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The Aesthetic Economy of Fashion: Markets and Value in Clothing and Modelling (Dress, Body, Culture)

Joanne Entwistle

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Fashion is bound up with promoting the "new," concerned with constantly changing aesthetics. The favored styles or looks of a season arise out of the work of a vast range of different actors who collectively produce, select, distribute and promote the new ideals, before moving on next season. If fashion is defined, in part, by the incessant requirement to be "new," this requirement means aesthetic qualities are always in motion and, therefore, unstable. How, then, are fashionable commodities stabilized long enough for them to be calculated--i.e., selected, distributed and sold--by those critically placed inside the fashion system? Since there are few studies that actually examine the work that goes on inside the world of fashion we know little about these processes.

Fashion and the Cultural Economy addresses this gap in our knowledge by examining how aesthetic products are defined, distributed and valued. It focuses attention on the work of some of the market agents, in particular model agents or "bookers" and fashion buyers, shaping the aesthetics inside their markets. In analyzing their work, Entwistle develops a theoretical framework for understanding the distinctive features of aesthetic marketplaces and the aesthetic calculations within them.

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