

Brands, Authenticity and the Practice of Identity

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Abstract:

This presentation explores authentic and inauthentic identity performance through an ethnographic and co-operative inquiry study of the dynamics of symbolic brand communities and their consumption of brands. Through a focus on style sub-cultures and the consumption of fashion brands and music we show how identity is performed, how authenticity is communicated and recognised, and how consumers learn how 'to get it right' as they move from novices to a respected member of the sub-culture.