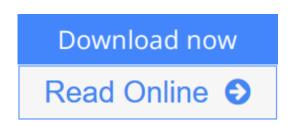


# Fashion Theory: Volume 4, Issue 4: The Journal of Dress, Body and Culture (v. 4, issue 4)

From Bloomsbury Academic



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#### **Masculinities Special Issue**

The overwhelming majority of books and articles on fashion focus on women. But of course men get dressed too. The prevailing stereotype is that women spend more time thinking about and buying clothes, but not only do the essays in this stimulating issue overturn this stereotype -- they also show that, historically at least, men's clothes were of paramount importance to their self-presentation, particularly with respect to sexual identity.

Peter McNeil: Macaroni Masculinities

Fiona Anderson: Fashioning the Gentleman: A Study of Henry Poole and Co., Saville Row Tailors 1861-1900

Laura Ugolini: Clothes and he Modern Man in 1930s Oxford

Becky Conekin: Fashioning the Playboy: Messages of Style and Masculinity in the Pages of Playboy Magazine, 1953-1963

Ulrich Lehmann: Language of the Pursuit: Cary Grant's Clothes in Alfred Hitchcock's 'North by Northwest'

Alistair O'Neill: John Stephen: A Carnaby Street Presentation of Masculinity 1957-1975

Valerie Steele: Book Review: The Hidden Consumer: Masculinities, fashion and city life 1860-1914 by Christopher Breward

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