

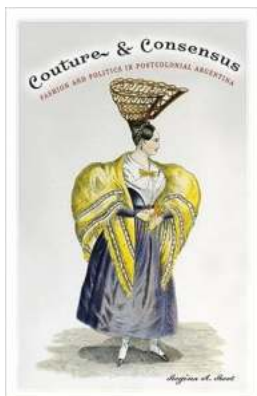
Fashion and Politics in Postcolonial Argentina: Cultural Studies of the Americas

Argentina, a country known for its vibrant culture and rich history, has a unique relationship between fashion and politics. The intertwining of these two aspects reflects the complex narrative of postcolonial Argentina, where fashion has become a powerful tool for self-expression, resistance, and identity formation.

In recent years, there has been a growing interest in examining the relationship between fashion and politics in various cultural contexts. Argentina, with its history of colonialism, revolution, and political turmoil, presents an intriguing case study. This article explores the intersection of fashion and politics in postcolonial Argentina, with a particular focus on cultural studies of the Americas.

Historical Background

To understand the dynamic nature of fashion and politics in Argentina, we must delve into its historical background. The country gained independence from Spain in 1816, but its postcolonial journey was far from smooth. A series of political revolutions, economic crises, and military dictatorships marked the 19th and 20th centuries, shaping the nation's identity and cultural landscape.



Couture and Consensus: Fashion and Politics in Postcolonial Argentina (Cultural Studies of the Americas) by Regina A. Root (Kindle Edition)

★★★★★ 5 out of 5

Language : English

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Text-to-Speech: Enabled

Screen Reader: Supported

Print length : 240 pages



Throughout this tumultuous period, fashion played a vital role. It served as a means to express political affiliations, challenge social norms, and assert national identity. From the cosmopolitan elites to the working class, fashion became a way for individuals to make political statements and assert their agency.

Fashion as Political Expression

One of the most notable examples of fashion's political expression in postcolonial Argentina is the emergence of the "Peronist fashion" in the mid-20th century. Juan Domingo Perón, a charismatic political leader, attracted a massive following and introduced a populist ideology. His wife, Eva Perón, played a pivotal role in shaping the Peronist fashion aesthetic.

Eva Perón, commonly known as "Evita," became an icon of Argentine fashion and politics. Through her impeccable sense of style and promotion of fashion as a tool for empowerment, she became a symbol of resistance against the oppressive regime. The tailored suits, elegant gowns, and signature hairstyles embodied the aspirations of the working class and challenged the socio-political order.

Resistance Through Clothing

During Argentina's military dictatorships in the 20th century, fashion became an act of resistance. The youth subcultures, such as the "murgas," utilized fashion as a form of rebellion against the oppressive regime. The combination of vibrant colors, elaborate costumes, and provocative slogans allowed the youth to reclaim public spaces and challenge the authority.

Additionally, during the Dirty War (1976-1983), when thousands of individuals were forcefully disappeared, fashion became a means to protest and demand justice. The Mothers and Grandmothers of the Plaza de Mayo, a group of women fighting for their missing children and grandchildren, donned white headscarves embroidered with the names of their loved ones. This simple but powerful act enabled them to mobilize public support and draw attention to their cause.

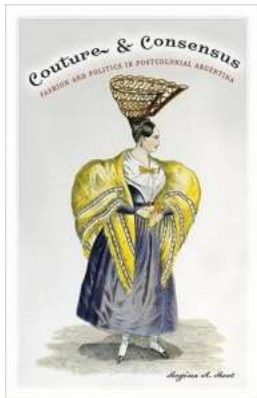
Fashion and the Changing Landscape

In recent years, Argentina has experienced significant social and cultural changes, resulting in a shifting relationship between fashion and politics. The rise of feminist movements, LGBTQ+ rights, and indigenous activism has reshaped the fashion landscape. Designers are increasingly embracing sustainable practices, incorporating traditional textiles, and challenging Eurocentric beauty standards.

These changes reflect a renewed focus on inclusivity, diversity, and social justice. Argentine fashion designers are using their platforms to address political issues, such as gender equality, economic inequality, and environmental preservation. The fashion industry has emerged as a powerful tool for cultural expression, social critique, and political engagement.

The relationship between fashion and politics in postcolonial Argentina is a complex and multifaceted one. From the Peronist fashion of the mid-20th century to the acts of resistance during oppressive regimes, fashion has served as both a means of self-expression and a tool for political mobilization. As Argentina continues to navigate its postcolonial identity, the fashion industry stands as a symbol of resilience, creativity, and cultural heritage.

Through cultural studies of the Americas, we can unravel the intricate connections between fashion and politics, shedding light on the transformative power of clothing and its role in shaping societies. By understanding the historical and contemporary dynamics, we gain a deeper appreciation for Argentina's unique cultural tapestry and the ongoing dialogue between fashion and politics.



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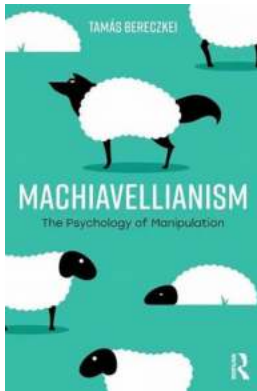
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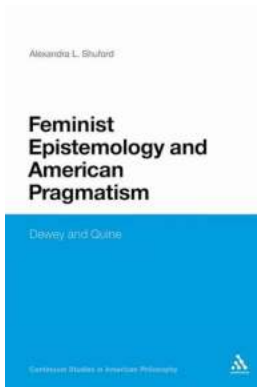
Following Argentina's revolution in 1810, the dress of young patriots inspired a nation and distanced its politics from the relics of Spanish colonialism. Fashion writing often escaped the notice of authorities, allowing authors to masquerade political ideas under the guise of frivolity and entertainment. 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.



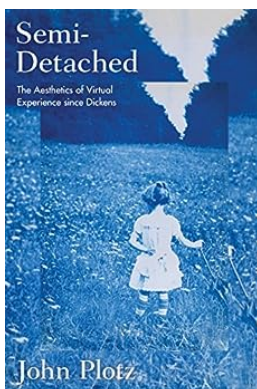
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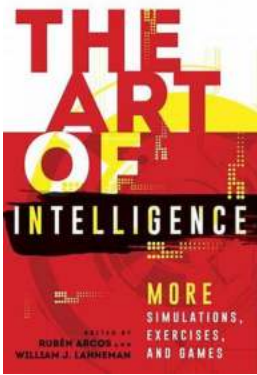
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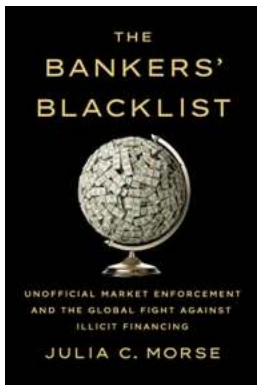
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