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**μ :**

**1900-1949:**

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**:T μ**

**2008**

**μ**

.....3  
.....4

**1**

1.1900-1919.....7  
2. « Gibson».....7  
3. μ μ .....9  
4. ....9  
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.....48

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μ μ .  
μ  
μ 1900 μ 1949,  
μ μ  
μ .



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20 μ μ .

μ

μ μ ,

μ , ...



Henri De Toulouse Lautrec-Woman at her toilette(

)-1891

**1900-1919**



1900-1919

μ 20  
μ «' μ » (La Belle Epoque)  
μ μ μ  
μ μ μ  
μ μ μ μ μ μ μ 1  
μ μ μ μ μ μ μ

« Gibson »

μ . μ  
μ μ . μ μ  
μ μ μ .  
« Gibson » (Gibson's girl) μ μ  
Charles Dana Gibson  
μ 19  
20 .  
μ , μ μ , μ μ  
μ μ μ μ μ  
μ μ μ S. μ  
μ μ .  
Gibson ,  
μ μ μ μ  
μ « μ » μ .







μ . μ μ μ μ  
μ μ .<sup>2</sup>

μ μ  
Vogue μ  
μ μ μ μ μ ,  
μ . μ μ μ  
.

### Factor-Rubinstein-Arden

μ μ μ μ μ μ  
μ μ μ μ μ  
μ .  
μ , Max Factor  
μ . 1904 μ  
μ μ .4 μ μ μ  
,  
μ μ μ .  
μ  
Factor μ  
μ μ μ .  
μ Helena Rubinstein μ  
1988 μ  
μ μ μ  
μ . 1908 μ

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<sup>2</sup> Teresa Riordan-Inventing beauty:A history of the innovations that have made us beautiful,2004

1912

1914.<sup>3</sup>

Elizabeth Arden (Nightingale Graham)

Elizabeth Arden (

1908

μ

1909

Florence

μ

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μ

μ

μ

μ

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μ

μ

Lillian Gish

Mary P ckford

μ



*Lillian Gish*

*Mary Pickford*

<sup>3</sup> Gwen Kay-Dying To be beautiful,2005

μ  
 μ μ μ vamp. vamp  
 μ μ μ , μ  
 μ , μ μ  
 μ . μ  
 μ vamps μ Pola  
 Negri, Nita Naldi Theda Bara.



*O vamps Nita Naldi Pola Negri*

H Theda Bara μ μ μ . 1917  
 Rubinstein μ μ .  
 Rubinstein μ kohl μ  
 μ μ μ « » .  
 μ μ μ μ  
 μ .<sup>4</sup>

<sup>4</sup> Teresa Riordan-Inventing beauty: A history of the innovations that have made us beautiful, 2004



*Theda Bara*

μ

μ μ ,  
 μ .  
 μ μ μ .L.Williams  
 1914. μ  
 μ  
 μ Williams  
 Maybel  
 μ μ  
 Williams μ Maybelline  
 (vazeline) .  
 μ  
 To 1914 Max Factor μ  
 , μ  
 Maurice Levy ,  
 Scovil  
 μ ,  
 μ sticks μ μ  
 μ μ . μ  
 μ .<sup>5</sup>

<sup>5</sup> [leda.law.harvard.edu/leda/data/788/schaffer06.pdf](http://leda.law.harvard.edu/leda/data/788/schaffer06.pdf) , . .



**1920-1929**



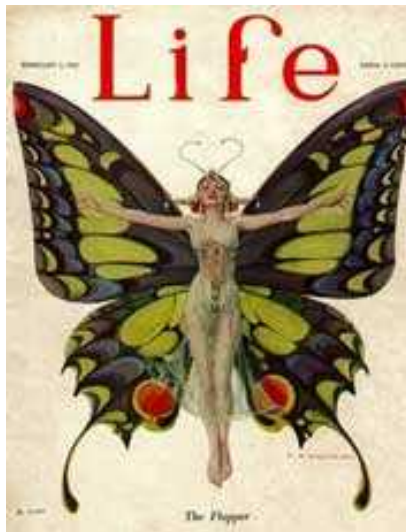




## Flappers

μ flappers μ  
 . μ μ , μ  
 μ μ , flappers μ μ  
 μ μ . , ,  
 ( μ ), μ .  
 μ .  
 μ  
 Betty Boop Minnie Mouse. μ

. 6



*Life* μ μ *flapper* μ  
*Flapper* μ  
*flappers* .

flapper μ  
 1912, μ μ μ

<sup>6</sup> [www.geocities.com/flapper\\_culture/appeal.html](http://www.geocities.com/flapper_culture/appeal.html), . .

(flap= , )

μ

## La Garconne

μ , μ ,μ μ  
, μ  
( flappers) μ .  
μ La Garconne μ μ

Victor Margueritte.

μ (garcon= )

. μ μ  
Coco Chanel

μ , μ μ  
μ . μ μμ μ  
μ μ μ

μ μ

μ μ  
μ μ μ

μ μ , μ μ . μ

μ μ μ μ μ , μ μ  
μ μ

“art deco”

μ μ μ , μ μ  
μ μ μ μ μ  
Lancome Coty μ  
μ μ μ

. 7

<sup>7</sup>: Kate De Castelbajac-The face of the century:100 years of makeup and style,1995

μ  
 , μ μ μ μ  
 μ Gish Pickford " "  
 vamps. Clara Bow Mae Murray μ  
 Colleen Moore Louise Brookes  
 μ .



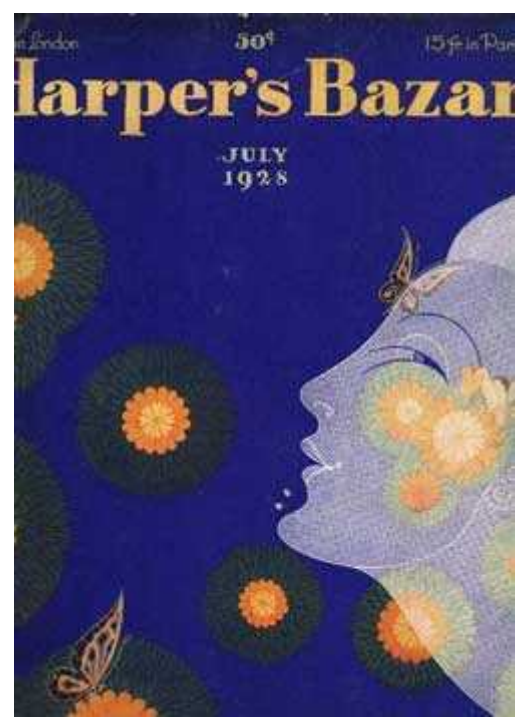
*Looise Brookes,μ*

*flappers μ*

μ , μ  
 μμ μ μ μ μ  
 vamps. μ μ  
 , μ μ μ  
 μ μ  
 μ μ  
 μ μ μ

μ μ μ .  
 μ μ μ μ  
 μ . μ μ  
 μ . μ  
 μ μ  
 μ μ . μ μ

Vogue, Harper's Bazaar The Queen.



*Vogue Harper's Bazaar 1928 1920*

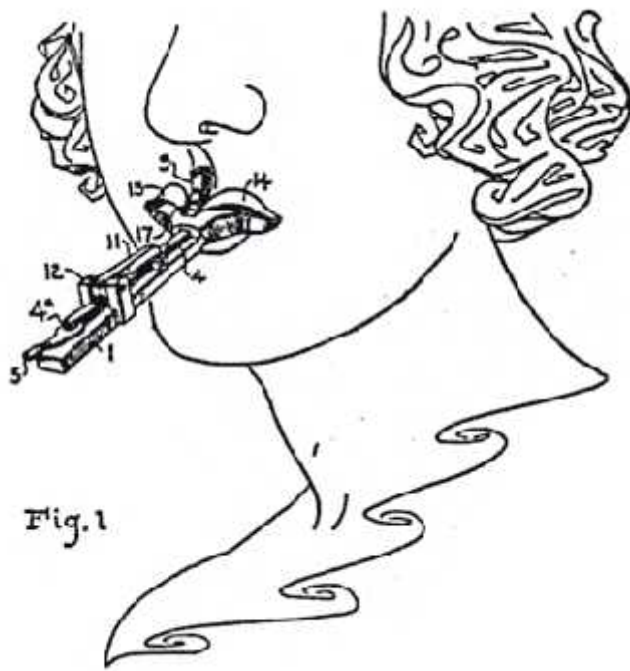
μ μ  
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 μ μ μ .  
 μ 35.000.000  
 μ μ μ μ μ  
 , μ μ μ μ μ  
 μ . μ  
 μ μ

μ μ 1 μ μ  
 μ μ μ μ  
 μ μ μ μ  
 μ belladonna μ μ .  
 μ μ μ μ . . . .  
 μ μ μ μ μ μ μ μ  
 . 8

μ μ μ μ  
 μ μ Levy μ μ  
 μ μ 100  
 μ μ “ ”  
 (cupid’s bow) μ .

---

<sup>8</sup> Kate De Castelbajac-The face of the century:100 years of makeup and style,1995



« ' » μ μ « Max Factor, »  
 μ μ μ μ μ μ  
 , μ μ μ μ  
 μ μ μ μ μ μ  
 μ μ μ μ μ μ  
 Clara Bow Mae Murray.



Mae Murray Clara Bow μ

1928 Max Factor μ lip gloss  
 Paul Baudecroux μ  
 μ Tangee Maybelline  
 μ



μ μ μ μ μ  
 μ μ μ μ μ  
 μ , μ μ μ μ  
 μ μ μ μ μ  
 μ μ μ μ μ  
 μ μ μ μ μ  
 μ μ μ μ μ

1923 μ , "Kurlash",  
 μ ,  
 μ μ Max

Factor. Factor μ ( μ cosmetique)

μ μ μ μ μ μ μ  
 μ μ μ μ μ μ μ  
 μ μ μ μ μ μ μ  
 μ μ μ μ μ μ μ

1927 o Factor μ , μ μ ,  
 μ μ μ μ μ μ μ  
 μ μ μ μ μ μ μ

μ .<sup>9</sup> , μ  
μ μ μ μ μ  
μ μ μ μ μ  
μ μ μ μ μ μ μ  
μ μ μ μ μ μ μ  
μ μ μ μ μ μ μ  
μ μ μ μ μ μ μ  
μ μ μ μ μ μ μ  
μ μ μ μ μ μ μ  
μ μ μ μ μ μ μ



1920

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<sup>9</sup> Teresa Riordan-Inventing beauty:A history of the innovations that have made us beautiful,2004



1920-1929



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1925

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\_\_\_\_\_ :

( , , , , , , , , , , . .).

μ , μ , μ .

μ μ . μ μ .

μ .

\_\_\_\_\_ :

μ μ μ : ,stick . μ μ μ μ " μ . , - μ μ μ .

\_\_\_\_\_ :

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μ μ μ μ , μ μ μ μ μ μ .

μ ,μ μ μ . μ μ μ μ .

μμ μ . μ  
 μμ , μ , μ  
 . μ μ  
 , μ μ μ  
 . μ μ . μ  
 μ μ μ μ  
 μ μ . μ μ μ  
 μ , μ μ μ  
 μ , μ μ μ .  
 μ ,μ μ μ

flappers.



*Flapper*

\_\_\_\_\_: μ μ μ μ  
 μ stick μ kohl μ μ  
 μμ . μ  
 . μ μ μ -  
 μ . μ cake,  
 μ μ .  
 μ μ μ . μ μ  
 μμ μ μ μ μ .



μ

*Mistinguette* μ

μ

\_\_\_\_\_:

μ .

μ

μ

μ .

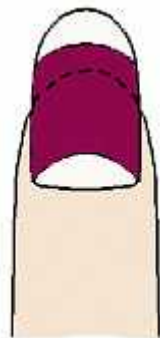
μ

μ

μ

μ

( “μ ” )



1920

μ μ μ μ μ  
μ μ μ μ μ



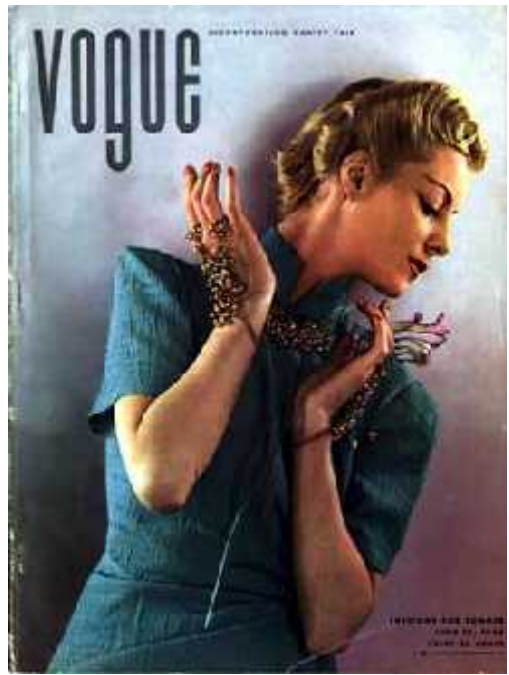
μ 1920 μ μ

**1930-1939**





. μ μ  
 μ μ μ  
 μ  
 Photoplay, Motion Picture, Movieland Modern Screen.  
 μ μ μ  
 μ μ μ  
 Vogue Harper's Bazaar  
 μ μ μ  
 Marie Claire Votre Beaute Glamour  
 μ



*Vogue* 1936. μ

μ μ μ  
 μ μ μ  
 50 μ μ μ μ μ μ μ  
 μ μ μ μ μ μ μ  
 μ μ μ μ μ μ μ

( μ μ . .). <sup>10</sup>

« μ »

*Tangee*

« μ

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...»

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Max Factor

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μ μ

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μ

μ μ

μ

Factor

. μ

Joan Crawford, Claudette

Colbert, Jean Harlow . . .

μ

μ

μ

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μ

μ

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μ

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μ

“

”

<sup>10</sup> Sarah Berry-Screen style: Fashion and femininity in 1930s Hollywood, 2000



40000  
 Factor, Guerlain Westmore Elizabeth Arden Max

---

Factor, Guerlain Westmore Elizabeth Arden Max

Betty Davis.  
 m Westmore  
 Davis



Betty Davis

Westmore ( Hollywood) George Westmore  
 Factor (beauty calibrator)  
 (mechanical oscillator)  
 1937 Max Factor pan-cake makeup  
 (pan= ) cake (cake= ).  
 1931 1930  
 . 11

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<sup>11</sup> · Kate De Castelbajac-The face of the century:100 years of makeup and style,1995

Garbo-Dietrich:

μ Hollywood μ μ .  
 vamps flappers μ .  
 ,μ μ μμ ,μ  
 μ μ . Greta Garbo  
 . , μ  
 μ μ μ μ  
 μ μ . Garbo  
 μ μ μ .  
 μ  
 , μ μ μ . μμ  
 μ μ μ .  
 μ μμ μ  
 μ  
 μ μ Garbo . Joan Crawford  
 μ flapper μ μ  
 μ μ .



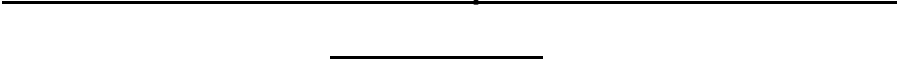
*Greta Garbo,*

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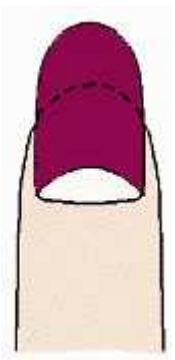
μ μ “ ” μ  
 μ μ μ μ μ  
 μ μ μ

**1930-1939**



μ ——— : μ μ  
 μ μ  
 μ . μ μ  
 μ : ‘ μ μ  
 μ , μ  
 μ . μ  
 μ : μ μ μ  
 μ , μ μ  
 μ μ μ  
 μ 1935 μ μ  
 μ μ μ  
 μ : μ μ μ

1935  $\mu$   
 $\mu$  -  
 $\mu$  .  
 \_\_\_\_\_ :  
 $\mu$  , , , .  $\mu$   
 $\mu$  ,  $\mu$   
 $\mu$   $\mu$   $\mu$   $\mu$   $\mu$   $\mu$   $\mu$  .  
 $\mu$  -  $\mu$   $\mu$   
 $\mu$  -  $\mu$   
 $\mu$  .  $\mu$   
 $\mu$   $\mu$   $\mu$   $\mu$  .  
 $\mu$   $\mu$   $\mu$   $\mu$  ,  
 $\mu$   $\mu$   $\mu$   $\mu$  .  
 $\mu$   $\mu$   $\mu$   $\mu$  .  
 $\mu$   $\mu$   $\mu$   $\mu$   $\mu$  .  
 $\mu$   $\mu$   $\mu$   $\mu$   $\mu$  .  
 \_\_\_\_\_ :  $\mu$   $\mu$  , ,  $\mu$   
 . Cutex ,  $\mu$   
 $\mu$   $\mu$  .  $\mu$   $\mu$



1930

# 1940-1949



*For a while, she has said good-bye  
to her old self...*

She is her, still and never to be without, doing a thousand things she was doing long ago. Carrying out her duties with a... (text is small and partially illegible)

The time is passing... (text is small and partially illegible)

A Salute to Girls in the Service

by **Berlei**

(Small text at the bottom of the advertisement, likely a copyright notice or publisher information)





μ

μμ

μ .



*Facing the music*

War has given us a chance to show our mettle.

And it is only fair that we shoulder a share of men's responsibilities. But while we work for Victory we must guard against personal neglect. We must not surrender our claim to charm.

Never must we tolerate the betrayal of careless grooming, for good looks and good morale are the closest of allies.

*Put your best face forward—*

*Yardley*

H

μ

Yardley

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«μ

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μ

μμ

».



Pond's

...

ussy



μ  
 .  
 μ μ μ μ ,  
 .  
 μ  
 μ  
 .  
 μ μ  
 μ , μ . Dorothy Lamour, Rita  
 Heyworth, Betty Grable, Lana Turner, Hedy Lamarr Lauren Bacall  
 μ μ .

1941 Cyclax Stockingless Cream, μ μ  
 μ ,  
 μ .  
 ax Factor 1949 μ μ μ ,  
 Cream Puff, . Factor  
 μ μ μ  
 μ μ μ  
 μ μ  
 Lancome μ  
 μ μ μ Progres ( ).  
 Gala μ μ  
 μ Lipline μ μ μ  
 μ μ μ Lip Palette  
 Rimmel 1948 μ μ ,  
 Factor μ  
 μ Tru-Color.

1942                      1948                      Peggy Sage                      μ                      Dura Gloss                      Lustre Coat                      μ

. 13

**1940-1949**



\_\_\_\_\_ : μ                      μ                      μ

μ                      μ                      μ .                      μ                      μ

μ                      μ                      μ                      μ                      μ

μ                      μ                      μ                      μ                      μ

\_\_\_\_\_ : '                      , μ                      μ                      μ

μ                      .                      μ                      μ                      μ

μ .

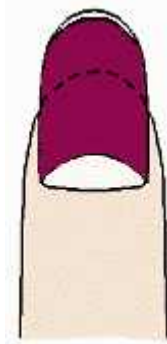
\_\_\_\_\_ : μ                      μ                      μ                      μ

μ eyeliner.                      μ                      μ

.                      μ

<sup>13</sup> Kate De Castelbajac-The face of the century:100 years of makeup and style,1995

\_\_\_\_\_ : Το μ  
 μ , , μ , - , , μ μ μ μ  
 μ μ



1940



- Teresa Riordan-Inventing Beauty:A history of the innovations that have made us beautiful,New York 2004
- Sarah Berry-Fashion and Femininity in 1930s Hollywood, Minneapolis 2000
- Kate De Castelbajac-The Face of the Century-100 years of makeup and style,London 1995
- Gwen Kay-Dying to be beautiful,Ohio 2000
- Daniel Delis Hill-Advertising to American women 1900-1999,Ohio 2002

- [www.fashion-era/make\\_up.com.htm](http://www.fashion-era/make_up.com.htm)
- [Scriptorium.lib.duke.edu/adaccess/cosmetics-history.html](http://Scriptorium.lib.duke.edu/adaccess/cosmetics-history.html)
- [Influx.uoregon.edu/1999/makeup/history.html](http://Influx.uoregon.edu/1999/makeup/history.html)
- [www.make-upusa.com/articles/cosmeticshistory.html](http://www.make-upusa.com/articles/cosmeticshistory.html)
- [www.channel4.com/life/microsites/M/make\\_up/](http://www.channel4.com/life/microsites/M/make_up/)
- [www.return2style.de/swingstyle/makeup](http://www.return2style.de/swingstyle/makeup)
- [www.revampvintage.com/20wmakeup.html](http://www.revampvintage.com/20wmakeup.html)
- [www.answers.com/topic/roaringtwenties](http://www.answers.com/topic/roaringtwenties)
- [www.freebeautytips.org/fortiesstyles.html](http://www.freebeautytips.org/fortiesstyles.html)
- [Leda.law.harvard.edu/leda/data/788/schaffer06.pdf](http://Leda.law.harvard.edu/leda/data/788/schaffer06.pdf)
- [www.rpsgb.org.uk/informationresources/museum/exhibition04/museumx04histcosm.html](http://www.rpsgb.org.uk/informationresources/museum/exhibition04/museumx04histcosm.html)
- [www.digitalhistory.uh.edu/do\\_history/fashion/Cosmetics/cosmetics.htm](http://www.digitalhistory.uh.edu/do_history/fashion/Cosmetics/cosmetics.htm)
- [www.pg.com/company/who\\_we\\_are/max\\_factor\\_history.jhtml;jsessionid=KULYP4ZBLZIU1QFIAJ450JGAVABHOLKM](http://www.pg.com/company/who_we_are/max_factor_history.jhtml;jsessionid=KULYP4ZBLZIU1QFIAJ450JGAVABHOLKM)
- [www.vintageconnection.net/ModesInMakeup.htm](http://www.vintageconnection.net/ModesInMakeup.htm)
- [Silentladies.com](http://Silentladies.com)
- [www.imbd.com](http://www.imbd.com)
- [www.eyewitnesstohistory.com/gibson.htm](http://www.eyewitnesstohistory.com/gibson.htm)
- [www.gibsongirls.com](http://www.gibsongirls.com)
- [www.ge\\_cities.com/flapper\\_culture/appeal.html](http://www.ge_cities.com/flapper_culture/appeal.html)
- [www.spartacus.schoolnet.co.uk/Wfirst.htm](http://www.spartacus.schoolnet.co.uk/Wfirst.htm)
- [www.maybelline.co.uk/about\\_us/12821283.htm](http://www.maybelline.co.uk/about_us/12821283.htm)
- [www.fashionmagazine.com/beauty/regulararticle/83/](http://www.fashionmagazine.com/beauty/regulararticle/83/)
- [www.cosmeticsfairy.co.uk/product\\_info.php?products\\_id=124](http://www.cosmeticsfairy.co.uk/product_info.php?products_id=124)
- [www.americanpopularculture.com/style.htm](http://www.americanpopularculture.com/style.htm)
- [Barneyggrant.tripod.com/p-perceptions.htm](http://Barneyggrant.tripod.com/p-perceptions.htm)
- [Hyperhistory.org](http://Hyperhistory.org)
- [Thehistoryof.com](http://Thehistoryof.com)