



## Fashioning identity [ status ambivalence in contemporary fashion /

Mackinney-Valentin, Maria

Bloomsbury Academic, an imprint of Bloomsbury Publishing, Plc, 2017

Monografía

"We dress to communicate who we are, or who we would like others to think we are, telling seductive fashion narratives through our adornment. Yet, today, fashion has been democratized through high-low collaborations, social media and real-time fashion mediation, which has complicated the basic dynamic of identity displays, creating tension between personal statements and social performances. Fashioning Identity explores how this tension is performed through fashion production and consumption by examining a diverse series of case studies, from fashion icons in their nineties and the paradoxical rebellion in 'normcore', to soccer Jerseys in Kenya and subcultural heavy metal band T-shirts in Europe. Through these cases, the role of time, gender, age memory, novelty, copying, the body and resistance are considered within the context of the contemporary fashion scene. Offering a fresh approach to the subject by readdressing Fred Davis' seminal concept of 'identity ambivalence' in Fashion, Culture and Identity (1992), Mackinney-Valentin argues that we are in an epoch of 'status ambivalence', in which fashioning one's own identity has become increasingly complicated."--

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhemF0ei5yZW4vMjYxNTk1Mzc>

**Título:** Fashioning identity Recurso electrónico] status ambivalence in contemporary fashion Maria Mackinney-Valentin

**Editorial:** London Bloomsbury Academic, an imprint of Bloomsbury Publishing, Plc 2017

**Descripción física:** xiv, 186 p. il

**Mención de serie:** EBSCO Academic eBook Collection Complete Dress and fashion research

**Bibliografía:** Incluye referencias bibliográficas (p. 159-176) e índice

**Contenido:** Cover; Half Title; Series; Title; Copyright; Contents; Illustrations; Preface; Acknowledgments; 1 Introduction: Status Ambivalence And Fashion Flows; Politics of appearance; Dressing the part; Sartorial dialectic of identity; Fashion flows; Vertical flow; Horizontal flow; Upward flow; Scattered flow; Fashioning identity; Chapter outlines; 2 Yesterday's Tomorrow: Fashion And Time; The ambiguous now; Between dowdy and hideous; Style revivals; Old fashion; Forever after; 3 Perfectly Wrong; Taxonomy of age; Corporeal patina; Logic of wrong; Senior moment; Staged ageing; Age ambiguity Conspicuous poverty radical permanence; 4 Copy Chic And The Ambivalent Original; Modes of copying; Fashion IPR; 'Tis the season; The Chinatown tote; Copy chic?; 5 Sartorial Shrugs And Other Fashion Understatements; Sartorial shrugs; Inconspicuous consumption; Fashionable displays of

the ordinary; Deliberate lagging; Staged casualness; The fashion nun; Biological capital; Fashioned bodies; Raw beauty; Lazy chic; Identity assemblage; 6 Not So Fast Fashion: The New Perseverance; The new speed of fashion?; Gradual change; Spot on; Forever new; Beyond saturation?; Fashionable implications 7 The Devil's Playground: Fashion And SubIdentity metalityMetal visual culture; The T-shirt; Fashion and subculture; Subcultural persistence; The band T-shirt; Copenhellsters vs. Copenhipsters; Mass-niche; Multigenerational subcultures; Humor and inverted snobbery; Next step for fashioning subcultural identity; 8 Trans-Global Narratives; "B" is for ball; Soccer history; Cultural exchange; World dress; The soccer jersey as fashion; Fashioning goals; "Welcome to our club"; Transnational fandom; Individualization; Cultural ambivalence; 9 Fashioning Zeitgeist; Fashion as a mirror Low-calorie realism Warp and weft; The great outdoors; Blue collar chic; Gender and sexuality; Is there a "right" zeitgeist?; Afterword; References; Index

**Detalles del sistema:** Forma de acceso: World Wide Web

**ISBN:** 9781474249126 1474249124 9781474249102 1474249108 9781474249133 9781474249119

---

## **Baratz Innovación Documental**

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- [informa@baratz.es](mailto:informa@baratz.es)