Asians Wear Clothes on the Internet: Race, Gender, and the Work of Personal Style Blogging

Minh-Ha T. Pham
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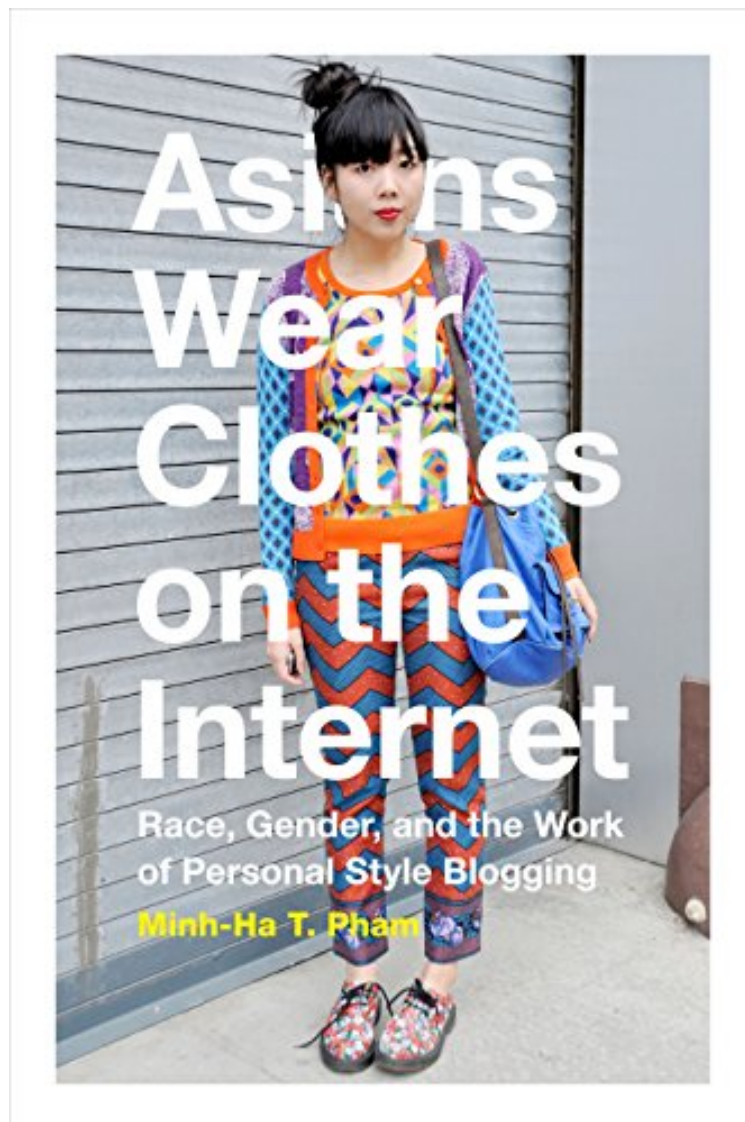
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In the first ever book devoted to a critical investigation of the personal style blogosphere, Minh-Ha T. Pham examines the phenomenal rise of elite Asian bloggers who have made a career of posting photographs of themselves wearing clothes on the Internet. Pham understands their online activities as ldquo;taste workrdquo; practices that generate myriad forms of capital for superbloggers and the brands they feature. A multifaceted and detailed analysis, Asians Wear Clothes on the Internet addresses questions concerning the status and meaning of ldquo;Asian tasterdquo; in the early twenty-first century, the kinds of cultural and economic work Asian tastes do, and the fashion public and industryrsquo;s appetite for certain kinds of racialized eliteness. Situating blogging within the historical context of gendered and racialized fashion work while being attentive to the broader cultural, technological, and economic shifts in global consumer capitalism, Asians Wear Clothes on the Internet has profound implications for understanding the changing and enduring dynamics of race, gender, and class in shaping some of the most popular work practices and spaces of the digital fashion media economy.

"Asians Wear Clothes on the Internet is a fiercely imaginative and inspiring book. Minh-Ha T. Pham's discussion of the garment industry's racialization and the details she provides about bloggers' lives and the conditions of their labor is impressive. She acknowledges and debunks the writing on overly utopian and breathless views of digital media as 'participatory culture' while giving full credit and agency to the bloggers she writes about. Stunning!"