Contents

| List of Figures | vi |
|---|---------|
| Notes on Contributors | ix |
| "It Makes Princes of Those Who Have It": Beauty and Consumerisn in the Twentieth Century Hartmut Berghoff and Thomas Kühne | n 1 |
| Part I Basic Developments and Key Problems | |
| 1 The Global and the Local in the Beauty Industry: A Historical Perspective Geoffrey Jones | 25 |
| 2 Consuming Bodies: The Commodification and Technification of Slenderness in the Twentieth Century Ulrike Thoms | 41 |
| 3 Medial Beauty: Three Sociological Theses on Late Modern Bod Aesthetics Michael R. Müller and Anne Sonnenmoser | y 61 |
| 4 The Harm in Beauty: Toni Morrison's Revisions of Racialized Traditional Theories of Aesthetics in <i>The Bluest Eye Althea Tait</i> | 75 |
| 5 Queer Beauty: Image and Acceptance in the Expanded Public Sphere Jennifer V. Evans | 91 |
| Part II Cosmopolitan Attempts in Interwar Europe | |
| 6 Miss Germany, Miss Europe, Miss Universe: Beauty Pageants in the Popular Media of the Weimar Republic Mila Ganeva | 111 |

| 7 | Recognition for the "Beautiful Jewess": Beauty Queens Crowned by Modern Jewish Print Media Kerry Wallach | 131 |
|------|--|------------|
| 8 | The Rise of Fashion Forecasting and Fashion Public Relations, 1920–1940: The History of Tobé and Bernays <i>Véronique Pouillard</i> | 151 |
| 9 | "The Beauty Soap of Film Stars": Lux Toilet Soap, Star Endorsements, and Building a Global Beauty Brand Christina Burr | 171 |
| 10 | Beauty, Cosmetics, and Vernacular Ethnology in Weimar and Nazi Germany <i>Uta G. Poiger</i> | 191 |
| | | |
| Part | III Appropriations and Agency in Africa and Asia | |
| Pari | t III Appropriations and Agency in Africa and Asia Contesting Beauty Concepts in Precolonial and Colonial Kenya: Hierarchy, Resistance, and Identity Christiane Reichart-Burikukiye | 215 |
| | Contesting Beauty Concepts in Precolonial and Colonial Kenya: Hierarchy, Resistance, and Identity | 215 233 |
| 11 | Contesting Beauty Concepts in Precolonial and Colonial Kenya: Hierarchy, Resistance, and Identity Christiane Reichart-Burikukiye Imported Surgeries? Accounting for the Rise of Tehran's Nose-Job Industry | , |