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## PARIS FASHION IN 1775: REFOCUSING THE LENS OF FASHION HISTORY

Rachel K. Pannabecker  
Kauffman Museum/Bethel College  
North Newton, KS 67117

This study reexamines our understanding of fashion through an analysis of fashion reports in the *Journal des Dames* published in Paris from January to May 1775 (Bibliothèque Nationale, Paris). Presented by the editor as "the most exact picture, after which one will judge the customs of the present century" (Montanclos, 1775, p. 129), the reports covered court dress, robes, ornamentation, bonnets, mantelets and fichus, and more briefly coiffures, jewelry, and cosmetics.

Zooming in on Montanclos' picture brings into focus the fashion process: evidence of the beginning split between court and city fashion; naming vs. illustrating fashion; and the confounding of editorial and advertising copy.

This research extends the findings of Lowe and Lowe (1990) to suggest that within-year variance of stylistic change has played a more significant role in fashion than century-bound costume history would show, and that further play with the "temporal lens" could lead to a new fashion history with a more nuanced discussion of continuity and change in the western fashion process.

Lowe, E. D., & Lowe, J. W. G. (1990). Velocity in the fashion process in women's formal evening dress, 1789-1980. *Clothing and Textiles Research Journal*, 9(1), 50-58.

Montanclos, [M. E.] de. (1775). Avis sur les modes nouvelles. *Journal des Dames*, 1, 127-130.