

1. Record Nr.	UNINA9910787316903321
Autore	Schmidt Christine (Christine Margaret), <1958->
Titolo	The swimsuit [[electronic resource]] : fashion from poolside to catwalk // Christine Schmidt
Pubbl/distr/stampa	London, England : , : Berg, , 2012 London, England : , : Bloomsbury Publishing, , 2020
ISBN	0-85785-124-1
Edizione	[English edition.]
Descrizione fisica	1 online resource (177 pages)
Disciplina	391.4/8
Soggetti	Bathing suits - History Bathing suits - History - 20th century Bathing suits - History - 21st century Bathing suits - Australia History of fashion
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 145-158) and index.
Nota di contenuto	Machine generated contents note: 1.A Template for New World Fashion -- 2. Testing the Waters: Morality and Undressing the Body -- Revelations -- Decent Exposure: Unisex Style -- Peepholes to the Future -- Spreading the Image: Let me Hear your Body Talk -- Prohibition in the Noughties -- 3. Show and Tell: Popularizing the Swimsuit -- Vaudeville and Mass Urban Entertainment -- Silent Movies -- Hollywood Active Glamour -- Twenty-first Century: Small Screen and Real-world Mermaids -- 4. Body Business: Beauty Made to Measure -- Measuring up to the Classical Ideal -- Training the Body -- Contesting Beauty -- The Cult of the Body -- 5. Going for Gold: Sport and Fashion -- Daughters of the Gods -- Speed on in your Speedos -- National Heroes and Celebrity Athletes -- 6. Shaping Up: The History and Development of the Swimsuit's Integration into the Fashion Industry -- Splash Makers -- Fashion Casts its Net -- Designed in Australia -- Made Here and There. Note continued: Riding the Wave of Popularity into the Twenty-first Century -- Speedo and AussieBum: Imprinting the Male Body -- The Aussie Cossie as Reference Point: Water Baby -- 7. Branded Nation: A

Place in the Sun -- Gold (Plated) Coast: Glitz, Glamour, Sunshine and the Luxury of Leisure -- Bombora: Surfing into Fashion -- Nation Branding and Fashion.

Sommario/riassunto

This volume 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 book offers new perspectives on national histories of the swimsuit and investigates how traditional European fashion centers have opened up to new markets and modes of living, bringing together influences from around the globe.
