Craik, Jennifer
The Face of fashion. Cultural studies in fashion

**Contents**

List of figures ................................................................. vii
Preface ................................................................................... ix
Acknowledgements ......................................................... xiii

1 The face of fashion: technical bodies and technologies of self ....... 1
2 Exotic impulses in techniques of fashion...................................... 17
3 Fashioning women: techniques of femininity .............................. 44
4 Fashion models: female bodies and icons of femininity .............. 70
5 Soft focus: techniques of fashion photography ........................... 92
6 States of undress: lingerie to swimwear .................................. 115
7 Cosmetic attributes: techniques of make-up and perfume .......... 153
8 Fashioning masculinity: dressed for comfort or style ............... 176
9 Conclusion: nothing to wear ................................................. 204

Bibliography ................................................................................ 226
Name index .................................................................................. 240
Subject index .............................................................................. 246