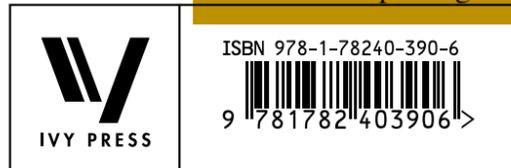


Most of us have some feeling for fashion and have a vague idea of what's in and what's out. Less familiar to most, however, is the way fashion works as a global business.

30-Second Fashion looks beyond the surface of this billion-dollar industry. Each entry is summarized in just 30 seconds – using nothing more than two pages, 300 words and one picture. Leading fashion experts provide an engrossing crash course in how the style world works today, alongside an engaging look at the founding fathers (and mothers) of fashion who set it up that way. Every aspect of the modern fashion industry is explored, from haute couture to high street, from catwalk to street style and from glossy magazine to online blog. Some of the recurring themes behind fashion design are also explored, such as the influence of art, music and sport. *30-Second Fashion* includes everything you need to get style savvy.

Editor **Rebecca Arnold** is a Lecturer in the History of Dress and Textiles at The Courtauld Institute of Art. Before joining The Courtauld, she was a Lecturer at the Royal College of Art and a Visiting Fellow at the Victoria & Albert Museum. In 2006 she was the first Guest Professor at the Centre for Fashion Studies at Stockholm University. In 2014 she curated the exhibition *Readymade: Fashion for Everyone*, held at the Bard Graduate Center in New York.

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and designers, each explained
in half a minute

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