

Men And Menswear: Sartorial Consumption In Britain 1880-1939



Despite increasing academic interest in both the study of masculinity and the history of consumption, there are still few published studies that bring together both. The alleged transformation in male consumption of tailored garments resulting from innovations in production and distribution in the first half of the 19th century is a central theme of *Men and Menswear: Sartorial Consumption in Britain*.

The purpose of Laura Ugolini's thoughtful and well-argued volume *Men and Menswear: Sartorial Consumption in Britain* is to explore the relationship between men and activities which were widely considered to be at least potentially 'unmanly' – selling, as well as buying clothes – thus shedding new light on men's lives and identities in this period. British men were active, engaged consumers who used clothing to communicate social class, profession, and identity. By investigating the changing nature of the retailing of menswear, this book illuminates wider aspects of masculine identity as well as patterns of male consumption between the years 1880 and 1939. Published by fizzysrattor.com (June 2014). Laura Ugolini, *Men and Menswear: Sartorial Consumption in Britain*, Aldershot, UK: Ashgate, xiii + 256 pp. Illustrations. Laura Ugolini. *Men and Menswear: Sartorial Consumption in Britain*, Burlington, VT: Ashgate Publishing, xiii + 256 pp. Summary: By investigating the changing nature of the retailing of menswear, this book illuminates wider aspects of masculine identity as well as patterns of male consumption. Laura Ugolini, *Men and Menswear: Sartorial Consumption in Britain* Silvia Ruschak. Published Online: DOI:10.1080/17445019.2014.928888. The NOOK Book (eBook) of the *Men and Menswear: Sartorial Consumption in Britain* by Laura Ugolini at Barnes & Noble. FREE Shipping on \$25 or more.

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