

Metrosexual Guide To Style

The Publishers Weekly - 2006

Consumer Tribes - Bernard Cova 2012-06-25

Marketing and consumer research has traditionally conceptualized consumers as individuals- who exercise choice in the marketplace as individuals not as a class or a group. However an important new perspective is now emerging that rejects the individualistic view and focuses on the reality that human life is essentially social, and that who we are is an inherently social phenomenon. It is the tribus, the many little groups we belong to, that are fundamental to our experience of life. Tribal Marketing shows that it is not individual consumption of products that defines our lives but rather that this activity actually facilitates meaningful social relationships. The social 'links' (social relationships) are more important than the things (brands etc.) The aim of this book is therefore to offer a systematic overview of the area that has been defined as "cultures of consumption"- consumption microcultures, brand cultures, brand tribes, and brand communities. It is though these that students of marketing and marketing practitioners can begin to genuinely understand the real drivers of consumer behaviour. It will be essential to everyone who needs to understand the new paradigm in consumer research, brand management and communications management.

Mainstreaming Gender in Hong Kong Society - Fanny M. Cheung 2009

This volume demonstrates the importance of gender mainstreaming in examining social issues and making decisions that affect women and men. In so doing, the essays of the book enrich our understanding of the social structures and trends within contemporary Hong Kong society and at the same time restate the need for gender-sensitive perspectives in policy-making.

Money Can Not Buy Class -

The Cut of His Coat - Brent Shannon 2006-08-22

The English middle class in the late nineteenth century enjoyed an increase in the availability and variety of material goods. With that, the visual markers of class membership and manly behavior underwent a radical change. In *The Cut of His Coat: Men, Dress, and Consumer Culture in Britain, 1860-1914*, Brent Shannon examines familiar novels by authors such as George Eliot, Anthony Trollope, Thomas Hughes, and H. G. Wells, as well as previously unexamined etiquette manuals, period advertisements, and fashion monthlies, to trace how new ideologies emerged as mass-produced clothes, sartorial markers, and consumer culture began to change. While Victorian literature traditionally portrayed women as having sole control of class representations through dress and manners, Shannon argues that middle-class men participated vigorously in fashion. Public displays of their newly acquired mannerisms, hairstyles, clothing, and consumer goods redefined masculinity and class status for the Victorian era and beyond. *The Cut of His Coat* probes the Victorian disavowal of men's interest in fashion and shopping to recover men's significant role in the representation of class through self-presentation and consumer practices.

TV Female Foursomes and Their Fans - Wendy A. Burns-Ardolino 2015-11-23

The Golden Girls, Designing Women, Living Single, Sex and the City, Girlfriends, Cashmere Mafia and Hot in Cleveland stand out as some of America's favorite television series. Their lovable "female foursome" characters engage in witty banter as they challenge American stereotypes about sex, love, family, work and community. These sitcoms and comedy-dramas live on as cable TV re-runs and through online fan communities, demonstrating mass appeal across generations of women and men. Connecting fan commentary with analysis by television scholars, this book explores the development of these series from the 1980s on, with a focus on the role of fan cultures in "reproducing" these popular American shows.

Metrosexual Style Kit - Michael Flocker 2004-09-29

This Mini Kit™ adapted from *The Metrosexual Guide to Style: A Handbook for the Modern Man* (more than 100,000 copies sold!) includes some of the grooming aids required to maintain the image of the stylish, well-coiffed urban man, including tweezers, emery board, lint brush, and 10 cards with tips for maintaining the metrosexual appearance.

Men, Masculinities, and Earth - Paul M. Pulé 2021-08-03

This book considers issues of social and ecological significance through a masculinities lens. Earth - our home for aeons - is reeling. The atmosphere is heating up, causing reefs to bleach, fisheries to collapse, regions to flood and dry, vast tracts to burn, the polar ice caps to melt, ancient glaciers to retreat, biodiversity to decline exacerbated by the sixth great extinction, and more. Meanwhile, social and economic disparities are widening. Pandemics are cauterising glocal communities and altering our social mores. Nationalism is feeding divisiveness and hate, especially through men's violence. Politically extreme individuals and groups are exalting freedom while scapegoating the marginalised. Such are the symptoms of an emerging (m)Anthropocene. This anthology contends with these alarming trends, pointing our attention towards their gendered origins. Building on our monograph *Ecological Masculinities: Theoretical Foundations and Practical Guidance* (2018), this collection of essays is framed as a dinner party conversation grouped into six discursive themes. Their views reflect a growing community of practice, whose combined efforts capture the most recent perspectives on masculine ecologisation. Together, they aim to help create a more caring world for all, moving the ecological masculinities conversation forward as it becomes an established, international, and pluralised field of study.

The Metrosexual Guide to Style - Michael E. Flocker 2003-09

The History of Men's Underwear and Swimwear, Second Edition - Daniel Delis Hill 2022-01-21

The History of Men's Underwear and Swimwear features a detailed, thoroughly illustrated chronology of the development and changing styles of these two "bare necessities" of masculine dress. Interwoven throughout the study is also an examination of how these most intimate forms of men's clothing not only reflected society but also how the evolution of styles inexorably influenced social change, especially notions of masculinity, modesty, and erotic exhibitionism. In addition, Daniel Delis Hill looks at more than 100 years of the mass marketing of men's underwear and swimwear, especially the progression of visual presentation and the written message in the era of mass production and mass communication. Cover to cover, the second edition of *History of Men's Underwear and Swimwear* is richly illustrated in color throughout with over 200 period photos and artwork, many never published before.

Performing American Masculinities - Elwood Watson 2011-04-21

Elwood Watson is Professor of History, African Studies, and Gender Studies at East Tennessee State University. --

The Metrosexual Guide To Style - Michael Flocker 2009-01-01

Queer Masculinities - John Landreau 2011-09-28

Queer Masculinities: A Critical Reader in Education is a substantial addition to the discussion of queer masculinities, of the interplay between queer masculinities and education, and to the political gender discourse as a whole. Enriching the discourse of masculinity politics, the cross-section of scholarly interrogations of the complexities and contradictions of queer masculinities in education demonstrates that any serious study of masculinity—hegemonic or otherwise—must consider the theoretical and political contributions that the concept of queer masculinity makes to a more comprehensive and nuanced understanding of masculinity itself. The essays adopt a range of approaches from empirical studies to reflective theorizing, and address themselves to three separate educational realms: the K-12 level, the

collegiate level, and the level in popular culture, which could be called 'cultural pedagogy'. The wealth of detailed analysis includes, for example, the notion that normative expectations and projections on the part of teachers and administrators unnecessarily reinforce the values and behaviors of heteronormative masculinity, creating an institutionalized loop that disciplines masculinity. At the same time, and for this very reason, schools represent an opportunity to 'provide a setting where a broader menu can be introduced and gender/sexual meanings, expressions, and experiences boys encounter can create new possibilities of what it can mean to be male'. At the collegiate level chapters include analysis of what the authors call 'homosexualization of heterosexual men' on the university dance floor, while the chapters of the third section, on popular culture, include a fascinating analysis of the construction of queer 'counternarratives' that can be constructed watching TV shows of apparently hegemonic bent. In all, this volume's breadth and detail make it a landmark publication in the study of queer masculinities, and thus in critical masculinity studies as a whole.

The Hedonism Handbook - Michael Flocker 2009-04-29

In the age of Oprah, Dr. Phil, and countless other self-help disciplinarians, indulging in any kind of pleasurable pastime is on the brink of extinction. But it's not too late to revive those lost pleasures that make life worth living. The Hedonism Handbook can help put the three-martini lunch, the baguette with real butter, the deep tan, the unfiltered cigarette, or the simple act of lying in a hammock under the stars back within our grasp. A tongue-in-cheek, satirical guide to the "good" life, The Hedonism Handbook will help us reclaim it all. With his characteristic wit, author Michael Flocker combines humorous reviews of historical excesses, suggestions for everyday indulgences, lists of hedonistic icons with famous quotes and earnest warnings about the perils of structured living. Made up of ten worldly wise chapters arranged to form a journey for the reader—a path from the straight-and-narrow into wide-open fields of frivolity -- The Hedonism Handbook will help readers master the lost arts of leisure and pleasure. It provides an entertaining, yet (if you're not careful), life-changing read.

Masculinities in Theory - Todd W. Reeser 2023-05-01

The new edition of the essential textbook on masculinity and representations of masculinity in the context of gender and cultural studies Popular dialogues on gender and sexuality have evolved rapidly in recent decades, and students are finding new and exciting opportunities to examine gender and sexuality from critical perspectives. *Masculinities in Theory: An Introduction, Second Edition* synthesizes existing approaches to the study of masculinity and presents new theoretical models that enable a deeper and more nuanced investigation of the diverse forms of masculine identity. In this text, students are invited to investigate the constructs of masculinity they encounter in their own lives, offering a way for students to parse the varied and conflicting views on masculinity they may encounter in their communities, in the media, and in history. Now in its second edition, *Masculinities in Theory* has been fully updated to bring this overview of masculinity studies up to date with modern views and contemporary contexts. The text shines a light on new cases for examination drawn from popular culture and current events, including the masculinities of Trump and Putin, Indigenous masculinities, and the influence of the Black Lives Matter movement on concepts of masculinity. An entirely new chapter on trans masculinities is complemented by a thoroughly revised chapter on the experience of affective masculinities. This valuable work: Covers key theories applicable to gender studies in interdisciplinary humanities and social science programs Demonstrates the complex nature of masculinity from cultural and theoretical perspectives Examines how the work of Butler, Derrida, Foucault, and other theorists can be used to interpret and analyze masculinity Discusses feminist, queer, transgender, post-colonial, and ethnic studies in relation to masculinity Offering a clear, concise, and comprehensive introduction to the field, *Masculinities in Theory, Second Edition* is the ideal textbook for courses on masculinity, as well as general courses in gender studies, sexuality studies, and cultural studies. It is also an excellent resource for interdisciplinary courses in literature, art history, film, communications, linguistics, sociology, anthropology, psychology, history, and philosophy programs.

Of Beards and Men - Christopher Oldstone-Moore 2017-03-21

Beards—they're all the rage these days. Take a look around: from hip urbanites to rustic outdoorsmen, well-groomed metrosexuals to post-season hockey players, facial hair is everywhere. The New York Times traces this hairy trend to Big Apple hipsters circa 2005 and reports that today some New Yorkers pay thousands of dollars for facial hair transplants to disguise patchy, juvenile beards. And in 2014, blogger Nicki Daniels excoriated bearded hipsters for turning a symbol of manliness and power into a flimsy fashion statement. The beard, she said, has turned into the padded bra of masculinity. *Of Beards and Men* makes the case that today's bearded renaissance is part of a centuries-long cycle in which facial hairstyles have varied in response to changing ideals of masculinity. Christopher Oldstone-Moore explains that the clean-shaven face has been the default style throughout Western history—see Alexander the Great's beardless face, for example, as the Greek heroic ideal. But the primacy of razors has been challenged over the years by four great bearded movements, beginning with Hadrian in the second century and stretching to today's bristled resurgence. The clean-shaven face today, Oldstone-Moore says, has come to signify a virtuous and sociable man, whereas the beard marks someone as self-reliant and unconventional. History, then, has established specific meanings for facial hair, which both inspire and constrain a man's choices in how he presents himself to the world. This fascinating and erudite history of facial hair cracks the masculine hair code, shedding light on the choices men make as they shape the hair on their faces. Oldstone-Moore adeptly lays to rest common misperceptions about beards and vividly illustrates the connection between grooming, identity, culture, and masculinity. To a surprising degree, we find, the history of men is written on their faces.

The Media and the Models of Masculinity - Mark Moss 2012-07-10

Employing the most recent works in the a variety of different disciplines, Mark Moss's *The Media and the Models of Masculinity* makes the current discourse(s) on masculinity accessible to students in media studies, men's studies, and history. By engaging in critical discussions on everything from fashion, to domestic space, to sports and television, readers will be privy to a modern and fascinating account of the diverse and dominant perceptions of and on masculine culture.

The Metrosexual Guide To Style - Michael Flocker 2003-10-16

The old-fashioned, repressed, un-moisturized man has been banished to the hinterlands and a new breed is taking center stage. He is a man of style, sophistication, and security, just as strong and confident as his predecessor, but far more diverse in his interests, his tastes, and, most importantly, his self-image. He may be seen at an NBA game one night and an art gallery opening the next. Able to navigate any social setting, he is informed, influential, intriguing, and very much in vogue these days. He is the new male ideal: the metrosexual man. So how can the average Joe keep up with this new version of cool? How should he behave, what shoes should he wear, and what CDs should he have in his collection? Answers to these questions and so many other pressing concerns can be found in *The Metrosexual Guide to Style*. Filled with entertaining anecdotes, famous quotes, helpful hints, dos and don'ts, recommendations and potential pitfalls, this handy guidebook covers everything from dining out to fashion and personal style, home d er to the Metro-mindset. It is the one-stop shop for the impeccably groomed and savvy modern man.

History of World Dress and Fashion, Second Edition - Daniel Delis Hill 2022-01-13

The History of World Dress and Fashion presents a comprehensive survey of dress from around the world including China, Japan, India, Africa, the Islamic Empire, and the Ancient Americas. This extensive study features descriptions and analysis of men's, women's and children's clothing, accessories, and cultural styles from prehistory into the twenty-first century. Lavishly illustrated in color throughout, it features more than 1600 images - and is a valuable resource for fashion designers, theater costumers, textile researchers, costume collectors and curators, and anyone interest in clothing and style customs of the world.

The Metrosexual - David Coad 2014-02-07

Explores the cultural significance of the metrosexual in sports.

Metrosexual Guide To Style:

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