

# CONTENTS

LIST OF ILLUSTRATIONS	vii
ACKNOWLEDGEMENTS	ix
CONTRIBUTORS	xi
INTRODUCTION	1
<b>SECTION 1: MAGAZINES</b>	
1 TASTE, FASHION AND THE FRENCH FASHION MAGAZINE Sanda Miller	13
2 FUN WITH PINS AND ROPE: HOW CAROLINE BAKER STYLED THE 1970S Alice Beard	22
3 'TO THE ENDS OF THE EARTH': FASHION AND ETHNICITY IN THE <i>VOGUE</i> FASHION SHOOT Sarah Cheang	35
4 COCO CHANEL AND SOCIALIST FASHION MAGAZINES Djurdja Bartlett	46
5 ADVERTISING MEN'S UNDERWEAR Shaun Cole	58

## SECTION 2: PAINTING, PHOTOGRAPHY AND FILM

- |    |   |     |
|----|---|-----|
| 6  | <b>FASHION AND THE LAW: THE MUSLIM HEADSCARF AND THE MODERN WOMAN</b><br>Barbara Vinken     | 75  |
| 7  | <b>FASHION, MEDIA AND GENDER IN CHRISTIAN SCHAD'S PORTRAITURE OF THE 1920S</b><br>Änne Söll | 85  |
| 8  | <b>CAUGHT ON CAMERA: THE FASHIONED BODY AND THE CRIMINAL BODY</b><br>Nilgin Yusuf           | 96  |
| 9  | <b>GUERRILLA MEDIA: TOWARDS A MEDIA THEORY OF FASHION</b><br>Friedrich Weltzien             | 109 |
| 10 | <b>THE FASHION FILM EFFECT</b><br>Marketa Uhlirova  | 118 |

## SECTION 3: NEW MEDIA

- |    |  |     |
|----|--|-----|
| 11 | <b>FASHION MODELLING, BLINK TECHNOLOGIES AND NEW IMAGING REGIMES</b><br>Elizabeth Wissinger                    | 133 |
| 12 | <b>FASHION FILMS, BLOGS AND E-COMMERCE: THE PUZZLE OF FASHION DISTINCTION IN CHINA</b><br>Simona Segre Reinach | 144 |
| 13 | <b>HOW NEW ARE NEW MEDIA? THE CASE OF FASHION BLOGS</b><br>Agnès Rocamora                                      | 155 |
| 14 | <b>THE MODEST FASHION BLOGOSPHERE: ESTABLISHING REPUTATION, MAINTAINING INDEPENDENCE</b><br>Reina Lewis        | 165 |
| 15 | <b>FASHION'S DIGITAL BODY: SEEING AND FEELING IN FASHION INTERACTIVES</b><br>Eugenie Shinkle                   | 175 |
| 16 | <b>CURRENT ISSUES IN THE FASHION MEDIA: INDUSTRY ROUNDTABLE</b>  | 184 |
|    | <b>INDEX</b>   | 193 |

# LIST OF ILLUSTRATIONS

## FIGURES

2.1	'The Cardigan Is Borrowed but the Shoes are Mine... ', <i>Nova</i> , September 1967	23
2.2	'Dressed Overall', <i>Nova</i> , March 1974	31
4.1	Chanel suit designed by German Fashion Institute, <i>Sibylle</i> , 1962	49
4.2	'A Beautiful Day Just for You', <i>Sibylle</i> , 1964	52
5.1	'He's a Big Boy Now', advertisement for Jockey, 1937	60
5.2	'Best for National Service', advertisement for Chilprufe, 1939	63
5.3	'VISCANA Comfortable to Wear Lasts Long Doesn't Shrink', 1953	64
5.4	'Sunspel the XXth Century Man's Underwear', 1948	67
5.5	'Latest from Luvisca', 1952	68
5.6	'This Underwear Is Made of He-man Stuff', 1954	70
7.1	<i>Elegante Welt</i> , September 1926	87
8.1	Ron Gerelli and the Kray twins	98
8.2	George Raft	99
10.1	Frame enlargements from Gareth Pugh, autumn/winter 2009	122
10.2	Frame enlargements from Annabelle Whiteford Moore's serpentine dance, c. 1895	124
11.1	Model measurements	137
11.2	Silent screen star Theda Bara	140
14.1	H2O Pink Label, Facebook entry, 15 December 2010	172

## PLATES

- 1 'Tangier or the charms of exile', *Gazette du bon temps*, February 1920
- 2 Fashion drawing by Raoul Dufy, *Gazette du bon temps*, February 1920
- 3 'It Is Still Raining', *Gazette du bon temps*, Summer 1915
- 4 'Dressed to Kill: The Army Surplus War Game', *Nova*, September 1971
- 5 'Every Hobo Should Have One', *Nova*, December 1971

- 6 'Safety Last', *Nova*, March 1972
- 7 'All Dressed and Made Up', *Nova*, November 1972
- 8 'High as a Kite and Twice as Flighty', *Nova*, October 1971
- 9 'To the Ends of the Earth', *Vogue*, August 2007
- 10 'To the Ends of the Earth', *Vogue*, August 2007
- 11 'To the Ends of the Earth', *Vogue*, August 2007
- 12 *This is Fashion* cover, 1964
- 13 'Chanel Suit', *Przekrój*, 15 February 1959
- 14 'Mademoiselle Chanel', *You and I*, 1964
- 15 'Hand-craft: "Chanel" Jacket', *This Is Fashion*, 1965
- 16 'Feels Better because It Fits Better . . .' advertisement for Jockey, 1958
- 17 Flavio Lucchini, *Vogue* cover, 2011
- 18 Flavio Lucchini, *Next Prada?*, 2011
- 19 Adolf Menzel, *Das Ballsouper*, 1878
- 20 Jakob Seisenegger, *Portrait of Charles V with a Dog*, 1532
- 21 Christian Schad, *Count St. Genois d'Anneaucourt*, 1927
- 22 Christian Schad, *Baroness Vera Wassilko*, 1926
- 23 Christian Schad, *Ms Mulino von Kluck*, 1930
- 24 Christian Schad, self-portrait with model, 1927
- 25a Victorian women's fashion
- 25b Prisoner Lucy Freeman, mugshot, Cambridge, 1875–77
- 26 Webcam still from Thirty Men shoot by Simon Foxtton
- 27 Hostage image screen grab of French journalist
- 28 Lady Gaga wearing a dress by designer Franc Fernandez at the 2010 MTV Video Music Awards
- 29 Jana Sterbak, *Vanitas—Flesh Dress for an Albino Anorectic*, 1987
- 30 The texture of communism: *Sasa Kovacevic: I'm a Good Socialist*, 2009
- 31 A moving still: *Sasa Kovacevic: I'm a Good Socialist*, 2009
- 32 *Dansa Serpentina*, 1900
- 33 A typical flapper; *Vogue*, October 1926
- 34 Maurizio Baldassari, image from the catalogue, 2007
- 35 Maurizio Chionna, the Roman Gladiator
- 36 Dior Shanghai Dreamers
- 37 Susie Lau's popular fashion blog, Style Bubble
- 38 Alltumbledown
- 39 Ghaida, winner of the autumn/winter 2009/10 Muslimah Style feature competition
- 40a StyleCovered.com
- 40b *Maysaa* digital magazine
- 40c Hanatajima.tumblr.com