



Uncovering Fashion: Fashion Communications Across the Media

Marian Frances Wolbers

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Fashion depends on visuals. When we see something we like, we respond to its color, line, form, and eye-appeal. Communicating about fashion demands much more, though. It involves a wide range of media including words?printed, spoken, and electronically transmitted. "Fashion communications" refers not only to monthly fashion magazines, but also to every facet of information relating to fashion?from names of colors at the dye factory to the latest runway reviews on fashion Web sites. *Uncovering Fashion* uses a systematic approach to reveal the fashion industry's underlying network of communications. Focusing on the key areas of manufacturing, business, sales, advertising, and representation in the media, Wolbers uses a who-what-where-why-and-how approach to engage critical thinking, inspire creativity, and explore all the media serving fashion.

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