



THE GLOBALIZATION OF ASIAN DRESS

# Re-Orienting Fashion

Edited by Sandra Niessen, Ann Marie Leshkovich  
and Carla Jones



# Reorienting Fashion The Globalization Of Asian Dre

**Kyunghee Pyun,Aida Yuen Wong**



## **Reorienting Fashion The Globalization Of Asian Dress:**

**Re-Orienting Fashion** Sandra Niessen, Ann Marie Leshkovich, Carla Jones, 2003-04 Asian fashion has become a global phenomenon of significant economic political and social import But the industry in Asia remains characterized by the gap between traditional centres of fashion and power and the relatively marginalized periphery that includes Asia The resulting fashions are ambiguous despite their indigenous origins and inspiration their survival depends upon the West This book explores Asian fashion in a global economic and cultural context In itself this is pathbreaking because fashion studies have traditionally divided along the boundaries of the western non western dichotomy When both production and consumption cut through these traditional boundaries new fashion principles are expressed globally How are western economic cultural political iconic and social forms inscribed in indigenous Asian fashion when and often because that fashion is an expression of resistance against western encroachment How does dress become an active site for the negotiation of state ideals and gender roles in nations struggling to construct new identities informed by modern western impulses What role does gender play in negotiating dress symbols and how does this tie in with commodification by the global economic system With chapters focusing on East South and Southeast Asian designers retailers consumers and governments this book moves Asian fashion centre stage and should be of interest to dress and fashion theorists anthropologists sociologists and all those seeking to understand globalization and its effects

**RE-ORIENTING FASHION: THE GLOBALIZATION OF ASIAN DRESS; ED. BY SANDRA NIESSEN. ,2003      **Rethinking Fashion Globalization****

Sarah Cheang, Erica de Greef, Yoko Takagi, 2021-07-15 Rethinking Fashion Globalization is a timely call to rewrite the fashion system and push back against Eurocentric dominance within fashion histories by presenting new models approaches and understandings of fashion from critical thinkers at the forefront of decolonial fashion discourse This edited collection draws together original diverse and richly reflective critiques of the fashion system from both established and emerging fashion scholars researchers and creative practitioners Chapters straddle current calls for decolonization and inclusion as well as reflections on de westernization post colonialism sustainability transnationalism national identities social activism global fashion narratives diversity and more The volume is divided into three key themes Disruptions in Time and Space Nationalism and Transnationalism and Global Design Practices These themes re map fashion s origins practices and futures to present alternatives for reclaiming and rethinking fashion globalization in the 21st century

**Threads of globalization** Melia Belli Bose, 2024-02-06 Threads of globalization is an interdisciplinary volume that brings fashion specific garments motifs materials and methods of production into dialogue with gender and identity in various cultures throughout Asia during the long twentieth century It examines how the shift from artisanal production to fast fashion over the past 150 years has devalued women s textile labour and how skilled textile garment makers and the organizations that support them are preserving and reviving heritage traditions It also offers examples of how socially engaged artists in Asia and the diaspora

use their work to criticize labour and environmental abuses in the global fashion industry      **The Fabric of Cultures**

Eugenia Paulicelli, Hazel Clark, 2009-06-02 *The Fabric of Cultures* examines the impact of fashion as a manufacturing industry and as a culture industry that shapes identities of nations and cities in a cross cultural perspective and within a global framework      *Threads of Globalization* Melia Belli Bose, 2024-02-06 *Threads of globalization* is an interdisciplinary volume

that brings fashion specific garments motifs materials and methods of production into dialogue with gender and identity in various cultures throughout Asia during the long twentieth century It examines how the shift from artisanal production to fast fashion over the past 150 years has devalued women s textile labour and how skilled textile garment makers and the organizations that support them are preserving and reviving heritage traditions It also offers examples of how socially engaged artists in Asia and the diaspora use their work to criticize labour and environmental abuses in the global fashion industry

*The End of Fashion* Adam Geczy, Vicki Karaminas, 2018-11-01 Attitudes to fashion have changed radically in the twenty first century Dress is increasingly approached as a means of self expression rather than as a signifier of status or profession and designers are increasingly treated as artists as fashion moves towards art and enters the gallery museum and retail space This book is the first to fully explore the causes and implications of this shift examining the impact of technological innovation globalization and the growth of the internet *The End of Fashion* focuses on the ways in which our understanding of fashion and the fashion system have transformed as mass mediation and digitization continue to broaden the way that contemporary fashion is perceived and consumed Exploring everything from the rise of online shopping to the emergence of bloggers as power elites who have revolutionized the terrain of traditional fashion reportage this volume anatomizes a world in which runway shows now compete with live streaming digital fashion films Instagram and Pinterest Bringing together original cutting edge contributions from leading international scholars this book is essential reading for students and scholars of fashion and cultural studies as well as anyone interested in exploring the dramatic shifts that have shaken the fashion world this century and what they might say about larger changes within an increasingly global and digital society      *Fashion and Beauty in the Time of Asia* S. Heijin Lee, Christina H. Moon, Thuy Linh Nguyen Tu, 2019-06-03 How

transnational modernity is taking shape in and in relation to Asia *Fashion and Beauty in the Time of Asia* considers the role of bodily aesthetics in the shaping of Asian modernities and the formation of the so called Asian Century S Heijin Lee Christina H Moon and Thuy Linh Nguyen Tu train our eyes on sites as far flung varied and intimate as Guangzhou and Los Angeles Saigon and Seoul New York and Toronto They map the transregional connections ever evolving aspirations and sensibilities and new worlds and life paths forged through engagements with fashion and beauty Contributors consider American influence on plastic surgery in Korea Vietnamese debates about the fashionable and the costs and commitments demanded of those who make and wear fast fashion from Chinese garment workers to Nepalese nail technicians in New York who are mandated to dress fashionably In doing so this interdisciplinary anthology moves beyond common characterizations of Asians

and the Asian diaspora as simply abject laborers or frenzied consumers analyzing who the modern Asian subject is now what they wear and how they work move eat and shop **Fashion in Multiple Chinas** Wessie Ling, Simona

Segre-Reinach, 2018-04-20 Much has been written about the transformation of China from being a clothing manufacturing site to a fast rate fashion consuming society Less however has been written on the process of making Chinese fashion The expert contributors to *Fashion in Multiple Chinas* explore how the many Chinese fashions operate across the widespread fragmented and diffused Chinese diaspora They confront the idea of Chinese nationalism as one nation as well as of China as a single reality in revealing the realities of Chinese fashion as diverse and comprising multiple practices They also demonstrate how the making of Chinese fashion is composed of numerous layers often involving a web of global entanglements between manufacturing and circulation retailing and branding They cover the mechanics of the PRC fashion industry the creative economy of Chinese fashion its retail and branding and the cultural identity of Chinese fashion from the diasporas comprising the transglobal landscape of fashion production *Fashion, Identity, and Power in Modern Asia*

Kyunghee Pyun, Aida Yuen Wong, 2018-10-25 This edited volume on radical dress reforms in East Asia takes a fresh look at the symbols and languages of modernity in dress and body Dress reform movements around the turn of the twentieth century in the region have received little critical attention as a multicultural discourse of labor body gender identity colonialism and government authority With contributions by leading experts of costume textile history of China Korea and Japan this book presents up to date scholarship using diverse methodologies in costume history history of consumption and international trade Thematically organized into sections exploring the garments and uniforms accessories fabrics and fashion styles of Asia this edited volume offers case studies for students and scholars in an ever expanding field of material culture including but not limited to economic history visual culture art history history of journalism and popular culture *Fashion Identity and Power in Modern Asia* stimulates further research on the impact of modernity and imperialism in neglected areas such as military uniform school uniform women s accessories hairstyles and textile trade **Created and Contested**, 2022 **The**

**Fabric of Cultures** Amy H. Winter, 2006 *The Fabric of Cultures* Amy Harriet Winter, 2008-01 *Fashion in Altermodern China* Feng Jie, 2022-03-24 *Fashion in Altermodern China* examines key features of women s fashion within the cultural and political context of contemporary China While global brands and styles heavily influence Chinese consumer trends the Chinese fashion system is formed of its own internal logics and emergent trends too Adopting the theoretical term altermodern Feng Jie encourages us to view China in terms of its rapid modernization which presents its own rhythms and meanings and argues persuasively that Chinese fashion can t be wholly understood in terms of a Western discourse of modernity postmodernity and the global Expanding our understanding of the fashion system *Fashion in Altermodern China* takes on board new trends in global trade new technologies and the hybridity of designs and consumption of fashion Through critical readings of Barthes on the neutral and Jullien on blandness both directly influenced by Asian philosophies the author

offers a new perspective on Chinese fashion arguing that while global local contexts lead to identifiably postmodern and hybrid aesthetics for women in contemporary China the flux and mix of available fashions is experienced in a more open neutral manner than scholars have previously described Crucially then rather than position trends in China only in terms of hybridity which betrays a Western bias and a binary logic of host recipient there are more fluid ways in which we need to understand how women engage in fashion in China today      **Dress and Globalisation** Margaret Maynard,2004-09-04 This work surveys dress and identity of cultures around the world It draws on issues of consumption ethnicity gender and the body as well as anthropological accounts and studies of representation      **Styling Shanghai** Christopher Breward,Juliette MacDonald,2020-01-23 Styling Shanghai is the first book dedicated to exploring the city s fashion cultures examining its growing status as one of the world s foremost fashion cities From its origins as an international treaty port in the 19th century Shanghai has emerged as a global leader in the production mediation and consumption of fashion This book reveals how the material and imaginative context of this thriving urban centre has produced vivid interpretations of fashion as object image and idea Bringing together contributions by a range of leading international fashion historians and theorists and drawing on extensive original research Styling Shanghai offers an interdisciplinary analysis of the mega city s shifting position as a fashion capital Rooted in collaboration between leading UK Australian and Shanghai based institutions it considers the impact of local and global textile manufacturing the representation and marketing of Shanghai Style bodies and gender in the Paris of the East and the challenges of globalization commercialization and digital communication in contemporary Shanghai      Dangerous Designs ,      Global Fashion Business Byoungho Ellie Jin,2024-07-11 In today s climate bringing your fashion brand to new international territories is more challenging than ever In Global Fashion Business Byoungho Ellie Jin helps you to take this next step Diverse examples from large and small companies developing and developed countries and online and offline retailers set a precedent for overcoming economic cultural legal and regulatory obstacles Practical approaches also outline methods of marketing and retailing while chapters on topics including pricing entry market selection and product development combine to cover everything you need to know to take your business further than ever before      *Global Fashion, Local Tradition* Anne van der Zwaag,2006 The future of fashion in essence this is the theme of the collection of photographs and essays in Global Fashion Local Tradition edited by Jan Brand and Jos Teunissen Fashion has become global Fashion weeks are not only held in Paris and Milan but      Globalization and Fashion Marketing Performance Kathleen Rees,Eun Joo Park,2013

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