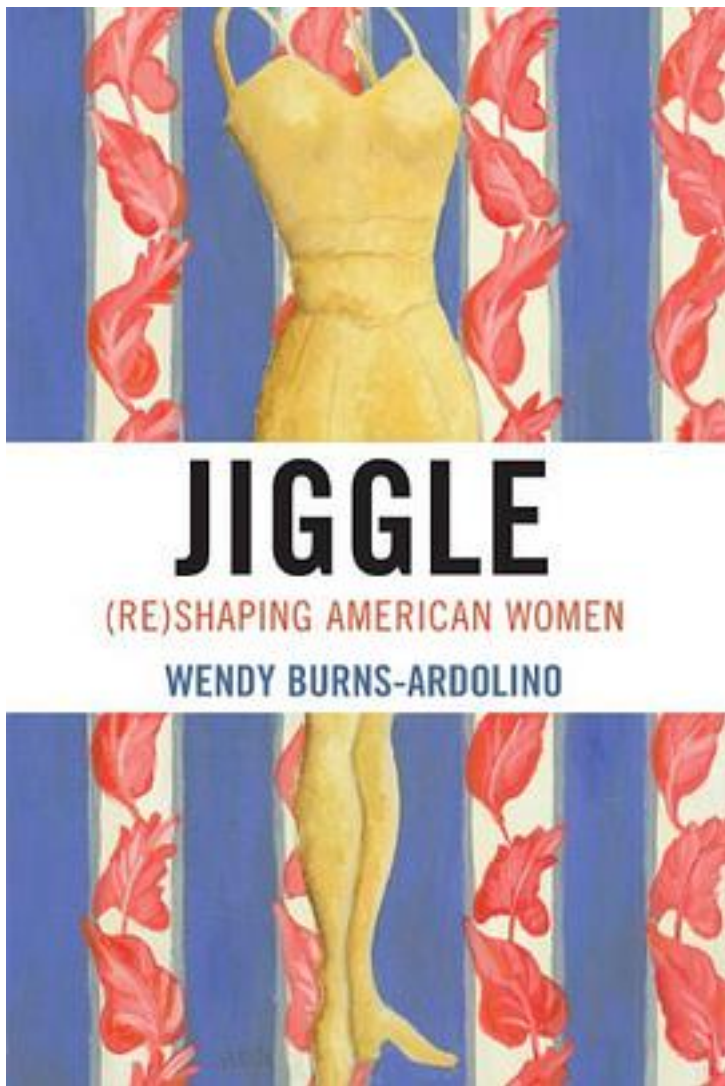


Jiggle



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著者:Burns-Ardolino, Wendy A.

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Jiggle: (Re)Shaping American Women explores the relationship between American women and their bodies as mediated by both traditional and contemporary foundation garments. This post-corsetry study begins in the 1930s with a discussion of traditional foundation garments and continues with an analysis of contemporary shapewear as these garments shape women physically, culturally, and socially. Jiggle focuses on the corporate, cultural, and individual practices and meanings of women's experiences with foundation garments. Referencing trade journals, industry data, statistics, advertisements, and telephone surveys and interviews with women, author Wendy Burns-Ardolino examines how the contested terrain of fashion and beauty culture reflect larger cultural power struggles. Jiggle argues that women should not be complicit in alienating themselves from their bodies, but rather should embrace their bodies' multiple capacities as they practice fashion, femininity, and gendered performatives.

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