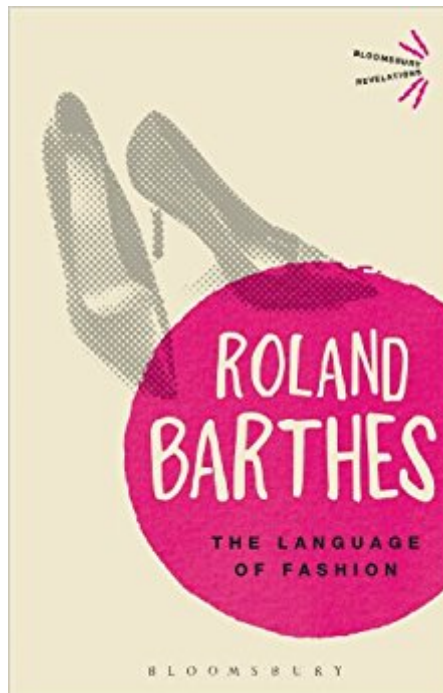




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The Language Of Fashion (Bloomsbury Revelations)



Synopsis

Roland Barthes was one of the most widely influential thinkers of the 20th Century and his immensely popular and readable writings have covered topics ranging from wrestling to photography. The semiotic power of fashion and clothing were of perennial interest to Barthes and *The Language of Fashion* - now available in the Bloomsbury Revelations series - collects some of his most important writings on these topics. Barthes' essays here range from the history of clothing to the cultural importance of Coco Chanel, from Hippy style in Morocco to the figure of the dandy, from colour in fashion to the power of jewellery. Barthes' acute analysis and constant questioning make this book an essential read for anyone seeking to understand the cultural power of fashion.

Book Information

Series: Bloomsbury Revelations

Paperback: 192 pages

Publisher: Bloomsbury Academic; Reprint edition (December 19, 2013)

Language: English

ISBN-10: 1472505425

ISBN-13: 978-1472505422

Product Dimensions: 5.5 x 0.3 inches

Shipping Weight: 9.1 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 3 customer reviews

Best Sellers Rank: #564,568 in Books (See Top 100 in Books) #48 in [Books > Politics & Social Sciences > Philosophy > Movements > Structuralism](#) #138 in [Books > Reference > Words, Language & Grammar > Semantics](#) #420 in [Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Style & Clothing](#)

Customer Reviews

No one can claim that translating Barthes is easy. Nor is it easy to assemble, as Stafford and Carter have done, such a chronologically revealing series of essays, to footnote their French sources and explain the citations in them so fully, to provide a glossary of writers to help explain the evolution of Barthes's thought, and to frame the whole with a theoretically acute history of twentieth-century social theory, dress history, and his assessment by friends and foes. *The Language of Fashion* is paradoxically (as Barthes would say) reader-friendly but also respectful of the difficulties of his thought, an excellent advanced introduction to his writing on la mode. -- Ann Rosalind Jones
H-France Review

Roland Barthes (1915-1980) was a major French writer, literary theorist and critic of French culture and society.

a classic in the field of semiotics/semiology.

Great book!

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