



Fashioning the Dandy

Style and Manners

By Olga Vainshtein, Translated by Sofia Horujaya-Cook

Pub Date: 12 September 2023

Binding: Hardback

Price: £80.00 / \$110.00

ISBN: 9781839984440

Extent: 270 pages

Size: 153 x 229 mm /

6 x 9 inches

Series: Anthem Studies in Fashion, Dress and Visual Cultures

BISAC CATEGORY: DESIGN / Fashion & Accessories

HISTORY / Europe / Western, SOCIAL SCIENCE / Men's Studies

BISAC CODE: DES005000

BIC CODE: AKTH

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Exclusive: WORLD

Offers a unique view on dandyism as a cultural tradition, based not merely on fashionable attire, but also as a particular lifestyle with specific standards of behaviour, bodily practices and conceptual approaches to dress.

The book explores the dandy as a cultural type across Europe and Russia from the eighteenth century through the present day. Olga Vainshtein offers a unique view on dandyism as a cultural tradition, based not merely on fashionable attire, but also as a particular lifestyle with specific standards of behaviour, bodily practices and conceptual approaches to dress. The dandy is described as the prototypical hero of the modern cult of celebrities. From clubbing manners, the techniques of virtual aristocratism, urban flâneurs and the correct way to examine people, Vainshtein walks us through optical duels and the techniques of visual assessment at social gatherings. Readers will learn about strategies of subversive behaviour found in practical jokes, the fine art of noble scandal, dry wit, bare-faced impudence and mocking politeness. Looking at dandyism as a nineteenth-century literary movement, Vainshtein examines representation of dandies in fiction. Finally, a large section is devoted to Russian and Soviet dandyism and the dandies of today.

Readership

Students, teachers and researchers; educated general audience and those interested in fashion studies, nineteenth-century Europe, cultural studies and visual studies, and the role of fashion in both everyday life and popular culture.

Contents

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Olga Vainshtein is a fashion historian. She works at the Russian State University for the Humanities in Moscow.

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