## **CONTENTS**

## Acknowledgements xiii

Introduction: Anthropology, Street Style 1

- 1 On 'The Street': A Conceptual History of Street Style Photography 21
- 2 Travelling the Street Style Blogosphere: Amateur Anthropology from Around the Globe 69
- **3** Style Radar: On Becoming a Street Style Blogger and Knowing Whom to Shoot 113
- **4** The Subject(s) of Street Style: Street Portraits as Fashion Singularities 139
- 5 The Business of Blogging: Free Labour, Freelancing, and Free Stuff 213
- 6 Scene from the Sidewalk: Shooting Street Style at New York Fashion Week 253

Conclusion: Straight Up, Redux 287

Bibliography 304

Index 312