



THE DANDY

AESTHETICISM, REBELLION AND A
TOUCH OF FASHION





«A dandy at work.....»



WE ARE GOING TO TALK ABOUT:

- Who is a «Dandy»?
- The Origin of the word «Dandy»
- George Bryant Brummell
- Lord Byron
- Living like a dandy
- Wilde's look
- What Wilde said.....
- Contradictions



WHO IS A «DANDY»?

- A man who dresses fashionably and elegantly.
- Pays exaggerate attention to his appearance.

WHY?

- To express his **comtept** towards the hypocrisy and prudery of Victorian bourgeoisie.
- He **embodied** unattainable models of sophistication.
- No homologation to fashion
- FASHION = BOURGEOISIE
- A «Dandy» is beyond fashion.



THE ORIGIN OF THE WORD «DANDY»

- The first time found in the song «Yankee Doodle Dandy».
- Sung by the British troops to **mock** the over garnished American uniforms.

WHEN?

- French and Indian war at the end of the 18th century.

*“Yankee Doodle went to town Riding on a pony/ He **stuck a feather** on his hat / And called it **macaroni**/ Yankee Doodle keep it up/ Yankee **Doodle dandy**.....”*

- **Macaroni** ≡ extravagant men , foppish.
- Americans = macaroni = womanish.





Yankee Doodle Dandy

GEORGE BRYAN BRUMMELL (1778-1840)

- First recognized dandy, Nicknamed «beau».
- Men paid to watch him dress up.
- The Prince Regent was among his admirers.
- His elegance based on:
 1. **APPEARANCE** (it took him from 2 to 5 hours to dress up)
 2. **POSES**
 3. **CONVERSATION**
- **HIS MOTTO:** *“Stay in the company for the time needed to produce an effect: when the effect is produced, go away”*
- His passion for gambling led him to his downfall.
- After the decline, madness followed.
- He died poor and alone.

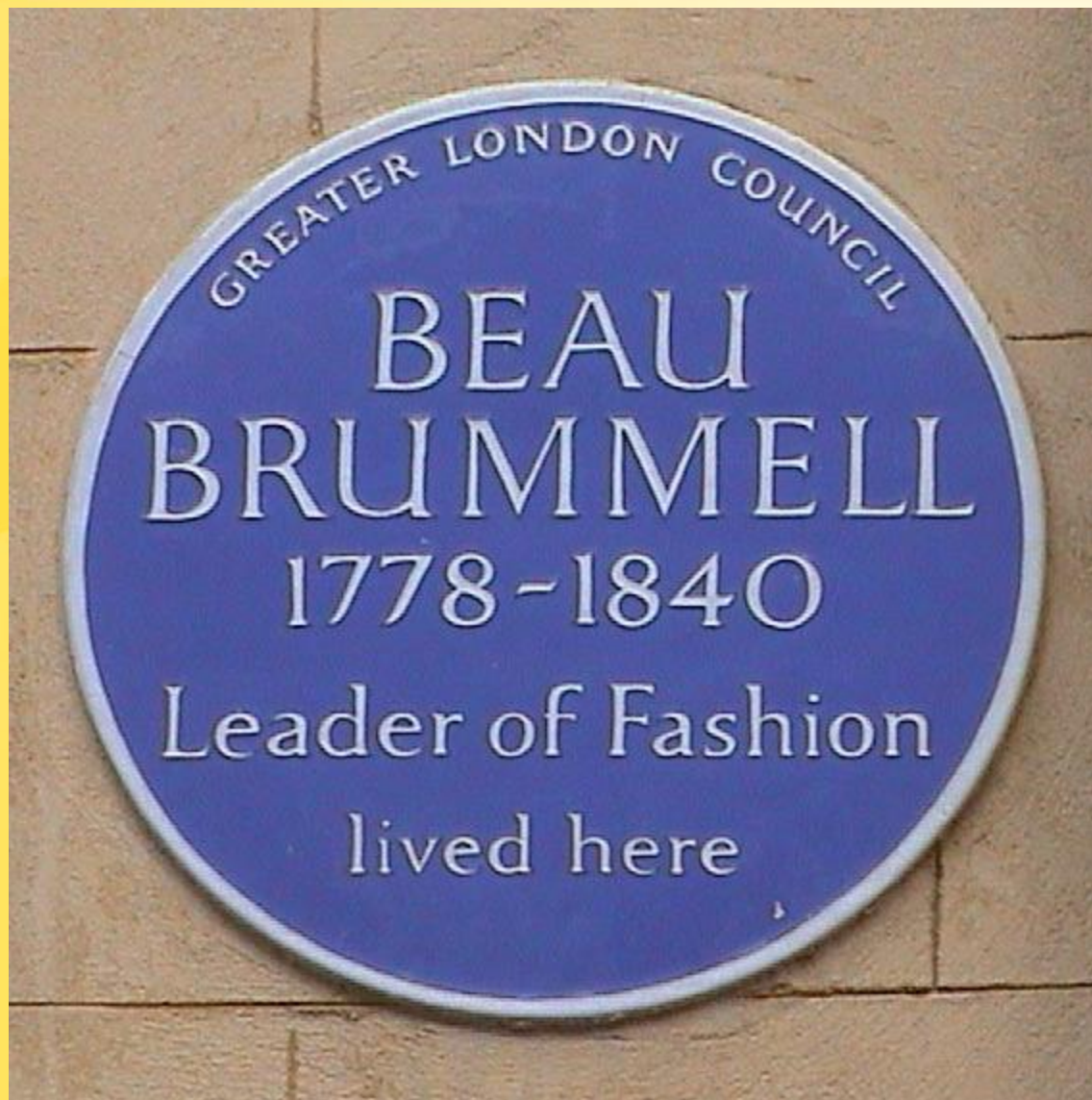






The statue of Beau Brummell





LORD BYRON

- Rebellious aristocrat Romantic poet
- Passionate
- Adventurous
- Loved by women (and men)
- Charm of the «cursed hero»



LIVING LIKE A DANDY

- Elegant
- Enjoys showing his superior unattainable taste
- Strives for perfection
- Continuous experimentation of new emotions
- Search for pleasure
- Aims at making his life a work of art
- No moral, sexual, aesthetic constraint



WILDE'S LOOK

- Enjoyed wearing velvet and laces
- Loved knee breeches and stockings
- Hairless face, when fashion dictated sideburns and mustaches
- Long hair with artificial waves
- Showed up at the theatre with a sunflower
- Wore green carnations in his buttonhole

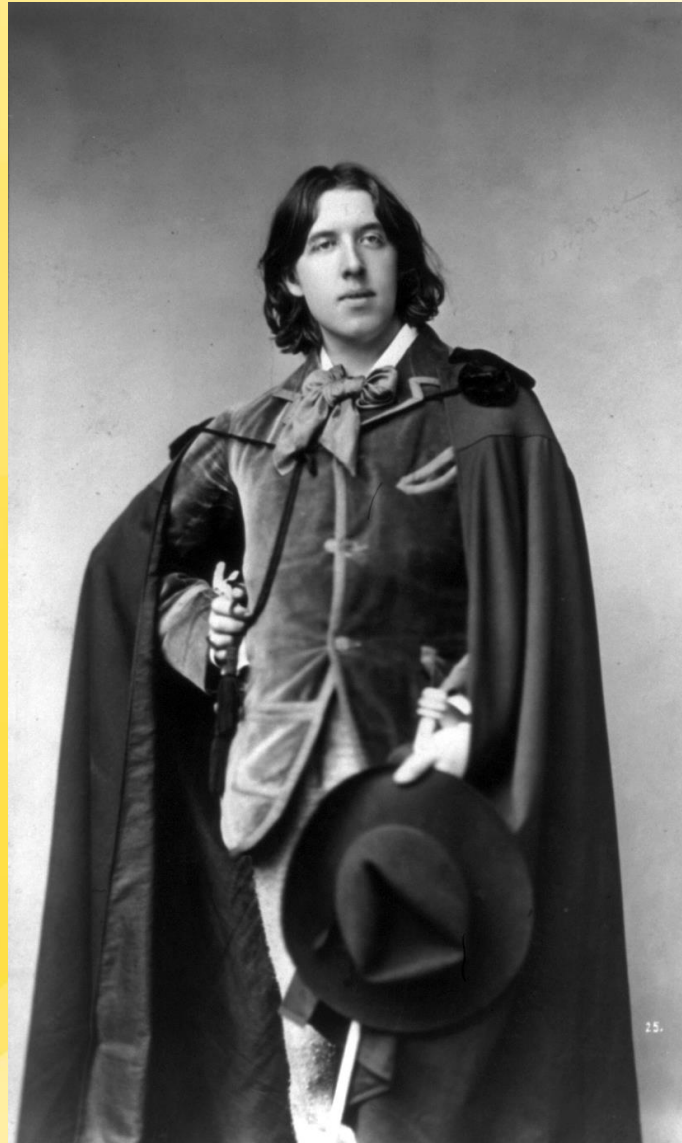




Image Courtesy: Newsweek - Richard Taylor/Star







WHAT WILDE SAID.....:

1. “You can never be overdressed or overeducated.”
2. “One should either be a work of art, or wear a work of art.”
3. “Fashion is what one wears oneself. What is unfashionable is what other people wear.”
4. “Looking good and dressing well is a necessity. Having a purpose in life is not.”
5. “The only thing worse than being talked about is not being talked about.”
6. “Everything popular is wrong.”
7. “Beauty is the only thing that time cannot harm.”
8. “You don’t love someone for their looks, or their clothes, or for their fancy car, but because they sing a song only you can hear.”
9. “Be yourself; everyone else is already taken.”
10. “A man’s face is his autobiography. A woman’s face is her work of fiction.”



CONTRADICTIONS

- Enjoys scandalizing and provoking

BUT

seeks public recognition and applause.

- Against society

BUT

he needs it in order to sell his works.

- Integrated

BUT

at the margin of society at the same time.





Thanks for watching

