

Anthropology, Cultural Studies, Business, Fashion

How do contemporary fashion designers resemble Siberian shamans? Why are cosmetics advertisements structured like South Indian healing rituals? What are the links between celebrities, fame, and Trobriand Island kula ring exchanges? Or between fame, perfume, alchemy, and animistic practices in Siberia? In *The Magic of Fashion*, anthropologist Brian Moeran shows how fashion—like many other forms of cultural production—makes use of “technologies of enchantment” to create a magical system replete with magicians, spells, and rituals.

The book—based on the author’s two decades of ethnographic fieldwork and content analysis—is richly illustrated with 50 black-and white photographs and eight pages of color images, many of which are provided by the well-known fashion photographers David Slijper and Andrea Klarin.

“In *The Magic of Fashion*, we discover why we succumb to the wiles of style. Enchantment and magic entice us. Moeran’s easy and amusing writing style, along with his thorough analysis of fashion magazines as commodities and cultural products, make for a compelling read.”

—Joanne B. Eicher, Editor-in-Chief,
Encyclopedia of World Dress and Fashion

Brian Moeran is Professor of Business Anthropology at the Copenhagen Business School. He has conducted decades of research on creative industries—including advertising, art marketing, ceramics, fashion, incense, and publishing—mainly in Japan.

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