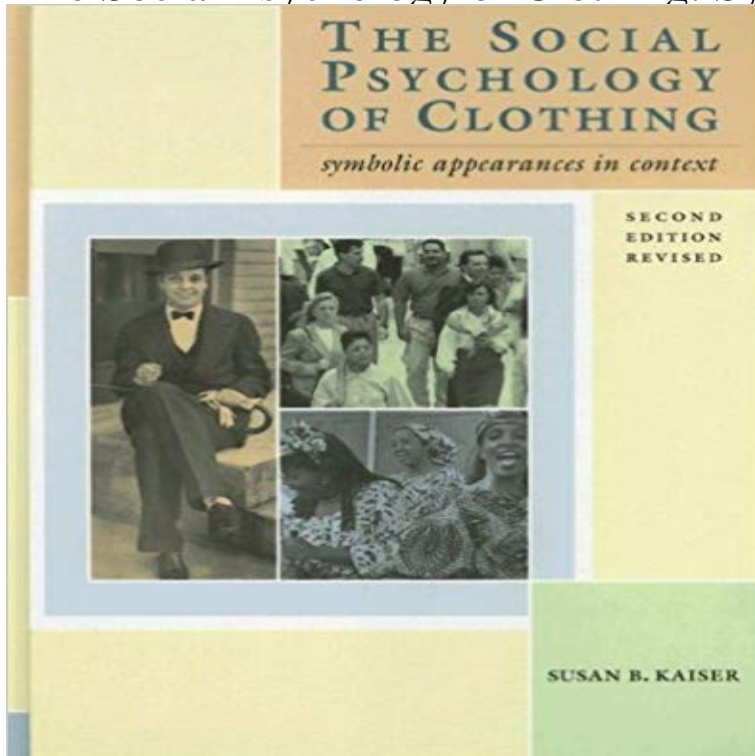


The Social Psychology of Clothing: Symbolic Appearances in Context



In this updated edition of the classic text, Kaiser explores the unconscious thought processes we use to decide not just how clothes look, but what they mean. In a new section, the author addresses the increasingly multicultural emphasis of the study of clothing and appearance. She also examines fashion in terms of gender, ethnicity, sexuality and class, offering a more inclusive vision of the social psychology of clothing.

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