

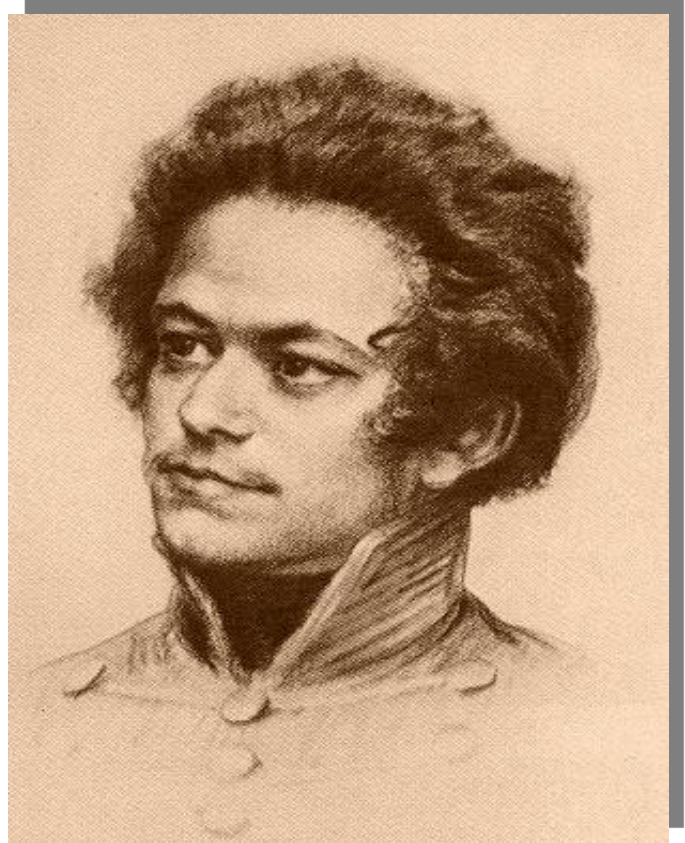
ART & DESIGN

INVITED SPEAKER

ADRI Research Seminar
School of Art and Design, Autumn 2013

Thursday 21st November
4:30 pm

Room G230
Grove Building
Middlesex University



Tony Sullivan

Fashion, Marx and Capitalism

An explicit connection with capitalism is made in many of the major critical works about fashion. Given this linkage it is odd that Marx, one of the foremost theorists of capitalism is, barring one or two exceptions, scarcely represented in the growing body of work which analyses fashion. This presentation explains how Marx's rich conceptual framework can produce a depth of critical understanding of the dialectics of fashion socially, culturally and materially.

Dr. Tony Sullivan is Senior Lecturer in Cultural and Historical Studies at London College of Fashion. His current research interests revolve around materialist approaches to class, fashion, production and consumption. Recent work, drawing on his doctoral thesis of 2006 ('Consuming Brands') has used ethnography to study consumption of brands by British teenagers, drawing out issues of fashion and subjectivity, class and gender and the psycho-social economy of young people's relationship to fashion brands. He is currently working on the entry for "fashion" in Blackwell's forthcoming *Encyclopaedia of Consumer Studies* and this paper presents research for a chapter to be published in a forthcoming collection for IB Tauris, entitled *Thinking Fashion through Theory*.

This seminar programme is primarily intended for staff and research students in Art and Design at Middlesex University, but any interested member of the University is welcome to attend. If you are from outside the University and would like further information, please contact Luke White (l.white@mdx.ac.uk) or Emma Dick (e.dick@mdx.ac.uk)

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