

Le forme della moda (Farsi un'idea) (Italian Edition)

Maria Luisa Frisa



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Creazione, business, cultura, comunicazione: sono fra le dimensioni costitutive della moda, che ne spiegano il carattere in perenne trasformazione. Se da una parte essa deve adeguarsi alle esigenze del mercato globale, dall'altra deve conservare quelle qualità e quegli immaginari che rendono ogni pezzo straordinario e desiderabile. Questo libro restituisce la complessità del fashion system contemporaneo: dal suo rapporto con il tempo al suo ruolo nel ridefinire genere e identità; dalle traiettorie globali del lusso alle nuove forme della democratizzazione del vestire; dalle professioni emergenti alla moda intesa come sistema culturale e industriale in cui si intrecciano marketing, editoria, curating, museo.



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