

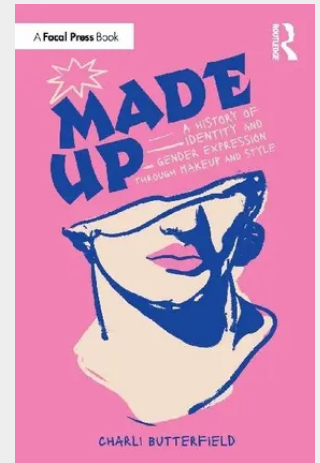
Butterfield

Made Up

A History of Identity and Gender Expression Through Makeup and Style

This book explores historical and modern uses of makeup for self-expression, with a focus on gender. The book begins by exploring the historical influences in the origins and development of makeup across genders, providing a whistle-stop tour of gendered adornment through time. The chapters that follow explore more specific topics that provide context for a range of influences on self-expression: - Sex, gender and identity, including introductory gender theory and terminology relevant to the topic. - Restrictions and resistance faced by the queer community regarding expression, with a historical look at pioneers of the movement. - Gendered cosmetic advertisements through time. - Subcultures and coded expression. - Beauty and identity in the digital age. - The impact of global ideals on the cosmetics market, with a focus on South Korea, exploring historical and modern influences and trends. The book can be explored in a sequential or non-sequential order, as each chapter provides a standalone approach to a topic and concludes with questions to encourage further contemplation and research. This book is written for anyone interested in the history of makeup as a vehicle for self-expression, and how gender comes into play; students and teachers of Theatrical makeup and Fashion courses, makeup artists, makeup enthusiasts, and those curious to discover what Ancient Egyptians and emos may have in common (spoiler: it's not snakebites).

Made Up: A History of Identity and Gender Expression Through Makeup and Style explores historical and modern uses of makeup for self-expression, with a focus on gender.



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