



# **Fashioning Globalisation: New Zealand Design, Working Women and the Cultural Economy (RGS-IBG Book Series)**

*Maureen Molloy, Wendy Larner*

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Drastic changes in the career aspirations of women in the developed world have resulted in a new, globalised market for off-the-peg designer clothes created by independent artisans. This book reports on a phenomenon that seems to exemplify the twin imperatives of globalisation and female emancipation.

- A major conceptual contribution to the literatures on globalisation, fashion and gender, analysing the ways in which women's entry into the labour force over the past thirty years in the developed world has underpinned new forms of aestheticised production and consumption as well as the growth of 'work-style' businesses
- A vital contribution to the burgeoning literature on culture and creative industries which often ignores the significant roles taken by women as entrepreneurs and designers rather than mere consumers
- Introduces fashion scholars and economic geographers to a paradigmatic example of the new designer fashion industries emerging in a range of countries not traditionally associated with fashion
- Takes a fresh perspective on an industry in which Third World garment workers have been the subject of exhaustive analysis but first world women have been largely ignored

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