

## Fashionable Childhood: Children in Advertising (Paperback)



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### ***Reviews***

*Complete guide! Its such a great study. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.*

***(Dr. Hermann Marvin PhD)***

## FASHIONABLE CHILDHOOD: CHILDREN IN ADVERTISING (PAPERBACK)



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Bloomsbury Publishing PLC, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. Fashionable Childhood is the first book to critically examine representations of children and childhood through fashion media. Focussing on themes such as innocence, sexuality, class, and gender, this book provides a detailed and fascinating overview of the topic over the last 40 years. With case studies of advertising campaigns from international fashion brands such as Calvin Klein, Dior, Ralph Lauren and in-depth research into Italy's special edition of Vogue dedicated to childrenswear, Vogue Bambini, Fashionable Childhood examines the ways children's fashion is presented globally. With the market for children's fashion witnessing rapid growth in recent years, this exciting book will be of particular interest and value to students of fashion marketing, promotion, journalism, history, and theory.



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