

Society's Corset: Hints To A Fashionable Lady

Tamar Stone © 2006-07

Description List/Text Sheet

Outside/Cover Corset:

Antique salesman sample girdle with net trim, satin ribbon and vintage corset lace

Machine stitched, cotton embroidered text.

Inside corset lined with jacquard flowered patterned corseting material

Height: 7 1/2"

Width closed: 6 1/2"

Width open: 13"

Interior Pages:

Digital ink jet prints on 19mm silk satin and 10mm silk chiffon Color Plus Fabrics®.

Machine and hand-stitched stitched pages, grommeted binding, tied with vintage dyed baby shoelace. Images from *Binner Corset* salesman pamphlet.

Page Height: 5"

Page Width: 3 1/4"

Title
Embroidered outside
corset front

Society's Corset

Book Cover

Hints To A Fashionable Lady

back cover
(inside book)

Fashion dictates what a woman shall wear, and her demands will be complied with, it is our duty to adapt garments to the wants of women.

Here is our maxim: A perfectly fitting corset is the foundation for artistic dressing... True Beauty combines Symmetry with Proportion.

Any woman can step up the attractive magnetism of her figure with one of these new really glamorizing foundations.

Sheer 1

“By means of [dress] the woman who is deprived of *doing* anything feels that she expresses what she *is*.”

Simone de Beavoir, 1974

Page 1 front

The Complete Expression of Perfect Corsetry...

Fitted on living models...they are the ideal of all who appreciate exquisite corsetry.

back

Be Noticeably Beautiful and thus Reward Attention.

Let your dress harmonize with your complexion, your size, and the circumstances in which you may be placed. 1848

The social significance of the toilette allows woman to express by her way of dressing, her attitude toward society. If she is submissive to the established order, she will assume a stylish personality. 1974

Sheer 2

“I feel a bit more cheerful today because I don't look so revolting”

Katherine Mansfield, Feb 2, 1915

Page 2 front

The Charm of Womanly Contours...is in this *long curve* from armpit to ankle.

back The capability of maintaining ourselves in an erect position depends upon the muscles which lie up and down the back, and which are every where attached to the bones of which the spine is composed.

If the muscles on one side lose their power, the consequence is, that the muscles on the opposite side continuing to act, draw the trunk to that side forming a curve, and if all the muscles are weakened, the person has more or less difficulty in supporting the body erect.

When this is the case, permanent curvatures of the spine are very apt to take place.

Sheer 3 “At any time if one is a woman “one does learn a little to mistrust oneself”
Lucy Lavendish, Nov 7, 1866

Page 3 *front* Suitable to a Woman of Imposing Proportions.
There is one for your particular figure.
Your comfort will be enhanced if you try it.

back Look at the famous beauties of any age; and everything in the picture or statue points to the same firmness and symmetry of make; this freedom from either leanness or flabbiness.

The Venuses and Junos....the Madonnas; the medieval beauties; *all alike have the well-developed and shapely arm and shoulder; the high chest; the vigorous body; and the firm and erect carriage.* 1898

Sheer 4 **As a rule I stand very much in awe of the handsome, sought-after girl of 20”**
Katherine Mansfield June 18,, 1890

Page 4 *front* It's light, smooth, pretty and...it supports a sagging abdomen in position to regain natural flatness and to enable abdominal organs to function better.

back The finest and most exquisite lines are only to be attained where the Flesh is Firm and Solid – Springy, like Indian –rubber, and not too much of it.
This gives the fine modeling that means Health, Strength, Activity.
Besides, it is to be remembered that the well-modeled figure appears much slighter from its roundness than the ill-modeled figure...there is nothing out of place, no loose flesh, and no ill proportion; we gain that Refinement of Line *that is the true delicacy.*
1881

Sheer 5	“The older I grew, the more slave I am to [youthful] beauty. <i>Katherine Mansfield July 2-3, 1874</i>
Page 5 front	Especially persuasive at the waist... Elastic panels that get down to hip-slimming business!
<i>back</i>	A corset does not and cannot eliminate flesh. It simply crowds the fat into another place, making the hips larger, the shoulders higher and square, and exaggerating all curves till they are unpleasantly assertive, if not positively vulgar. Besides all of this, her stiffness makes her unwieldy, and so apparently more bulky. <i>Any garment that leaves pink creases on the flesh when it is laid aside at night is too tight to allow that perfect freedom that insures grace. 1892</i>

Sheer 6	“Alas, I have entered my thirtieth year. Grim thought.” <i>Cynthia Asquith, Sept 16, 1916</i>
Page 6 front	Authoritative Corset Styles <i>Almost Unbelievable!</i> That is what you will think when you see and wear this most extraordinary corset.
<i>back</i>	An erect bearing is more pleasing to the eye than a “slouch” and clothes show more graceful lines <i>and</i> appear at greater advantage when worn on a figure held with dignity. A youthful appearance can be preserved longer by holding a good posture than by using cosmetics, or by following the innumerable recipes given for prolonging youth. {The college girl will excel at tennis or as a member of the crew if she has learned that “posture” denotes the proper management of her bodily mechanism in all activities.} <i>1922</i>

Sheer 7	“It is impossible for anybody ever to admire my looks or think me agreeable” <i>Frances Russel, March 19, 1879</i>
Page 7 front	Style is a matter of investigation and originality; real corset value lies in what the corset will do.

back Each woman found her own individual type of corset...just as much corsetry as maybe necessary *to coax wandering lines back to graceful drawing*, and not a bit more than necessary *to accomplish that appearance of artful and natural gracefulness.* 1921

Good dressing includes a *suggestion of poetry*; one nowhere more quickly detects sentiment than in dress.

A well dressed woman in a room should fill it with *poetic sense*, like the perfume of a flower. 1881

Sheer 8 “**I have an ordinary face**” *Mary Gladstone, Jun 6, 1879*

Page 8 *front* *It is and always will be, the exclusive corset for the exclusive woman. Exquisite materials with faultless style make It the choice of women who care.*

back The ideal of Physical Beauty is of the highest form of that which includes Proportion, Curvature, Symmetry, Colour, Smoothness, Delicacy and Expression.

A high state of Excellence is one more of these things that is possible to most women. 1899

The crowning advantage in trying to beautify one's self is that the process involves no one's consent or approval or cooperation.

It is a compact between one's own soul and one's mirror. 1892

Sheer 9 “**Beautiful women...certainly are a different race to common mortals. Whatever they do is right, they are not judged like other people.**”
Lady Monkswell, Jan 2, 1890

Page 9 *front* Every line is individually designed to solve Your Figure Problem – and yours alone!

back The Gratification of Womanly instinct, *Ease, Freedom from Self-consciousness, Vigour of Body and Mind, Grace of Motion, Beauty of Appearance and Courtesy of Bearing*, depend in large measure upon appropriate and attractive clothing. 1892

A Perfect Pelvis gives Lines of Beauty also to the hips. 1904

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Sheer 10

[cover image of woman with powder puff]

Back Cover/Page 10
(inside cover)

As years go on...she goes through a period of frantic endeavor to retain her youth; and even when time has clutched her with too firm a hand to be shaken off, and she begins to feel the infirmities which she still puts out all her strength to conceal, even then she grasps at the departing shadow, and flesh daubs the crumbling ruin, in the belief that the world's eyes are dim, and that stucco may pass for marble another year or two.

1869

*outside
back cover*

(reverse printed image of woman with powder puff)

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