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## British Fashion Design: Rag Trade or Image Industry?

Angela McRobbie

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**Angela McRobbie : British Fashion Design: Rag Trade or Image Industry?** before purchasing it in order to gauge whether or not it would be worth my time, and all praised British Fashion Design: Rag Trade or Image Industry?:

1 of 2 people found the following review helpful. Hard WorkingBy edu@tpts5.seed.net.twI never realised that entering fashion industry takes so much hard working, it's not as romantic as I imagined. Excellent book because author interviewed many young designers who works in this field, I enjoy it very much.

British Fashion Design explores the tensions between fashion as art form, and the demands of a ruthlessly commercial

industry. Based on interviews and research conducted over a number of years, Angela McRobbie charts the flow of art school fashion graduates into the industry; their attempts to reconcile training with practice, and their precarious position between the twin supports of the education system and the commercial sector. Stressing the social context of cultural production, McRobbie focuses on British fashion and its graduate designers as products of youth street culture, and analyses how designers from diverse backgrounds have created a labour market for themselves, remodelling `enterprise culture` to suit their own careers.