- An overview of the most drastic changes in the fashion world today, how it is evolving, and what the future holds
- Noted fashion historians write perceptively about the importance of fashion and its place in the world

In this timely book, three noted fashion historians examine the global transformations in the fashion industry today, and identify the challenges of the future. Since the dawn of designer fashion at the beginning of the 20th century, the role and position of the designer has drastically changed. This book addresses how the interpretation of creativity, authorship, craft, and innovation have evolved in this new context, and asks what role designers play in a globalised and digitised fashion world.

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