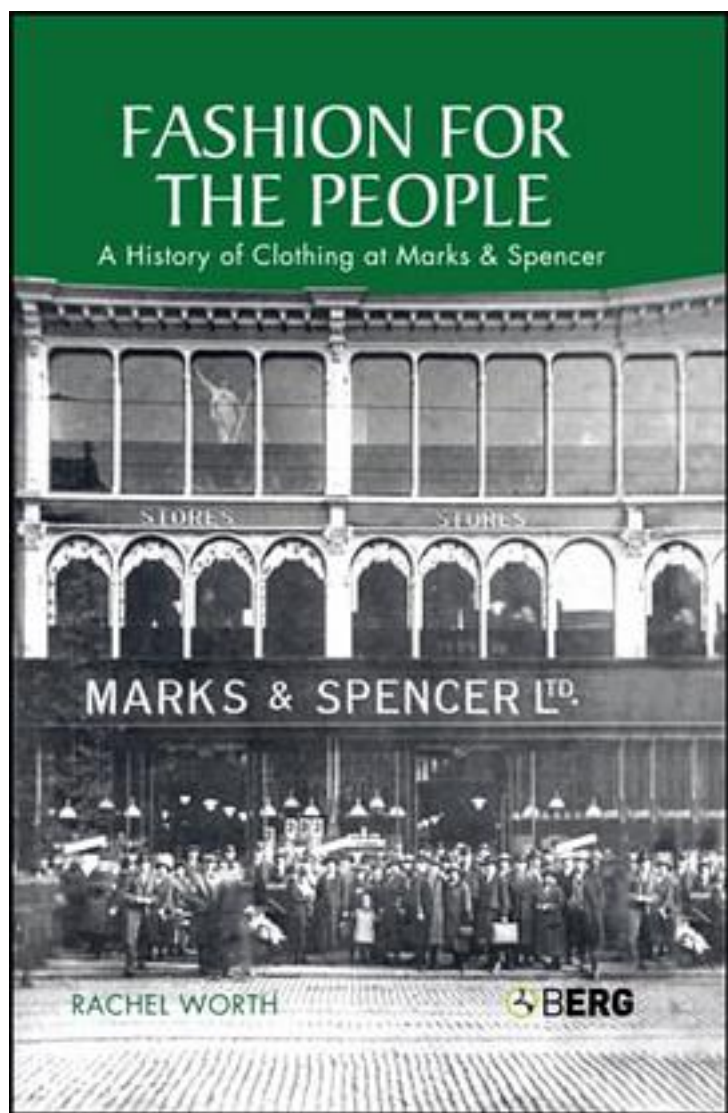


# Fashion for the People



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著者:Worth, Rachel

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Marks and Spencer is an institution synonymous with quality, reliability, and customer care. But do we associate it with "fashion"? Drawing on previously unpublished company archives, "Fashion for the People" considers the company's contribution to British--and, since the 1970s, international--fashion. The author discusses how, from the 1920s, Marks and Spencer brought fashion to the high street, offering well-designed clothing at affordable prices. She examines the unique ways in which the company has democratized fashion, arguing that its pioneering role in the development of new fabrics, the employment of designers as consultants and its marketing and promotional strategies have changed the ways in which we understand and consume fashion. Marks and Spencer is not just a stalwart of the British high street. As this book shows, it has also brought fashion to the masses.

作者介绍:

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