## Contents

Elke Gaugele	10
Aesthetic Economies	
Aesthetic Economies of Fashion: An Introduction Eva Flicker	22
The Tension of Mallarmé's Deception Manoeuver: Temporal, Territorial, and Financial Economies in Fashion Birke Sturm	30
It's All About the Image: The Cooperation between the Fashion Industry and Celebrities Endora Comer-Arldt	44
Andy's Heritage: Collaborations between Fashion, Art, and Louis Vuitton  Monica Titton	60
Life Which Writes Itself: Retrospecting Art, Fashion, and Photography in Bernadette Corporation Ilka Becker	76

**Aesthetic Politics in Fashion: An Introduction** 

## **Production of Space**

Fashion and the Production of Space: An Introduction Barbara Schrödl	98
It All Started with a Bicycle: Spring/Summer 2013 Tanja Bradarić and Taro Ohmae	104
Framing "Saints and Sinners." Methods of Producing Space in Fashion Shows: Michael Michalsky's Fall/Winter 2009 Collection Alicia Kühl	112
Fashion Film: Spaces of Exclusivity and the Globalization of Accessibility Sabina Muriale	130
The Waywardness of Fashion: Society in the Subjunctive Michael R. Müller	146
Alternative Aesthetic Politics	
Alternative Aesthetic Politics: An Introduction Elke Gaugele and Monica Titton	164
Dressing the Tiger: Decolonization and Style Racism in South-Asian Fashion Ruby Sircar	174
"Jute Not Plastic": Alternative Product Culture between Environmental Crisis and Fashion	
Martina Fineder	186
On the Ethical Turn in Fashion: Policies of Governance and the Fashioning of Social Critique Elke Gaugele	204
"Performing Whiteness": Revisioning White Textiles in Visual Culture	
Birgit Haehnel	228
Image Credits Biographies	<b>24</b> 6 252