Contents Consuming Double: Cender, Class, and Consumption

Acknowledgments

ix

Introduction

David Desser and Garth S. Jowett

xi

MANAGED STREET, STREET, STREET, STREET, CREATING CONSUMERS

1. Hollywood, Consumer Culture, and the Rise of "Body Shaping" Heather Addison 3

2. Flirting with Kathlyn: Creating the Mass Audience
Barbara Wilinsky 34

3. The Hollywood Flapper and the Culture of Media Consumption

Sara Ross 57

4. Hollywood in the 1920s: Youth Must Be Served
Cynthia Felando 82

5. Hollywood Exoticism: Cosmetics and Color in the 1930sSarah Berry 108

6. From Apocalypse to Appliances: Postwar Anxiety and Modern Convenience in Forbidden Planet
Rick Worland and David Slayden 139

II. CONSUMING CREATORS

7. "Chi-Chi Cinderella": Audrey Hepburn as Couture Countermodel
Gaylyn Studlar 159

8. Sharon Stone in a Gap Turtleneck Rebecca L. Epstein 179

9. Hollywood Goes on Sale; or, What Do the Violet
Eyes of Elizabeth Taylor Have to Do with
the "Cinema of Attractions"?
Aida A. Hozić 205

10. Consuming Doubts: Gender, Class, and Consumption in Ruby in Paradise and Clueless

Angela Curran 222

III. HOLLYWOOD: THE DREAMSCAPE

11. (Un)Real Estate: Marketing Hollywood in the 1910s and 1920s Jeffrey Charles and Jill Watts 253

12. Lights, Camera, Faction: (Re)Producing
"Los Angeles" at Universal's CityWalk
Josh Stenger 277

13. Shopping Esprit: Pretty Woman's

Deflection of Social Criticism

Thomas E. Wartenberg 309

14. A Wild Child Goes Shopping: Naturalizing Commodities and Commodifying Nature in Nell

Larry W. Riggs and Paula Willoquet-Maricondi 330

Contributors 355

> Index 359

From Apocalypse to Appliances: Postwar Anxiet
 and Modeun Convenience in Forbidden Plant