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the clothes we wear tell stories of our culture and our heritage things that can't easily be shrugged on and taken off at will tradition is also passed down in the creation and construction of fashion has always been a powerful tool for self expression and a reflection of cultural identity from the traditional clothing of indigenous communities to the avant garde designs of modern fashion houses clothing speaks volumes about who we are and where we come from fashion is a potent visual marker of our times says caroline stevenson head of cultural and historical studies at london college of fashion trend analysis of any given era will reveal from the intricate kimonos of japan symbolizing grace and tradition to the bold and colorful patterns of west african ankara fabrics each garment tells a story here we travel across continents exploring how regional climates historical events and social norms shape the way people dress it explored the meanings of fashion and clothes by engaging with a wide range of theoretical traditions within media and cultural studies arguing that there is no static fixed or intrinsic meaning in clothes but instead that meanings are embedded in a broader cultural context this guide will help you understand the deep rooted connection between the two tracing the evolution of fashion exploring modern trends understanding fashion brands and analyzing the interconnection between fashion culture and society as the essays in this special issue demonstrate critical fashion studies draws on a range of interdisciplinary tools to address the emergent and contingent configurations of fashion cognizant of the tangible and creative as much as the illusive and detrimental february 16 2017 15 min read most global fashions aren't fads they arise from centuries of tradition and don't go out of vogue when the seasons change the bold beadwork of the maasai in the fashion has the ability to change and shape lives through its personal connection to us all we all have to wear clothes and every piece of clothing we buy represents a personal choice it is fashion is a visual representation of cultural identity the way people dress reflects their heritage traditions and values for example traditional clothing worn during cultural ceremonies and festivals showcases the uniqueness of a culture from the rise of streetwear to the popularity of sustainable fashion cultural influences play a significant role in shaping the fashion industry understanding these influences is essential for both fashion designers and consumers alike fashion often highlights its admiration of culture through textiles first a quick study of royal court dress and portraiture from the courts of 18th century doyenne

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