



Uplift: The Bra in America

Jane Farrell-Beck, Colleen Gau

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Over the years the bra has been stereotyped as an object of seduction, glamour, and even oppression. In *Uplift: A History of the Bra in America* Jane Farrell-Beck and Colleen Gau use this item of clothing to gauge the social history of women and to understand the business history of fashion. Viewing fashion as a means to entertainment, self-creation, and everyday art, the authors illuminate the effect the brassiere has had on women's lives—their style, health, and economic opportunity.

Rich in examples from advertising, movies, and other areas of popular culture, *Uplift* moves beyond featherbones and fiberfill to provide a sense of the dynamic relationship of the bra to wider issues in society.

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