

CONTENTS

I POWER DRESSING

1 INTRODUCTION: DRESSING UP (3)

2 MIDCENTURY TASTEMAKERS (15)

II PARIS AS THE CENTER OF HAUTE COUTURE AND COIFFURE

3 CONNECTIONS AMONG COIFFEURS, COUTURIERS, MILLINERS, AND PERFUMERS (37)

4 COUTURIERS AND INTERNATIONAL EXPOSITIONS (69)

5 INTERNATIONAL CLIENTELE (85)

III THE U.S. MARKET FOR FRENCH FASHION

6 MAISON FÉLIX AND ITS U.S. CLIENTS (119)

7 GOWNS AND MANSIONS: FRENCH FASHION IN U.S. HOMES (135)

8 RISING PRICES: THE IMPACT OF U.S. TARIFFS (169)

9 THE UNDERWORLD AND AFTERLIFE OF FRENCH COUTURE IN THE UNITED STATES (187)

10 CONCLUSION: FOLLOW THE DRESSES (211)

ACKNOWLEDGMENTS (215)

NOTES (217)

BIBLIOGRAPHY (257)

INDEX (275)