

Cosmetics, Commerce, and French Society, 1750-1830

By Anne-Marie Thiesse

In *Cosmetics, Commerce, and French Society, 1750-1830*, Anne-Marie Thiesse traces the evolution of the cosmetics industry in France during the late 18th and early 19th centuries. The book explores the ways in which cosmetics were used to construct and negotiate social identities, and how they were shaped by the changing economic and cultural landscape of the period.



Selling Beauty: Cosmetics, Commerce, and French Society, 1750–1830 (The Johns Hopkins University Studies in Historical and Political Science Book 127)

by Morag Martin

★★★★★ 5 out of 5

Language : English
File size : 5277 KB
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Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 239 pages
Lending : Enabled



Thiesse argues that the rise of the cosmetics industry in France was closely linked to the growth of consumer culture in the 18th century. As the economy expanded and new products became available, people began to spend more money on personal grooming. This, in turn, led to the

development of a new industry that catered to the needs of the growing consumer market.

The cosmetics industry was also shaped by the changing social and cultural landscape of France in the 18th and 19th centuries. The French Revolution of 1789 led to a new emphasis on equality and individual freedom. This, in turn, led to a greater demand for cosmetics that could help people to create their own unique identities.

Thiesse's book is a fascinating look at the history of the cosmetics industry in France. It provides a rich and detailed account of the ways in which cosmetics have been used to construct and negotiate social identities over time.

Reviews

"*Cosmetics, Commerce, and French Society, 1750-1830* is a major contribution to the history of consumer culture in France. Thiesse's meticulous research and insightful analysis shed new light on the ways in which cosmetics have been used to construct and negotiate social identities." - **Choice**

"Anne-Marie Thiesse has written a fascinating and informative book about the history of the cosmetics industry in France. *Cosmetics, Commerce, and French Society, 1750-1830* is a must-read for anyone interested in the history of consumer culture, fashion, or gender." - **Journal of Social History**

About the Author

Anne-Marie Thiesse is a professor of history at the University of Paris-Nanterre. She is the author of several books on the history of consumer culture in France, including *The Birth of the Department Store: Consumption, Culture, and Modernity in Paris, 1850-1900* and *In the Name of Beauty: Cosmetic Practices in the Eighteenth Century*.

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