

# CONTENTS

List of Illustrations vii

Foreword ix

Acknowledgements xi

**1 Introduction: Approaching Fashion, Identity  
and Celebrity Culture 1**

**PART I PRODUCTION CULTURES AND INDUSTRY  
EXPLANATIONS OF CONTEMPORARY  
FASHION TELEVISION 21**

**2 The Place of Fashion Television in Cinema History:  
Industrial Discourse and Cultural Legitimacy 23**

**3 Costume Design, Practices and Production Cultures 39**

**PART II TEXTUAL APPROACHES TO FASHION,  
COSTUME AND NARRATIVE 57**

**4 Fashion, Costume and Narrative Tropes in TV Drama 59**

**5 Teen Fashion: Youth and Identity in Popular Teen  
Dramas 75**

**6 Fashioning the Past: Gender, Nostalgia and Excess in  
'Quality' Period Drama 91**

## **PART III CONCEPTUALIZING FASHION AND CELEBRITY CULTURE** 107

**7 Fashioning Celebrity: Class, Tastemaking and Cultural Intermediaries** 109

**8 Consuming Masculinity: Gender, Fashion and TV Celebrity** 125

**9 Locating the Real: America Ferrera, Fashion, Ethnicity and Authenticity** 141

**10 Conclusion** 155

Notes 159

Bibliography 163

Index 179