

## Editor's Introduction

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It was a pleasure having Kathy Peiss as a guest editor for this special issue of *Enterprise & Society*. The papers published here were first presented at the Hagley Museum and Library's conference on "Beauty and Business" in March 1999. The papers for inclusion in *Enterprise & Society* were reviewed and selected by a panel including Kathy, myself, and Phil Scranton. Both the journal and the individual authors benefited from Kathy's and Phil's careful and extensive commentary, as well as that of Sally Clarke, who guided the papers through the editorial process. All of this work considerably eased the tasks of the editorial office in preparing the manuscripts for publication.

These five papers represent an attempt to extend the boundaries of business history. As Kathy Peiss points out in her introductory essay, "beauty" and "business" seem to be disparate terms, yet strong relationships, not yet extensively explored, actually exist. Peiss sees beauty in business, and vice versa, and argues that new scholarship will show that a close and meaningful relationship does exist. The four papers that follow each treat a specific aspect of the topic. Carole Turbin explores men's fashion, represented by the collar and shirt,

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using Cluett, Peabody's Arrow Man as a compelling cultural image of the "new man." Susannah Walker examines the evolution of the "Afro" from political symbol to a fashion commodity. Kirsten Gardner examines the social and technical development of breast prostheses as an aspect of the "beauty business." Vicki Howard utilizes various company documents to explore the creation of a "beauty culture" at the Maidenform company. Taken together, these essays represent excellent examples of the new scholarship that attempts to bring beauty and business into a closer relationship.