



Gym Bros and Dandies: The Evolution of Masculinity and Appearance

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COLLECTION

Fashion and Personal
Style Studies

EDITION

1st edition

MARKET

College/higher education
and Professional and
scholarly

This course reading...

- Unique comparison between Beau Brummell's dandyism and gym culture.
- Explores fitness and visual cultures role in shaping male identity.
- Challenges societal expectations and ideals of traditional masculinity.
- This resource is ideal for students and educators in fashion and personal style studies.

What ties the gym bros' pursuit of perfection to the 19th-century dandy's style obsession, and what does it reveal about evolving masculinity?

Gym Bros and Dandies: The Evolution of Masculinity and Appearance examines the parallels between 19th-century dandyism and modern gym culture. Both focus on appearance and societal validation, with Beau Brummell's self-fashioning echoing today's gym bro regimen in the pursuit of idealized masculinity. This book explores how historical sartorial practices, visual culture, and fitness culture intersect, revealing how male identity and power dynamics are constructed, represented, and reinforced. It furthermore critiques how these ideals impact self-esteem, societal expectations, and traditional masculinity's evolution.

This resource is ideal for students and educators in fashion and personal style studies, as well as aspiring designers and professionals in the global fashion and design industries.

Karmen Samson is an independent fashion researcher and writer. Her work examines the relationship between textile objects and society, highlighting how cultural shifts influence fashion and how fashion, in turn, mirrors cultural change.

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