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Nota di contenuto	The Swimsuit; Contents; List of Illustrations; Acknowledgements; 1 A Template for New World Fashion; 2 Testing the Waters: Morality and Undressing the Body; 3 Show and Tell: Popularizing the Swimsuit; 4 Body Business: Beauty Made to Measure; 5 Going for Gold: Sport and Fashion; 6 Shaping Up: The History and Development of the Swimsuit's Integration into the Fashion Industry; 7 Branded Nation: A Place in the Sun; Notes; References; Index
Sommario/riassunto	The Swimsuit: Fashion from Poolside to Catwalk documents the modern swimsuit's trajectory from men's underwear and circus/performance wear to its unique niche in world fashion. It emphasizes the relationship between fashion, media, celebrity, sport and the cultivation of the modern body. This fascinating book provides an historical, sociological and cultural context in which to view how the swimsuit - and Australia, the country that significantly influenced its modern form - migrated from the cultural and colonial periphery to the centre of international attention. In addition, the