

ASHLEY MEARS

Boston University, Department of Sociology, 96-100 Cummington Street, Office 265, Boston, MA 02215
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EMPLOYMENT

- 2009 – Present Assistant Professor of Sociology
Boston University
- 2011 – Present Secondary Faculty Appointment in Women's, Gender, & Sexuality Studies
Boston University

EDUCATION

- PhD New York University, Sociology, 2009
Dissertation: "Pricing Beauty: The Production of Value in Fashion Modeling Markets"
Committee: Judith Stacey (chair), Craig Calhoun, Harvey Molotch
- MA New York University, Sociology, 2006
Comprehensive Exams: Sex and Gender; Race and Ethnicity
- BA University of Georgia, Sociology, 2002
summa cum laude; minor in Dramatic Arts

AREAS OF SPECIALIZATION

Cultural Sociology	Sex and Gender	Qualitative Methods
Economic Sociology	Race and Ethnicity	Work and Occupations

PUBLICATIONS

Books

Ashley Mears. *Pricing Beauty: The Making of a Fashion Model*. Berkeley: University of California Press (September 2011, Editor Naomi Schneider).
Reviewed in *Slate.com*, *The Boston Globe*

Peer-Reviewed Articles

- 2010 "Size Zero High-End Ethnic: Cultural Production and the Reproduction of Culture in Fashion Modeling." *Poetics* 38: 21-46.
- 2009 (with Frédéric C. Godart) "How Do Cultural Producers Make Creative Decisions? Lessons from the Catwalk." *Social Forces* 88(2): 671-692.
Translated in French, "Prise de décision créative en situation d'incertitude : le cas de la sélection des mannequins par les maisons de mode." *Sociologie et Sociétés*, 43(1): 175-199.

- 2008 “Discipline of the Catwalk: Gender, Power and Uncertainty in Fashion Modeling” (lead article). *Ethnography* 9(4): 429-456.
- 2005 (with William Finlay) “Not Just a Paper Doll: How Models Manage Bodily Capital and Why They Perform Emotional Labor.” *Journal of Contemporary Ethnography* 34(3):317-343. Reprinted in *Sociological Odyssey: Contemporary Readings in Introductory Sociology*, eds. Patricia A. Adler and Peter Adler. Third Edition, Wadsworth Cengage (2009).

Chapters and Reviews

- “Made in Japan: Fashion Modeling in Tokyo.” Invited Chapter for *Fashioning Models: Modeling as Image, Text and Industry*, eds. Joanne Entwistle and Elizabeth Wissinger. Oxford: Berg (forthcoming 2012).
- 2011 “Pricing Looks: Circuits of Value in Fashion Modeling Markets.” Invited Chapter for *The Worth of Goods: Valuation and Pricing in the Economy*, eds. Jens Beckert and Patrik Aspers. Oxford University Press (June 2011).
- 2010 “A Reply to Earl Smith and Bonnie Berry.” *Contemporary Sociology* 39(2): 230-32.
- 2009 Review of *The Power of Looks: Social Stratification of Physical Appearance* by Bonnie Berry. *Contemporary Sociology* 38(4): 360-61.
- 2007 “The Ambivalence of Consumption,” Review of *Consumer Culture: History, Theory and Politics* by Roberta Sassatelli. *European Journal of Sociology* 48(3):490-92.

Manuscripts in Progress

- “Gender on Display: Performance and Performativity in Fashion Modelling” with Joanne Entwistle. Revised and Resubmitted to *Cultural Sociology*, May 2011.
- “Free to Those Who Can Afford It: The Everyday Affordance of Privilege,” with Noah McClain. Under review, submitted September 2011.
- “Superstar Longevity and Burnout in the Globalized Creative Industries,” with Frédéric C. Godart. In Progress.

Other Essays

- “Why Thin Is Still In.” Guest Blog for *Savage Minds: Notes and Queries in Anthropology*. October 29, 2010.
- “Picture Me: A Review by a Sociologist of the Modeling Industry.” Guest Blog for *Sociological Images* hosted by *The Society Pages*. October 18, 2010.
- “Miss World: The Politics of Beauty in an Age of Globalization.” Invited Column for *ELLE Canada*. October 2010.
- “How Supermodels Are Like Toxic Assets.” Guest Blog for *Three Quarks Daily* appearing July 12, 2010. Reprinted in *The Week Magazine*, August 2, 2010.

FELLOWSHIPS AND HONORS

- 2011-12 Junior Faculty Fellowship, Boston University Humanities Foundation
 2010-11 Junior Faculty Research Grant, Morris Endowment, Boston University Sociology Department, \$6500
 2008 Graduate School of Arts and Sciences Dean's Dissertation Fellowship, New York University
 2008 Rose Laub Coser Award for Best Dissertation Proposal, Eastern Sociological Society
 2007 National Science Foundation Doctoral Dissertation Improvement Grant, SES 0727268, \$2532
 2007 Dennis Wrong Award for Best Paper by a Graduate Student, Department of Sociology, New York University
 2007 University of Cambridge, Mainzer Fellowship to the Center for Gender Studies, Lent Term
 2003-08 New York University Henry McCracken Fellowship for Graduate Study

INVITED LECTURES

- Stanford University, Economic Sociology workshop series, April 2011
- Stanford University, SCANCOR seminar series, April 2011
- Boston University Women's Guild, "Lunch and Learn Lecture," March 2011
- Brandeis University, Sociology Department Spring Colloquium Series, February 2010
- BU Freshmen Core Curriculum Social Science II on Inequality, February 2010
- BU Student Discovery Seminar, "Women Trailblazers," at the Gotlieb Archival Research Center, February 2010
- University of Mary Washington, AKD Induction Ceremony in collaboration with Women's History Month Guest Speaker, March 2010
- CAS Conference, Carnal Knowledge: Sexuality in Religion, History, and Culture at Boston University, April 2010
- Simmons College, AKD Induction Ceremony Guest Lecture, May 2010
- BU American and New England Studies, American Conversations Seminar, May 2010
- Fashion Journalism with Professor Roger Tedre. Fashion Journalism MA Program, Central Saint Martins College of Art and Design in London, Lent Term 2006

PAPERS PRESENTED AT PROFESSIONAL CONFERENCES

- "Privilege of the Perk: the Everyday Affordance of Class Position," (co-authored with Noah McClain, New York University). Theory Section Paper Session, Annual Meeting, American Sociological Association (ASA), Las Vegas, August 2011.
- "Superstar Longevity and Burnout in the Globalized Creative Industries," (co-authored with Frédéric C. Godart, INSEAD). Mini-Conference, "Creative Industries in the Global Economy," at SASE (Society for the Advancement of Socio-Economics). Madrid, Spain, June 2011.
- "Fashioning Desire: Race, Class, and Sexuality in the Field of Cultural Production." Invited Panelist, Bringing Bourdieu to Sexual Life: A Conference on Sexuality and the Sexual Field. University of Toronto, May 2010.
- "Gender on Display: Performance and Performativity in Fashion Modelling." (co-authored with Joanne Entwistle, London College of Fashion). Section on Sex and Gender Paper Session, Annual Meeting, ASA, Atlanta, August 2010.

- "The Search for Certainty in Uncertain Contexts: Lessons from the Catwalk." Social Mechanisms of Making and Sustaining Markets Session, Annual Meeting, Eastern Sociological Society, Boston, February 2010.
- "Careers in Long Odds: Glamorous Precarious Labor." Section Session, Annual Meeting, American Sociology Association, San Francisco, August 2009.
- "Pricing Looks, Pricing Gender." Mini-Conference, "Price and Value in the Economy," at SASE Paris, France, June 2009.
- Invited Panelist. "The World of Fashion Modeling: Work, Bodies, and Images." Thematic Session, Annual Meeting, American Sociology Association, Boston, August 2008.
- "The Social Construction of Men's 'Worthlessness' in Fashion Modeling." Section Session, Annual Meeting, American Sociology Association. New York, August 2007.
- "The Field of Fashion Modeling, or: The Gendered World Inverted." Gender Theory and Methodology Seminar at the Center for Gender Studies, University of Cambridge, U.K., 2007.
- Invited Panelist. "The Death of Taste: Unpicking the Fashion Cycle." Institute of Contemporary Arts. London, U.K., 2006
- Invited Panelist. "Relations of the Catwalk: Gender, Power and Uncertainty in Fashion Modeling." Fashioning Feminism Conference by the Feminist and Women's Studies Association (FWSA). London School of Economics, UK, 2004

TEACHING EXPERIENCE

Boston University, Professor

- Professor of *Introduction to Sociology*, Lecture Course
- *Culture, Markets and Inequality*, a Senior and Graduate Seminar
- *Race and Ethnic Relations*, Lecture Course (Spring 2010)
- *Sexuality in Social Life*, Lecture Course (Fall 2009)

New York University, Instructor

- Instructor, *Introduction to Sociology* (Summer 2007)
- Instructor, *Sociology of Race and Ethnicity* (Summer 2008)
- Teaching Assistant, *Research Methods* with Professor Lynne Haney (Fall 2007)
- Teaching Assistant, *Introduction to Sociology* with Professor Dalton Conley (two terms, 2005)

Research Assistant to Dalton Conley, New York University (2004-2007)

- Researched, wrote, and edited four chapters for an introductory sociology textbook: Race and Ethnicity, Gender and Sexuality, Religion, and the Family

PROFESSIONAL AND UNIVERSITY SERVICES

- Grant Proposal Referee: National Science Foundation Sociology Program, Social Sciences and Humanities Research Council of Canada
- Journal Referee: *Poetics*, *Social Problems*, *Sociological Forum*, *American Journal of Sociology*, *Gender & Society*, *Sociological Theory*
- Member, Boston University Women's Studies Task Force, 2010
- Participant in NYU-LSE NYLON Culture Workshop, 2004-present
- Member of Society for the Advancement of Socio-Economics, Sociologists for Women in Society; Eastern Sociological Society; American Sociological Association Sections on Sex and Gender, Sociology of Culture, and Economic Sociology

REFERENCES

Judith Stacey

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