



Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture)

By Yuniya Kawamura

Download now

Read Online →

Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) By Yuniya Kawamura

This is the first academic study of sneakers and the subculture that surrounds them. Since the 1980s, American sneaker enthusiasts, popularly known as "sneakerheads" or "sneakerholics", have created a distinctive identity for themselves, while sneaker manufacturers such as Reebok, Puma and Nike have become global fashion brands.

How have sneakers come to gain this status and what makes them fashionable? In what ways are sneaker subcultures bound up with gender identity and why are sneakerholics mostly young men? Based on the author's own ethnographic fieldwork in New York, where sneaker subculture is said to have originated, this unique study traces the transformation of sneakers from sportswear to fashion symbol.

Sneakers explores the obsessions and idiosyncrasies surrounding the sneaker phenomenon, from competitive subcultures to sneaker painting and artwork. It is a valuable contribution to the growing study of footwear in fashion studies and will appeal to students of fashion theory, gender studies, sociology, and popular culture.

↓ [Download Sneakers: Fashion, Gender, and Subculture \(Dress, ...pdf](#)

📄 [Read Online Sneakers: Fashion, Gender, and Subculture \(Dress ...pdf](#)

Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture)

By Yuniya Kawamura

Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) By Yuniya Kawamura

This is the first academic study of sneakers and the subculture that surrounds them. Since the 1980s, American sneaker enthusiasts, popularly known as "sneakerheads" or "sneakerholics", have created a distinctive identity for themselves, while sneaker manufacturers such as Reebok, Puma and Nike have become global fashion brands.

How have sneakers come to gain this status and what makes them fashionable? In what ways are sneaker subcultures bound up with gender identity and why are sneakerholics mostly young men? Based on the author's own ethnographic fieldwork in New York, where sneaker subculture is said to have originated, this unique study traces the transformation of sneakers from sportswear to fashion symbol.

Sneakers explores the obsessions and idiosyncrasies surrounding the sneaker phenomenon, from competitive subcultures to sneaker painting and artwork. It is a valuable contribution to the growing study of footwear in fashion studies and will appeal to students of fashion theory, gender studies, sociology, and popular culture.

Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) By Yuniya Kawamura

Bibliography

- Sales Rank: #360574 in eBooks
- Published on: 2016-01-28
- Released on: 2016-01-28
- Format: Kindle eBook

 [Download Sneakers: Fashion, Gender, and Subculture \(Dress, ...pdf](#)

 [Read Online Sneakers: Fashion, Gender, and Subculture \(Dress ...pdf](#)

Download and Read Free Online Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) By Yuniya Kawamura

Editorial Review

Review

“Finally, a book on sneakers for fashion scholars! No single item of clothing has played a larger role in American youth cultural history, and Kawamura does a brilliant job of recounting that history, contextualizing sneakers within the post-subcultural moment, and placing them in tension with larger debates in fashion studies.” ?*Brent Luvaas, Drexel University, USA*

“Kawamura's *Sneakers* convinces that a considered sociology of a single everyday object – albeit an infamous commodity that solicits consumer madness and subcultural respect – creates a worthy interdisciplinary global phenomenon called 'sneakerology'.” ?*Alison Gill, University of Western Sydney, Australia*

About the Author

Yuniya Kawamura is Professor of Sociology at the Fashion Institute of Technology, State University of New York, USA. She is the author of *The Japanese Revolution in Paris Fashion* (Berg, 2004), *Fashionology* (Berg, 2005), *Doing Research in Fashion and Dress* (Berg, 2011), and *Fashioning Japanese Subcultures* (Berg, 2012).

Users Review

From reader reviews:

Rachel Robbins:

The book Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) can give more knowledge and also the precise product information about everything you want. Exactly why must we leave a very important thing like a book Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture)? A few of you have a different opinion about e-book. But one aim which book can give many data for us. It is absolutely appropriate. Right now, try to closer together with your book. Knowledge or information that you take for that, you may give for each other; it is possible to share all of these. Book Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) has simple shape however, you know: it has great and large function for you. You can appearance the enormous world by open and read a book. So it is very wonderful.

Karen Horton:

Hey guys, do you wants to finds a new book to study? May be the book with the name Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) suitable to you? The actual book was written by well known writer in this era. The particular book untitled Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture)is the one of several books which everyone read now. This specific book was inspired many men and women in the world. When you read this e-book you will enter the new dimensions that you ever know ahead of. The author explained their strategy in the simple way, and so all of people can easily to comprehend the core of this reserve. This book will give you a great deal of information about this world

now. In order to see the represented of the world in this particular book.

Belinda Kirwin:

Reading a publication tends to be new life style within this era globalization. With reading you can get a lot of information that could give you benefit in your life. Having book everyone in this world can share their idea. Ebooks can also inspire a lot of people. A lot of author can inspire all their reader with their story or their experience. Not only the storyplot that share in the books. But also they write about advantage about something that you need example. How to get the good score toefl, or how to teach your young ones, there are many kinds of book that exist now. The authors on this planet always try to improve their expertise in writing, they also doing some exploration before they write to the book. One of them is this Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture).

Lisa Keener:

Many people spending their time frame by playing outside having friends, fun activity together with family or just watching TV the whole day. You can have new activity to enjoy your whole day by reading a book. Ugh, think reading a book will surely hard because you have to bring the book everywhere? It alright you can have the e-book, taking everywhere you want in your Cell phone. Like Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) which is getting the e-book version. So , try out this book? Let's notice.

Download and Read Online Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) By Yuniya Kawamura #39AJSV8GXY1

Read Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) By Yuniya Kawamura for online ebook

Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) By Yuniya Kawamura Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) By Yuniya Kawamura books to read online.

Online Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) By Yuniya Kawamura ebook PDF download

Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) By Yuniya Kawamura Doc

Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) By Yuniya Kawamura Mobipocket

Sneakers: Fashion, Gender, and Subculture (Dress, Body, Culture) By Yuniya Kawamura EPub