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Nota di contenuto	Poiret, Dior and Schiaparelli; Contents; List of Figures; Acknowledgements; Introduction: Fashion, Femininity and Modernity in Designer Self-fashioning; 1. Fashion and the Time of Modern Femininity; 2. Paul Poiret: Classic and New in the Struggle for Designer Mastery; 3. Elsa Schiaparelli: Glamour, Privacy and Timelessness; 4. Christian Dior: Nostalgia and the Economy of Feminine Beauty; Conclusion: Fashioning Self, Reflecting Ambivalence; Notes; Bibliography; Index
Sommario/riassunto	Through a highly original and detailed analysis of the memoirs, interviews and other life writings of Poiret, Dior and Schiaparelli, this book explores changing notions of femininity in the early decades of the twentieth century, when the democratization of fashion began. Examining the idea of modernity, eternity and the ephemeral in the writings of these haute couturiers, the book reflects on fashion's ambivalent approach to women, which both celebrated and vilified them, presenting them as both ultra modern style leaders and irrational

creatures stuck in the past. This fascinating text is ke
