Contents

	List of Figures	vi
	Introduction	1
1	Vampire Dandies	7
	The Dandy 9	
	The 'Crisis' of Masculinity 14	
	Metrosexuality and the Cult of Self 19	
	The Vampire of Capital and Commodity 20	
	Queer Vampire Masculinities 24	
2	Playboys	33
	Commodified Masculinities 34	
	On the Virtues of Bachelorhood 37	
	The Bachelor Pad, or the Sexual Lair 40	
	James Bond 007 41	
	Fashioning 007 44	
3	Hipsters	48
	The White Negro 51	
	Hipster vs. Beatnik 53	
	Hipster Style 58	
1	Sailors	67
	Men in Uniform 68	•
	The Seepage of Sailor into Life and Lore 72	
	Sailors Big and Small 74	
	Disciplined but Naughty Boys 76	
	Bell Bottoms and Fly Fronts 78	
	Sailor Chic: From Boardwalk to Catwalk 79	

vi	Contents	
5	Cowboys and Bushmen Unknown Frontiers 90 Celluloid Cowboys 92 The Australian Bushman 95 Bush Wear for Bushmen 98	85
6	Leather Men Reel Men 106 The Black Leather Motorcycle Jacket 110 Leathermen 111 Men of Rock 114 Greasers and Punks 116	104
7	Superheroes The Origin Stories 121 Masked Masculinity and the Phallic Hero 123 The Costume, or the Superhero's Struggle with Fashion 126 The Fabric of Superheroes 129 Everyone's a Superhero: Role-Play and Cosplay 131 Who Does Batman Bat For? 133	120
8	Gangstas 'Ghettocentricity' and Street Cred 141 Early Gangstas Style: Pachucos and the Zoot Suit 142 Leave Political Correctness at the Door: Gangsta's Paradise 146 The Tyranny of Masculinity 149 White Gangstas 153	139
	Conclusion: Men Without Qualities	160
	Bibliography Index	163 177