



The Social Psychology of Clothing: Symbolic Appearances in Context

Susan B. Kaiser

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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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