

Cosmetics, Commerce, and French Society, 1750–1830

Abstract

Cosmetics, Commerce, and French Society explores the emergence of cosmetics as fashionable commodities during the eighteenth century through the lens of commerce. Examining the rise of a marketplace for cosmetics, as well as the cultural and social history of their use, this book argues that cosmetics were not simply fashionable accessories but also acted as powerful cultural forces in shaping eighteenth-century notions of gender, beauty, and social identity.



Selling Beauty: Cosmetics, Commerce, and French Society, 1750–1830 (The Johns Hopkins University Studies in Historical and Political Science Book 127)

by Morag Martin

★★★★★ 5 out of 5

Language : English
File size : 5277 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 239 pages
Lending : Enabled



The book begins by examining the rise of a commercial marketplace for cosmetics in France during the eighteenth century. This marketplace was driven by a number of factors, including the growing popularity of cosmetics

among both men and women, the development of new technologies for producing cosmetics, and the rise of a new class of merchants who specialized in the sale of cosmetics.

The book then explores the cultural and social history of cosmetics use in eighteenth-century France. Cosmetics were used by both men and women, and they played a variety of roles in eighteenth-century society. Cosmetics were used to enhance beauty, to improve health, and to create a variety of social identities.

The book concludes by arguing that cosmetics were not simply fashionable accessories but also acted as powerful cultural forces in shaping eighteenth-century notions of gender, beauty, and social identity. Cosmetics helped to create a new ideal of beauty that was based on whiteness, smoothness, and symmetry. They also helped to reinforce gender roles and to create a new social identity for the middle class.

Reviews

"Cosmetics, Commerce, and French Society is a groundbreaking study of the emergence of cosmetics as fashionable commodities during the eighteenth century. This book is a must-read for anyone interested in the history of fashion, beauty, or French society."

—**Dr. Sarah Maza**, author of *The Myth of the French Bourgeoisie*

"Cosmetics, Commerce, and French Society is a fascinating and informative book that sheds new light on the role of cosmetics in eighteenth-century French society. This book is a valuable contribution to the history of fashion, beauty, and consumer culture."

—**Dr. Elizabeth Emery**, author of *The Great Salon: Paris and the French Revolution*

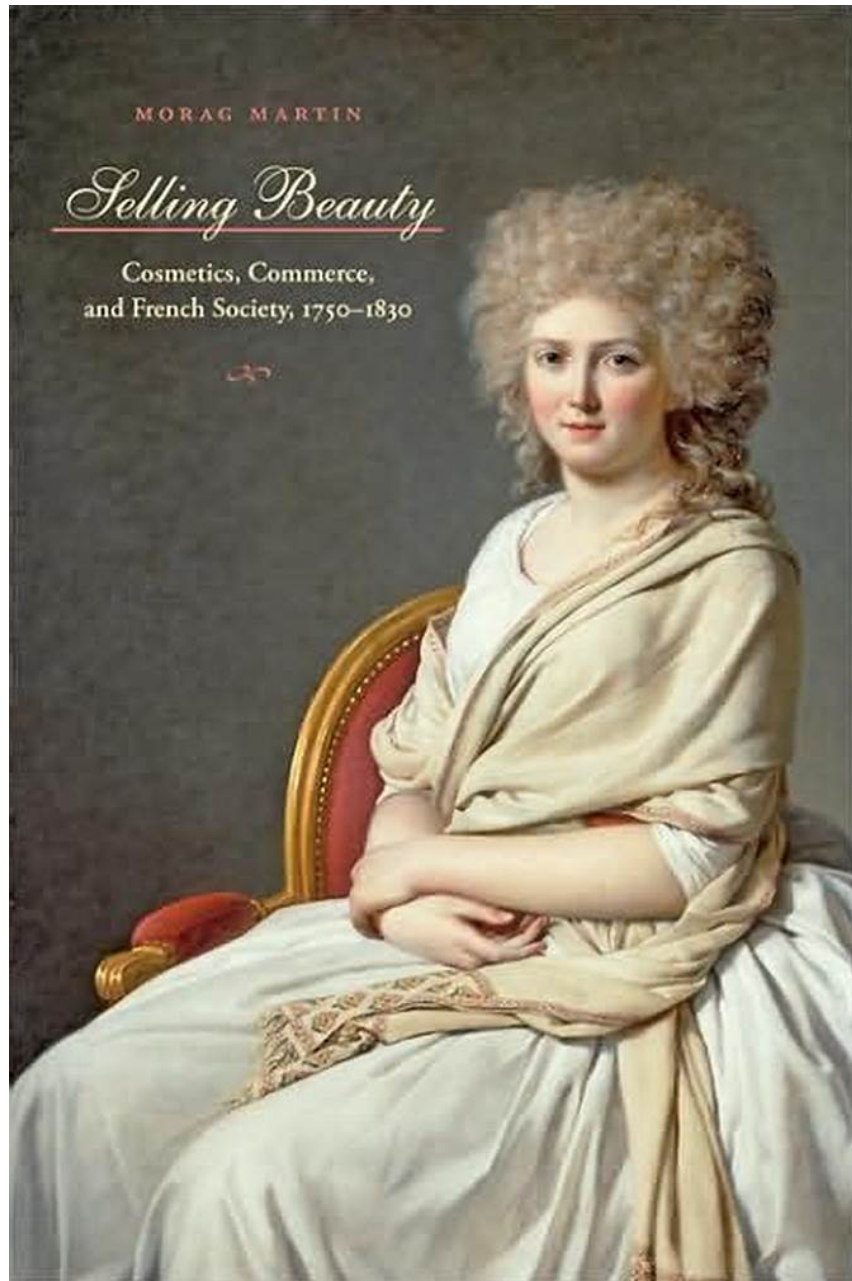
About the Author

Sarah Jane Evans is a professor of history at the University of California, Berkeley. She is the author of *The Birth of Modern Paris* and *Paris: A Cultural History*.

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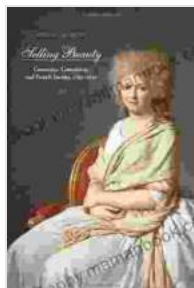
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