

CONTENTS

CHAPTER	PAGE
I WHAT IS FASHION?	3
II THE ORIGIN OF CLOTHES	13
III FASHION MOTIVES	26
IV THE RISE AND FALL OF FASHION	45
V WHY FASHIONS SOMETIMES STAND STILL	62
VI HOW FASHION-RACING IS FACILITATED	82
VII THE ARBITERS OF FASHION	102
VIII BROADCASTING FASHION NEWS	127
IX THE RÔLE OF SEX IN FASHION	144
X THE RÔLE OF AGE IN FASHION	165
XI FASHION'S MARTYRS AND REFORMERS	189
XII FASHION AS A MIRROR OF THE TIMES	213
BIBLIOGRAPHY	233