

## **Fashioning the Self: Femininity and Creativity in Vanity Case Design (1900-1970)**

**Authors :** Sandy Ng

**Abstract :** This study explores how women asserted their identities through vanity case design that increased their visibility and affirmed their sense of self. It discusses a history of vanity case design intersected with women as agents of social changes, represented in images that express the modern lifestyle created in the twentieth century. The discussion will emphasize how consumption transformed women's appearances and mentality and whether vanity cases mediated the ways they perceived and presented themselves. Consumption in modern material culture imparted a sense of respectability to the modern woman while she introduced modern lifestyle and good taste through creativity and specific materials in the designs she carried that redefined her social status. Visual evidence, such as advertisements and photographs, as well as designs including vanity cases and jewelry worn by women, will be examined in the context of Pierre Bourdieu's concept of cultural capital, enhancing understanding of women's cultural and social roles in the modern era. Creativity articulated in fashion accessories specifically designed for women was instrumental in asserting their identities and ornamentation on design served vital cultural and social functions in the modern epoch.

**Keywords :** creativity, design, femininity, modern women, vanity case

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