

1. Record Nr.	UNISALENTO991001783519707536
Autore	Lesourd, Jean-Alain
Titolo	Histoire économique : 19. et 20. siècles / Jean-Alain Lesourd, Claude Gérard
Pubbl/distr/stampa	Paris : A. Colin, 1971
Edizione	[5. éd.]
Descrizione fisica	2 v. (663 p. compless.) ; 24 cm
Collana	U. Série: Histoire contemporaine
Altri autori (Persone)	Gérard, Claudeauthor
Disciplina	330.9034
Soggetti	Economia - Storia
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910793852703321
Titolo	MeXicana fashions : politics, self-adornment, and identity construction // edited by Aida Hurtado and Norma E. Cantu
Pubbl/distr/stampa	Austin : , : University of Texas Press, , 2020
ISBN	1-4773-1960-3
Edizione	[First edition.]
Descrizione fisica	1 online resource (337 pages)
Disciplina	305.48/86872073
Soggetti	Mexican American women - Clothing Mexican American women - Ethnic identity Clothing and dress - Political aspects - United States Clothing and dress - Social aspects - United States Fashion - Social aspects - United States Group identity - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Wearing identity : Chicanas and huipiles / Norma E. Cantu -- Con el huipil en la mente : the metamorphosis of a Chicana / Josie Mendez-Negrete -- "Rebozos, huipiles, y ¿Que?" : Chicana self-fashioning in the academy / Micaela Diaz-Sanchez -- Por la facha y por el traje, se conoce al personaje : tales about attire as resistance and performativity in a Chicana's life trajectory / Gabriella Gutierrez y Muhs -- A familial legacy of Mexicana style / Domino Renee Perez -- Buying the dream : relating "traditional" dress to consumer practices within US quinceaneras / Rachel Valentina Gonzalez-Martin -- Visuality, corporality, and power / Aida Hurtado -- Black, brown, and fa(t)shionable : the role of fat women of color in the rise of body positivity / Jade D. Petermon -- Fashioning decolonial optics : Days of the Dead, Walking Altars, and Calavera Fashion Shows in Latina/o Los Angeles / Laura Perez -- "Fierce and fearless" : dress and identity in Rigoberto Gonzalez's The Mariposa Club / Sonia Alejandra Rodriguez -- Lydia Mendoza, "Reina de la Musica Tejana" : self-stylizing Mexicanidad through china poblana in the US-Mexico borderlands / Marci R. McMahon -- (Ad)dressing Chicana/Latina femininities : consumption,

labor, and the cultural politics of style in Latina fashion / Stacy I. Macias  
-- Urban Xican/X-indigenous fashion show activism : experimental ethnographies and perform-antics in three actos / Chela Sandoval, Amber Rose Gonzalez, and Felicia Montes.

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Sommario/riassunto

Collecting the perspectives of scholars who reflect on their own relationships to particular garments, analyze the politics of dress, and examine the role of consumerism and entrepreneurialism in the production of creating and selling a style, *meXicana Fashions* examines and searches for meaning in these visible, performative aspects of identity. Focusing primarily on Chicanas but also considering trends connected to other Latin American communities, the authors highlight specific constituencies that are defined by region ("Tejana style," "L.A. style"), age group ("homie," "chola"), and social class (marked by haute couture labels such as Carolina Herrera and Oscar de la Renta). The essays acknowledge the complex layers of these styles, which are not mutually exclusive but instead reflect a range of intersections in occupation, origin, personality, sexuality, and fads. Other elements include urban indigenous fashion shows, the shifting quinceanera market, "walking altars" on the Days of the Dead, plus-size clothing, huipiles in the workplace, and dressing in drag. Together, these chapters illuminate the full array of messages woven into a vibrant social fabric.

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