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Doing Research in Fashion and Dress begins by guiding you through a brief history of fashion studies, and the debates surrounding it, before introducing key qualitative methodological approaches, including ethnography, semiology, and object-based research. Detailed case studies demonstrate how each methodology is used in practice.

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Yuniya Kawamura is Associate Professor of Sociology at the Fashion Institute of Technology, State University of New York, USA. She is the author of The Japanese Revolution in Paris Fashion (Berg, 2004), Fashion-ology (Berg, 2005), and Doing Research in Fashion and Dress (Berg, 2011). Page 1 of 1 Start over Page 1 of 1

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This book is specifically devoted to qualitative research methods in fashion studies. It traces the history of fashion studies and provides readers with a guided introduction to the entire research process. It gives an overview of the key methodological approaches such as ethnography, semiology, and object-based research, and shows the student reader how "to do" research by combining ...

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The primary research I carried out was a questionnaire in which I asked around fifteen people who were teacher and students what they would expect to be in a fashion magazine for college, if they like the idea of having fashion included in the college magazine, would they read it the fashion pages, if the pages should be similar to a typical fashion pages in a fashion magazine.

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