



Men and Menswear (History of Retailing and Consumption)

Laura Ugolini

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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 concerns. 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. While previous historical studies of masculinity have focused overwhelmingly on the moral, spiritual and physical characteristics associated with notions of 'manliness', this book considers 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.

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