

THE BERG COMPANION TO FASHION

Edited by Valerie Steele

 **BERG**
Oxford • New York

Contents

Preface	xvii	A-Line Dress <i>Susan Ward</i>	20
	MM	Amies, Hardy <i>Edwina Ehrman</i>	21
Academic Dress <i>Joanne McCallum</i>	1	Aprons <i>Joyce Cheney</i>	23
Activewear <i>Bradley Quinn</i>	2	Armani, Giorgio <i>Aurora Fiorentini</i>	25
Actors and Actresses, Impact on Fashion <i>Pamela Church Gibson</i>	4	Armor <i>Walter Karcheski Jr.</i>	27
Adrian <i>Jane Trapnell</i>	5	Art and Fashion ^ <i>Ulrich Lehmann</i>	30
Aesthetic Dress <i>Oriole Cullen</i>	7	Art Nouveau and Art Deco <i>Lou Taylor</i>	36
African American Dress <i>Helen Bradley Foster</i>	9	Avedon, Richard <i>William Ewing</i>	38
Afro Hairstyle <i>Maxine Leeds Craig</i>	11		
Afrocentric Fashion <i>Van Dyk Lewis</i>	14	Balenciaga, Cristobal <i>Lesley Ellis Miller</i>	40
Alaia, Azzedine <i>Claire Wilcox</i>	17	Ball Dress <i>Jane E Hegland</i>	45
Albini, Walter <i>Simona Segre Reinach</i>	19	Ballet Costume <i>Thomas Hecht</i>	47

CONTENTS

Balmain, Pierre	49	Blass, Bill	80
<i>John S. Major</i>		<i>John S. Major</i>	
Barbie	49	Blazer	81
<i>Erica Rand</i>		<i>Tom Greatrex</i>	
Barbier, Georges	51	Bloomer Costume	82
<i>Michele Majer</i>		<i>Colleen R. Callahan</i>	
Barthes, Roland	53	Blouse	84
<i>Nicole Pellegrin</i>		<i>H. Kristina Haugland</i>	
Baudelaire, Charles	55	Body Piercing	86
<i>Valerie Steele</i>		<i>Karmen MacKendrick</i>	
Baudrillard, Jean	57	Bohemian Dress	89
<i>Efrat Tseelon</i>		<i>Elizabeth Wilson</i>	
Beards and Mustaches	59	Boots	91
<i>Caroline Cox</i>		<i>Clare Sauro</i>	
Beaton, Cecil	61	Bourdin, Guy	93
<i>Nancy Hall-Duncan</i>		<i>Nancy Hall-Duncan</i>	
Beene, Geoffrey	62	Boutique	96
<i>Melinda Watt</i>		<i>Michele Majer</i>	
Belgian Fashion	65	Brands and Labels	98
<i>Kaat Debo and Linda Loppa</i>		<i>Jane M. Pavitt</i>	
Benjamin, Walter	68	Brassiere	100
<i>Ulrich Lehmann</i>		<i>Colleen Gau</i>	
Beret	70	Brummell, George.(Beau)	103
<i>Beverly Chico</i>		<i>Alison Matthews David</i>	
Bertin, Rose	72	Burberry	105
<i>Kimberly Chrisman-Campbell</i>		<i>Alistair O'Neill</i>	
Best-Dressed Lists	73	Bustle	106
<i>Kathleen Paton</i>		<i>H. Kristina Haugland</i>	
Biba	74	Buttons	108
<i>Elizabeth Wilson</i>		<i>Melinda Watt</i>	
Bicycle Clothing	76		
<i>Karen L LaBat</i>			
Bikini	77	Cache-Sexe	112
<i>Tiffany Webber-Hanchett</i>		<i>Sandra Lee Evenson</i>	
Blahnik, Manolo	79	Callot Sisters	113
<i>Liz Gessner</i>		<i>Michelle Tolini Finamore</i>	

Camouflage Cloth	115	Comme des Gargons	162
<i>John S. Major</i>		<i>Claire Wilcox</i>	
Cardin, Pierre	116	Corset	165
<i>Myra Walker</i>		<i>Valerie Steele and Colleen Gau</i>	
Caricature and Fashion	118	Cosmetics, Non-Western	168
<i>Peter McNeil</i>		<i>Paula Heinonen</i>	
Carnival Dress	123	Cosmetics, Western	170
<i>Babatunde Lawal</i>		<i>KathyPeiss</i>	
Cashin, Bonnie	125	Costume Designer	175
<i>Stephanie Day Iverson</i>		<i>Whitney Blausen</i>	
Celebrities	127	Costume Jewelry	177
<i>Pamela Church Gibson</i>		<i>Jody Shields</i>	
Ceremonial and Festival Costumes	130	Courreges, Andre	180
<i>Fred T. Smith</i>		<i>Jennifer Park</i>	
Chalayan, Hussein	136	Court Dress	182
<i>Bradley Quinn</i>		<i>Joanna Marschner</i>	
Chanel, Gabrielle (Coco)	138	Cross-Dressing	184
<i>Amy de la Haye</i>		<i>Vern L. Bullough</i>	
Chemise Dress	144	Cunnington, C. Willett and Phillis	188
<i>Susan Ward</i>		<i>Lou Taylor</i>	
Children's Clothing	145		
<i>Colleen R. Callahan</i>			
Clark, Ossie	149	Dahl-Wolfe, Louise	191
<i>Judith Watt</i>		<i>Nancy Hall-Duncan</i>	
Clothing, Costume, and Dress	151	Dance and Fashion	192
<i>Joanne B. Eicher</i>		<i>Thomas Hecht</i>	
Cocktail Dress	153	Dance Costume	195
<i>Elyssa Schram Da Cruz</i>		<i>Thomas Hecht</i>	
Codpiece	155	Dandyism	199
<i>Sandra Lee Evenson</i>		<i>Alice Cicolini</i>	
Colonialism and Imperialism	155	Debutante Dress	204
<i>Karen Tranberg Hansen</i>		<i>Micheale Haynes</i>	
Color in Dress	159	Delaunay, Sonia	206
<i>Marilyn Revell DeLong and Barbara Perso Heinemann</i>		<i>Angel Chang</i>	

Demeulemeester, Ann	208	Ethnic Dress	260
<i>Kaat Debo and Linda Loppa</i>		<i>Joanne B. Etcher</i>	
Demimonde	210	Ethnic Style in Fashion	263
<i>Michele Majer</i>		<i>Use Skov</i>	
Demorest, Mine.	213	Evening Dress	265
<i>Lauren Whitley</i>		<i>Jane E Hegland</i>	
Department Store	215		
<i>Bronwen Edwards</i>			
Diana, Princess of Wales	218	Fads	268
<i>Catherine McDermott</i>		<i>Susan B. Kaiser, Joyce Heckman, and Denise Kastrinakis</i>	
Dior, Christian	219	Fancy Dress	270
<i>Eric Pujalet-Plaa</i>		<i>Anthea Jan/is</i>	
Dolce & Gabbana	223	Fascist and Nazi Dress	272
<i>Simona Segre Reinach</i>		<i>Irene Guenther</i>	
Dress Codes	225	Fashion Advertising	276
<i>Brian J. McVeigh</i>		<i>Paul Jobling</i>	
Dress for Success	226	Fashion and Homosexuality	279
<i>Joanne Entwistle</i>		<i>Shaun Cole</i>	
Dress Reform	229	Fashion Designer	283
<i>Kristina Stankovski</i>		<i>Francesca Sterlacci</i>	
		Fashion Editors ~	285
		<i>Lenore Benson</i>	
		Fashion Icons	286
		<i>Pamela Church Gibson</i>	
		Fashion Illustrators	288
		<i>Laird Borrelli</i>	
		Fashion Industry	290
		<i>Eric Wilson</i>	
		Fashion Journalism	293
		<i>Marylou Luther</i>	
		Fashion Marketing and Merchandising	296
		<i>Elaine Stone</i>	
		Fashion Models	297
		<i>Caroline Evans</i>	

MMIHHi

Earrings	232
<i>Susan Ward</i>	
Ecclesiastical Dress	236
<i>Elisha P. Renne</i>	
Economics and Clothing	241
<i>Geitel Winakor</i>	
Empire Style	247
<i>Alden O'Brien</i>	
Equestrian Costume	249
<i>Alison Matthews David</i>	
Ethical Fashion and Ecofashion	251
<i>Sandy Black</i>	

Fashion Photography	300	Fortuny, Mariano	351
<i>Nancy Hall-Duncan</i>		<i>Gillion Carrara</i>	
Fashion Plates	304	Fur	353
<i>Madeleine Ginsberg</i>		<i>Julia Emberley</i>	
Fashion Shows	306	Future of Fashion	355
<i>Michelle Tolini Finamore</i>		<i>Donna Ghelerter</i>	
Fashion, Attacks on	309	Futurist Fashion, Italian	357
<i>Joanne Entwistle</i>		<i>Ulrich Lehmann</i>	
Fashion, Health, and Disease	313		
<i>Susan M. Watkins</i>			
Fashion, Historical Studies of	316	Galliano, John	360
<i>Lou Taylor</i>		<i>Marketa Uhlirova</i>	
Fashion, Theories of	321	Garments, International Trade in	362
<i>Marilyn Revell DeLong</i>		<i>Ten Agins</i>	
Fath, Jacques	328	Gaultier, Jean-Paul	363
<i>Oriole Cullen</i>		<i>Xavier Chaumette</i>	
Fendi	330	Gernreich, Rudi	364
<i>Simona Segre Reinach</i>		<i>Brigitte Felderer</i>	
Fetish Fashion	332	Gigli, Romeo	367
<i>Valerie Steele</i>		<i>Simona Segre Reinach</i>	
Film and Fashion	333	Girdle	368
<i>Stella Bruzzi</i>		<i>Jane Farrell-Beck</i>	
First Ladies' Gowns	337	Givenchy, Hubert de^	371
<i>Claudia Kidwell</i>		<i>John S. Major</i>	
Flappers	339	Globalization	372
<i>Clare Sauro</i>		<i>Leslie W. Rabine</i>	
Fliigel, J. C.	341	Godey's Lady's Book	375
<i>Michael Carter</i>		<i>Colleen R. Callahan</i>	
Fontana Sisters	343	Goths	376
<i>Simona Segre Reinach</i>		<i>Paul Hodkinson</i>	
Footbinding	345	Gres, Mme.	378
<i>Dorothy Ko</i>		<i>Patricia Mears</i>	
Ford, Tom	348	Grunge	379
<i>Alistair O'Neill</i>		<i>Shannon Bell Price</i>	
Formal Wear, Men's	349	G-String and Thong	381
<i>Robin Dutt</i>		<i>Caroline Cox</i>	

CONTENTS

Gucci	382	Hollywood Style	421
<i>Gillion Carrara</i>		<i>Pamela Church Gibson</i>	
		Horst, Horst P.	423
		<i>William Ewing</i>	
Hairdressers	384	Hoyningen-Huene, George	425
<i>Steve Zdatny</i>		<i>William Ewing</i>	
Hairstyles	385	Hugo Boss	427
<i>Steve Zdatny</i>		<i>Thomas Hecht</i>	
Halston	390		
<i>Fred Rottman</i>			
Hartnell, Norman	390	Iribe.Paul	429
<i>Edwina Ehrman</i>		<i>Michelle Tolini Finamore</i>	
Haute Couture	392	Italian Fashion	430
<i>Alexandra Palmer</i>		<i>Valerie Steele and Gillion Carrara</i>	
Hawes, Elizabeth	396		
<i>Melinda Watt</i>			
Head, Edith	398		
<i>Clare Sauro</i>		James, Charles	433
Headdress	398	<i>Elizabeth Ann Coleman</i>	
<i>Beverly Chico</i>		Japanese Fashion	435
Helmet	402	<i>Yuniya Kawamura</i>	
<i>Beverly Chico</i>		Japonisme	440
Hermes	404	<i>Patricia Mears</i>	
<i>Caroline Rennolds Milbank</i>		Jeans	442
Heroin Chic	406	<i>Clare Sauro</i>	
<i>Rebecca Arnold</i>		Jewelry	445
High Heels	408	<i>Anna Beatriz Chadour-Sampson</i>	
<i>Rebecca Shawcross</i>		Jewish Dress	452
Hijab	409	<i>Orpa Slapak and Esther Juhasz</i>	
<i>Fadwa El Guindi</i>			
Hip-Hop Fashion	413		
<i>Van DykLewis</i>			
Hippie Style	417	Kilt	457
<i>Joel Lobenthal</i>		<i>Andrew Bolton</i>	
Historicism and Historical Revival	419	Kimono	459
<i>Alice Cicolini</i>		<i>Alan Kennedy</i>	

Klein, Calvin	463	Mainbocher	489
<i>Gretchen Fenston and Beth Dincuff Charleston</i>		<i>Phyllis Magidson</i>	
		Makeup Artists	493
		<i>Elizabeth McLafferty</i>	
Lacroix, Christian	465	Mannequins	494
<i>Pamela Go/bin</i>		<i>JaneAudas</i>	
Lagerfeld, Karl	466	Mantua	496
<i>John S. Major</i>		<i>Dennita Sewell</i>	
Lanvin, Jeanne	467	Mao Suit	497
<i>Dean L. Merceron</i>		<i>Verity Wilson</i>	
Latin American Fashion	469	Margiela, Martin	498
<i>Regina A. Root</i>		<i>Kaat Debo and Linda Loppa</i>	
Lauren, Ralph	472	Masquerade and Masked Balls	500
<i>Michael Gross</i>		<i>Ann Han Alter</i>	
Laver, James	474	Maternity Dress	501
<i>Michael Carter</i>		<i>Alden O'Brien</i>	
Lesage, Francois	476	Mccardell, Claire	503
<i>Lydia Kamitsis</i>		<i>Kohle Yohannan</i>	
Levi Strauss & Co.	478	Mcqueen, Alexander	505
<i>Lauren D. Whitley</i>		<i>Caroline Evans</i>	
Liberty & Co.	479	Military Style	507
<i>Sonia Ashmore</i>		<i>Stefano Tonchi ~ _</i>	
Lingerie	481	Milliners	508
<i>Caroline Cox</i>		<i>Susie Hopkins</i>	
Little Black Dress	482	Miniskirt	512
<i>Liz Gessner</i>		<i>Myra Walker</i>	
Logos	484	Miyake, Issey	513
<i>Jane Pavitt</i>		<i>Yuniya Kawamura</i>	
London Fashion	485	Modern Primitives	516
<i>Christopher Breward</i>		<i>Theresa M. Winge</i>	
Lucile	487	Moore, Doris Langley	517
<i>Alistair O'Neill</i>		<i>Michele Majer</i>	
		Mourning Dress	518
Macaroni Dress	489	<i>Lou Taylor</i>	
<i>Peter McNeil</i>			

Muffs	520	Patou, Jean	553
<i>Judith Watt</i>		<i>Amy de la Haye</i>	
Muir, Jean	521	Patterns and Pattern Making	556
<i>Amy de la Haye</i>		<i>Joy Spanabel Emery</i>	
Music and Fashion	522	Penis Sheath	559
<i>Van Dyk Lewis</i>		<i>Sandra Lee Evenson</i>	
Nail Art	528	Penn, Irving	561
<i>Katherine Forde</i>		<i>Robert Muir</i>	
Nautical Style	530	Perfume	563
<i>Elizabeth K. Bye</i>		<i>Annette Green</i>	
Neckties and Neckwear	531	Petticoat	566
<i>Anna Kb'nig</i>		<i>Caroline Cox</i>	
Nehru Jacket	534	Plastic and Cosmetic Surgery	567
<i>Hazel Lutz</i>		<i>Vern L. Bullough</i>	
New Look	536	Poiret, Paul	569
<i>Eric Pujalet-Plaa</i>		<i>Caroline Rennolds Milbank</i>	
Newton, Helmut	538	Politics and Fashion	573
<i>Philippe Garner</i>		<i>Kim K. P. Johnson</i>	
Nudism	540	Prada	577
<i>Ruth Barcan</i>		<i>John S. Major</i>	
Nudity	542	Psychedelic Fashion	578
<i>Ruth Barcan</i>		<i>Joel Lobenthal " --</i>	
Occult Dress	544	Pucci, Emilio	579
<i>Thomas A. Bilstad and Theresa M. Winge</i>		<i>Shirley Kennedy</i>	
Orientalism	546	Punk	582
<i>Patricia Mears</i>		<i>Frank Cartledge</i>	
Paper Dresses	550	Quant, Mary	586
<i>Kathleen Paton</i>		<i>Amy de la Haye</i>	
Paquin, Jeanne	551	Rabanne, Paco	589
<i>Jan Glier Reeder</i>		<i>Lydia Kamitsis</i>	

Ready-to-Wear	591	Shoes, Women's	632
<i>Jean L. Druesedow</i>		<i>Jonathan Walford</i>	
Retailing	596	Simmel, Georg	637
<i>Seung-Eun Lee</i>		<i>Ulrich Lehmann</i>	
Retro Styles	599	Smith, Paul	639
<i>Marylou Luther</i>		<i>Mamie Fogg</i>	
Roma and Gypsy	600	Sneakers	640
<i>Anne Hartley Sutherland</i>		<i>Susan L. Sokolowski</i>	
Royal and Aristocratic Dress	602	Social Class and Clothing	645
<i>Beatrix Basil</i>		<i>Katalin Medvedev</i>	
		Space Age Styles	647
		<i>Joel Lobenthal</i>	
Saint Laurent, Yves	607	Sportswear	648
<i>Pamela Golbin</i>		<i>Patricia Campbell Warner</i>	
Sapeurs	611	Street Style	652
<i>Ch. Didier Gondola</i>		<i>Ted Polhemus</i>	
Sari	613	Striptease	655
<i>Mukulika Banerjee and Daniel Miller</i>		<i>Jessica Glasscock</i>	
Sarong	616	Subcultures	657
<i>Heidi Boehlke</i>		<i>David Muggleton</i>	
Savile Row	617	Sumptuary Laws	661
<i>Christopher Breward</i>		<i>Reed Benhamou - ^</i>	
Schiaparelli, Elsa	618	Supermodels	663
<i>Caroline Evans</i>		<i>Michael Gross</i>	
Seamstresses	621	Sweatshops	665
<i>Barbara Burman</i>		<i>Gary Chaison</i>	
Seventh Avenue	623	Swimwear	668
<i>Margot Siegel</i>		<i>Susan Ward</i>	
Shoemaking	625		
<i>Jonathan Walford</i>			
Shoes	629	Tailoring	674
<i>Jonathan Walford</i>		<i>Alison Matthews David</i>	
Shoes, Men's	630	Tattoos	677
<i>Fiona Anderson</i>		<i>Theresa M. Winge</i>	

Tea Gown	679	Valentino	704
<i>Anne Bissonnette</i>		<i>Aurora Fiorentini</i>	
Theatrical Costume	681	Veblen, Thorstein	705
<i>Whitney Blausen</i>		<i>Michael Carter</i>	
Theatrical Makeup	684	Versace, Gianni and Donatella	707
<i>Elizabeth McLafferty-</i>		<i>Gillion Carrara</i>	
Tight-Lacing	685	Viktor & Rolf	709
<i>Valerie Steele</i>		<i>Angel Chang</i>	
Toga	686	Vionnet, Madeleine	710
<i>Phyllis Tortora</i>		<i>Rebecca Arnold</i>	
Toledo, Isabel and Ruben	688	Vogue	715
<i>Valerie Steele</i>		<i>Laird Borrelli</i>	
Trendsetters	689	Vreeland, Diana	715
<i>Laird Borrelli</i>		<i>Michelle Tolini Finamore</i>	
Trickle-Down	689	Vuitton, Louis	717
<i>Susan B. Kaiser</i>		<i>Alistair O'Neill</i>	
T-Shirt	690		
<i>Dennita Sewell</i>			
Turban	693	Waistcoat	719
<i>Vandana Bhandari</i>		<i>Tom Greatrex</i>	
Tuxedo	695	Wedding Costume	720
<i>Alistair O'Neill</i>		<i>Michelle Nordtorp-Madson</i>	
Twiggy	696	Westwood, Vivienne	723
<i>Pamela Church Gibson</i>		<i>Rebecca Arnold</i>	
		Wigs	725
		<i>Caroline Cox</i>	
		Wilde, Oscar	727
		<i>Christopher Breward</i>	
Umbrellas and Parasols	698	Windsor, Duke and Duchess of	729
<i>Anna Kb'nig</i>		<i>Andrew Bolton</i>	
		Women's Wear Daily	732
		<i>Janet Ozzard</i>	
Valentina	702	Working-Class Dress	734
<i>Kohle Yohannan</i>		<i>Barbara Burman</i>	

Worth, Charles Frederick	737	Youthquake Fashions	746
<i>Elizabeth Ann Coieman</i>		<i>Joel Lobenthal</i>	
X		Z	
Xilly Bet	741	Zipper	750
<i>Victoria L. Rovine</i>		<i>Robert Friedel</i>	
Yamamoto, Yohji	743	Zoot Suit	751
<i>Patricia Mears</i>		<i>Eduardo Pagan</i>	
		Index	754