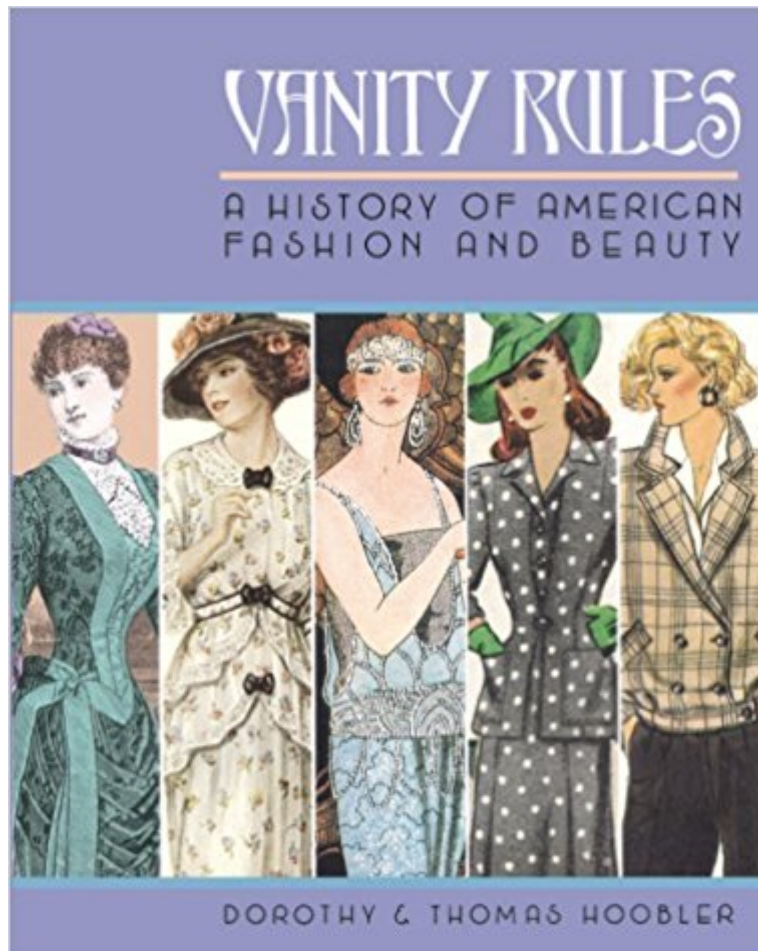




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Vanity Rules: History Of American Fashion And Beauty



Synopsis

Book by Dorothy Hoobler, Thomas Hoobler

Book Information

Library Binding: 160 pages

Publisher: 21st Century (March 1, 2000)

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Age Range: 12 and up

Grade Level: 7 and up

Customer Reviews

Grade 7 Up-Rich with examples of the ridiculous, this entertaining and highly readable volume is marred only by its proportionate lack of illustration of a subject that is all about appearances. The Hooblers take a humorous tack to their subject, relating the foibles of both the masses and particular celebrities from the earliest Native American culture to the present. Their take on the planned obsolescence of the fashion industry is particularly keen. All aspects of costume are included-dress, beauty aids, makeup, hairstyle, cosmetic surgery. Brandon Marie Miller's *Dressed for the Occasion: What Americans Wore 1620-1970* (Lerner, 1999) is an equally good book on the topic. Joyce Adams Burner, Hillcrest Library, Prairie Village, KS Copyright 2000 Reed Business Information, Inc.

This entertaining and informative book surveys the history of the American quest for beauty--from the painted bodies of Native Americans described in 1607 to Madam C. J. Walker's hair-care products for African Americans to the popularity of tattoos and body piercing today. Changes in clothing styles account for the most noticeable shifts in fashion, but the Hooblers also discuss the

changes in role models and ideals of beauty from one generation to the next and consider styles for men as well as women. Quotations give voice to Americans from different periods, while the many well-told anecdotes keep the writing from becoming too dry or simply descriptive. The black-and-white illustrations, mainly photographs, include fashion plates, snapshots, and advertisements from many eras. An engaging volume of social history for browsing or research.

Carolyn Phelan

This idea of a book has the common idea of filling pages with fashion of the past. The thing I liked most about the book is how detailed the semi-small text was about the history. The only problem was the pictures. Some illustrations were in color, but the photos were in black and white. The pictures gave me part of the picture, but color would have been much better. A great book for fashion followers around middle school and above ages.

If you read nothing but the first line of customer reviews: Criticizing World War II veterans as "diehard older men who flaunted their crewcuts" in the 1960s (when they apparently were supposed to turn into hippies) is lame at best. And what does this anti-American perspective have to do with this book? Plenty. The purpose of this book--which becomes uncomfortable obvious the further along you read--is to provide a politically correct, pro-female, pro-black perspective on political issues of the 1960s (as well as other eras, sort of, but to a lesser extent). It does this while getting several things wrong, and let's face it, if you're going to quote Mae West or the Duchess of Windsor, get the quotes right. Heck, these buffoons don't even pretend to have done their homework when they claim that the leather jacket was created by a Harley-Davidson mechanic. (Leather jackets were worn by prostitutes in Mesopotamia 5000 YEARS AGO.) There are far superior books on fashion out there. Find them.

I love fashion history, so I checked this book out of the library and I wasn't disappointed; in fact I was pleasantly surprised! This book has facts that are really interesting and obscure and it covers each fashion era very well. Although it's billed for younger readers, anyone whose interested in clothes should enjoy it..!

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