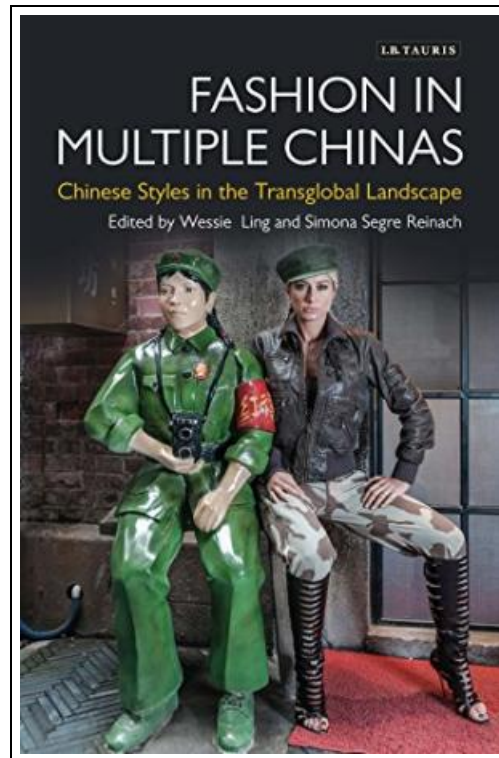


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FASHION IN MULTIPLE CHINAS: CHINESE STYLES IN THE TRANSGLOBAL LANDSCAPE (HARDBACK)



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I.B.Tauris Co. Ltd., United Kingdom, 2018. Hardback. Condition: New. Language: N/A. Brand New Book. 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 making of 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 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.



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