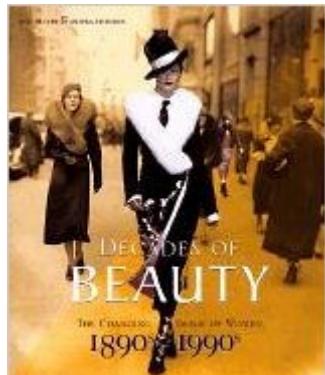


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# Decades Of Beauty: The Changing Image Of Women 1890s To 1990s



## **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

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

Best Sellers Rank: #901,548 in Books (See Top 100 in Books) #120 inÂ Books > Politics & Social Sciences > Social Sciences > Gender Studies > Women in History #682 inÂ Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Style & Clothing #1730 inÂ 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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Beauty: African American Images from the 1890s to the Present A History of Modern Poetry, Volume I: From the 1890s to the High Modernist Mode (Belknap Press) The 1990s Coloring Book: All That and a Box of Crayons (Psych! Crayons Not Included.) VHS Video Cover Art: 1980s to Early 1990s American Sterling Silver Flatware 1830s-1990s: An Identification and Value Guide The Girls Who Went Away: The Hidden History of Women Who Surrendered Children for Adoption in the Decades Before Roe v. Wade #Women #Coloring Book: #Women is Coloring Book No.8 in the Adult Coloring Book Series Celebrating Women (Coloring Books, Women, Shopping, Gifts for ... Series of Adult Coloring Books) (Volume 8) Twelve Women of the Bible Study Guide: Life-Changing Stories for Women Today A Faith for the Future: Church's Teachings for a Changing World: Volume 3 (Church Teachings for Changing the World) As a Man Thinketh (Life-Changing Classics Ser) (Life-Changing Pamphlet) Changing Bodies, Changing Lives: Expanded Third Edition: A Book for Teens on Sex and Relationships Changing Poverty, Changing Policies (Institute for Research on Poverty Series on Poverty and Public Policy) Changing Poverty, Changing Policies Beauty and the Beast (Disney Beauty and the Beast) (Little Golden Book) The Claiming of Sleeping Beauty: Sleeping Beauty Trilogy, Book 1 Beauty: A Retelling of the Story of Beauty & the Beast Essential Oils Beauty Secrets Reloaded: How To Make Beauty Products At Home for Skin, Hair & Body Care: A Step by Step Guide & 70 Simple Recipes for Any Skin Type and Hair Type Geek Sublime: The Beauty of Code, the Code of Beauty

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