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Abstract
In this article, I demonstrate the phenomenal role that fashion, as a form of communication, plays within contemporary society specifically in television media. This paper makes use of semiotic and fashion theory in order to analyze the popular television show ‘Sex and the City.’ Despite its reputation as an innovative program that allows women a distinct ‘voice’ within a male dominated society, ‘Sex and the City,’ reinforces gender-based stereotypes with the use of fashion. This article is divided into three sections. First, a brief history and definition of fashion is provided in order to establish a basis for analysis. Second, the significance of fashion and branding is outlined. Third, ‘Sex and the City’ is examined in detail. Notions about how fashion contributes to the overall character development are discussed in relation to how the show perpetuates gender-based and cultural stereotypes.

**Keywords:** semiotics; fashion; media; stereotype; gender; culture

**About the article**

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