

The History Of Beauty Standards

the history of beauty standards: *Consumptive Chic* Carolyn A. Day, 2017-10-05 During the late 18th and early 19th centuries, there was a tubercular 'moment' in which perceptions of the consumptive disease became inextricably tied to contemporary concepts of beauty, playing out in the clothing fashions of the day. With the ravages of the illness widely regarded as conferring beauty on the sufferer, it became commonplace to regard tuberculosis as a positive affliction, one to be emulated in both beauty practices and dress. While medical writers of the time believed that the fashionable way of life of many women actually rendered them susceptible to the disease, Carolyn A. Day investigates the deliberate and widespread flouting of admonitions against these fashion practices in the pursuit of beauty. Through an exploration of contemporary social trends and medical advice revealed in medical writing, literature and personal papers, *Consumptive Chic* uncovers the intimate relationship between fashionable women's clothing, and medical understandings of the illness. Illustrated with over 40 full color fashion plates, caricatures, medical images, and photographs of original garments, this is a compelling story of the intimate relationship between the body, beauty, and disease - and the rise of 'tubercular chic'.

the history of beauty standards: *Classic Beauty* Gabriela Hernandez, 2017 The definition of a beautiful face has never been constant. See how political and social climates have molded accepted beauty rituals and the evolution of cosmetics from ancient times through today. This updated and refreshed reference book chronicles historic trends for the eyes, lips, and face, and offers in-depth aesthetic reviews of each decade from the 1920s to today. Follow the fascinating history of cosmetic trends vintage ads; detailed makeup application guides; and profiles of famous makeup innovators, connoisseurs, and iconic faces. Over 450 images, timelines, and detailed vintage color palettes show the changing definitions of beauty and document makeup innovations (the first mascara, lipstick, eye shadow, etc.) that have evolved throughout the history of cosmetics. This is an ideal reference for the professional makeup artist, cosmetologist, educator, student, and general makeup enthusiasts.

the history of beauty standards: *The New Beauty* Kari Molvar, gestalten, 2021-04-13 Modern Beauty explores this shift from historical, scientific and journalistic perspectives, in a title that will not only appeal to industry insiders, but also to all those readers with an interest in feeling well in their own skin - and letting the world know.

the history of beauty standards: *The Force of Beauty* Holly Grout, 2015-05-13 The market for commercial beauty products exploded in Third Republic France, with a proliferation of goods promising to erase female imperfections and perpetuate an aesthetic of femininity that conveyed health and respectability. While the industry's meteoric growth helped to codify conventional standards of womanhood, *The Force of Beauty* goes beyond the narrative of beauty culture as a tool for sociopolitical subjugation to show how it also targeted women as important consumers in major markets and created new avenues by which they could express their identities and challenge or reinforce gender norms. As cosmetics companies and cultural media, from magazines to novels to cinema, urged women to aspire to commercial standards of female perfection, beauty evolved as a goal to be pursued rather than a biological inheritance. The products and techniques that enabled women to embody society's feminine ideal also taught them how to fashion their bodies into objects of desire and thus offered a subversive tool of self-expression. Holly Grout explores attempts by commercial beauty culture to reconcile a standard of respectability with female sexuality, as well as its efforts to position French women within the global phenomenon of changing views on modern womanhood. Grout draws on a wide range of primary sources-hygiene manuals, professional and legal debates about the right to fabricate and distribute medicines, advertisements for beauty products, and contemporary fiction and works of art-to explore how French women navigated changing views on femininity. Her seamless integration of gender studies with business history,

aesthetics, and the history of medicine results in a textured and complex study of the relationship between the politics of womanhood and the politics of beauty.

the history of beauty standards: *The Culture of Male Beauty in Britain* Paul R. Deslandes, 2021-12-20 A heavily illustrated history of two centuries of male beauty in British culture. Spanning the decades from the rise of photography to the age of the selfie, this book traces the complex visual and consumer cultures that shaped masculine beauty in Britain, examining the realms of advertising, health, pornography, psychology, sport, and celebrity culture. Paul R. Deslandes chronicles the shifting standards of male beauty in British culture—from the rising cult of the athlete to changing views on hairlessness—while connecting discussions of youth, fitness, and beauty to growing concerns about race, empire, and degeneracy. From earlier beauty show contestants and youth-obsessed artists, the book moves through the decades into considerations of disfigured soldiers, physique models, body-conscious gay men, and celebrities such as David Beckham and David Gandy who populate the worlds of television and social media. Deslandes calls on historians to take beauty and gendered aesthetics seriously while recasting how we think about the place of physical appearance in historical study, the intersection of different forms of high and popular culture, and what has been at stake for men in “looking good.”

the history of beauty standards: *Made Up* Martha Laham, 2020-10-10 *Made Up* exposes the multibillion-dollar beauty industry that promotes unrealistic beauty standards through a market basket of advertising tricks, techniques, and technologies. Cosmetics magnate Charles Revson, a founder of Revlon, was quoted as saying, In the factory, we make cosmetics. In the store, we sell hope. This pioneering entrepreneur, who built an empire on the foundation of nail polish, captured the unvarnished truth about the beauty business in a single metaphor: hope in a jar. *Made Up: How the Beauty Industry Manipulates Consumers, Preys on Women's Insecurities, and Promotes Unattainable Beauty Standards* is a thorough examination of innovative, and often controversial, advertising practices used by beauty companies to persuade consumers, mainly women, to buy discretionary goods like cosmetics and scents. These approaches are clearly working: the average American woman will spend around \$300,000 on facial products alone during her lifetime. This revealing book traces the evolution of the global beauty industry, discovers what makes beauty consumers tick, explores the persistence and pervasiveness of the feminine beauty ideal, and investigates the myth-making power of beauty advertising. It also examines stereotypical portrayals of women in beauty ads, looks at celebrity beauty endorsements, and dissects the “looks industry.” *Made Up* uncovers the reality behind an Elysian world of fantasy and romance created by beauty brands that won't tell women the truth about beauty.

the history of beauty standards: *Women, Beauty and Power in Early Modern England* Edith Snook, 2011-03-08 Divided into three sections on cosmetics, clothes and hairstyling, this book explores how early modern women regarded beauty culture and in what ways skin, clothes and hair could be used to represent racial, class and gender identities, and to convey political, religious and philosophical ideals.

the history of beauty standards: *American Beauty* Lois W. Banner, 2005

the history of beauty standards: *Beauty Imagined* Geoffrey Jones, 2010-02-25 The global beauty business permeates our lives, influencing how we perceive ourselves and what it is to be beautiful. The brands and firms which have shaped this industry, such as Avon, Coty, Estée Lauder, L'Oréal, and Shiseido, have imagined beauty for us. This book provides the first authoritative history of the global beauty industry from its emergence in the nineteenth century to the present day, exploring how today's global giants grew. It shows how successive generations of entrepreneurs built brands which shaped perceptions of beauty, and the business organizations needed to market them. They democratized access to beauty products, once the privilege of elites, but they also defined the gender and ethnic borders of beauty, and its association with a handful of cities, notably Paris and later New York. The result was a homogenization of beauty ideals throughout the world. Today globalization is changing the beauty industry again; its impact can be seen in a range of competing strategies. Global brands have swept into China, Russia, and India, but at the same time,

these brands are having to respond to a far greater diversity of cultures and lifestyles as new markets are opened up worldwide. In the twenty first century, beauty is again being re-imagined anew.

the history of beauty standards: *The Search for the Beautiful Woman* Cho Kyo, 2012-10-16 While a slender body is a prerequisite for beauty today, plump women were considered ideal in Tang Dynasty China and Heian-period Japan. Starting around the Southern Song period in China, bound feet symbolized the attractiveness of women. But in Japan, shaved eyebrows and blackened teeth long were markers of loveliness. For centuries, Japanese culture was profoundly shaped by China, but in complex ways that are only now becoming apparent. In this first full comparative history of the subject, Cho Kyo explores changing standards of feminine beauty in China and Japan over the past two millennia. Drawing on a rich array of literary and artistic sources gathered over a decade of research, he considers which Chinese representations were rejected or accepted and transformed in Japan. He then traces the introduction of Western aesthetics into Japan starting in the Meiji era, leading to slowly developing but radical changes in representations of beauty. Through fiction, poetry, art, advertisements, and photographs, the author vividly demonstrates how criteria of beauty differ greatly by era and culture and how aesthetic sense changed in the course of extended cultural transformations that were influenced by both China and the West.

the history of beauty standards: *Beauty around the World* Erin Kenny, Elizabeth Gackstetter Nichols, 2017-06-22 Taking the concept of beauty seriously, this encyclopedia examines how humanity has sought and continues to seek what is beautiful in a variety of cultural contexts, giving readers an understanding of how to look at beauty both intellectually and critically. Is beauty ever more than skin deep? Arguably yes, considering that the concept of beauty—and the pursuit of it—has shaped cultures worldwide, across every time period, and has even served to change the course of history. Studying beauty practices yields insight into social status, wealth, political ideology, religious doctrine, and gender expectations, including gender nonconformity. A truly interdisciplinary text, *Beauty around the World: A Cultural Encyclopedia* presents an insightful perspective on beauty that draws from philosophy, literature, sociology, anthropology, psychology, and feminist studies, giving readers a unique view of world beauty practices. This volume offers information about beauty practices from the past to the present in alphabetical entries that address terms and topics such as beards, dreadlocks, Geisha, moko tattoos, and progressive muscularity. Readers will better comprehend how beauty shapes many social interactions in profound ways worldwide, and that the unspoken social agreements that shape ideals of attractiveness and desirability within any given culture can matter very much. The encyclopedia's entries challenge readers to consider the questions What is beauty? and Why does it matter? A comprehensive bibliography is a valuable resource for further research.

the history of beauty standards: *Of Beasts and Beauty* Michael Edward Stanfield, 2013-08-15 All societies around the world and through time value beauty highly. Tracing the evolutions of the Colombian standards of beauty since 1845, Michael Edward Stanfield explores their significance to and symbiotic relationship with violence and inequality in the country. Arguing that beauty holds not only social power but also economic and political power, he positions it as a pacific and inclusive influence in a country “ripped apart by violence, private armies, seizures of land, and abuse of governmental authority, one hoping that female beauty could save it from the ravages of the male beast.” One specific means of obscuring those harsh realities is the beauty pageant, of which Colombia has over 300 per year. Stanfield investigates the ways in which these pageants reveal the effects of European modernity and notions of ethnicity on Colombian women, and how beauty for Colombians has become an external representation of order and morality that can counter the pathological effects of violence, inequality, and exclusion in their country.

the history of beauty standards: *Beauty and the Norm* Claudia Liebelt, Sarah Böllinger, Ulf Vierke, 2018-08-24 Recent decades have seen the rise of a global beauty boom, with profound effects on perceptions of bodies worldwide. Against this background, *Beauty and the Norm* assembles ethnographic and conceptual approaches from a variety of disciplines and across the

globe to debate standardization in bodily appearance. Its contributions range from empirical research to exploratory conversations between scholars and personal reflections. Bridging hitherto separate debates in critical beauty studies, cultural anthropology, sociology, the history of science, disability studies, gender studies, and critical race studies, this volume reflects upon the gendered, classed, and racialized body, normative regimes of representation, and the global beauty economy.

the history of beauty standards: The Global Beauty Industry Meeta Jha, 2015-09-16 The Global Beauty Industry is an interdisciplinary text that uses beauty to explore topics of gender, race, class, colorism, nation, bodies, multiculturalism, transnationalism, and intersectionality. Integrating materials from a wide range of cultural and geo-political contexts, it coalesces with initiatives to produce more internationally relevant curricula in fields such as sociology, as well as cultural, women's/gender, media, and globalization studies.

the history of beauty standards: Face Value Autumn Whitefield-Madrano, 2016 Whitefield-Madrano ... examines the relationship between appearance and science, social media, sex, friendship, language, and advertising to show how beauty actually affects us day to day. Through ... research and interviews with dozens of women across all walks of life, she reveals surprising findings, like that wearing makeup can actually relax you, that you can convince people you're better looking just by tweaking your personality, and the ways beauty can be a powerful tool of connection among women--Amazon.com.

the history of beauty standards: The Beauty Myth Naomi Wolf, 2009-03-17 The bestselling classic that redefined our view of the relationship between beauty and female identity. In today's world, women have more power, legal recognition, and professional success than ever before. Alongside the evident progress of the women's movement, however, writer and journalist Naomi Wolf is troubled by a different kind of social control, which, she argues, may prove just as restrictive as the traditional image of homemaker and wife. It's the beauty myth, an obsession with physical perfection that traps the modern woman in an endless spiral of hope, self-consciousness, and self-hatred as she tries to fulfill society's impossible definition of the flawless beauty.

the history of beauty standards: Beauty and Art Elizabeth Prettejohn, 2005-05-05 What do we mean when we call a work of art 'beautiful'? How have artists responded to changing notions of the beautiful? Which works of art have been called beautiful, and why? Fundamental and intriguing questions to artists and art lovers, but ones that are all too often ignored in discussions of art today. Prettejohn argues that we simply cannot afford to ignore these questions. Charting over two hundred years of western art, she illuminates the vital relationship between our changing notions of beauty and specific works of art, from the works of Kauffman to Whistler, Ingres to Rossetti, Cézanne to Jackson Pollock, and concludes with a challenging question for the future: why should we care about beauty in the twenty-first century?

the history of beauty standards: Style and Status Susannah Walker, 2007-02-23 Between the 1920s and the 1970s, American economic culture began to emphasize the value of consumption over production. At the same time, the rise of new mass media such as radio and television facilitated the advertising and sales of consumer goods on an unprecedented scale. In *Style and Status: Selling Beauty to African American Women, 1920-1975*, Susannah Walker analyzes an often-overlooked facet of twentieth-century consumer society as she explores the political, social, and racial implications of the business devoted to producing and marketing beauty products for African American women. Walker examines African American beauty culture as a significant component of twentieth-century consumerism, and she links both subjects to the complex racial politics of the era. The efforts of black entrepreneurs to participate in the American economy and to achieve self-determination of black beauty standards often caused conflict within the African American community. Additionally, a prevalence of white-owned firms in the African American beauty industry sparked widespread resentment, even among advocates of full integration in other areas of the American economy and culture. Concerned African Americans argued that whites had too much influence over black beauty culture and were invading the market, complicating matters of physical appearance with questions of race and power. Based on a wide variety of documentary and

archival evidence, Walker concludes that African American beauty standards were shaped within black society as much as they were formed in reaction to, let alone imposed by, the majority culture. *Style and Status* challenges the notion that the civil rights and black power movements of the 1950s through the 1970s represents the first period in which African Americans wielded considerable influence over standards of appearance and beauty. Walker explores how beauty culture affected black women's racial and feminine identities, the role of black-owned businesses in African American communities, differences between black-owned and white-owned manufacturers of beauty products, and the concept of racial progress in the post-World War II era. Through the story of the development of black beauty culture, Walker examines the interplay of race, class, and gender in twentieth-century America.

the history of beauty standards: *The Cult of Health and Beauty in Germany* Michael Hau, 2003-04-15 From the 1890s to the 1930s, a growing number of Germans began to scrutinize and discipline their bodies in a utopian search for perfect health and beauty. Some became vegetarians, nudists, or bodybuilders, while others turned to alternative medicine or eugenics. In *The Cult of Health and Beauty in Germany*, Michael Hau demonstrates why so many men and women were drawn to these life reform movements and examines their tremendous impact on German society and medicine. Hau argues that the obsession with personal health and fitness was often rooted in anxieties over professional and economic success, as well as fears that modern industrialized civilization was causing Germany and its people to degenerate. He also examines how different social groups gave different meanings to the same hygienic practices and aesthetic ideals. What results is a penetrating look at class formation in pre-Nazi Germany that will interest historians of Europe and medicine and scholars of culture and gender.

the history of beauty standards: *Brown Beauty* Laila Haidarali, 2018-09-25 Examines how the media influenced ideas of race and beauty among African American women from the Harlem Renaissance to World War II. Between the Harlem Renaissance and the end of World War II, a complicated discourse emerged surrounding considerations of appearance of African American women and expressions of race, class, and status. *Brown Beauty* considers how the media created a beauty ideal for these women, emphasizing different representations and expressions of brown skin. Haidarali contends that the idea of brown as a “respectable shade” was carefully constructed through print and visual media in the interwar era. Throughout this period, brownness of skin came to be idealized as the real, representational, and respectable complexion of African American middle class women. Shades of brown became channels that facilitated discussions of race, class, and gender in a way that would develop lasting cultural effects for an ever-modernizing world. Building on an impressive range of visual and media sources—from newspapers, journals, magazines, and newsletters to commercial advertising—Haidarali locates a complex, and sometimes contradictory, set of cultural values at the core of representations of women, envisioned as “brown-skin.” She explores how brownness affected socially-mobile New Negro women in the urban environment during the interwar years, showing how the majority of messages on brownness were directed at an aspirant middle-class. By tracing brown’s changing meanings across this period, and showing how a visual language of brown grew into a dynamic racial shorthand used to denote modern African American womanhood, *Brown Beauty* demonstrates the myriad values and judgments, compromises and contradictions involved in the social evaluation of women. This book is an eye-opening account of the intense dynamics between racial identity and the influence mass media has on what, and who we consider beautiful.

the history of beauty standards: *Handbook of Positive Body Image and Embodiment* Niva Piran, 2019-04-02 For five decades, negative body image has been a major focus of study due to its association with psychological and social morbidity, including eating disorders. However, more recently the body image construct has broadened to include positive ways of living in the body, enabling greater understanding of embodied well-being, as well as protective factors and interventions to guide the prevention and treatment of eating disorders. *Handbook of Positive Body Image and Embodiment* is the first comprehensive, research-based resource to address the breadth

of innovative theoretical concepts and related practices concerning positive ways of living in the body, including positive body image and embodiment. Presenting 37 chapters by world-renowned experts in body image and eating behaviors, this state-of-the-art collection delineates constructs of positive body image and embodiment, as well as social environments (such as families, peers, schools, media, and the Internet) and therapeutic processes that can enhance them. Constructs examined include positive embodiment, body appreciation, body functionality, body image flexibility, broad conceptualization of beauty, intuitive eating, and attuned sexuality. Also discussed are protective factors, such as environments that promote body acceptance, personal safety, diversity, and activism, and a resistant stance towards objectification, media images, and restrictive feminine ideals. The handbook also explores how therapeutic interventions (including Acceptance and Commitment Therapy, Cognitive Dissonance, and many more) and public health and policy initiatives can inform scholarly, clinical, and prevention-based work in the field of eating disorders.

the history of beauty standards: *Say Hello* Carly Findlay, 2019-02-01 A forthright, honest and rousing triumphant memoir from a woman who has to live with a highly visible different appearance due to a rare skin condition. Say hello to Carly. 'In fairytales, the characters who look different are often cast as the villain or monsters. It's only when they shed their unconventional skin that they are seen as good or less frightening. There are very few stories where the character that looks different is the hero of the story ... I've been the hero of my story - telling it on my own terms, proud about my facial difference and disability, not wanting a cure for my rare, severe and sometimes confronting skin condition, and knowing that I am beautiful even though I don't have beauty privilege.' This honest, outspoken and thought-provoking memoir by award-winning writer and appearance activist Carly Findlay will challenge all your assumptions and beliefs about what it is like to have a visibly different appearance. Carly lives with a rare skin condition, Ichthyosis, and what she faces every day, and what she has to live with, will have you cheering for her and her courage and irrepressible spirit. This is both a moving memoir and a proud manifesto on disability and appearance diversity issues. 'Believe the hype - by turns frank, funny, and fearsome, Findlay's extraordinary memoir is an early contender for 2019's best Australian non-fiction ... a powerful and moving invitation to examine the structures of privilege and dehumanisation that we so desperately need address in this country.' Better Read Than Dead 'A proud celebration of appearance difference ... a valuable read.' Herald Sun 'Defiant, unsettling and thought-provoking' The Age

the history of beauty standards: *Perfect Me* Heather Widdows, 2020-02-25 How looking beautiful has become a moral imperative in today's world The demand to be beautiful is increasingly important in today's visual and virtual culture. Rightly or wrongly, being perfect has become an ethical ideal to live by, and according to which we judge ourselves good or bad, a success or a failure. *Perfect Me* explores the changing nature of the beauty ideal, showing how it is more dominant, more demanding, and more global than ever before. Heather Widdows argues that our perception of the self is changing. More and more, we locate the self in the body--not just our actual, flawed bodies but our transforming and imagined ones. As this happens, we further embrace the beauty ideal. Nobody is firm enough, thin enough, smooth enough, or buff enough--not without significant effort and cosmetic intervention. And as more demanding practices become the norm, more will be required of us, and the beauty ideal will be harder and harder to resist. If you have ever felt the urge to make the best of yourself or worried that you were letting yourself go, this book explains why. *Perfect Me* examines how the beauty ideal has come to define how we see ourselves and others and how we structure our daily practices--and how it enthralls us with promises of the good life that are dubious at best. *Perfect Me* demonstrates that we must first recognize the ethical nature of the beauty ideal if we are ever to address its harms.

the history of beauty standards: *Pageants, Parlors, and Pretty Women* Blain Roberts, 2014-03-17 From the South's pageant queens to the importance of beauty parlors to African American communities, it is easy to see the ways beauty is enmeshed in southern culture. But as Blain Roberts shows in this incisive work, the pursuit of beauty in the South was linked to the tumultuous racial divides of the region, where the Jim Crow-era cosmetics industry came of age

selling the idea of makeup that emphasized whiteness, and where, in the 1950s and 1960s, black-owned beauty shops served as crucial sites of resistance for civil rights activists. In these times of strained relations in the South, beauty became a signifier of power and affluence while it reinforced racial strife. Roberts examines a range of beauty products, practices, and rituals--cosmetics, hairdressing, clothing, and beauty contests--in settings that range from tobacco farms of the Great Depression to 1950s and 1960s college campuses. In so doing, she uncovers the role of female beauty in the economic and cultural modernization of the South. By showing how battles over beauty came to a head during the civil rights movement, Roberts sheds new light on the tactics southerners used to resist and achieve desegregation.

the history of beauty standards: *Beauty and Misogyny* Sheila Jeffreys, 2005-05-31 Should western beauty practices, ranging from lipstick to labiaplasty, be included within the United Nations understandings of harmful traditional/cultural practices? By examining the role of common beauty practices in damaging the health of women, creating sexual difference, and enforcing female deference, this book argues that they should. In the 1970s feminists criticized pervasive beauty regimes such as dieting and depilation, but some 'new' feminists argue that beauty practices are no longer oppressive now that women can 'choose' them. However, in the last two decades the brutality of western beauty practices seems to have become much more severe, requiring the breaking of skin, spilling of blood and rearrangement or amputation of body parts. *Beauty and Misogyny* seeks to make sense of why beauty practices are not only just as persistent, but in many ways more extreme. It examines the pervasive use of makeup, the misogyny of fashion and high-heeled shoes, and looks at the role of pornography in the creation of increasingly popular beauty practices such as breast implants, genital waxing and surgical alteration of the labia. It looks at the cosmetic surgery and body piercing/cutting industries as being forms of self-mutilation by proxy, in which the surgeons and piercers serve as proxies to harm women's bodies, and concludes by considering how a culture of resistance to these practices can be created. This essential work will appeal to students and teachers of feminist psychology, gender studies, cultural studies, and feminist sociology at both undergraduate and postgraduate levels, and to anyone with an interest in feminism, women and beauty, and women's health.

the history of beauty standards: *Icons of Beauty [2 volumes]* Lindsay J. Bosch, Debra N. Mancoff, 2009-12-22 What gives beauty such fascinating power? Why is beauty so easy to recognize but so hard to define? Across cultures and continents and over the centuries the standards of beauty have changed but the desire to portray beauty, to praise beauty, and to possess beauty has never diminished. *Icons of Beauty* offers an enthralling overview of the most revered icons of female beauty in world art from pre-history to the present. From images of Eve to Cindy Sherman's self-portraits, from Cleopatra to Madonna, from ancient goddesses to modern celebrities, this interdisciplinary set offers fresh insight as to how we can use perceptions of beauty to learn about world cultures, both past and present. Each chapter looks at an individual work of art to pose a question about the power of beauty. What makes beauty modern? What is the influence of celebrities? How do women portray their own beauty in a different manner than men? In-depth profiles of the icons reveal how specific ideas about beauty were developed and expressed, offering a full analysis of their history, cultural significance, and lasting influence. In addition to renowned works of art, *Icons of Beauty* also looks at icons in literature, film, politics, and contemporary entertainment. Interdisciplinary and multicultural in its approach, chapters inside this set also feature sidebars on provocative topics and issues, such as foot binding and body adornment; myths and practices; opinions and interpretations; and even related films, songs, and even comic book characters. Generously illustrated, this rich set encompasses history, politics, society, women's studies, and art history, making it an indispensable resource for high school and college students as well as general readers.

the history of beauty standards: *Ugly Beauty* Ruth Brandon, 2011-02-01 Thanks to a combination of business savvy, breathtaking chutzpah, and lucky timing, Helena Rubinstein managed to transform herself from a poor Polish emigrant to the world's first self-made female

tycoon. She went from selling homemade Crème Valaze out of her house in Australia to becoming an international cosmetics magnate. Tiny and plump, wearing extravagant jewels and spiked heels, she was a fixture of upper-crust New York for many years. She was larger than life, and never took no for an answer: when she was refused from a New York City apartment on the grounds that she was Jewish, she went ahead and bought the whole building and promptly moved in. The story of Eugène Schueller and L'Oréal begins in 1907, in a dingy working-class part of Paris, where a young Schueller sat at his family's kitchen table trying to develop the first harmless artificial hair dye. The tale of how L'Oréal went from that point to the world's largest cosmetics company is fascinating and full of intrigue, with a little of everything: fascist assassins, bitter unmaskings, political scandals. In 1988, although Schueller and Rubinstein had long since passed away, their worlds collided when L'Oréal bought Rubinstein's company — leading to a series of scandals that threw a new and sinister light on L'Oréal. For starters, Rubinstein was Jewish, but Schueller and many other top L'Oréal executives had been active Nazi collaborators. What came to light threatened the reputations of some of France's most powerful men - up to and including its president. This is a powerful, dramatic, and largely untold story about the ugly truth behind a beauty empire.

the history of beauty standards: *The Arts of Beauty, Or, Secrets of a Lady's Toilet* Lola Montez, 1858 This advice book to women details rules of hygiene and beauty and reflects the values placed on maintaining the image of the lady.

the history of beauty standards: *Selling Beauty* Morag Martin, 2009-10-05 The practices of beauty -- A market for beauty -- Advertising beauty -- Maligning beauty -- Domesticating beauty -- Selling natural artifice -- Selling the orient -- Selling masculinity.

the history of beauty standards: *Beauty Matters* Peg Zeglin Brand, 2000-05-22 Beauty has captured human interest since before Plato, but how, why, and to whom does beauty matter in today's world? Whose standard of beauty motivates African Americans to straighten their hair? What inspires beauty queens to measure up as flawless objects for the male gaze? Why does a French performance artist use cosmetic surgery to remake her face into a composite of the master painters' version of beauty? How does beauty culture perceive the disabled body? Is the constant effort to remain young and thin, often at considerable economic and emotional expense, ethically justifiable? Provocative essays by an international group of scholars discuss aesthetics in aesthetics, the arts, the tools of fashion, the materials of decoration, and the big business of beautification—beauty matters—to reveal the ways gender, race, and sexual orientation have informed the concept of beauty and driven us to become more beautiful. Here, Kant rubs shoulders with Calvin Klein. *Beauty Matters* draws from visual art, dance, cultural history, and literary and feminist theory to explore the values and politics of beauty. Various philosophical perspectives on ethics and aesthetics emerge from this penetrating book to determine and reveal that beauty is never disinterested.

the history of beauty standards: *Southern Beauty* Elizabeth Bronwyn Boyd, 2022-08-15 *Southern Beauty* explains a curiosity: why a feminine ideal rooted in the nineteenth century continues to enjoy currency well into the twenty-first. Elizabeth Bronwyn Boyd examines how the continuation of certain gender rituals in the American South has served to perpetuate racism, sexism, and classism. In a trio of popular gender rituals—sorority rush, beauty pageants, and the Confederate Pageant of the Natchez (Mississippi) Pilgrimage—young white southern women have readily ditched contemporary modes of dress and comportment for performances of purity, gentility, and deference. Clearly, the ability to “do” white southern womanhood, convincingly and on cue, has remained a valued performance. But why? Based on ethnographic research and more than sixty taped interviews, *Southern Beauty* goes behind the scenes of the three rituals to explore the motivations and rewards associated with participation. The picture that Boyd paints is not pretty: it is one of southern beauties securing status and sustaining segregation by making nostalgic gestures to the southern past. Boyd also maintains that the audiences for these rituals and pageants have been complicit, unwilling to acknowledge the beauties’ racial work or their investment in it. With its focus on performance, *Southern Beauty* moves beyond representations to show how femininity in motion—stylized and predictable but ephemeral—has succeeded as an enduring emblem, where

other symbols faltered, by failing to draw scrutiny. Continuing to make the moves of region and race even as many Confederate symbols have been retired, the southern beauty has persisted, maintaining power and privilege through consistent performance.

the history of beauty standards: Hope in a Jar Kathy Peiss, 2011-11-29 How did powder and paint, once scorned as immoral, become indispensable to millions of respectable women? How did a kitchen physic, as homemade cosmetics were once called, become a multibillion-dollar industry? And how did men finally take over that rarest of institutions, a woman's business? In *Hope in a Jar*, historian Kathy Peiss gives us the first full-scale social history of America's beauty culture, from the buttermilk and rice powder recommended by Victorian recipe books to the mass-produced products of our contemporary consumer age. She shows how women, far from being pawns and victims, used makeup to declare their freedom, identity, and sexual allure as they flocked to enter public life. And she highlights the leading role of white and black women—Helena Rubenstein and Annie Turnbo Malone, Elizabeth Arden and Madame C. J. Walker—in shaping a unique industry that relied less on advertising than on women's customs of visiting and conversation. Replete with the voices and experiences of ordinary women, *Hope in a Jar* is a richly textured account of the ways women created the cosmetics industry and cosmetics created the modern woman.

the history of beauty standards: Beauty Sick Renee Engeln, PhD, 2017-04-18 “[Beauty Sick] will blow the top off the body image movement...provocative and necessary.” — *Rebellious Magazine* An award-winning psychology professor reveals how the cultural obsession with women's appearance is an epidemic that harms women's ability to get ahead and to live happy, meaningful lives, in this powerful, eye-opening work in the vein of Peggy Orenstein and Sheryl Sandberg. Today's young women face a bewildering set of contradictions when it comes to beauty. They don't want to be Barbie dolls but, like generations of women before them, are told they must look like them. They're angry about the media's treatment of women but hungrily consume the outlets that belittle them. They mock modern culture's absurd beauty ideal and make videos exposing Photoshopping tricks, but feel pressured to emulate the same images they criticize by posing with a skinny arm. They understand that what they see isn't real but still download apps to airbrush their selfies. Yet these same young women are fierce fighters for the issues they care about. They are ready to fight back against their beauty-sick culture and create a different world for themselves, but they need a way forward. In *Beauty Sick*, Dr. Renee Engeln, whose TEDx talk on beauty sickness has received more than 250,000 views, reveals the shocking consequences of our obsession with girls' appearance on their emotional and physical health and their wallets and ambitions, including depression, eating disorders, disruptions in cognitive processing, and lost money and time. Combining scientific studies with the voices of real women of all ages, she makes clear that to truly fulfill their potential, we must break free from cultural forces that feed destructive desires, attitudes, and words—from fat-shaming to denigrating commentary about other women. She provides inspiration and workable solutions to help girls and women overcome negative attitudes and embrace their whole selves, to transform their lives, claim the futures they deserve, and, ultimately, change their world.

the history of beauty standards: The Evolution of Beauty Richard O. Prum, 2017-05-09 A FINALIST FOR THE PULITZER PRIZE NAMED A BEST BOOK OF THE YEAR BY THE NEW YORK TIMES BOOK REVIEW, SMITHSONIAN, AND WALL STREET JOURNAL A major reimagining of how evolutionary forces work, revealing how mating preferences—what Darwin termed the taste for the beautiful—create the extraordinary range of ornament in the animal world. In the great halls of science, dogma holds that Darwin's theory of natural selection explains every branch on the tree of life: which species thrive, which wither away to extinction, and what features each evolves. But can adaptation by natural selection really account for everything we see in nature? Yale University ornithologist Richard Prum—reviving Darwin's own views—thinks not. Deep in tropical jungles around the world are birds with a dizzying array of appearances and mating displays: Club-winged Manakins who sing with their wings, Great Argus Pheasants who dazzle prospective mates with a four-foot-wide cone of feathers covered in golden 3D spheres, Red-capped Manakins who moonwalk.

In thirty years of fieldwork, Prum has seen numerous display traits that seem disconnected from, if not outright contrary to, selection for individual survival. To explain this, he dusts off Darwin's long-neglected theory of sexual selection in which the act of choosing a mate for purely aesthetic reasons—for the mere pleasure of it—is an independent engine of evolutionary change. Mate choice can drive ornamental traits from the constraints of adaptive evolution, allowing them to grow ever more elaborate. It also sets the stakes for sexual conflict, in which the sexual autonomy of the female evolves in response to male sexual control. Most crucially, this framework provides important insights into the evolution of human sexuality, particularly the ways in which female preferences have changed male bodies, and even maleness itself, through evolutionary time. *The Evolution of Beauty* presents a unique scientific vision for how nature's splendor contributes to a more complete understanding of evolution and of ourselves.

the history of beauty standards: Patriarchy and the Politics of Beauty Allan D. Cooper, 2019-10-04 Political philosophers from the beginning of history have articulated the significance of beauty. Allan D. Cooper argues that these writings are coded to justify patriarchal structures of power, and that each epoch of global history has reflected a paradigm of beauty that rationalizes protocols of gender performance. Patriarchy is a system of knowledge that trains men to become soldiers but is now being challenged by human rights advocates and women's rights activists.

the history of beauty standards: No Stopping Us Now Gail Collins, 2019-10-15 The beloved New York Times columnist inspires women to embrace aging and look at it with a new sense of hope in this lively, fascinating, eye-opening look at women and aging in America (*Parade Magazine*). You're not getting older, you're getting better, or so promised the famous 1970's ad -- for women's hair dye. Americans have always had a complicated relationship with aging: embrace it, deny it, defer it -- and women have been on the front lines of the battle, willingly or not. In her lively social history of American women and aging, acclaimed New York Times columnist Gail Collins illustrates the ways in which age is an arbitrary concept that has swung back and forth over the centuries. From Plymouth Rock (when a woman was considered marriageable if civil and under fifty years of age), to a few generations later, when they were quietly retired to elderdom once they had passed the optimum age for reproduction, to recent decades when freedom from striving in the workplace and caretaking at home is often celebrated, to the first female nominee for president, American attitudes towards age have been a moving target. Gail Collins gives women reason to expect the best of their golden years.

the history of beauty standards: Citizens of Beauty Louise Edwards, 2020-05-15 In the early twentieth century China's most famous commercial artists promoted new cultural and civic values through sketches of idealized modern women in journals, newspapers, and compendia called *One Hundred Illustrated Beauties*. This genre drew upon a centuries-old tradition of books featuring illustrations of women who embodied virtue, desirability, and Chinese cultural values, and changes in it reveal the foundational value shifts that would bring forth a democratic citizenry in the post-imperial era. The illustrations presented ordinary readers with tantalizing visions of the modern lifestyles that were imagined to accompany Republican China's new civic consciousness. *Citizens of Beauty* is the first book to explore the *One Hundred Illustrated Beauties* in order to compare social ideals during China's shift from imperial to Republican times. The book contextualizes the social and political significance of the aestheticized female body in a rapidly changing genre, showing how progressive commercial artists used images of women to promote a vision of Chinese modernity that was democratic, mobile, autonomous, and free from the crippling hierarchies and cultural norms of old China.

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the history of beauty standards: *Beauty and Cosmetics 1550 to 1950* Sarah Jane Downing, 2012-07-20 The source of tremendous power and the focus of incredible devotion, throughout history notions of beauty have been integral to social life and culture. Each age has had its own

standards: a gleaming white brow during the Renaissance, the black eyebrows considered charming in the early eighteenth century, and the thin lips thought desirable by Victorians. Beauty has ensured good marriages, enabled social mobility and offered fame and notoriety, and has led women – and some men – to remarkable lengths in cultivating it, from the dangerous quantities of lead applied by Elizabeth I, to the women of the 1940s and '50s, who employed face powder, lipstick and mascara to look their best during the privations of war and austerity, creating a chic appearance to which many still aspire.

the history of beauty standards: Twisted Emma Dabiri, 2020-06-23 A Kirkus Best Book of the Year Stamped from the Beginning meets *You Can't Touch My Hair* in this timely and resonant essay collection from Guardian contributor and prominent BBC race correspondent Emma Dabiri, exploring the ways in which black hair has been appropriated and stigmatized throughout history, with ruminations on body politics, race, pop culture, and Dabiri's own journey to loving her hair. Emma Dabiri can tell you the first time she chemically straightened her hair. She can describe the smell, the atmosphere of the salon, and her mix of emotions when she saw her normally kinky tresses fall down her shoulders. For as long as Emma can remember, her hair has been a source of insecurity, shame, and—from strangers and family alike—discrimination. And she is not alone. Despite increasingly liberal world views, black hair continues to be erased, appropriated, and stigmatized to the point of taboo. Through her personal and historical journey, Dabiri gleans insights into the way racism is coded in society's perception of black hair—and how it is often used as an avenue for discrimination. Dabiri takes us from pre-colonial Africa, through the Harlem Renaissance, and into today's Natural Hair Movement, exploring everything from women's solidarity and friendship, to the criminalization of dreadlocks, to the dubious provenance of Kim Kardashian's braids. Through the lens of hair texture, Dabiri leads us on a historical and cultural investigation of the global history of racism—and her own personal journey of self-love and finally, acceptance. Deeply researched and powerfully resonant, *Twisted* proves that far from being only hair, black hairstyling culture can be understood as an allegory for black oppression and, ultimately, liberation.

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Beauty norms have changed over the course of human history. In the United States, the beauty standard has had trends of features and fads of body types that classify a person as

‘The Arts of Beauty’: Female Appearance in Nineteenth-Century ...

Beauty culture was popularised and standardised in nineteenth-century women’s magazines that directed advertisements and advice columns toward women readers as consumers. ...

Beauty standards by culture - Swiss Language Academy

beauty standards we might learn more about the values and histories of different cultures. In this article, we will take a look at some beauty standards found around the world. As you are ...

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to answer the question, “Why are the beauty standards what they are?” But overall my main research question is, “How does the Korean media or the Hallyu Wave normalize and ...

The Search for the Beautiful Woman: A Cultural History of ...

One historical difference that the present volume cites is that the standards of beauty in the West have remained quite constant from ancient Greece and Rome to the present, while the ...

Chinese Beauty Standards - cpb-us-w2.wpmucdn.com

In another legend, it is said that when women of great beauty died they were rewarded in the afterlife by living on as a deity of a flower. Zhaojun lives on as a poeny to this day, showing the ...

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Some women internalize ageist beauty standards to the detriment of their well being. Thus, body image research reveals that older women are dis satisfied with their appearances as they ...

PERCEPTIONS OF TRADITIONAL BEAUTY STANDARDS IN ...

Media images of women who embody traditional standards of beauty tend to affect women’s satisfaction with their bodies. The purpose of this study was to understand the impact that ...

HONOURING - NWAC

beauty standards and uplifting Indigenous women and gender-diverse people. Input from the conversation ... to mark Indigenous History Month. This campaign was the first campaign dedicated to National Indigenous History Month and, overall, received a positive response. However, through this campaign, Sephora

Societal Beauty Standards - Zenodo

Societal Beauty Standards Angie Mohamed, Harlan Fitzgerald, Shreya Pandit ... CAMP, S. (2016). Making Racial Beauty in the UnitedStates: Toward a History of Black Beauty. In BRIER J., DOWNS J., & MORGAN J. (Eds.),Connexions: Histories of Race and Sex in North America (pp. 113-126). Urbana; Chicago;Springfield: University of

The Effects of Korean Beauty Standards on Korean Pop Idols

appearance consists of having a small face, large eyes, pale skin, and a slim body. Beauty standards for men are tall, pale skin, and a clean-shaven face. Male standards aren’t as restricting as women’s but they’re similar in causing men to look androgynous, pale, and skinny. However, recently Western beauty standards have had an impact ...

There She Is: How Beauty Pageant Standards Affect Asian American Beauty ...

TITLE: THERE SHE IS: BEAUTY STANDARDS AFFECT ASIAN AMERICAN BEAUTY QUEENS

MAJOR PROFESSOR: Dr. Rachel Bridges Whaley Beauty pageants were created to celebrate a woman's beauty. However, beauty pageants then and now seem to celebrate Eurocentric beauty standards, and this is apparent in the lack of

The Causes, Contributors, and Consequences of Colorism Among ...

14 Dec 2020 · rooted within the history of slavery. Slavery itself was a practice of racism but within it, colorism existed. For instance, slave owners would assign domestic tasks to lighter skinned slaves and ... film industry sets unrealistic beauty standards for their South Asian audiences.

The Construction and Adoption of Beauty Standard by Youth ...

to a new agreement on beauty standards by certain communities. {259} P-ISSN: 2615-0875 E-ISSN: 2615-0948 Volume 5 Nomor 2 Agustus 2022: 258 277 ... Since both history and demography significantly influence a culture, thus, there is a possibility of having numerous definitions of women beauty by every culture (Prianti, 2013). ...

Comparison of Beauty Standards and Body Images on Disney ...

Returning to 1937, we can find Disney's beauty standards and body image constructed with Snow White's Character. Not only that, but Disney also keeps ...

The History of Beauty Discourse in Indonesia - EUDL

The History of Beauty Discourse in Indonesia Siti Hajar Mahrurnisa 1, Dwi Susanto2, and Susanto3 {1sitihajarmahrurnisa@student.uns.ac.id 2dwisusanto@staff.uns.ac.id 3sussastra@gmail.com} 1Cultural Studies, Postgraduate Program, Universitas Negeri Sebelas Maret 2Indonesian Literature Program, Faculty of Humanities, Universitas Negeri Sebelas ...

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Societal Beauty Standards Angie Mohamed, Harlan Fitzgerald, Shreya Pandit Principal Investigator: Melissa Machuca ... Making Racial Beauty in the United States: Toward a History of Black Beauty. In BRIER J., DOWNS J., & MORGAN J. (Eds.), *Connexions: Histories of Race and Sex in North America* (pp. 113-126). Urbana; Chicago; Springfield: University ...

An Intersectional and Postcolonial Look at Beauty Standards ...

history of anti-colonial resistance with contemporary resistances to imperialism and to dominant Western culture. (12) Loomba adds that postcolonial studies must be understood within ... colonial beauty standards, as a form of regulation, operate on many levels and in different spaces. In other words, capturing exactly how

'Making Black More Beautiful': Black Women and the Cosmetics Industry ...

set of attributes'.⁷ In her study of beauty in the American South, Pageants, Par-lors, and Pretty Women: Race and Beauty in the Twentieth Century South, historian Blain Roberts agrees that the meanings of beauty were rooted in racial difference. In fact, Roberts traces the origins of beauty definitions in the region as being

How South Korean female university students perceive - UTUPub

the current beauty standards and associated topic, which means that the work mostly contains studies that are done in the 21st century. The exception from this is in chapter 3 where I wrote about history of beauty standards around the world. Topic of my research is not new as many scholars studied beauty standards of

Beauty Culture in Post-Reform Vietnam: Glocalization or

history, societal hierarchy, or nationalism—through which the local beauty cultures are shaped. The

ultimate origin of our values of beauty and the beauty standards, as Bergen (2013) reflects on the differences in skin tone and body hair between Americans and Cambodians, may be after all not all that clear for no

Beauty standards of Dutch Muslims and - WUR

Beauty standards What a society sees as beautiful, is called the Zbeauty standard [. This beauty standard varies per culture and changes over time (Frith, Shaw, & Cheng, 2005). So, there are specific ideal body and beauty standards throughout every culture, which people are constantly confronted with by the media.

Change of Beauty Standards in Indonesian Society Through Beauty ...

26 Apr 2024 · from white to tan skin. This is a positive step towards changing beauty standards in Indonesia, where products with various shades for tropical skin will become more prevalent. The first previous study is by Wiryawan & Sutantri. It investigates the issue of Cyber Bullying against Indonesian women's beauty standards on social media.

Consumptive Chic: A History of Beauty, Fashion, and Disease

of beauty, but also a fashionable disease and identifies her overarching concerns as the practical application of this rhetoric and the ways in which consumption became both idealized and feminized (p. 2). Days thorough investigation into the overlapping themes of fashion, beauty, and consumption is an insightful and

STOP: The Sexualization of Women & Girls - State University of ...

create impossible standards for women and girls and ultimately can perpetuate sexual violence against women and girls. Introduction Short hair. Body hair. Pubic hair. Makeup. Height. Relationship/sexual history. Societal beauty standards for women are constantly evolving. In my experience as a straight white

Relationship between Stereotypical Beauty Standards and ...

Key Words: Stereotypical Beauty Standards, Secondary Social Status, Gender Discrimination
Introduction Women make more than half of the total population of the world and, around the world, ...

Sized Out Women, Clothing Size, and inequality - JSTOR

Feminist scholars have long critiqued the fashion industry's ultra-thin beauty standards as harmful to women. Combining data from three qualitative studies of women's clothing retailers—of bras, plus-size clothing, and bridal wear—we shift the analytical focus ... standards serve as markers of status distinctions that may reproduce ...

ALAN - v42n3 - Beauty Is in the Eye of the West: An Analysis of ...

highly idealized standards of beauty. The objectification of women's appearances has persisted throughout history, originating from the assumption that beauty is good and desirable while ugliness deserves shame and mockery (Northup & Liebler, 2010; Wolf, 1991). Baker-Sperry and Grauerholz (2003) define the feminine beauty ideal as "the so-

The Art of Appearance: The Concept and Implications of ...

beauty with the art of culture, thus emphasising its value. The importance of the Classical world was relished during the era, with the Grand Tour opening the eyes of many to the wonders of the ancient world. The inherent social standing implied by one's ... A History of the Englishwoman's Toilet, Elizabeth I ...

Exacting Beauty: Theory, Assessment, and Treatment of Body ...

ness standards. Webster's Ninth New Collegiate Dictionary defines this adjective as tryingly or unremittingly severe in making demands (p. 431). Certainly, beauty ideals have existed for hundreds of years in many and diverse societies, and we believe that the toll of ...

The complex construction of K-beauty

beauty to other South Korean beauty related topics such as beauty standards, ideals or cosmetic surgery. It seems to be quite hard to clearly explain what K-beauty exactly entails and whether K-beauty refers to the products, the trends, the South Korean beauty industry as a whole, or a 'type' of appearance (a 'look').

Standards of Beauty: The Impact of Mannequins in the Retail ...

that the standards of beauty are defined, evolved, and brought to life (Banner 2006; Englis, Solomon, and Ashmore 1994; Solomon, Ashmore, and Longo 1992). These norms of beauty, once accepted, then influence and shape consumption behaviors. In the context we study, the medium that communicates the norms and standards of beauty is a mannequin.

Mao 1 Catherine Mao

US History 2 May 2023 Beauty Is in the Eye of the Beholder, and the Beholder Is a White Man: The 1875 Page Act, Eugenics, and Beauty Standards for Chinese versus American Women Beginning in the 1850s, masses of Chinese immigrants arrived on American shores, forever changing the ethnic and cultural makeup of the American population.

Rendered Powerless: Disability versus Westernized Beauty Standards ...

Westernized Beauty Standards (WBS) are guidelines overseeing and affecting all human beings' way of life. WBS ideologies originated in the ancient Greek ... "Ugly Laws: The History of Disability Regulation in North America," Progress (Spring 2011): 15. 5. Nancy J. Hirschmann, "Queer/Fear: Disability, Sexuality, and the Other," Journal of

ScholarWorks @ Georgia State University

The beauty standard is criticized for replicating structures of inequality (Kwan and Trautner 2009). However, there are some gaps in this field of research. A majority of the work directly assessing classism within beauty standards falls outside of the United States. These

The Influence of Beauty Standards on Women's Lives: An ...

The Influence of Beauty Standards on Women's Lives: An Exploration of The Bald Wife, a Folk Story from West Bengal, through a Feminist Lens Jhili Chakraborty¹ and Dr. Arpita Goswami² ¹ School of Humanities, Kalinga Institute of Industrial Technology (KIIT), Bhubaneswar, Odisha, India ² School of Humanities, Kalinga Institute of Industrial Technology (KIIT), Bhubaneswar, Od-

Women of the Incan Empire: Before and After the Conquest of Peru

Student Research History and Political Studies Department Fall 10-1-2016 Women of the Incan Empire: Before and After the Conquest of Peru Sarah A. Hunt ... their beauty and purity to become priestesses of the Sun and other deities, and made up an integral part of Incan religious institutions. The majority of women were commoners, and

Making the Perfect Queen: The Cultural Production of Identities in ...

Beauty queens are symbolic representations of collective cultural identities and beauty pageants are fields of active 'cultural production'. This article surveys the growing literature on beauty pageants to better understand how culture is produced within the contexts of pageants. To do so, the article examines how beauty

Social media, beauty standards and Chinese women

important is beauty in relation to their family, love life, and career?' The main research questions consist of two parts. Firstly, I want to examine to what extent social media affects women's beauty standards. Secondly, in order to understand how social media affects women's beauty standards, I will investigate how beauty is conceived ...

Kent Academic Repository

A history of beauty ideals The ideal beauty is a fugitive which is never found. (Joan Rivers) External appearance is extremely important in Western cultures (Bartky, 2003; Bordo, ... and thus define the standards for physical attractiveness within a culture. According to Zones (2000: 87), at any given time and place, there are fairly ...

7 Most Beautiful First Ladies In The History Of America

It's important to acknowledge that "beauty" is subjective and this list reflects a diverse range of societal ideals over time. Article Outline: 1. Introduction: Defining Beauty in the American Context: Understanding the shifting standards of beauty throughout American history. 2.

The Racializing of Beauty: The Rise of Western Beauty Norms and ...

The influence of Western fashion and beauty standards are affecting cultural norms and threatening the autonomy of culturally based standards of beauty that are aligned to a given society. Today, Western beauty ideals have assimilated into Asian countries (i.e. China, Japan, ... Japanese history. Mikamo, the father of cosmetic surgery in Japan ...

History and Social Science Framework - Massachusetts ...

through the inclusion of literacy standards for history and social science; • expanded examples of primary sources representing significant texts, maps, photographs, and works of art and architecture in United States and world history; • new standards for financial literacy and news/media literacy.

The White Standard of Beauty and its Traumatic Impact: A Study ...

Therefore, their beauty standards were also accepted as superior. Gradually this idea became dangerous and lacking as it equated white skin with personal ... Probably the most destructive ideas in the history of human thought. Both originated in envy, thrived in insecurity, and ended in delusion (Morrison 120).

Perceiving beauty in all women: Psychometric evaluation of the ...

that beauty encompasses external and internal characteristics that are ignored by media (Bailey et al., 2015). Second, such a measure would honor conceptualizations of beauty endorsed by non-White cultures, whose appearances tend to be marginalized, ignored, belittled, or pathologized when compared to White standards of beauty. In their mixed ...

Unveiling the Ugly Filter: Exploring the Influence of Artificial ...

Westernized beauty standards such as blonde hair, fair skin, narrow facial features with perfect jawline, and colored eyes like blue, green, or gray. (Mckay, et al 2018). While in the Philippines,

Journal of African Foreign Affairs (JoAFA) - JSTOR

Keywords: African Beauty, Afrocentricity, Colonialism, Feminism, Hair extension, Identity.

Introduction . The perception of beauty is one of the vexing intricacies in the post-colonial age of Africa, by virtue of, the inclusion of Euro-centricity as the defining lens of beauty in the African societies. The Western identity of

Colonial Faces: Beauty and Skin Color Hierarchy in the

how perceptions of beauty, skin color hierarchy, the globalization of beauty standards, and the ongoing colonial relationship between the Philippines and the U.S. are related. This project takes a transnational approach in order to compare beauty and skin color hierarchy among Filipinas in the Philippines and in the diaspora.

The real cost - Harvard T.H. Chan School of Public Health

beauty. Beauty ideals can vary significantly across the population (e.g., by age, gender, ethnicity, etc.), however, the most accepted beauty standards in the United States (US) tend to idealize predominantly white features and thinness. By imposing narrow standards of beauty, harmful beauty ideals create an unrealistic

“A Morbid Longing for the Picturesque”: The Pursuit of Beauty in ...

In this essay, I argue that in *The Secret History*, the pursuit of beauty through the interplay between Apollonian order and Dionysian madness leads to destruction. More specifically, this essay will study the theme of beauty as a destructive force as it relates to the characters of Richard Papen, Henry Winter, and Bunny Corcoran, by examining ...

U.S. Trends in Feminine Beauty and Overadaptation - JSTOR

ideal of beauty. Although standards of female beauty are not as arbitrary as is sometimes claimed, they do vary greatly over time and across cultures. Modern institutions of advertising, retailing, and entertainment now produce vivid notions of beauty that change from year to year, placing stress upon women to conform to the body image ...

Beauty on Black Women - Academic Commons

The Beauty Ideal: The Effects of European Standards of Beauty on Black Women Susan L. Bryant Black women are particularly vulnerable to the effects of European standards of beauty, because these standards emphasize skin colors and hair types that exclude many black women, especially those of darker skin. Using a social work lens, this article ex-

The Overarching Cost of Beauty in Mauritania

their beauty standard revolved around the complete opposite (Wiseman et al., 1992). Instead, girls in Mauritania grew up in environments where the standards of beauty perpetuated obesity. Mauritanian men claimed that skinny women looked like skeletons and they'd prefer not to sleep with "a bag of bones" (Esposito, 2022).

Beauty Therapist Professional Apprenticeship Standard Employer ...

Beauty Therapist 2018 Professional Apprenticeship Standard Employer Occupational Brief 6 A1 The Beauty Sector "Trailblazer" standards The apprentice, in liaison with their employer and training provider, will select the appropriate standard to take within the Beauty Sector suite: Apprenticeships in the Beauty Sector are available in:

Beauty Standards

The L'Oréal Group was founded in 1909 (History, n.d.) and they express that the aim of the organisation is to reach a larger audience as their vision is 'universalising beauty'. However, not by setting one standard of beauty but to inspire innovation by diversity. The

In pursuit of "Ideal" - Skemman

Chapter 1 - Beauty Standards During the Heian and Edo Period Throughout human history celebration of body aesthetics has taken place in a lot of cultures around the world (i.e. ancient Egypt, ancient Greece, Roman Empire, Renaissance Europe and etc.) and philosophers like for

example Kant refers to the

Beauty and the Norm: Debating Standardization in Bodily ... - JSTOR

changing norms and ideals of beauty throughout history in the local, global, and 'giocai'. How beauty is performed, managed, embraced, re-jected, and considered - all contribute to the narrative of the beautiful Sociologus 66 (2016) 2. 206 Conference Review as meaningful. And thus as a final note, I want to return to artist Syowia

How #BlackGirlMagic Created an Innovative Narrative for Black Beauty ...

Western beauty standards are also reiterated in the high cost of maintaining this preconceived notion of beauty that consists of cosmetics, plastic surgery, hair perms, and expensive clothes, ... Throughout history, images of Black women in the media have been associated with negative stereotypes, such as mammies,