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Pricing Beauty: The Making of a Fashion Model

Ashley Mears

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#702498 in eBooks 2011-09-14 2011-08-15 File Name: B0059445LC | File size: 37.Mb

Ashley Mears : Pricing Beauty: The Making of a Fashion Model before purchasing it in order to gage whether or not it would be worth my time, and all praised Pricing Beauty: The Making of a Fashion Model:

2 of 2 people found the following review helpful. Fascinating book about the behind-the-scenes workings of the modeling industry ...By katarinaism Fascinating book about the behind-the-scenes workings of the modeling industry. In college, I briefly dabbled in modeling, though more of the 'commercial' and 'promo' type than the high fashion that Mears' work sought to investigate. I found her very candid accounts and quotes from insiders to be unfiltered and honest, though confirming my own observations that as a model, one is really commoditized and reduced to her (or his) parts. In terms of the distinction between 'editorial' and 'commercial' models, I think her explanation and

comparisons of the dichotomy between the two worlds was very thorough...the trade-off between prestige and financial security is a common theme, not only in the modeling world, but throughout many other industries as well. When asking various people in the fashion industry about the lack of diversity (both in terms of racial and size), Mears received a myriad of comments echoing that the lack of diversity was caused by inadequate supply of models (per designers and photographers), inadequate demand for certain types of models (from bookers). It is no wonder that diversity is still difficult to come by when viewing images in Vogue, or catwalk stills on a website. However, I do think the situation is changing; Mears' book came just a few years too early to catch the social-media wave which propelled more diverse models such as Ashley Graham and Barbie Ferreira to fame. There is still a long way to go, and Mears' book confronts an uncomfortable topic head-on.² of 2 people found the following review helpful. Analysis of the Modeling Industry By Wendy A well-thought out and very interesting analysis of the Modeling industry, with applications to Entertainment in general. Provides some glimpses into "behind the scene" but the approach is that of a dissertation. I feel those looking for an intellectual look at how beauty is monetized will be pleased. Those looking for a light "day in life of fashion model" will be disappointed.⁰ of 0 people found the following review helpful. A brilliant ethnographic study of the fashion world By Benjamin Juarez Echenique Ashley Mears has researched the complex fashion world from the perspective of an insider, the results are brilliant and revealing. Equality is a universal concern, but research has mostly focused on the dispossessed and marginal groups, now we have access to the top of the pyramid in a lucid academically sound analysis. Commodified women, the luxury fashion industry and its complex ecology. Highly recommended.

Sociologist Ashley Mears takes us behind the brightly lit runways and glossy advertisements of the fashion industry in this insiders study of the world of modeling. Mears, who worked as a model in New York and London, draws on observations as well as extensive interviews with male and female models, agents, clients, photographers, stylists, and others, to explore the economics and politics—and the arbitrariness—behind the business of glamour. Exploring a largely hidden arena of cultural production, she shows how the right "look" is discovered, developed, and packaged to become a prized commodity. She examines how models sell themselves, how agents promote them, and how clients decide to hire them. An original contribution to the sociology of work in the new cultural economy, *Pricing Beauty* offers rich, accessible analysis of the invisible ways in which gender, race, and class shape worth in the marketplace.