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Fashion and the Consumer (Understanding Fashion)

Jennifer Yurchisin, Kim K. P. Johnson
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Jennifer Yurchisin, Kim K. P. Johnson : Fashion and the Consumer (Understanding Fashion) before purchasing it in order to gage whether or not it would be worth my time, and all praised Fashion and the Consumer (Understanding Fashion):

1 of 1 people found the following review helpful. a informative bookBy Brian E. Balsterthis book does a great job of explaining WHY we all need t-shirts with three wolves and a moon. Many fashion textbooks make you think that t shirts with one, or even two wolves are fashion musts.But Dr. Yurchisin makes it clear that a three wolves t shirt has

significantly MORE wolves.

This text is designed to introduce important concepts related to the consumption of fashion and clothing to beginning students. Designed to support teaching and learning, this book looks at the cultural and economic significance of the global fashion industry. Beginning with an historical overview of fashion consumption, the book then provides an analysis of both rational normative consumer decision-making as well as hedonic and alternative consumption patterns. It concludes with a look at ethical decision-making and social responsibility concerning design, production, and consumption. Each chapter contains definitions of the key concepts, overviews of the relevant theories, case studies, as well as summary sections, a listing of key terms, questions for discussion, and assignments for class use. Combining insights and perspectives from a wide range of disciplinary approaches, including fashion, cultural studies, sociology and business, this book will be of interest to students on a variety of courses studying consumer behaviour.

About the Author Jennifer Yurchisin is Doctoral Candidate at the Department of Apparel, Educational Studies, and Hospitality at Iowa State University. Kim K.P. Johnson is Professor at the Department of Design, Housing, and Apparel at the University of Minnesota.