Contents

Acknowledgments		vii
1.	Introduction: Fabricating the Female Body Jane Gaines	1
2.	All The Rage Elizabeth Wilson	28
3.	Fame, Flashdance, and Fantasies of Achievement Angela McRobbie	39
4.	On the Muscle Laurie Schulze	59
5.	The Female Colossus: The Body as Facade and Threshold Serafina K. Bathrick	79
6.	The Carole Lombard in Macy's Window Charles Eckert	100
7.	Fig Leaves in Hollywood: Female Representation and Consumer Culture Jeanne Thomas Allen	100
		122
8.	"Powder Puff" Promotion: The Fashion Show-in-the-Film Charlotte Herzog	134
9.	Handmaidens of the Glamour Culture: Costumers in the Hollywood Studio System	
	Elizabeth Nielsen	160
10.	Costume and Narrative: How Dress Tells the Woman's Story Jane Gaines	180

vi / Contents

11.	Designing Women: The Emergence of the New Sweetheart Line Maureen Turim	210
12.	Masochism, Masquerade, and the Erotic Metamorphoses of Marlene Dietrich Gaylyn Studlar	212
	Guyiyn Siualar	229
Notes		250
Bibliography		230
List of Contributors		278
		295