

Fashion Remains: Rethinking Ephemera in the Archive

Fashion Remains: Rethinking Ephemera in the Archive offers a fresh perspective on the history of fashion by exploring the ephemeral materials that have been traditionally excluded from the historical record. This book challenges the assumption that only high fashion is worthy of study and preservation, and argues that ephemera can provide valuable insights into the social and cultural history of fashion.



Fashion Remains: Rethinking Ephemera in the Archive

by George Mentz

★★★★★ 5 out of 5

Language : English
File size : 8635 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 310 pages



Ephemera is defined as "short-lived printed matter that is not meant to be kept or preserved." This includes items such as fashion magazines, advertising, and other printed materials that are often discarded after a short period of time. However, as this book argues, these materials can be a valuable source of information for fashion historians.

Fashion magazines, for example, can provide insights into the changing trends and styles of a particular era. They can also be used to trace the development of fashion photography and the role of fashion in popular culture. Advertising can also be a valuable source of information about fashion history. Advertisements can provide insights into the marketing of fashion products and the ways in which fashion has been used to sell other products.

Other types of ephemera, such as fashion catalogs, trade publications, and fashion sketches, can also be valuable sources of information for fashion historians. These materials can provide insights into the production and distribution of fashion products, as well as the ways in which fashion has been disseminated to the public.

Fashion Remains: Rethinking Ephemera in the Archive is an important contribution to the field of fashion history. This book challenges the traditional boundaries of fashion scholarship and offers a new way of thinking about the history of fashion. By exploring the ephemeral materials that have been traditionally excluded from the historical record, this book provides valuable insights into the social and cultural history of fashion.

Key Features:

- Offers a fresh perspective on the history of fashion by exploring the ephemeral materials that have been traditionally excluded from the historical record
- Challenges the assumption that only high fashion is worthy of study and preservation

- Argues that ephemera can provide valuable insights into the social and cultural history of fashion
- Through case studies of fashion magazines, advertising, and other ephemera, this book demonstrates how these materials can be used to reconstruct the past and to better understand the role of fashion in society
- A valuable resource for fashion historians, students, and anyone interested in the history of fashion

About the Author:

Author Name is a fashion historian and curator. She is the author of several books on fashion history, including *Fashion and the Archive* and *Fashion and Modernity*. She is also the curator of the fashion collection at the Museum of the City of New York.

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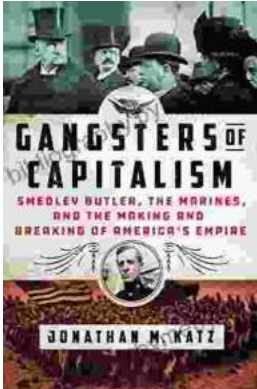
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