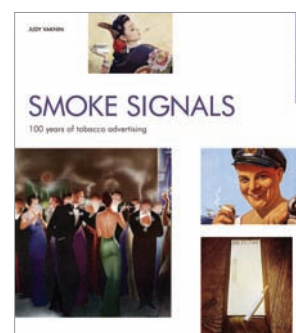




## ALL MADE UP

100 years of cosmetics advertising

**Penny Dade**



Also in the series:

### SMOKE SIGNALS

100 years of tobacco  
advertising

ISBN: 978 1 904750 12 3

ISBN: 1 904750 12 5

### Series: Cultural Studies

- pb
- ISBN: 978 1 904750 13 0  
ISBN: 1 904750 13 3
- 112pp
- 225 x 200mm
- £14.99
- Publication date:  
April 2007

### Trade orders

Central Books  
99 Wallis Rd  
London E9 5LN  
Tel: 020 8986 4854  
Fax: 020 8533 5821

### Sales enquiries

Troika  
United House  
North Rd  
London N7  
Tel: 020 7619 0800  
Fax: 020 7619 0801

All Middlesex University Press titles  
can be viewed on our website:

[www.mupress.co.uk](http://www.mupress.co.uk)

### Selling points

- The only fully illustrated book on the topic
- More than 80 colour reproductions of historic advertisements
- One of the first two in a brand new series
- Sourced from a unique collection – The Library of Historic Advertising at Middlesex University
- Excellent, well researched reference book

### Description

The 20th-century cosmetics advertising industry aimed to sell women an ideal image of themselves and a lifestyle by the use of association and persuasion, and to develop and maintain brand loyalty in a hugely competitive market. *All Made Up*, a brief history of 20th-century printed cosmetics advertising, starts with the early part of the century, which saw few advertisements. The growth of mass-circulation magazines saw a huge increase in advertising space and by beginning of the 21st century, vast numbers of printed advertisements had to compete with those in other media such as TV and the Internet. *All Made Up* illustrates this history with over 80 beautiful, full colour reproductions of advertisements taken from the Library of Historic Advertising.

### About the author

**Penny Dade** is the Learning Resource Manager at Middlesex University, responsible for the provision of learning resources for the students and staff of the School of Arts and Education and also for the University's archives and special collections. Penny has published numerous articles on librarianship and is the current Chair of Publications of the Art Libraries Society (ARLIS UK/Ireland).

# Middlesex University Press