



Consumo de Moda: 1 (Portuguese Edition)

Ana Paula de Miranda

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Os profissionais de moda estão tentando cada vez mais categorizar a moda de acordo com suas percepções do consumidor. Entretanto, muito da pesquisa nesta área centra-se em torno das considerações econômicas e demográficas, desconsiderando o significado social e psicológico da moda como meio de dar forma à identidade e à diferenciação do grupo. Este livro considera teorias no desenvolvimento da identificação social e o papel da moda em facilitar estas construções. A marca de moda o objeto principal do estudo que tem como objetivo entender a relação pessoa-objeto mediante o ato de consumo como atividade simbólica que o indivíduo desenvolve socialmente.

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