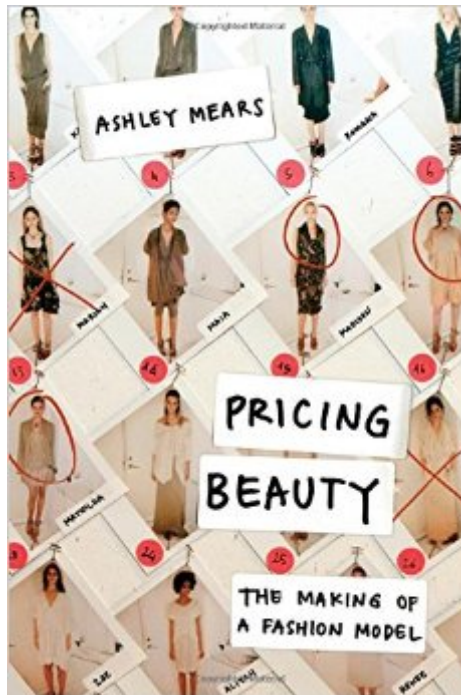


The book was found

Pricing Beauty: The Making Of A Fashion Model



Synopsis

Sociologist Ashley Mears takes us behind the brightly lit runways and glossy advertisements of the fashion industry in this insider's 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.

Book Information

Paperback: 328 pages

Publisher: University of California Press (September 14, 2011)

Language: English

ISBN-10: 0520270762

ISBN-13: 978-0520270763

Product Dimensions: 6 x 0.4 x 9 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars See all reviews (15 customer reviews)

Best Sellers Rank: #124,333 in Books (See Top 100 in Books) #8 in Books > Arts & Photography > Fashion > Models #55 in Books > Business & Money > Industries > Fashion & Textile #238 in Books > Politics & Social Sciences > Social Sciences > Gender Studies > General

Customer Reviews

This book is a thorough, academic treatment of the modeling industry. The author ably covers a number of fascinating sociological aspects of one of the more extraordinary industries in modern culture. This is so even though really she never defines beauty, and so has a tough time talking about its economics. Part of the problem rests in the style of the study, focused as it is on interview. It is clear that the author is very bright, but she insists on forming her argument around quotes from industry professionals, very few of which are as sophisticated or insightful as she is. The result is chapters filled with inane statements and colloquialisms that can't possibly be viewed in an intellectual light. The 'like's and 'you know's can be humorous if viewed objectively, but certainly

detract from an otherwise engaging survey. As it is, then, it seems as though no real point is made, and one can refute the vague impressions that are made with mere questions. For instance, this reader would have liked to have seen a more robust investigation into the nature of beauty, and why certain models are chosen over others. Thanks to a myriad of quotes, we know that commercial models appeal to 'your mom' and editorial models look rather 'freakish', but we don't necessarily know the source of these standards. If nothing else, this investigation would help in the attempt to uncover some of the more provocative arguments made in the chapter on race and thinness. Throughout, however, the author maintains a very academic tone, treating all of her subjects as if they were saying anything important. The result is something of a burlesque--perhaps more telling about the state of academia than anything else.

[Download to continue reading...](#)

Pricing Beauty: The Making of a Fashion Model America's Next Top Model: Fierce Guide to Life: The Ultimate Source of Beauty, Fashion, and Model Behavior Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Insider Secrets From A Model Agent: How To Become A Successful Model (Modeling, Modelling, Model Agency) Sexy Seductive Lingerie & Boudoir Poses 1000 Positions Photographs: Fashion Models, Pin-Ups, Fashion Photographers, Figure Model, Artists & Art Models 60s Fashion: Vintage Fashion and Beauty Ads (Taschen Icon Series) Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) RSMMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2013 (Means Contractor's Pricing Guide: Residential & Remodeling Costs) RSMMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2014 (RSMMeans Contractor's Pricing Guide: Residential Repair & Remodeling Costs) The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution The Pricing Journey: The Organizational Transformation Toward Pricing Excellence Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability Strategic Pricing for Medical Technologies: A Practical Guide to Pricing Medical Devices & Diagnostics This Year's Model: Fashion, Media, and the Making of Glamour Implementing Value Pricing: A Radical Business Model for Professional Firms Implementing Value Pricing: A Radical Business Model for Professional Firms (Wiley Professional Advisory Services) Empirical Dynamic Asset Pricing: Model Specification and Econometric Assessment Modern Pricing of Interest-Rate Derivatives: The LIBOR Market Model and Beyond Make This Life-Size Model Skeleton (Cut-Out Model Series) Johns Hopkins Nursing Evidence Based Practice Model and Guidelines (Second Edition) (Dearholt, John

Hopkins Nursing Evidence-Based Practice Model and Guidelines (previous)

[Dmca](#)