

CONTENTS

<i>Acknowledgments</i>	viii
Introduction <i>Brent Luvaas and Joanne B. Eicher</i>	1
PART 1 CLASSIC WORKS IN THE ANTHROPOLOGY OF DRESS AND FASHION	7
<i>Part Introduction</i>	8
1 The principle of order in civilization as exemplified by changes in fashion <i>Alfred L. Kroeber</i>	10
2 Customs and beliefs: Ceremonial <i>Alfred R. Radcliffe-Brown</i>	20
3 Dress <i>Ruth Benedict</i>	22
4 Fashion <i>Edward Sapir</i>	25
5 Dress: Its origins, forms, and psychology, with special emphasis on the sexual psychology <i>Ernest Crawley</i>	27
PART 2 THEORIZING DRESS AND FASHION	35
<i>Part Introduction</i>	36
6 Fashion -v- anti-fashion <i>Ted Polhemus</i>	38
7 The social skin <i>Terence S. Turner</i>	43
8 Clothing as language: An object lesson in the study of the expressive properties of material culture <i>Grant McCracken</i>	52
9 Definition and classification of dress: Implications for analysis of gender roles <i>Joanne B. Eicher and Mary Ellen Roach-Higgins</i>	59
10 The antisocial skin: Structure, resistance, and “modern primitive” adornment in the United States <i>Daniel Rosenblatt</i>	66
11 Style and ontology <i>Daniel Miller</i>	78
PART 3 MATERIAL CULTURE	89
<i>Part Introduction</i>	90
12 The other half: The material culture of new fibres <i>Kaori O'Connor</i>	92

13	Cloth and clothing <i>Jane Schneider</i>	99
14	Jeanealogies: Materiality and the (im)permanence of relationships and intimacy <i>Sophie Woodward</i>	109
15	Wild silk textiles of the Dogon of Mali: The production, material efficacy, and cultural significance of sheen <i>Laurence Douny</i>	117
16	Clothing sociality: Materiality and the everyday among the Kuna of Panama <i>Margherita Margiotti</i>	123
	PART 4 DRESSING THE BODY IN CULTURE	133
	<i>Part Introduction</i>	134
17	Kalabari cut-thread and pulled-thread cloth <i>Tonye Victor Erekosima and Joanne B. Eicher</i>	136
18	Cloth that does not die: The meaning of cloth in Bùnù social life <i>Elisha P. Renne</i>	140
19	The political economy of elegance: An African cult of beauty <i>Jonathan Friedman</i>	148
20	The predicament of dress: Polyvalency and the ironies of cultural identity <i>Deborah Durham</i>	155
21	Body talk: Revelations of self and body in contemporary strip clubs <i>Katherine Frank</i>	165
	PART 5 DRESSING THE COLONY, FASHIONING THE NATION	173
	<i>Part Introduction</i>	174
22	Dressing for dinner in the bush: Rituals of self-definition and British imperial authority <i>Helen Callaway</i>	176
23	Fashioning the colonial subject <i>Jean Comaroff and John Comaroff</i>	185
24	The ao dai goes global: How international influences and female entrepreneurs have shaped Vietnam's "national costume" <i>Ann Marie Leshkovich</i>	199
25	Dress for sukses: Fashioning femininity and nationality in urban Indonesia <i>Carla Jones</i>	209
26	"Doing" Danish fashion: On national identity and design practices of a small Danish fashion company <i>Marie Riegels Melchior</i>	219
	PART 6 CLOTHING, CLASS, AND COMPETING COSMOPOLITANISMS	229
	<i>Part Introduction</i>	230
27	Fashion, anti-fashion, and heteroglossia in urban Senegal <i>Deborah Heath</i>	232
28	Dressed to "shine": Work, leisure, and style in Malindi, Kenya <i>Johanna Schoss</i>	242
29	Fashionable Muslims: Notions of self, religion, and society in San'a <i>Annelies Moors</i>	251
30	Landscapes of attraction and rejection: South Asian aesthetics in Islamic fashion in London <i>Emma Tarlo</i>	263

31	Forging connections, performing distinctions: Youth, dress, and consumption in Niger	
	<i>Adeline Masquelier</i>	273
32	Fashionably modest or modestly unfashionable?	<i>Eric Silverman</i>
		281
PART 7 MAKING GLOBAL FASHION		291
	<i>Part Introduction</i>	292
33	The globalization of Asian dress: Re-orienting fashion or re-orientalizing Asia?	
	<i>Carla Jones and Ann Marie Leshkovich</i>	295
34	Haute couture in Tehran: Two faces of an emerging fashion scene	<i>Alexandru Balasescu</i>
		311
35	Recasting fashion image production: An ethnographic and practice-based approach to investigating bodies as media	<i>Stephanie Sadre-Orafai</i>
		319
36	Ethnographic entanglements: Memory and narrative in the global fashion industry	<i>Christina H. Moon</i>
		326
37	Making clothes for international markets: A clothing perspective on globalization	<i>Jianhua Zhao</i>
		335
38	In Patagonia (clothing): A complicated greenness	<i>Sharon J. Hepburn</i>
		345
PART 8 THE AFTERLIVES OF DRESS AND FASHION		353
	<i>Part Introduction</i>	354
39	Other people's clothes? The international second-hand clothing trade and dress practices in Zambia	<i>Karen Tranberg Hansen</i>
		356
40	Making new vintage jeans in Japan: Relocating authenticity	<i>Philomena Keet</i>
		365
41	Fake brands	<i>Magdalena Craciun</i>
		374
42	On cutting and pasting: The art and politics of DIY streetwear	<i>Brent Luvaas</i>
		384
	<i>Bibliography</i>	395
	<i>Index</i>	426