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Chinggis to the present with reference to relations with China Russia India and Western Europe and to wider themes of
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Paula De La Cruz-Fernández,2021-05-05 Gendered Capitalism Sewing Machines and Multinational Business in Spain and
Mexico 1850 1940 is a history of the gendered corporation a study that examines how ideas and ideals about domesticity and
the cultures of sewing and embroidery being gender specific shaped the US headquartered Singer Sewing Machine Company
s operations around the world In contrast to production driven and culture neutral analyses of the multinational enterprise
this book focuses on both the supply and the demand side to argue that consumers and the cultural worlds of those mainly
women using the sewing machine for personal purposes or for the market shaped corporate organization This book is a
global history of Singer but it also focuses on the cases of Spain and Mexico to highlight nations where the sewing machine
multinational never established manufacturing operations Casa Singer was a mostly profitable and a long term selling and
marketing operation in both countries Gendered Capitalism demonstrates that local Spanish and Mexican agents both men
and women developed and expanded Singer s selling system to the extent that the multinational company was seen as
domestic both in the location sense and because of its focus on the private sphere of the home By bringing the cases of Spain
and Mexico and the cultural everyday realm of practices related to sewing and embroidery that the sewing machine was part
of to the center of the study of international business Gendered Capitalism further reveals the layers of complexities and
multitudes that conform the history of global capitalism This book will be of interest to readers and scholars in the fields of
business history economic cultural history management studies international business women s history gender studies and
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social and economic perspective this work explores the diverse and colourful history of human attire From prehistoric times
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shoes hats gloves handbags and jewellery for men women and children Dress for different climates occupations recreational activities religious observances rites of passages and other human needs and purposes from hunting and warfare to sports and space exploration are examined in depth and detail Fashion and design trends in diverse historical periods regions and countries and social and ethnic groups constitute a major area of coverage as does the evolution of materials from animal fur to textiles to synthetic fabrics and production methods from sewing and weaving to industrial manufacturing and computer aided design Dress as a reflection of social status intellectual and artistic trends economic conditions cultural exchange and modern media marketing are recurring themes Influential figures and institutions in fashion design industry and manufacturing retail sales production technologies and related fields are also covered

The BurdaStyle Sewing Handbook (Enhanced Edition) Nora Abousteit, Alison Kelly, 2011-12-07 This enhanced eBook includes six bonus video tutorials on sewing techniques taught by BurdaStyle member Sunny Standing seven exclusive video tutorials on customizing a pattern for a dress variation by Casey Cartwright and a code to download the five master patterns from BurdaStyle.com as PDFs which can be printed full size at a copy shop or printed at home If you've ever made your own clothes you know how empowering it can be That awesome skirt in a fabric you adore The blouse that fits perfectly The one of a kind dress you just knew would look cuter with a few extra details at the neck and hem All made by you Creating fashionable custom fitted clothing is often much easier than you think and in their first book BurdaStyle the largest community of aspiring fashion designers and style savvy sewers will show you how Packed with easy to follow tutorials five adaptable sewing patterns for a skirt blouse dress coat and bag and fifteen step by step sewing projects this book gives you the basic building blocks to begin sewing and the tools you need to move beyond the basics to designing and customizing your own wardrobe If you've never threaded a needle before you'll find essential information on setting up a studio using your sewing machine and other tools working with patterns and getting the perfect fit For experienced sewers the book offers tips and tricks for mastering techniques as well as tons of design inspiration from seventy eight BurdaStyle members from all over the world With its unique blend of fashion creativity and expert know how The BurdaStyle Sewing Handbook is the ultimate guide to sewing with style

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Reimagining Alternative Technology for Design in the 21st Century Brook S. Kennedy, 2023-05-30 Reimagining Alternative Technology for Design in the 21st Century presents a new approach to design that harnesses still valuable alternative traditional and abandoned technologies alongside the creation of new ones to address contemporary global problems It focuses on design opportunities that reduce energy and material consumption to tackle issues such as climate change and pollution in industrialized economies The book takes the reader on a journey surveying different facets of human activity to identify underused and discarded technologies that could be indispensable today It critically addresses newer approaches to design and technology by comparing them to existing alternatives unpacking examples including air conditioning with smart thermostats electric lighting durable reusable

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