Mind What You Wear: The Psychology of Fashion

By Professor Karen J. Pine

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Mind What You Wear: The Psychology of Fashion By Professor Karen J. Pine

Professor Karen Pine delves into the psychology of what you wear and reveals that clothes have mind-altering properties.

The most important decision you make every morning may be what to wear. Why do your choose the clothes you do; do they express your true personality and can they really determine the course your day will take? Or even your life?

In this book Karen Pine goes 'behind the seams', revealing the hidden secrets contained in the clothes we wear. She uncovers startling evidence for how our clothes have the power to change our minds. And she shows how making a simple tweak to what you wear can literally be life-changing.

Karen unmasks how the right outfit can make you a better thinker. Or more likely to get the right job. She shows how clothes can boost your confidence, bolster your self-esteem or lift your mood. And the impact a colour change can have on your sex appeal.

Karen combines new insights from scientific psychology with years of research into nonverbal communication, as well as impressions gained from her passion for clothes and behaviour change.

The book will appeal to anyone curious about the psychology of fashion and will be invaluable to fashion students, designers and marketers. It gives the reader an expert and close-up view of what lies beneath our wardrobe habits and how our fashion identity emerges. And it contains practical advice on how to create an individual style, banishing fashion anxiety and sartorial monotony from your life forever.

Karen Pine is a renowned psychologist from the University of Hertfordshire and co-founder of Do Something Different. In 2011 she was also appointed as Professor in the Fashion Department of Istanbul Bilgi University. She has written a number of popular books including Sheconomics, the No Diet Diet, Love Not Smoking and Flex: Do Something Different and her research has been published worldwide. Karen speaks, writes about and researches topics designed to help people live better, happier and more fulfilling lives.

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Mind What You Wear: The Psychology of Fashion By Professor Karen J. Pine Bibliography

- Sales Rank: #69939 in eBooks
- Published on: 2014-05-13
- Released on: 2014-05-13
- Format: Kindle eBook

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