

Contents

| | |
|--|-----|
| List of Figures | ix |
| Acknowledgments | xi |
| Introduction | i |
| 1 “It cannot be supposed that men make no study of dress” <i>The “Disappearance” of Men’s Fashion and Consumption in Victorian Britain</i> | 21 |
| 2 Outfitting the Gent <i>The Emergence of the Male Consumer and the Commodification of the Male Body</i> | 52 |
| 3 “Really there is much more to be said about men’s fashions than I had imagined” <i>Fashion and the Birth of the Men’s Lifestyle Periodical</i> | 91 |
| 4 From Dandy to Masher to Consumer <i>Competing Masculinities and Class Aspirations</i> | 128 |
| 5 Ready to Wear <i>Class Performance and the Triumph of Middle-Class Sartorial Taste</i> | 161 |
| Epilogue | 191 |
| Notes | 199 |
| Bibliography | 223 |
| Index | 245 |