Che Bella! Curves and Contours: A Journey through Italian Ideals of Fashionable Beauty from the Renaissance to Today

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COLLECTION
Fashion and Personal Style Studies

EDITION
1st edition

MARKET
College/higher education and Professional and scholarly

This course reading...

- Offers an in-depth exploration of the evolution of curviness in Italian fashion, from the Renaissance to the present day, highlighting the different ways it has been interpreted, represented, and appreciated, or not, over time.
- Highlights the impact of the Fascist regime on the ideal of curvy beauty, showing how politics and culture shaped fashion trends.
- Addresses the modern-day comeback of curviness in Italian fashion, and raises questions about the authenticity of inclusivity in today's fashion industry.
- Ideal for students studying fashion, faculty teaching fashion, and especially those interested in understanding the evolution of beauty ideals.

Che Bella! Curves and Contours accompanies the reader in a fashion journey on the aesthetics of beauty in Italy from the Renaissance until today.

The focus will especially be on the presence and appreciation, or otherwise, of curvy silhouettes through research in Italian fashion magazines from the 18th century to the contemporary.

Isabella Campagnol is a fashion historian and Senior Lecturer in History of Fashion at Istituto Marangoni, Milan and Florence. She is the author of "Forbidden Fashions. Invisible Luxuries in Early Venetian Convents", TTUP, 2014 and "Style from the Nile. Egyptomania in Fashion from the 19th Century to the Present Day", Pen & Sword, 2022.

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