The End Of Fashion The Mass Marketing Of The Clothing Business Forever

The End of Fashion (1993) is a book by Jennifer Robin, examining the impact of mass marketing on the fashion industry. In this book, Robin argues that the fashion industry has become dominated by global corporations, leading to the homogenization of fashion and the loss of individuality. She suggests that this has led to the end of fashion as an industry that celebrates individuality and creativity, and that it has been replaced by a system that prioritizes profit over style. 

Robin contends that the rise of mass marketing has led to a loss of the traditional fashion cycle, with designers now being forced to create clothes that appeal to a broad range of consumers rather than catering to the tastes of a small, discerning audience. She argues that this has led to a loss of creativity and innovation in the industry, and that the focus on profit has led to a neglect of ethical considerations such as sustainability and worker welfare.

Robin's book has been critiqued by some for its chủ nghĩa deaven, but it has also been praised for its insightful analysis of the fashion industry and its impact on society. It has been widely read and discussed, and has helped to shape the way that we think about the fashion industry today.