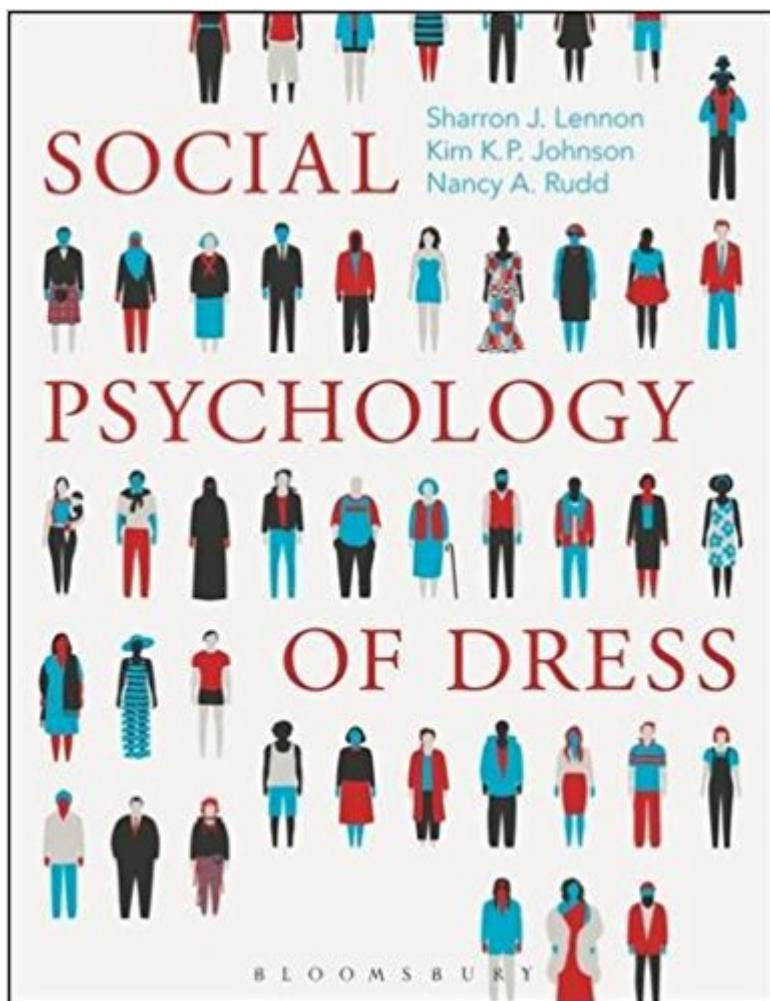


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# Social Psychology Of Dress



## Synopsis

Social Psychology of Dress presents and explains the major theories and concepts that are important to understanding relationships between dress and human behavior. These concepts and theories are derived from such disciplines as sociology, psychology, anthropology, communication, and textiles and clothing. Information presented will provide summaries of empirical research, as well as examples from current events or popular culture. The book provides a broad-based and inclusive discussion of the social psychology of dress, including: - The study of dress and how to do it- Cultural topics such as cultural patterns including technology, cultural complexity, normative order, aesthetics, hygiene, ethnicity, ritual- Societal topics such as family, economy-occupation, social organizations and sports, fraternal organizations - Individual-focused theories on deviance, personality variables, self, values, body image and social cognition- Coverage of key theories related to dress and identity provide a strong theoretical foundation for further researchUnique chapter features bring in industry application and current events. The end-of-chapter summaries, discussion questions and activities give students opportunities to study and research dress. Teaching resources including an instructor's guide, test bank and PowerPoint presentations with full-color versions of images from the textbook. Social Psychology of Dress STUDIO- Study smarter with self-quizzes featuring scored results and personalized study tips- Review concepts with flashcards of essential vocabulary- Download worksheets to complete chapter activities PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501330711.

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## Customer Reviews

The book appears to provide a comprehensive overview of dress and behavior. I personally like the inclusion of a chapter on research. In this area of our discipline, good books are VERY hard to come by. What the authors have proposed is a very thorough analysis of basic dress behavior and is much needed. -- Jessica Strubel, University of North Texas, US Clear and accessible approach the social and cultural contextualization of fashion. Clear student objectives and student activities that can be embedded in teaching strategies. -- Caroline Alexander, London College of Fashion, UK Table of Contents and overall organization is sound. I appreciate the consistency of the first-person voice. -- Amy Meadows, Columbia College Chicago, US

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