

Table of Contents

List of figures and tables	9
----------------------------------	---

EMANUELA MORA AND MARCO PEDRONI New frontiers of the fashion imaginary	13
---	----

Part 1: Fashion and the media

ROMANA ANDÒ Fashion fandom and TV quality drama: From poaching to everyday identity performance through Pinterest	29
---	----

LUISA VALERIANI Dressed in politics: The use of costumes in <i>Game of Thrones</i>	55
---	----

PHYLIS JOHNSON Second life community and global citizenship: A fashion tale of a virtual empire	87
---	----

MARCO PEDRONI, TERESA SÁDABA AND PATRICIA SANMIGUEL Is the golden era of fashion blogs over? An analysis of the Italian and Spanish fields of fashion blogging	105
---	-----

MARINA RAMOS-SERRANO AND GEMA MACÍAS-MUÑOZ Lady Dior: Brand values in fashion films	125
--	-----

EUGENIE MARIA THEUER Kaleidoscopes of cloth and canvas: A phenomenological approach to fashion on the cinematic red carpet	145
---	-----

NICK REES-ROBERTS

Behind-the-scenes: Framing fashion and the limits of the
documentary mode 163

Part 2: Fashion in the making

CECILIA WINTERHALTER

The re-invention of Made in Italy goods: Italian know-how in
product innovation in the work of three Italian women Crafters ... 183

MONIA MASSARINI AND RUBENS PAULUZZO

Emerging Chinese fashion brands:
The silent revolution? 203

MARCO RICCHETTI AND KARAN KHURANA

Shifting perspectives on sustainable supply chain management
in the fashion business 225

VALENTINA JACOMETTI

Sustainable consciousness and consumer identity: Legal tools
and rules 247

Part 3: Politics of Fashion

TEREZA KULDOVA

On fashion and illusions: Designing interpassive Indianness for
India's rich 273

LÍGIA CARVALHO ABREU

Human rights in fashion creations, production and branding:
A genuine policy or a marketing strategy? 291

BARBARA POZZO

Protecting the dignity of women in fashion advertisement:
The new legal initiatives in a comparative law perspective 309

SINAH THERES KLOB

Performing authenticity through fashion: Sartorial contestations
of Hindu-Guyanese Indianness and the creation of the Indian
'other' 327

CRISTIANA KATAGIRI AND VIRGINIA ABREU BORGES

Brazilian fashion: Dichotomies and perspectives of resistance 345

Part 4: Fashion languages

MARIA CATRICALÀ

Fashion, journalism and linguistic design:
A case study of the wedding dresses 367

MANUELA CANIATO

Is *Vogue* like *Vogue* all around the world? A comparison of
Facebook posts of *Vogue* France, Italy, Netherlands, Portugal,
and United Kingdom 385

GEVISA LA ROCCA AND MADDALENA FEDELE

Television clothing commercials for tweens in transition:
A comparative analysis in Italy and Spain 407

ALESSANDRA CASTELLANI

Tattooing, body and beauty 425

Abstracts and Keywords 443

Biographies 455