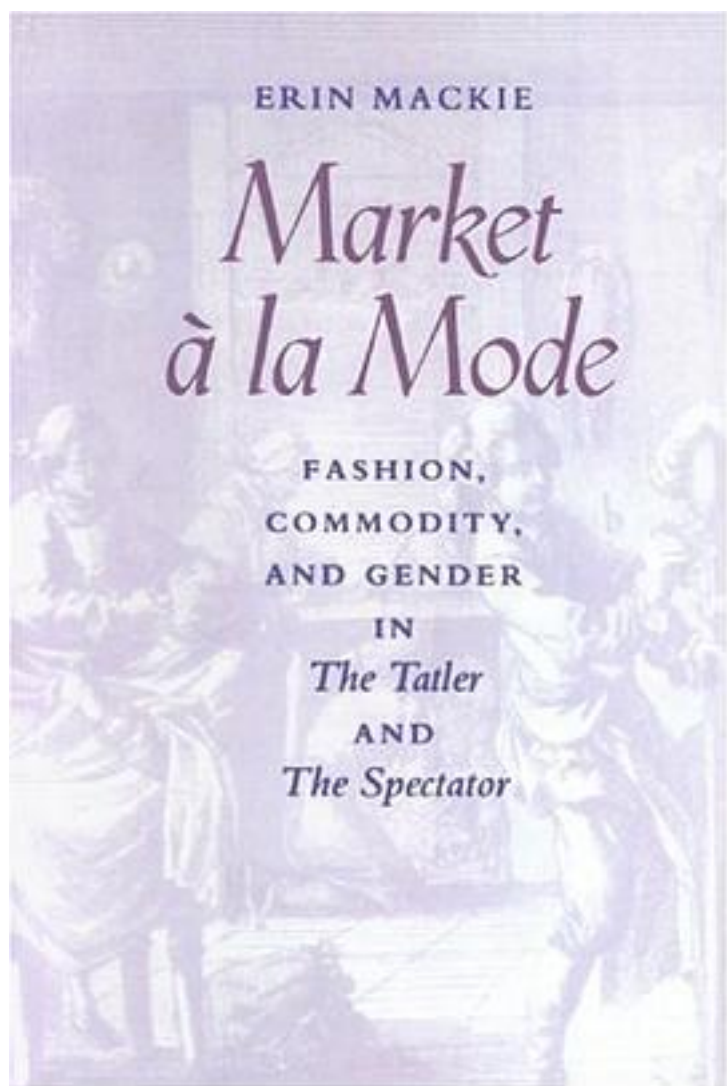


# Market a la Mode



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In *Market a la Mode*, Erin Mackie examines the role that *The Tatler* and *The Spectator*, two eighteenth-century British lifestyle magazines, played in the growth of fashion and how they influenced their readers. She traces the commercial context in which they operated, focusing on the processes of commodification, fetishization, and revisions of gender identity. Mackie's study makes clear that fashion publications, far from being commentaries on passing trends, assumed a leading role in defining women's legitimate sphere of activities as well as in the development of commerce as recreation.

作者介绍:

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标签

评论

外导Laura推荐的书。讲The Tatlor和The Spectator中对于Fashion的批判，联系了十八世纪性别、阶级等关键问题。逻辑很强大。Laura给的书评：This is one of the best books on an eighteenth-century topic- one of the most ambitious, original, significant, timely, engaging, carefully argued, sophisticated, and lucidly complex - that I have read in the last ten years.

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书评

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