



Fashion (Oxford History of Art)

Christopher Breward

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Following 150 years of fashion, Christopher Breward offers a catholic view of this colorful and flamboyant universe, describing its trends, products, and inhabitants. From Haute Couture, High Street, and developing fabric technology to such stars of the fashion heavens as Coco Chanel, Giorgio Armani, and Alexander McQueen, Breward explores territories far beyond style and function. He sees more than just an industry, giving voice to the larger cultural phenomenon fashion has become.

Breward's discerning view captures the glamorous world of *Vogue* and advertising; the relationship between fashion and film, and fashion as a business; and goes beyond the surface to consider individual interaction with fashion. How have ideas about hygiene and comfort influenced the direction of style? How does dress create identity and status? Framing details of dandies, flappers, and punks within a clear overview of their respective periods, Breward takes a second look and casts everyday wear in a much different light.

In addition to all the glitz and glamour, the book includes suggestions for further reading, a timeline marking important events in fashion, and a list of relevant museums and galleries. In all, it is the most valuable, accessible, and modern text on fashion today.

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