Record Nr. UNINA9910457916203321 Autore Gordon Andrew <1952-> Titolo Fabricating consumers [[electronic resource]]: the sewing machine in modern Japan / / Andrew Gordon Berkeley, Calif., : University of California Press, c2012 Pubbl/distr/stampa **ISBN** 1-280-10387-6 9786613520586 0-520-95031-3 Edizione [1st ed.] Descrizione fisica 1 online resource (303 p.) Asia: local studies/global themes;; no. 19 Collana Disciplina 338.7/64620440952 Soggetti Sewing-machine industry - United States - History - 20th century Clothing trade - Japan - History - 20th century Consumers - Japan - History - 20th century Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia "A Philip E. Lilienthal book." Note generali Nota di bibliografia Includes bibliographical references and index. Nota di contenuto pt. 1. Singer in Japan -- pt. 2. Sewing modernity in war and peace. Sommario/riassunto Since its early days of mass production in the 1850's, the sewing machine has been intricately connected with the global development of capitalism. Andrew Gordon traces the machine's remarkable journey into and throughout Japan, where it not only transformed manners of dress, but also helped change patterns of daily life, class structure, and the role of women. As he explores the selling, buying, and use of the sewing machine in the early to mid-twentieth century. Gordon finds that its history is a lens through which we can examine the modern

transformation of daily life in Japan. Both as a tool of production and as an object of consumer desire, the sewing machine is entwined with the

consumer, and of the professional home manager as defining elements

emergence and ascendance of the middle class, of the female

of Japanese modernity.