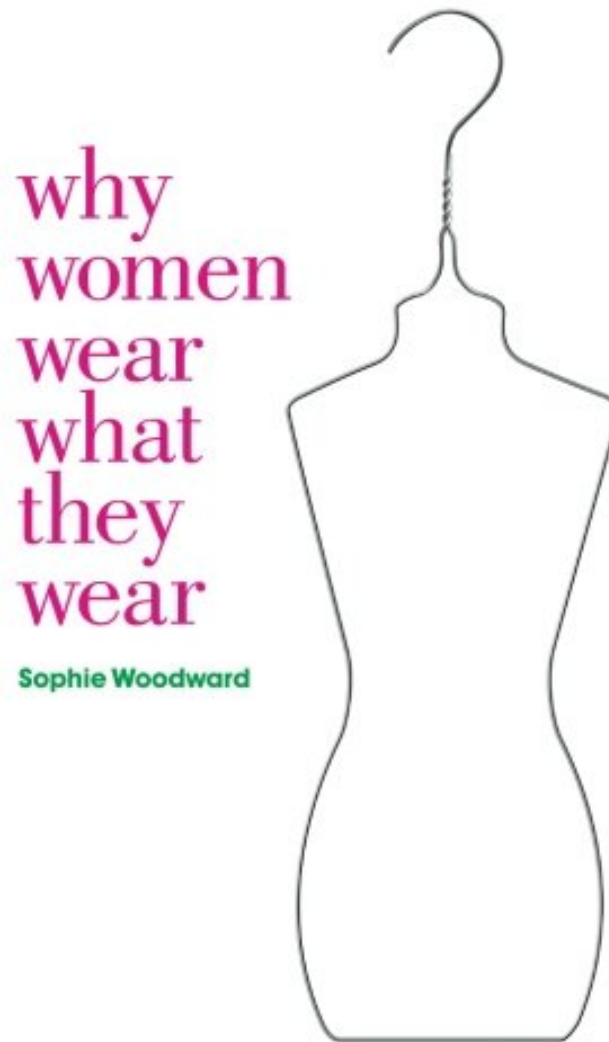


[Ebook pdf] Why Women Wear What they Wear (Materializing Culture)

Why Women Wear What they Wear (Materializing Culture)

Sophie Woodward

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Sophie Woodward : Why Women Wear What they Wear (Materializing Culture) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Why Women Wear What they Wear (Materializing Culture):

Each morning we establish an image and an identity for ourselves through the simple act of getting dressed. Why Women Wear What they Wear presents an intimate ethnography of clothing choice. The book uses real women's lives

and clothing decisions-observed and discussed at the moment of getting dressed - to illustrate theories of clothing, the body, and identity. Woodward pieces together what women actually think about clothing, dress and the body in a world where popular media and culture presents an increasingly extreme and distorted view of femininity and the ideal body. Immediately accessible to all those who have stood in front of a mirror and wondered 'does my bum look big in this?', 'is this skirt really me?' or 'does this jacket match?', *Why Women Wear What they Wear* provides students of anthropology and fashion with a fresh perspective on the social issues and constraints we are all consciously or unconsciously negotiating when we get dressed.

'Woodward writes in a marvellously clear and lively style, melding ethnographic analysis nicely with an accomplished rendition of appropriate theory from her related fields. This book is ideal for undergraduate as well as graduate students, and will be of value for researchers concerned with the body, fashion design, and retail. The book wears its learning lightly, provides fascinating case studies, and is a total delight to read.'

Current Sociology
About the Author
Sophie Woodward is Lecturer at University College for the Creative Arts, and Research Associate at Nottingham Trent University.