



The Visible Self: Global Perspectives on Dress, Culture and Society

Joanne B. Eicher, Sandra Lee Evenson

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Everywhere around the world, people make daily decisions about what to wear or how to dress. *The Visible Self*, 4th Edition, presents a systematic approach to analyzing daily rituals that we all share?not simply the act of putting on clothing, but also the method of cleansing the body and adorning it. Using Western and non-Western examples, the authors take a three-pronged approach to understanding dress across cultures, uncovering its relationship to human beings as biological, aesthetic, and social beings. Readings collected from classic books and academic journals enable students to appreciate the complexity of dress from a multidisciplinary perspective that includes anthropology, sociology, economics, fine arts, and the natural sciences. This new edition covers topics including social media, social responsibility, eco-fashion, plus subcultures and trends such as cosplay, making it a relevant resource for studying dress.

New to this Edition:

- Newly organized Part III uses John Bodley's revised analysis of sociocultural systems to relate to dress and fashion across the world
- New reading by John Vollmer in Part III on the Qing Dynasty of China
- Revised and expanded art program, including 65 new photographs

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