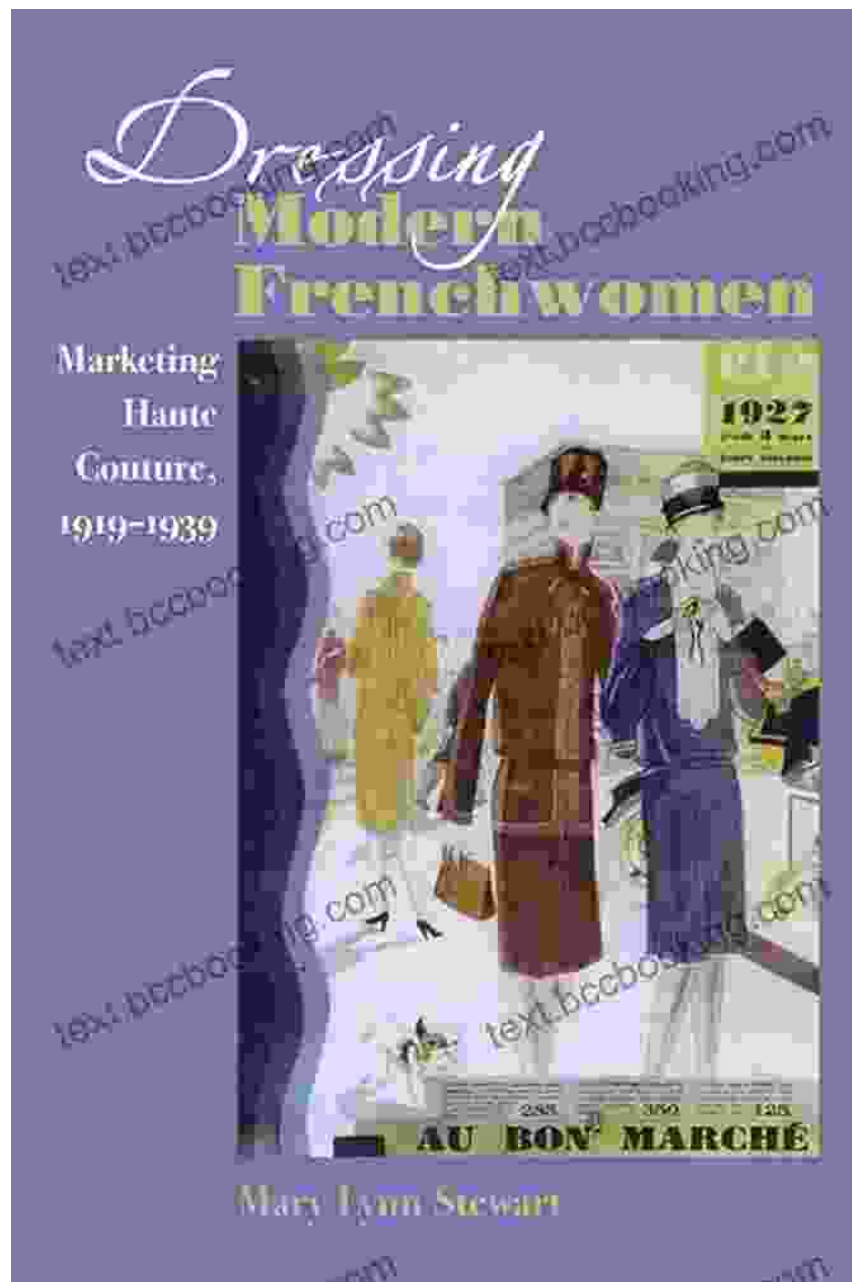


Dressing Modern Frenchwomen: Marketing Haute Couture 1919-1939

By Alison Erika Moyer



Dressing Modern Frenchwomen: Marketing Haute Couture, 1919–1939 by Mary Lynn Stewart



★★★★★ 5 out of 5
Language : English
File size : 4010 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 328 pages
X-Ray for textbooks : Enabled



During the interwar years, Paris was the undisputed capital of fashion. Haute couture, the exclusive and expensive clothing made by hand for individual clients, was a major industry in France, and its marketing was a complex and fascinating process.

In *Dressing Modern Frenchwomen: Marketing Haute Couture 1919-1939*, Alison Erika Moyer provides a comprehensive and in-depth look at the marketing of haute couture in France during this period. Moyer draws on a wide range of sources, including trade publications, fashion magazines, and archival materials, to provide a rich and detailed account of the marketing strategies and techniques used by haute couture houses.

Moyer's book is divided into three parts. The first part provides an overview of the haute couture industry in France during the interwar years. Moyer discusses the structure of the industry, the different types of haute couture houses, and the role of fashion designers. She also examines the relationship between haute couture and the broader fashion industry.

The second part of the book focuses on the marketing strategies used by haute couture houses. Moyer discusses the use of advertising, public

relations, and fashion shows. She also examines the role of celebrity endorsements and the use of new technologies, such as photography and film, in the marketing of haute couture.

The third part of the book examines the impact of the marketing of haute couture on French culture and society. Moyer discusses the role of haute couture in shaping the image of French women and the way that it was used to promote French culture and identity. She also examines the impact of haute couture on the development of consumer culture in France.

Dressing Modern Frenchwomen: Marketing Haute Couture 1919-1939 is a fascinating and in-depth look at the marketing of haute couture in France during the interwar years. Moyer's book is essential reading for anyone interested in fashion history, marketing history, or French history.

Reviews

"Moyer's book is a major contribution to the study of fashion marketing. It is a well-researched and well-written account of the marketing strategies and techniques used by haute couture houses in France during the interwar years. Moyer's book is essential reading for anyone interested in fashion history, marketing history, or French history." - **Valerie Steele, Director of The Museum at FIT**

"Moyer's book is a fascinating and in-depth look at the marketing of haute couture in France during the interwar years. Moyer provides a rich and detailed account of the marketing strategies and techniques used by haute couture houses, and she examines the impact of the marketing of haute couture on French culture and society. Moyer's book is essential reading for

anyone interested in fashion history, marketing history, or French history." -
Anne Hollander, author of *Seeing Through Clothes*

About the Author

Alison Erika Moyer is an Associate Professor of Marketing at the University of Delaware. She is the author of *Dressing Modern Frenchwomen: Marketing Haute Couture 1919-1939* and *Creating the Modern Man: American Magazines and Consumer Culture, 1900-1950*.

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