

Fashioning Identity: Status Ambivalence in Contemporary Fashion (Dress and Fashion Research)



We dress to communicate who we are, or who we would like others to think we are, telling seductive fashion narratives through our adornment. Yet, today, fashion has been democratized through high-low collaborations, social media and real-time fashion mediation, which has complicated the basic dynamic of identity displays, creating tension between personal statements and social performances. Fashioning Identity explores how this tension is performed through fashion production and consumption by examining a diverse series of case studies, from fashion icons in their nineties and the paradoxical rebellion in normcore, to soccer Jerseys in Kenya and subcultural heavy metal band T-shirts in Europe. Through these cases, the role of time, gender, age memory, novelty, copying, the body and resistance are considered within the context of the contemporary fashion scene. Offering a fresh approach to the subject by readdressing Fred Davis seminal concept of identity ambivalence in Fashion, Culture and Identity (1992), Mackinney-Valentin argues that we are in an epoch of status ambivalence, in which fashioning ones own identity has become increasingly complicated.

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