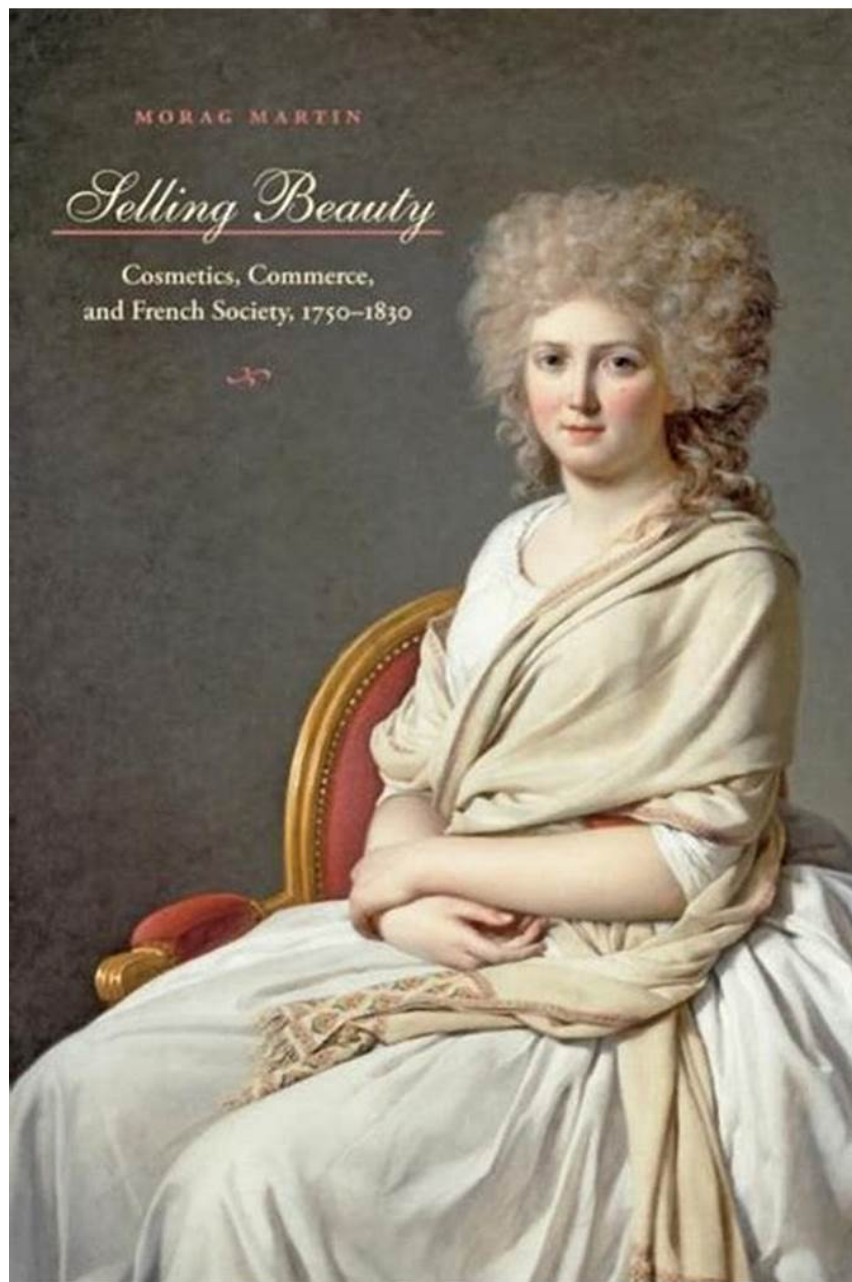


Cosmetics, Commerce, and French Society, 1750–1830

By Clare Haru Crowston



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

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Print length : 239 pages
Lending : Enabled



In *Cosmetics, Commerce, and French Society, 1750–1830*, Clare Haru Crowston explores the rise of a new consumer culture in France and its impact on women's lives. Through a close examination of cosmetics, she reveals how these products were not simply objects of vanity but also powerful tools for self-expression, social mobility, and economic empowerment.

Crowston traces the history of cosmetics from their origins in the court of Louis XIV to their widespread use in the salons and shops of the late eighteenth and early nineteenth centuries. She shows how cosmetics helped to create a new ideal of female beauty, one that emphasized youth, naturalness, and simplicity. This new ideal was in stark contrast to the heavily made-up faces of the aristocracy, and it quickly became a symbol of the emerging middle class.

Crowston also examines the role of cosmetics in the lives of working women. She shows how cosmetics could help women to attract customers

and earn a living. She also explores the ways in which cosmetics were used to control women's behavior and to reinforce traditional gender roles.

Cosmetics, Commerce, and French Society, 1750–1830 is a groundbreaking study that sheds new light on the history of women, consumer culture, and the beauty industry. It is a must-read for anyone interested in the history of France, women's studies, or the history of fashion and beauty.

Reviews

"*Cosmetics, Commerce, and French Society, 1750–1830* is a fascinating and well-researched study of the history of cosmetics in France. Crowston's work is a valuable contribution to the fields of women's history, consumer culture, and the history of fashion and beauty." — **Choice**

"*Cosmetics, Commerce, and French Society, 1750–1830* is a groundbreaking study that sheds new light on the history of women, consumer culture, and the beauty industry. It is a must-read for anyone interested in these topics." — **The Journal of Modern History**

About the Author

Clare Haru Crowston is Associate Professor of History at the University of California, Berkeley. She is the author of *Fabricating Women: The Creation of Fashionable Femininity in Eighteenth-Century France*.

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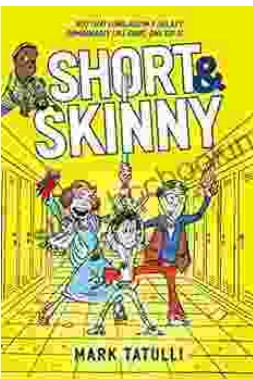


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