



Moroccan Fashion: Design, Tradition and Modernity (Dress and Fashion Research)

M. Angela Jansen

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Moroccan garment design and consumption have experienced major shifts in recent history, transforming from a traditional craft-based enterprise to a thriving fashion industry. Influenced by western fashion, dress has become commoditized and has expanded from tailoring to designer labels. This book presents the first detailed ethnographic study of Moroccan fashion.

Drawing on interviews with three generations of designers and the lifestyle press, the author provides an in-depth analysis of the development of urban dress, which reveals how traditional dress has not been threatened but rather produced and consumed in different ways.

With chapters examining themes such as dress and politics, gender, faith, modernity, and exploring topics from craft to e-fashion, this book will be essential reading for students and scholars of fashion, anthropology, material culture, sociology, cultural studies, gender studies and related fields.

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