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LP POST #2



<http://myvintagevogue.com/gallery/index.php?level=album&id=11&mode=slideshow>

In this early 1950's advertisement for the American fashion brand, "L'Aiglon." In the advertisement we see a woman dressed to the nines in the foreground and a collection of men in the background peeking over their newspapers, gazing at the woman. The headline reads, "It happens every time you wear a L'Aiglon." a separate caption reads "Unspoken but almost heard, the murmur of approval as you and your L'Aiglon pass by!"

The advertisement does not seem to imply a certain level of sexualization but more so a focus upon the garment, interestingly enough. It does seem slightly misogynistic in the sense that the writing implies that because a lady should not speak very much, she should choose to wear a garment which speaks for her in its exquisite beauty. Again, we run into the concept that the woman is being **noticed** for her body and its extension (the garment) rather than for her ability and wit.

The advertisement implies that every woman wishes to be noticed, while of course we understand this isn't always the case. This advertisement also does not mention anything regarding the comfort of the garment, strictly visuals.