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This seminal work blends many aspects of clothing, usually studied in different disciplines, into one homogeneous but multifaceted whole. Individuals do not live in isolation but in societal groups. The moral and ethical values of these groups, their norms and expectations, levels of technological development, aesthetic tastes and judgments, and economic systems blend into a composite that overtly, subtly, or invisibly directs a set of standards governing dress. Only by studying these group influences can we understand how clothing satisfies the many wants, needs, and desires people seek to gain from it. Part I discusses the interrelationship of clothing and culture, with chapters on the origins and functions of clothes, patterns of culture, clothing and the material culture, folkways, customs, mores and laws, and fashion change and the social order. Part II addresses clothing and human behavior, with chapters on clothes and the self-concept, clothing symbolism, clothing expectations of role and status, conformity and individuality in dress, values, attitudes and interests, and clothing as an expression of social class and social mobility. Part III discusses aesthetics and dress, with chapters on artistic perception of clothing, applied design for expressiveness in dress, and clothes and art in culture. Part IV addresses clothing and the physical self, with chapters on clothing as it relates to physical comfort and clothing as it relates to physical appearance. Part V discusses clothing in the economy, with chapters on the American clothing industry, clothing and the international market, clothing consumption patterns, and the consumer and the marketplace. An extensive glossary, name index, and subject index complete this work, a must-have reference for any serious student of this subject.

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