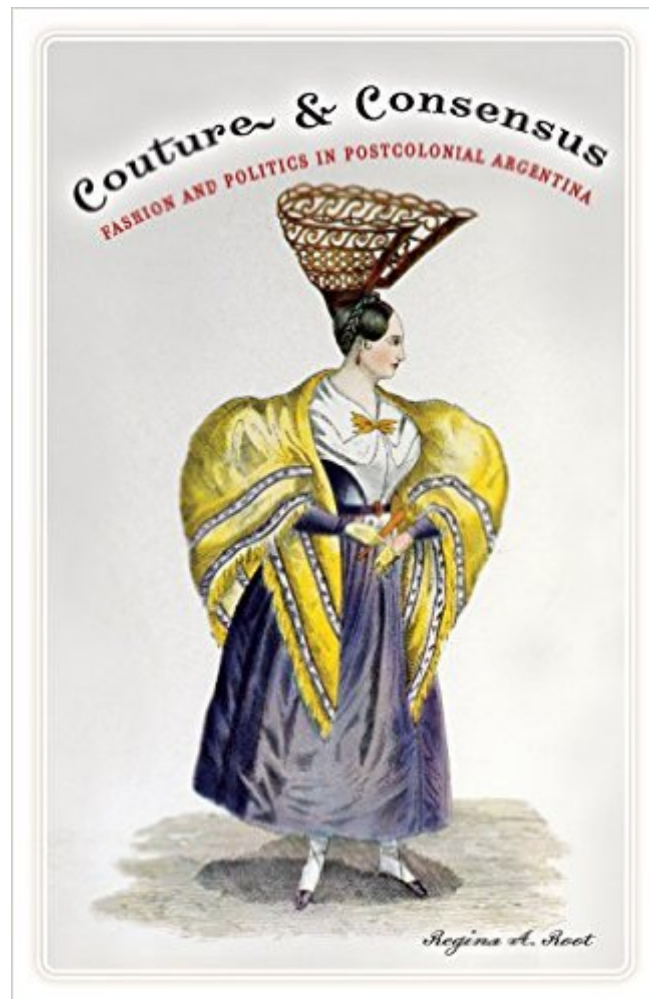


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# Couture And Consensus: Fashion And Politics In Postcolonial Argentina (Cultural Studies Of The Americas)



## Synopsis

Following Argentina's revolution in 1810, the dress of young patriots inspired a nation and distanced its politics from the relics of Spanish colonialism. Fashion writing often escaped the notice of authorities, allowing authors to masquerade political ideas under the guise of frivolity and entertainment. In *Couture and Consensus*, Regina A. Root maps this pivotal and overlooked facet of Argentine cultural history, showing how politics emerged from dress to disrupt authoritarian practices and stimulate creativity in a newly independent nation. Drawing from genres as diverse as fiction, poetry, songs, and fashion magazines, Root offers a sartorial history that produces an original understanding of how Argentina forged its identity during the regime of Juan Manuel de Rosas (1829–1852), a critical historical time. *Couture and Consensus* closely analyzes military uniforms, women's dress, and the novels of the era to reveal fashion's role in advancing an agenda and disseminating political goals, notions Root connects to the contemporary moment. An insightful presentation of the discourse of fashion, *Couture and Consensus* also paints a riveting portrait of Argentine society in the nineteenth century—its politics, people, and creative forces.

## Book Information

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## Customer Reviews

Regina Root, Professor of Hispanic Studies at the College of William and Mary in Virginia, has written a compelling book which will appeal to a broad range of scholarly disciplines but will also appeal to anyone interested in history, politics, and fashion. A trained journalist, Root's words are so

vivid that they leap off of the page to transport the reader through this pivotal time in 19th century Argentine history.

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