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Collana	Temporis
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Nota di contenuto	Contents; Preface; ntrouction; Underwear and fashion; Lingerie, corsetry and hosiery; How underwear began to allow the silhouette evolve; From Ancient Greece to modern woman: what have they been wearing under their clothes?; European women in the 15th century; Renaissance women; Women in "1900"; Colours; Underwear and Society; Stages of life; Rites of passage; Baptism; First Communion; From childhood to adolescence; Marriage; Mourning; The trousseau and its reflection in Society; Women's work; The rise and fall of the trousseau; Caring for linen; Care of raw materials A Woman's private life and clothingThe nightdress; The negligee; The bedroom and private life; Underwear according to the season and social status; Clothing for children; Contradictory arguments about trousers for women and the corset; Trousers or bloomers; The corset; Sports underwear; Horseback riding; Cycling; Swimming; Dancers; Eroticism, seduction and fetishism; The eroticism of women's underwear; Seductive and sexy underwear; Fetishism and women's underwear: from private clubs to the catwalk; Economics; Lingerie manufacturing; How fashion was distributed; The current lingerie market Distribution networksMotivation to purchase; Communication; Advertising goes too far; Marketing; Some current directions for lingerie; The youth market; Underwear on top; Technological contributions to lingerie; Sportswear at the beginning of the 21st

century; Sexy lingerie; Conclusion; Glossary; 1. TECHNICAL AND GENERAL TERMS;; 2. TERMS SPECIFIC TO UNDERWEAR;; Notes; Bibliography; Acknowledgements

Sommario/riassunto

What is the social merit or purpose of all those bras and panties on perfectly sculpted bodies that we see spread across billboards and magazines? Many women indulge in lingerie to please men. Yet, ever since Antiquity, women have always kept lingerie hidden away under outer garments. Thus, lingerie must be more than erotic bait. Authors Muriel Barbier and Shazia Boucher have researched iconography to explore the relationship of lingerie to society, the economy and the corridors of intimacy. They correlate lingerie with emancipation, querying whether it asserts newfound freedoms or simply
