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Nota di contenuto	Table of Contents; Introduction; I. A Firm Foundation; Medieval Undergarments; Cleanliness and Morality; Shirts 1500 - 1603; The Codpiece; Doublets and Waistcoats; Shirts 1604 - 1710; Drawers 1604 - 1710; The Sikh Kacha; The Japanese Fundoshi; Cleanliness in the Seventeenth Centuries; Shirts 1711 - 1799; Undress; Drawers 1711 - 1799; Underwear as a Specialist Trade; II. Unmentionables 1800-1899; Beau Brummell and The Dandy; White Shirts; Evening Dress shirts; Detachable Collars and Cuffs, and Shirtfronts; Coloured, Striped and Patterned Shirts; Corsets and Stays; Technological Changes Drawers and VestsHygienic Dress and Healthy Underwear; III. Under Fashion 1900-1980; Shirts - A Move to Informality 1900-40; Undershirt to T-shirt; Union Suits; Athletic Union Suits; Mormon Temple Garments; Shorts; Briefs; Interwar Fabric Innovations; Hidden Colour; Athletic Styles; Man of Action, Superhero; Comfort and Cleanliness; Coopers Jockey Y-fronts; Military Influence and Wartime Shortages; The Post-War Boom; New Styles in the 1960s: Peacock Revolution; New Fabrics; A Growing Business; A Multitude of Choice; IV. Tightly-Whities and Beyond 1980 - Today Calvin Klein - New Fashion UnderwearMen's Underpants for Women; Masculine versus Feminine; New European Designs; Men's Lingerie; G-strings and Thongs; Old Time Revivals; Boxer Rebellion; Boxers versus Briefs; Boxer Briefs and Trunks; Low Slung Jeans and Exposed Waistbands; Visibly Branded Underwear; Manufacturer and Designer

Collaborations; Colour and Fit; Fabric Innovations; Health and Sports; Tight-Fitting Underwear and Male Infertility; Enhancement; Novel Ideas and Innovations; The Demise of the Vest; The Twenty-first Century Underwear Buyer: Homo/Hetero/Metro
The Twenty-first Century Underwear Buyer: Women for Men
How Men Feel About Their Underwear; Going Commando; V. Best Foot Forward: Hose, Stockings and Socks; 16th Century (1500-99); 17th Century; 18th Century; 19th Century; 20th Century; New Technologies and the Future; VI. The Big Sell: Underwear Advertising; Techniques in Advertising: Illustrations or Photographs; Showing the Garments; Being Comfortable; Highlighting Details and Features of the Garments; Hinting at the Body; The Body as Statuary; Idealised and Sexualised Masculinity; Emphasising the Crotch; Homoeroticism
Targeting a Gay Audience
Sexual Ambiguity and Camp; Domestic Spaces - Bedrooms and Dressing Rooms; Male Spaces - Locker Rooms; Sporting Poses and Equipment; Sports Endorsement; Women in Men's Underwear Advertising; Selling Men's Underwear to Women; Comedy Pants; New Ways to sell and Promote Underwear; Conclusion; GLOSSARY; Notes; Bibliography; Acknowledgements

Sommario/riassunto

Men's fashion, particularly the trends involving undergarments, was once reserved for the elite; today it has become democratised, clear proof of social progress. The aestheticism of the body so highly valued by the Greeks seems to have regained a prominent place in the masculine world. Mirroring the evolution of society's values, the history of underwear also highlights the continuous, dancing exchange that exists between women's styles and men's fashion. Undergarments are concealed, flaunted, stretched or shortened, establishing a game between yesterday's illicit and today's chic and thereby
