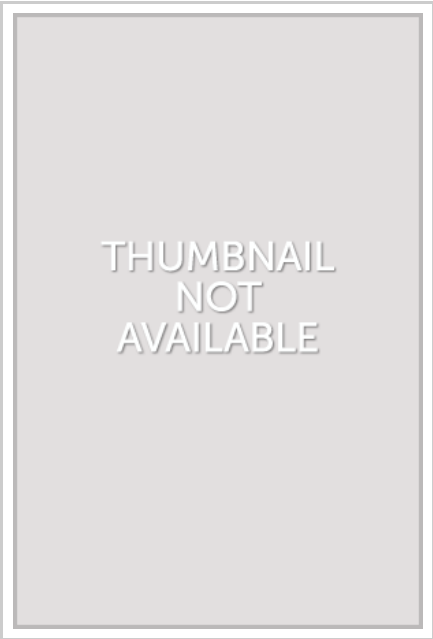


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Fashioning the Bourgeoisie: A History of Clothing in the Nineteenth Century (Paperback)

By Philippe Perrot

Princeton University Press, United States, 1996. Paperback. Book Condition: New. 234 x 163 mm. Language: English . Brand New Book. When department stores like Le Bon Marche first opened their doors in mid-nineteenth-century Paris, shoppers were offered more than racks of ready-made frock coats and crinolines. They were given the chance to acquire a lifestyle as well--that of the bourgeoisie. Wearing proper clothing encouraged proper behavior, went the prevailing belief. Available now for the first time in English, Fashioning the Bourgeoisie was one of the first extensive studies to explain a culture s sociology through the seemingly simple issue of the choice of clothing. Philippe Perrot shows, through a delightful tour of the rise of the ready-made fashion industry in France, how clothing can not only reflect but also inculcate beliefs, values, and aspirations. By the middle of the century, men were prompted to disdain the decadent and gaudy colors of the pre-Revolutionary period and wear unrelievedly black frock coats suitable to the manly and serious world of commerce. Their wives and daughters, on the other hand, adorned themselves in bright colors and often uncomfortable and impractical laces and petticoats, to signal the status of their family. The consumer pastime...

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