



Material Culture and Authenticity: Fake Branded Fashion in Europe (Materializing Culture)

Magdalena Craciun

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The study of material culture demonstrates that objects make people just as much as people make, exchange and consume objects. But what if these objects are, in the eyes of others, *only* fakes? What kind of material mirror are people looking into? Are their real selves really reflected in this mirror? This book provides an original and revealing study into engagements with objects that are not what they are claimed and presumed to be and, subsequently, are believed to betray their makers as well as users.

Drawing upon an ethnography of fake branded garments in Turkey and Romania, *Material Culture and Authenticity* shows how people can make authentic positions for themselves in and through fake objects.

The book will be of interest to students and scholars working in the fields of anthropology, material culture and cultural studies as well as to general readers interested in ethnographic alternatives to biographies of famous fakers and fakes.

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