

**"A LONG OVERDUE AND IMPORTANT BOOK ... VOLONTÉ DOES A BRILLIANT JOB OF CAPTURING THE RESILIENCE OF THINNESS IN THE FASHION SYSTEM AND WESTERN CULTURE, AS WELL AS HOW WE NEED TO RETHINK/RECONSTITUTE THE RELATIONSHIP BETWEEN BODIES, FASHION AND CLOTHES MORE GENERALLY. IT IS ESSENTIAL READING FOR FASHION SCHOLARS, SOCIOLOGISTS AND CULTURAL THEORISTS." – JOANNE ENTWISTLE, KING'S COLLEGE LONDON, UK**

**"VOLONTÉ'S ANALYSIS OF 'FAT FASHION' DELVES DEEPLY INTO THE PARADOX OF A 'WESTERN' WOMENSWEAR INDUSTRY THAT AT TIMES ATTEMPTS TO BE SIZE-INCLUSIVE BUT REMAINS TRAPPED IN THE TWENTIETH-CENTURY, MATERIAL AND VISUAL HEGEMONY OF THINNESS." – SUSAN B. KAISER, UNIVERSITY OF CALIFORNIA, DAVIS, USA**

**"THIS TIMELY BOOK OFFERS ACCESSIBLE AND THOUGHT-PROVOKING COVERAGE OF THE SOCIOLOGY OF FASHION-SIZING AND THE IDEALIZED 'THIN' VERSUS 'FAT' FASHIONED BODY ... A GROUND BREAKING STUDY."**  
**– ANNE PEIRSON-SMITH, NOTTINGHAM TRENT UNIVERSITY, UK**

Average body mass in many countries is getting larger and yet the fashion system seems mostly unchanged. Major fashion houses still limit their output to small sizes and the dominant ideal of the female body in fashion imagery is still exceptionally thin. Why is the industry forfeiting a considerable share of the market in the form of plus-size consumers, seemingly against its commercial interests?

In this original study, Paolo Volonté tackles the tyranny of slenderness and segregation of fat bodies in contemporary fashion addressing underlying factors such as the practice of modeling, the introduction of standardized sizing for mass-manufactured clothing, and the attitudes of designers and consumers toward the female body.

By critically analyzing these factors, Volonté reveals why plus-size fashion is often characterized by "low aesthetic commitment", and considers what the future may hold for consumers, designers, and marketers alike. *Fat Fashion* offers an illuminating read for anyone wishing to understand the complexities around the tyranny of slenderness in fashion, and is a critical resource for students and researchers alike, in fashion, marketing, design, and communication.

**PAOLO VOLONTÉ** is Associate Professor of Cultural Sociology, at Politecnico di Milano, Italy, where he teaches the Sociology of Fashion and is co-editor of the *International Journal of Fashion Studies*.

FASHION

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