

Fashion as Communication

By Malcolm Barnard

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What kinds of things do fashion and clothing say about us? What does it mean to wear Gap or Gaultier, Milletts or Moschino? Are there any real differences between Hip-Hop style and Punk anti-styles? In this fully revised and updated edition, Malcolm Barnard introduces fashion and clothing as ways of communicating and challenging class, gender, sexual and social identities. Drawing on a range of theoretical approaches from Barthes and Baudrillard to Marxist, psychoanalytic and feminist theory, Barnard addresses the ambivalent status of fashion in contemporary culture.

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Review
'One of the best compact intros to this fascinating topic.' - *i-D Magazine*

About the Author
Malcolm Barnard is at the School of Art and Design at the University of Derby. He is also the author of Art, Design, and Visual Culture (1998).

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