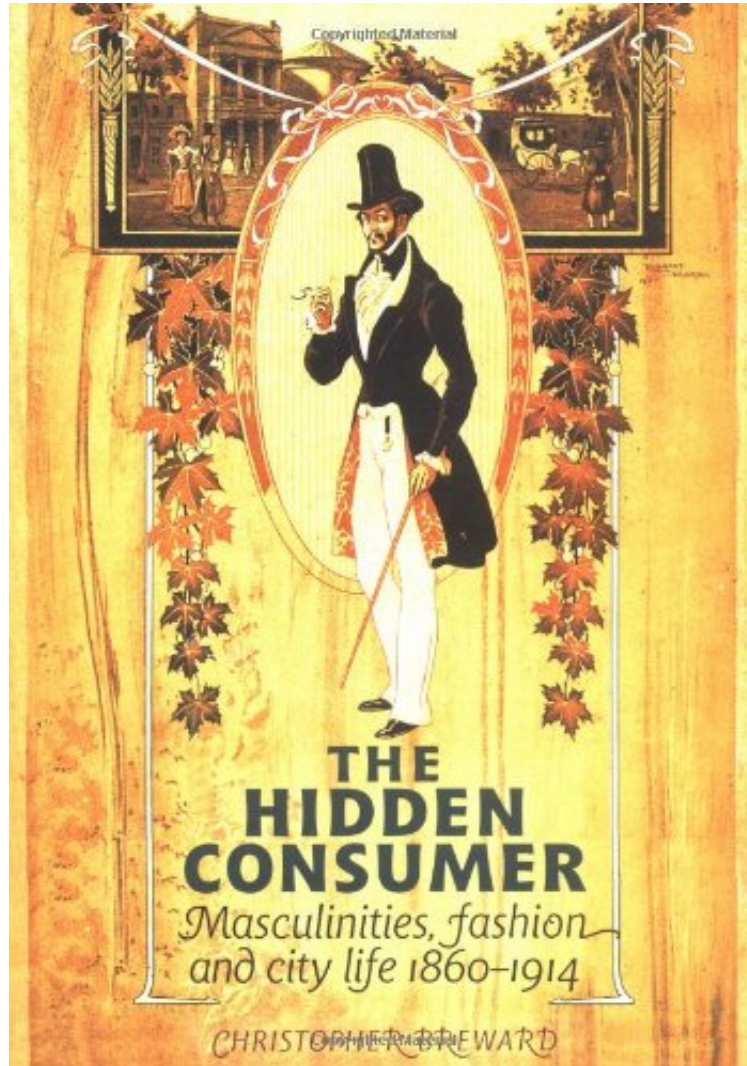


(Library ebook) The Hidden Consumer: Masculinities, Fashion and City Life 1860-1914 (Studies in Design)

## The Hidden Consumer: Masculinities, Fashion and City Life 1860-1914 (Studies in Design)

Christopher Breward

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**Christopher Breward : The Hidden Consumer: Masculinities, Fashion and City Life 1860-1914 (Studies in Design)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Hidden Consumer: Masculinities, Fashion and City Life 1860-1914 (Studies in Design):

7 of 9 people found the following review helpful. From a Costumers Point of View By A Customer The title of this book doesn't misrepresent itself. It really is about consumerism. Unfortunately I hoped the "Masculinities, fashion and city life 1860-1914" part of the title would discuss in more detail what was actually worn. There is very little of that at all. This would be a great book for someone who is studying commerce, but not much use to a costumer. In fact, there

aren't even many illustrations.0 of 0 people found the following review helpful. Just what I needed.By JamesA force in the study of visual culture in regards to the construction of multiplicity of the male identity during the period.

This innovative book uncovers the consuming habits of urban men from the second half of the nineteenth century to the outbreak of the First World War. It focuses on the fraught relationships that emerged at this time between ideal models of manly behavior and attitudes towards the expression of sexual and class identities through the medium of dress. The period has been identified by many historians as a crucial moment in the development of a commodity culture, and its characteristics have generally been discussed in terms of a "feminization" of practices linked with shopping and fashionable display. In a challenge to the accepted picture, Christopher Breward tracks previously hidden connections between the formation of popular sartorial models for male consumers, the organization of associated retail industries and the promotion of new leisure activities.

...a useful and intriguing project, and one which allows him to draw on a wealth of archival material...-Victorian Studies