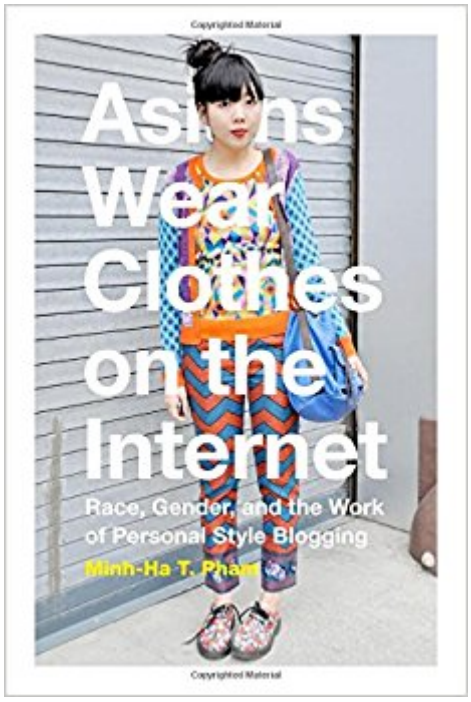
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Asians Wear Clothes On The Internet: Race, Gender, And The Work Of Personal Style Blogging



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Synopsis

In the first ever book devoted to a critical investigation of the personal style blogosphere, Minh-Ha T. Pham examines the phenomenal rise of elite Asian bloggers who have made a career of posting photographs of themselves wearing clothes on the Internet. Pham understands their online activities as Ã¢â ¬Å“taste workÃ¢â ¬Â• practices that generate myriad forms of capital for superbloggers and the brands they feature. A multifaceted and detailed analysis, Asians Wear Clothes on the Internet addresses questions concerning the status and meaning of Ã¢â ¬Å“Asian tasteÃ¢â ¬Â• in the early twenty-first century, the kinds of cultural and economic work Asian tastes do, and the fashion public and industryÃ¢â ¬â„¢s appetite for certain kinds of racialized eliteness. Situating blogging within the historical context of gendered and racialized fashion work while being attentive to the broader cultural, technological, and economic shifts in global consumer capitalism, Asians Wear Clothes on the Internet has profound implications for understanding the changing and enduring dynamics of race, gender, and class in shaping some of the most popular work practices and spaces of the digital fashion media economy.Ã Â

Book Information

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Customer Reviews

"Asians Wear Clothes on the Internet is a fiercely imaginative and inspiring book. Minh-Ha T. Pham's discussion of the garment industry's racialization and the details she provides about bloggers' lives and the conditions of their labor is impressive. She acknowledges and debunks the writing on overly utopian and breathless views of digital media as 'participatory

culture' while giving full credit and agency to the bloggers she writes about. Stunning!"Ã Â (Lisa Nakamura, author of Digitizing Race: Visual Cultures of the Internet)"Theorizing an unstudied yet influential cultural archive, Minh-Ha T. Pham offers an engaging and sophisticated analysis of personal style blogs that breaks new ground in our understandings of the intersections of technology, aesthetics, racial formation, and cultures of consumption. An important and timely contribution to Asian American studies, media studies, fashion studies, and critical race studies."Ã Â (Denise Cruz, author of Transpacific Femininities: The Making of the Modern Filipina)"[A] deeply engaging and sophisticated discussion of the race and gender dynamics that affect Asian fashion labor." (Christine Wu Japan Times 2015-11-28)"PhamÃ¢â ¬â„¢s book is sharp, punchy and eminently readable. It is full of shrewd visual and textual analysis of the content of blogs and puts forward a muchneeded critique of the kinds of critiques that bloggers themselves tend to have launched at them. . . . I thoroughly enjoyed reading Asians Wear Clothes on the Internet, and I would recommend it to any scholar interested in blogging, social media, personal style, creative labour or race and gender politics in fashion today." Ã Â (Brent Luvaas International Journal of Fashion Studies 2016-12-01)"With Asians Wear Clothes on the Internet, Pham makes a significant contribution to scholarship on fashion, race, gender, and online media by eloquently demonstrating the ambivalent outcomes when Asianness becomes productive of economic and cultural value. While Asian superbloggers serve as evidence that the previously marginalized can gain entry into fashionÃ¢â ¬â„¢s highest status venues, Pham deftly shows that behind the veneer of this apparent democratization lies an unpaid or underpaid, racialized labor force." (Ann Marie Leshkowich Media Industries)

Minh-Ha T. Pham is Assistant Professor in the Graduate Media Studies Program at the Pratt Institute. Her research has been featured in the New York Times, the Guardian, the Atlantic, the San Francisco Chronicle, CNN, NPR, Jezebel, and the Huffington Post.Ã Â

Great book. Kindle edition. Got it for a fashion history class. Using it to explore the roles fashion played in history from gender, power, and status.

Thorough, thoughtful, fantastic analysis. Certainly oriented toward more academic audiences, but it is accessible for any with an interest in gender, fashion, race, the internet and their intersections.

This book came recommended and I was pleasantly surprised how accessible it was. Great read

and learned a lot. Highly recommended! When’s the next book? Really made me want to read more!

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