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F. Godart

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F. Godart : Unveiling Fashion: Business, Culture, and Identity in the Most Glamorous Industry (INSEAD Business Press) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Unveiling Fashion: Business, Culture, and Identity in the Most Glamorous Industry (INSEAD Business Press):

2 of 2 people found the following review helpful. Delightful!By Breaking into FashionA delicious read! "Unveiling Fashion" addresses in a logical discourse the fears, perversions, identity crises, creative production, and cultural (and

sometimes emotional) rollercoaster ride of the fashion industry. From Marie Antoinette's "emancipation of fashion" in the 18th century, to the rise of "fashionology," to the present day plutocracy of brands and branding; Godart poignantly outlines six core principles to dissect an industry laden with symbols, stories, and dreams using lucid and rich references to philosophy, commerce, history, geography, sociology to contemporary influences that define and shape the ever evolving and fickle world of fashion. The author arms the reader with useful tools in which to discuss the elements that make the fashion industry tick. Intellectual. Engaging. Saucy. Must read!

Proposing a comprehensive account of the global fashion industry this book aims to present fashion as a social and cultural fact. Drawing on six principles from the industry, Godart guides the reader through the economic, social and political arena of the world's most glamorous industry.

'In his book *Unveiling Fashion*, Frédéric Godart guides the reader through the historical and socioeconomic intricacies of the fashion industry. Fashion is a highly complex topic, and Godart manages to clarify its main principles. His book, while rooted in academic research, will also be relevant to fashion professionals who want to better grasp their environment, and understand how creativity unfolds in fashion. *Unveiling Fashion* is an intriguing introduction to the fashion industry, and is here to stay as a reference.' - Florence Rambaud, LVMH Moët & Chandon, Hennessy, Louis Vuitton (France) 'Through a very thorough analysis, which mixes social theory with economic insight, Frédéric Godart explains not only how fashion can be analysed and studied, despite its apparent impenetrability, but also focuses on the role that fashion had in the past and has now within society. A useful reading both for scholars in the field of fashion studies, sociology, and economics and for all professionals in the fashion industry.' - Simona Segre Reinach, University of Bologna (Italy) 'Unveiling Fashion is by far the best book on sociology of fashion I have ever read. Frédéric Godart makes a major contribution in the field of fashion studies by providing a unique analytical framework to theorize fashion with six principles of fashion taken from different traditions of social sciences and philosophy, and each principle is elaborated and explained with abundant empirical data. No fashion scholar has ever given such a creative scholarly focus on fashion. This book is a must read for anyone who strives to theoretically analyze fashion which is a difficult concept to grasp.' - Yuniya Kawamura, Fashion Institute of Technology / State University of New York (United States) 'Frédéric Godart's timely and informative book offers exactly what is needed to navigate in the glossy world of fashion: sharp scientific tools and empirical details, which let both the novice and the well-informed benefit from this stimulating book.' - Patrik Aspers, Uppsala University (Sweden) 'Godart unravels the warp, mystery, and wonderful spectacle of fashion, in all of its different, blurred, yet rich and appealing meanings. Using several disciplines, he provides a beautifully tailored, impeccably scientific demonstration that dissects the history and evolution of fashion then projects what that means in the XXI century society and economy. As Paul Nystrom said: to be out of fashion is, indeed, to be out of the world.' - Nicoletta Giusti, University of Bologna (Italy) 'Smart and meticulously researched, *Unveiling Fashion* is a careful overview of fashion as an industry and as a form of cultural practice. From Plato to Prada, Godart weaves history, economics, sociology, and organization and legal studies into an elegant statement on the nature of dress and social change. Godart reveals the transformation of courtiers into celebrated brands and business empires, which are rooted in the modern logic of distinction, anchored in global cities, and today wield enormous influence in our everyday lives. A must-have for theorists, teachers, and students in the field of fashion studies, and anyone looking to be surprised and delighted to discover how fashion works.' - Ashley Mears, Boston University (United States) About the Author Frédéric Godart is an Assistant Professor of Organisational Behaviour at INSEAD, in Fontainebleau, France. Prior to joining INSEAD as a full-time tenure-track faculty, he spent two years there as a post-doctoral research and teaching fellow focusing on creative industries and social networks. An alumnus of Cambridge University (Trinity College), he holds a PhD in sociology from Columbia University in the City of New York. He also regularly collaborates with the Institut Français de la Mode (French Fashion Institute) in Paris and has written several articles, books, and book chapters on creativity, fashion, and luxury.