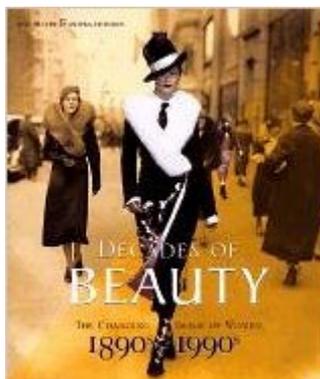


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# Decades Of Beauty: The Changing Image Of Women 1890s To 1990s



## Synopsis

Decades of Beauty takes a unique look at the history of female beauty and how it has evolved since the end of the Victorian era. This spectacularly illustrated book traces the major changes in the female image over the past 100 years, one decade at a time.

## Book Information

Hardcover: 208 pages

Publisher: Checkmark Books (October 1998)

Language: English

ISBN-10: 0816039208

ISBN-13: 978-0816039203

Product Dimensions: 11.3 x 9.8 x 1 inches

Shipping Weight: 2.9 pounds

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (10 customer reviews)

Best Sellers Rank: #901,548 in Books (See Top 100 in Books) #120 in [Books > Politics & Social Sciences > Social Sciences > Gender Studies > Women in History](#) #682 in [Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Style & Clothing](#) #1730 in [Books > Politics & Social Sciences > Women's Studies > Feminist Theory](#)

## Customer Reviews

Decades of Beauty is both an excellent pictorial as well as literary history of beauty through the decades. Great pictures that have not been often seen showcase the fashion fads of each era along with the fashion icons who are responsible for that decade's fashion hype. I loved that this book also gave equal space to the history of cosmetic beauty through the years. Its fascinating to see what type of makeup each generation "had to have" along with the "hippest" hairstyles of the day. The contents are easy to read and allows one to pick and choose a decade of interest without having to read the book start to finish. I highly recommend this book to anyone who is a cosmetic junkie, fashion obsessed, or just a history buff. This would also make an excellent gift for those in the beauty industry. Enjoy!

I purchased this book a year ago and read it from cover to cover the day it arrived. But I find myself picking it up and flipping through it every now and again. I love the fact that the authors wound in all kinds of fascinating pop culture trivia along with fashion history. I learned all kinds of amazing things -- like the fact that Elizabeth Arden brought out a velvet gas mask during World War II and that

someone actually saw fit to bring a bra to market that could be inflated by blowing into a straw. This book is very fun reading indeed. It's also a gorgeous coffee table book. Highly recommended.

A nice collection of fact & photos on the beauty industry. Contains information on styles of each period--including the impact of film! I thought the 1920's invention of "twist-up" lipstick & the use by flappers was a hoot! Pick this book up & grab another as a gift!

This book covers the changing styles and images from the 1890s thru the 1990s. Each section covers the life & times, faces in vogue, film and media, fashion, hair and hats, cosmetics, body shape and underwear, and work and play for a particular decade. Filled with interesting facts and tons of photographs, this makes the perfect addition to the library of anyone interested in fashion, cosmetics, or history! Fun and unique!

How have advances in technology influenced fashion? From the shades of lipstick available to why the invention of nylon led to the miniskirt, this book covers an intriguing subject in a highly entertaining way.

Don't be too eager to dismiss this book as superficial, for females only or aimed at the fashion/ art set. It is a well researched and knowledge packed directory into the politics and social history of fashion and beauty, throughout the entire 20th century. It would be of immense value to students of 20th century history, women's studies as well as an invaluable and pictorial journey for children exploring the recent past. The layout is well structured and the photography, art and fashion plates are breath taking. Even if just a coffee table book, it's far more engaging than the average trendy photo album.

I ordered this book as a gift to my wife. She absolutely loves the book and keeps it handy on the coffee table.

Loved crawling into bed at night with this book...a fun, interesting read! Loved all the old photographs...

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