



# REGENCY ROCOCO Directoire and Empire

Lecture 6 / Period Costume & Style

14.2.2024

# Schedule

9.00 – 9.45 Early 18th century, rise and fall of fontange

10.00 – 10.30 Early 18th century

10.30 – 11.30 reading task

Lunch 1,5h

13.00 – 13.45 Rococo and Cotton production

14.00 – 15.00 Directoire leading to Empire



## France, early 18th century

- After the death of Louis XIV, the new king is his grandson Louis XV
- His mistress Madame Pompadour
- Versailles closed to save the country
- Social life continued in Paris salons



Much of Louis XV reign, France was involved with costly wars

Madame de Pompadour supported arts & literature

Most influential of the styles of women's fashion

Court life back to Versailles in 1723

Jean-Antoine Watteau

The "Watteau Back" on "Le Sacque" = arts X fashion





# Rise and fall of fontange

Read the handout (1 page)

Day Dress, 1720

Boston Museum of Fine Arts

Robe á la Francaise was popularized by Madame  
Pompadour – became 'French national costume'





## Robe Volante, 1730

Metropolitan museum of art

- Transition dress of late 17th century mantua to early 18th century Robe à la Francaise



Sack back Robe á la Francaise from 1750 and 1760  
Madame Pompadour in 1745



## Court gown (robe à la française): robe and petticoat

France

Late 1760s

Blue and white brocade weave silk; bleached plain weave linen lining; silk knotted fringe

F.355

This dramatically wide gown was supported by frames known as panniers ("baskets") worn around the waist, under the gown. While panniers had ceased to be fashionable for everyday dress by the time of this garment's creation, they remained an essential aspect of court dress until the 19th century.

The fabric, an elaborate patterned silk known as a brocade, was woven in Lyon, France, an important center of silk weaving since the 17th century. The box pleating of fabric at the neckline in back, known as a *robe à la française* or sack back dress, allowed for the expensive brocaded fabric to conform to the human figure without being cut, thereby extending the life of the fabric for future reuse. Inside a linen bodice lining fit snugly to the wearer's stays, or corset.



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## Court Dress, 1745

Court dress of Italian brocaded silk with wide panniers.

The Museum of Costume Assembly Rooms, Bath





Men's coat, justaucorps, 1720  
Waistcoat 1730 Germany

1730- 40

Justaucorps , wool, embroidered with silver thread

Notice tight fitting breeches



## Waistcoats, 1730 & 1740

Gold and silver embroidered textiles were sold according to the weight of gold and silver each piece contained



## Court Suit, 1720-30

Changes appeared in men's daily dress, but formal court dress remained heavy in weight and volume, elaborate surfaces



# Fabric manufacture

- The Flying Shuttle, a device that automatically carried yarn across the fabric was invented in 1733
- This dramatically changed the development of weaving techniques and the speed of making fabric





<https://www.youtube.com/watch?v=4nFC0AeEPvc>



<https://www.youtube.com/watch?v=7O98vJ8VEF4>

# Fabric manufacture

East India Company brought fabrics, especially cotton and silk from India to Europe

Chintz fabric popular with oriental print designs

Calico is a fine quality cotton fabric from Calcutta, India

Heavy taxes removed from cotton thread produced in Britain in 1774

# Rococo

Marie Antoinette in 1778  
Portrait by Élisabeth Vigée-Lebrun

- 4 years after becoming Queen. The artist is just 23 years old and the Queen has given a difficult birth to a daughter
- After her mother died, in 1780, there were greater tensions with Austria and she was under a lot of pressure to produce an heir
- A male heir was finally born in 1781





- Marie Antoinette and her two eldest children
- Dauphin Louis Joseph wearing men's clothing
- Marie Antoinette was very attached to her children
- Start of the new era, term "childhood"

# Marie Antoinette establishes her own fashions

Rose Bertin, Queen's designer

Originally a dressmaker and a shop owner

- Creates dolls that replicate the Queen's new gown each month
- Bertin became a 'fashion brand'
- Season fashion changes begins
- Garde Robe = staff of chamber maids, wardrobe attendants, seamstresses, laundry maids



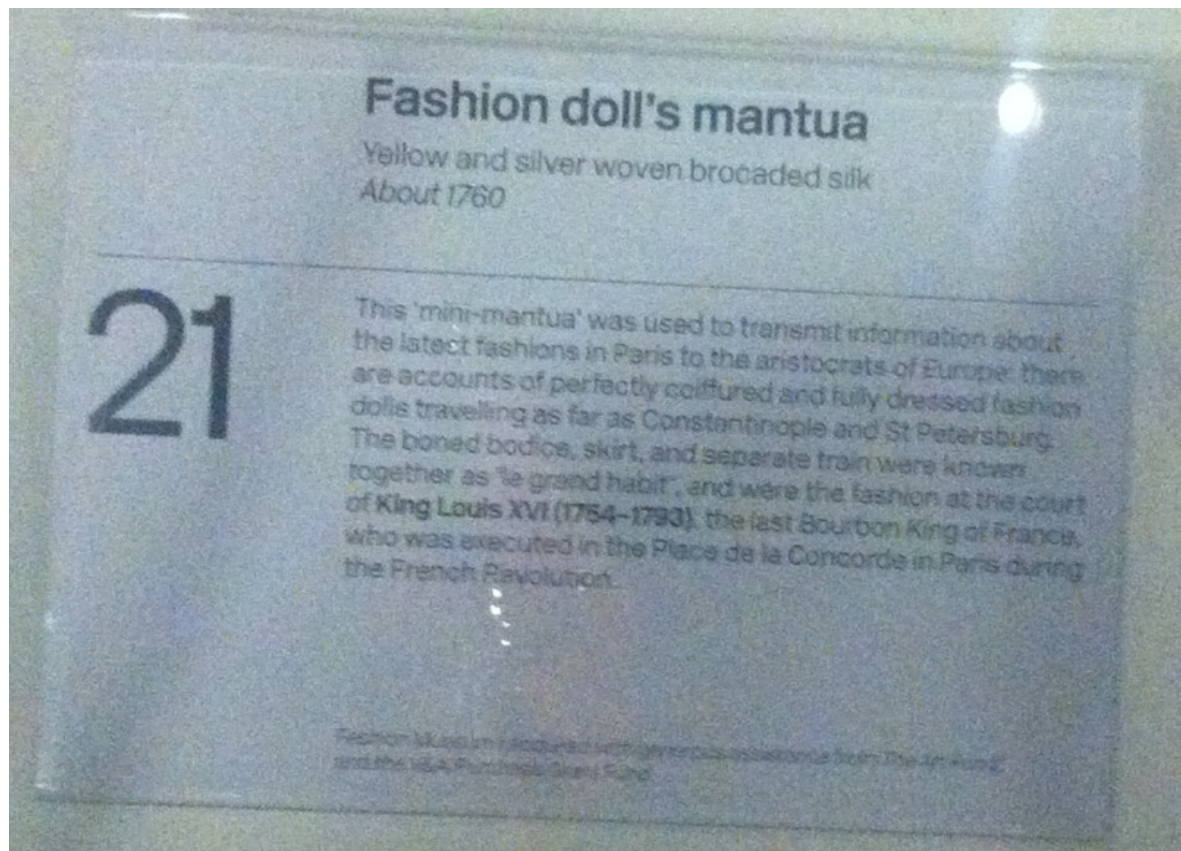
## Fashion doll, 1760

- French styles were distributed across Europe by the means of fashion dolls.
- In 1770, Rose Bertin toured with her carriage full of season's dolls
- The practice of publishing new styles in journals started in 1760's





Fashion doll, 1760





# 1770 Robe á la Francaise – the British way at the V&A

- Front closure is typical of the British who preferred a simpler line. Panniers were never so wide as the French.



## Robe á l'anglaise

- Much softer style
- As a result of 'Anglomania'
- Was like 'at home dress'

1785, displayed in LACMA



## Extreme hairstyles

Coloured etchings from 1776 show different extravagant hairstyles

Different names for different styles , for example,

top left= Bonnet à la Victoire

top right= La Candeur



# The Polonoise dress

- Marie Antoinette inspires a new look, The Polonoise
- 1775 Moreau le Jeune, from *Monuments du Costume Physique et Morale, Le Promenade*





- Robe a' la Polonoise
- Dress' hem is lifted up
- Petticoat is seen underneath

1775, exhibited in LACMA

# Moreau Le Jeune

- The Polonaise dress on women
- The men in tailcoats with wigs



## Robe a' la circassienne, 1780

- This was an adaptation of the robe a'la polonoise, has round hem, lifted up modestly from sides
- Depicted in *Galerie des modes et costumes francais*
- The first fashion magazine printed between 1778-87





Pair of stays, 1780

- Women in all social classes wore stays





**Suit: coat, waistcoat and breeches**

Textile: probably England; garment: England or America  
1770-1785

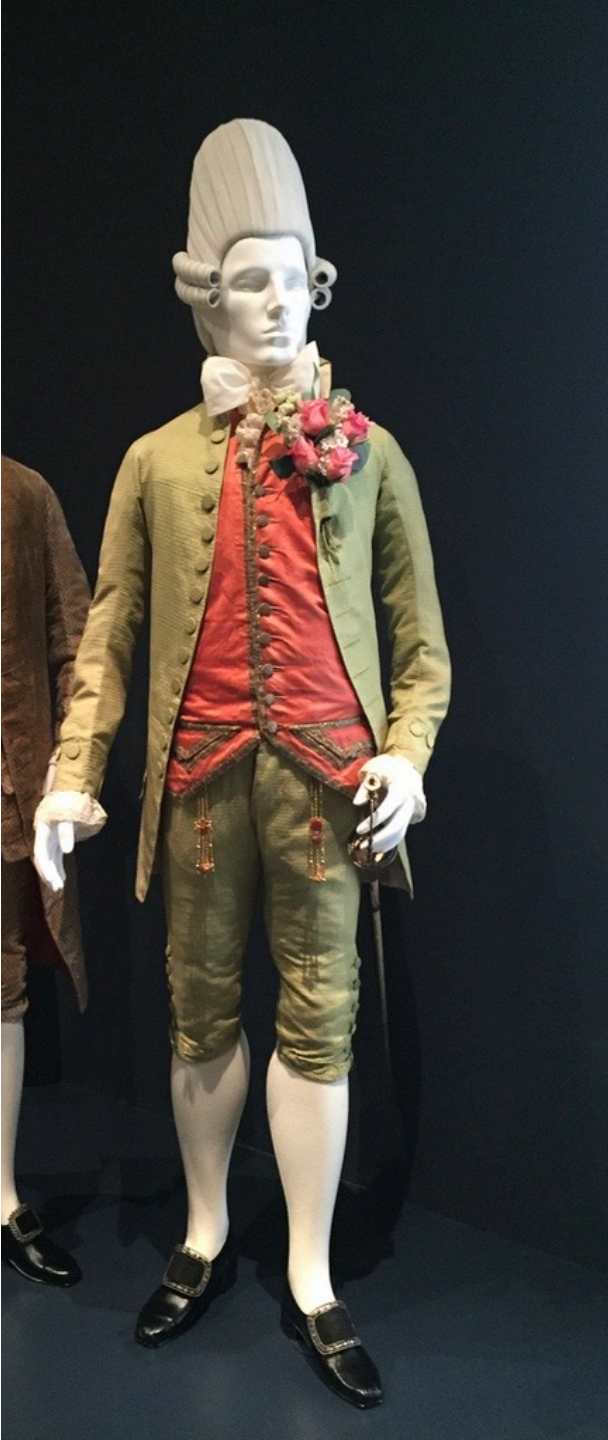
Pink and yellow plain weave (taffeta) silk; bleached plain  
weave linen lining

F.796

Men's suits where all three elements consisted of the same material are known as "ditto" suits. In this example, the fabric is a plain weave silk (taffeta) woven with two different colored threads. The use of a pink-colored warp and yellow weft produced an iridescent fabric that changes color when seen from different angles as it reflects light. Known as shot silk today, in the 18th century it was referred to as changeable, or changeant in French. While the suit lacks any additional embellishment such as embroidery, the simple but elegant fabric provides the built-in decoration.

- For daily wear, French aristocrats and wealthy merchants dressed in a matching three-piece suit
- This example is made of silk velvet with small flower pattern
- No heavy embroidery often seen in court dress





- Three piece suit ensemble, 1770
- Matthew and Mary Darly caricature, the *Macaroni Bricklayer*



# Directoire influences

1780, by Joshua Reynolds  
Military influencing fashion



Marie Antoinette in a  
muslin dress  
1783 + revised  
portrait

The muslin dress created  
such an uproar, that  
Marie Antoinette had  
Madame Vigée-Lebrun  
paint another portrait in  
French silk



# 1785 Morning Walk By Thomas Gainsborough

- Powdered Hedgehog & large black leghorn hat
- Softer wig, no side curls



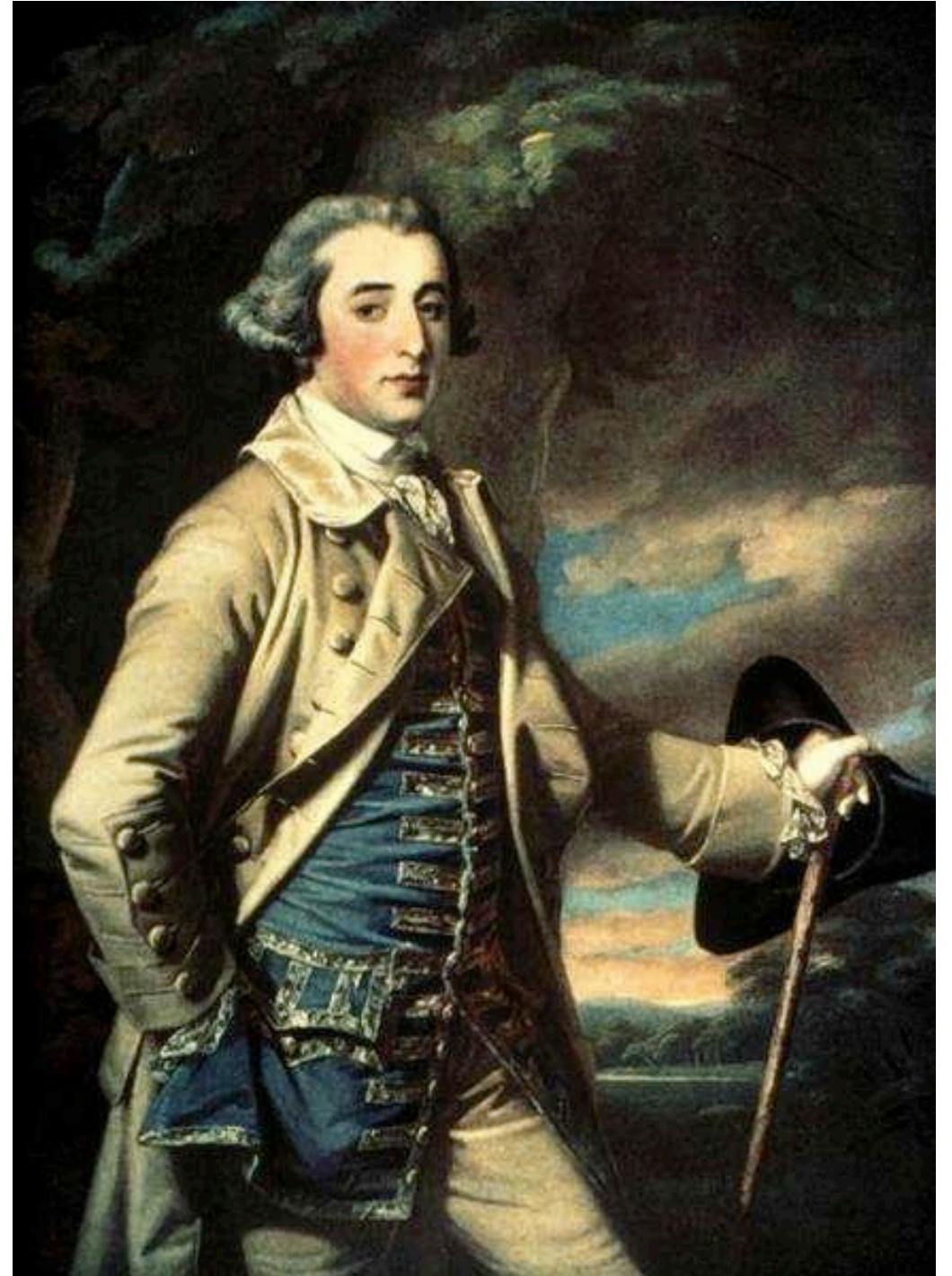
## 1785, Mrs. Sarah Siddons

- A famous actress wearing a gown with surplice closing
- Sleeves start to lengthen & tighten
- Large leghorn hat over a hedgehog wig



# 1785 Francis Burdette by Joshua Reynolds

- Pale double-breasted Redingote becoming the Frock Coat with collar
- Vest is trim and pockets are at waistline.
- New hair is softer powdered. Tricorn hat
- Walking cane





# 1787 Marquise de Peze and Marquise de Roguet and their children

The practice of male tailors making male suits and women making dresses was established



# Galerie des modes et costumes français

Fashion and costume plates distributed in Paris 1778-1787

## 1788 New Fashions for Men

- Fashion magazine ideas were not typically produced as garments
- Powdered hair/wig
- Short waistcoat to waist
- The tailcoat is elongated as is the coat, now almost to the ankles





- Wool coat 1790s
- Wool coats with turned down collars were popularized by the British
- This style was adopted by rest of the Europe
- Coats became more loose fitting



- Tail coat, turn of 18th century
- Very similar with the one worn by Maximilien Robespierre
- Colourful silk coats were no longer worn



# French revolution

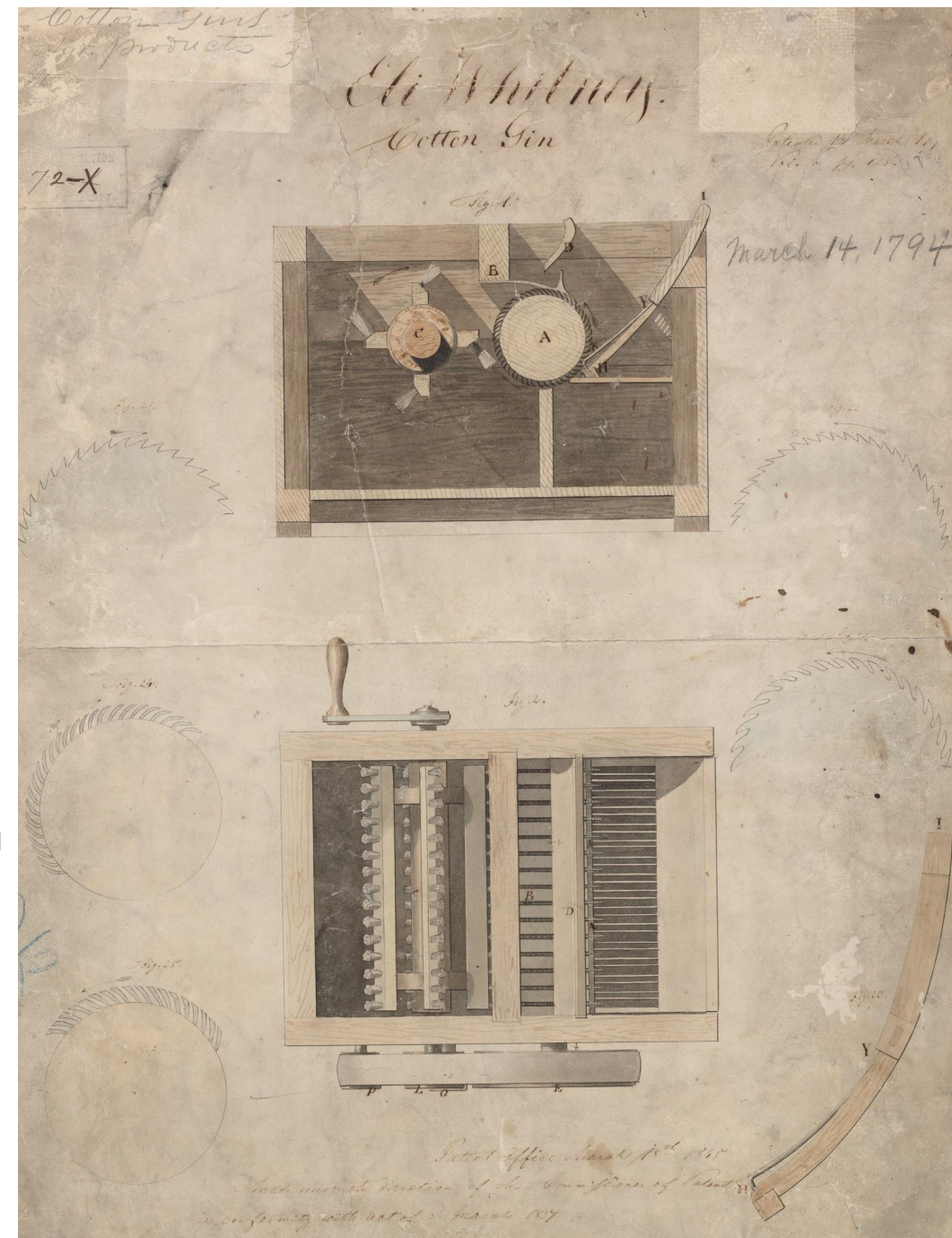
- The revolution ruined French fashion and textile industry which flourished for centuries
- Tailors and seamstresses flee to London, Berlin and St. Petersburg
- Lyon silk industry ended
- Fashion and textile production centers in Britain

→ Industrial revolution

# Short task: The Cotton Gin and Cotton Clothing

- 1793 Eli Whitney invents the Cotton Gin machine
  - 1794 - 1810 US annual output of raw cotton goes from 2 million to 85 million pounds
- What is the principal mechanism in cotton gin which makes the cotton manufacture process faster?  
What made Cotton Gin so popular?

We discuss this together + put links to chat





# Directoire

- The French Revolution in 1789 changes fashion
  - jackets and sans culottes (without knee breeches)
  - boots, (or later ankle high shoes) a tall hat with a wide brim soon to be called a bell topper
- He wears a high collared shirt
- Neckwear = stock
- His hair has been cropped

The artist Isabey and his daughter painted by Jacques Louis David in 1795



- Uniform, 1799-1800
- Savile Row in London dominated by tailors specializing in uniforms for elite
- During turn of the century, coats without collars are still seen
- Notice, these examples are displayed with knee breeches





- From September 21, 1793 a tricolor ribbon cockade was mandatory for everyone
- Very popular was a bonnet rouge

## FRENCH TRICOLOR COCKADES

ON JULY 14, 1789 THE BASTILLE PRISON WAS STORMED AND THE FRENCH REVOLUTION OFFICIALLY BEGAN. MANY IN THE CROWD WORE RED AND BLUE COCKADES, THE COLORS OF FRANCE.

THAT SUMMER, THE MARQUIS DE LAFAYETTE DECIDED TO PAIR THE ROYAL COLOR OF WHITE WITH PARIS'S RED AND BLUE, AND THE FRENCH TRICOLOR WAS BORN.

The infographic features several illustrations: two circular cockades (one red, white, and blue; the other blue, white, and red), a pair of brown shoes with cockades, a red velvet beret with a cockade, a ribbon with the motto 'Liberté, Égalité, Fraternité', a woman in a red bonnet, and a man in a red bonnet and a woman with a drum.

1789

## Tricolor striped outfit from the Revolution

- Citizens were expected to wear revolutionary colours: red, white or blue

Galerie des Artes Decoratifs, Paris



# Napoleon

- Growth into military fashion
- Double breasted cut away coat
- High collar
- Breeches with decorated fall like Hussars
- Hessian boots
- Short cropped hair like Romans





- *Heideloff's Gallery of Fashion*, popular fashion magazine
  - Fashion plates produced in London, from 1794 – 1803
  - Lighter fabrics (cotton) imported from India and the US
  - Waistline is rising, transitional gowns shown here

## Mrs Lewis by Thomas Watson, 1789

White muslin dress, waistline becomes higher

Neo-Classical revival

Excavations in Pompeii





## Gown from 1805

- Sheer, loose fitting muslin gowns were in fashion, but only the French stopped wearing under corsets
- Bath Fashion museum, UK



# Empire

Deersfield country museum, MA, US  
Gown from 1800



- Mrs Robert Sherlock and her daughter Anne in 1801
- White cotton muslin dress
- Neo Classical Revival



An 1810 Print from the magazine showing young girls running around - now that they don't wear such restricting undergarmets

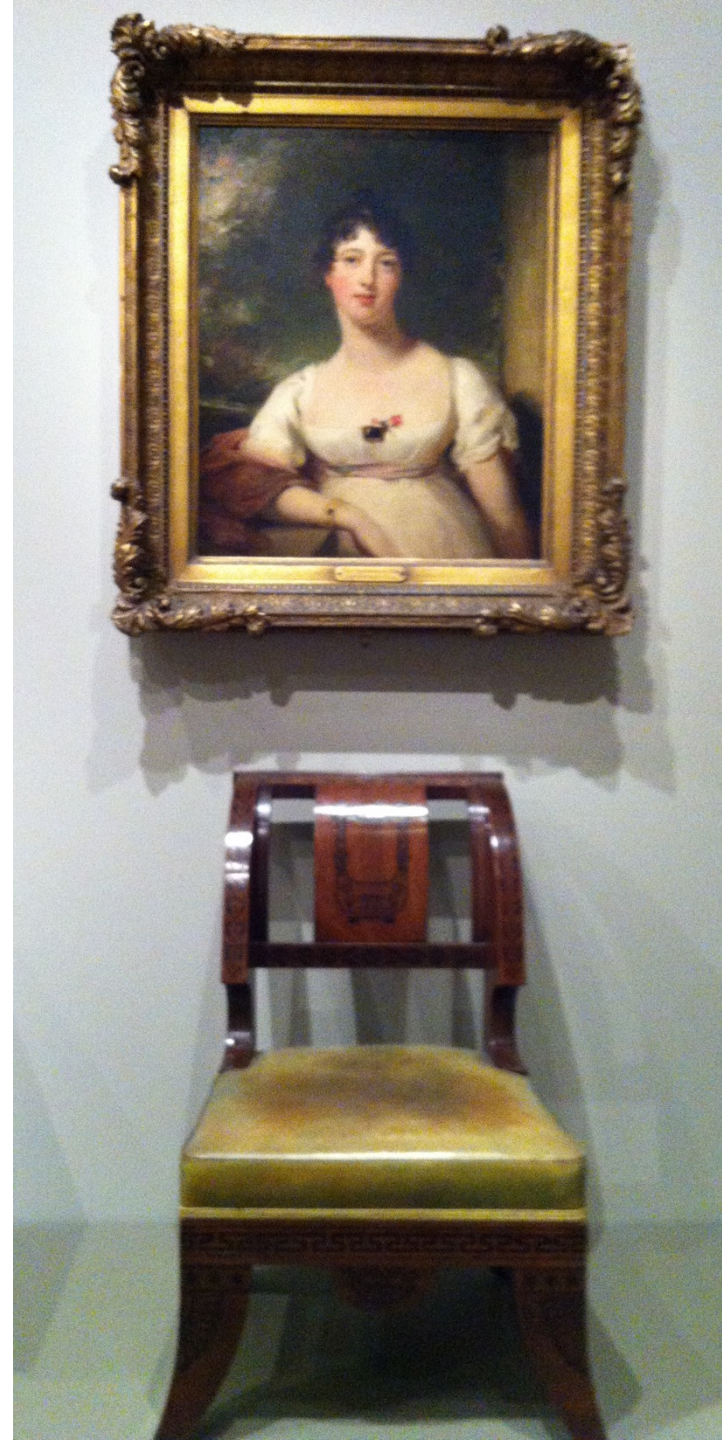


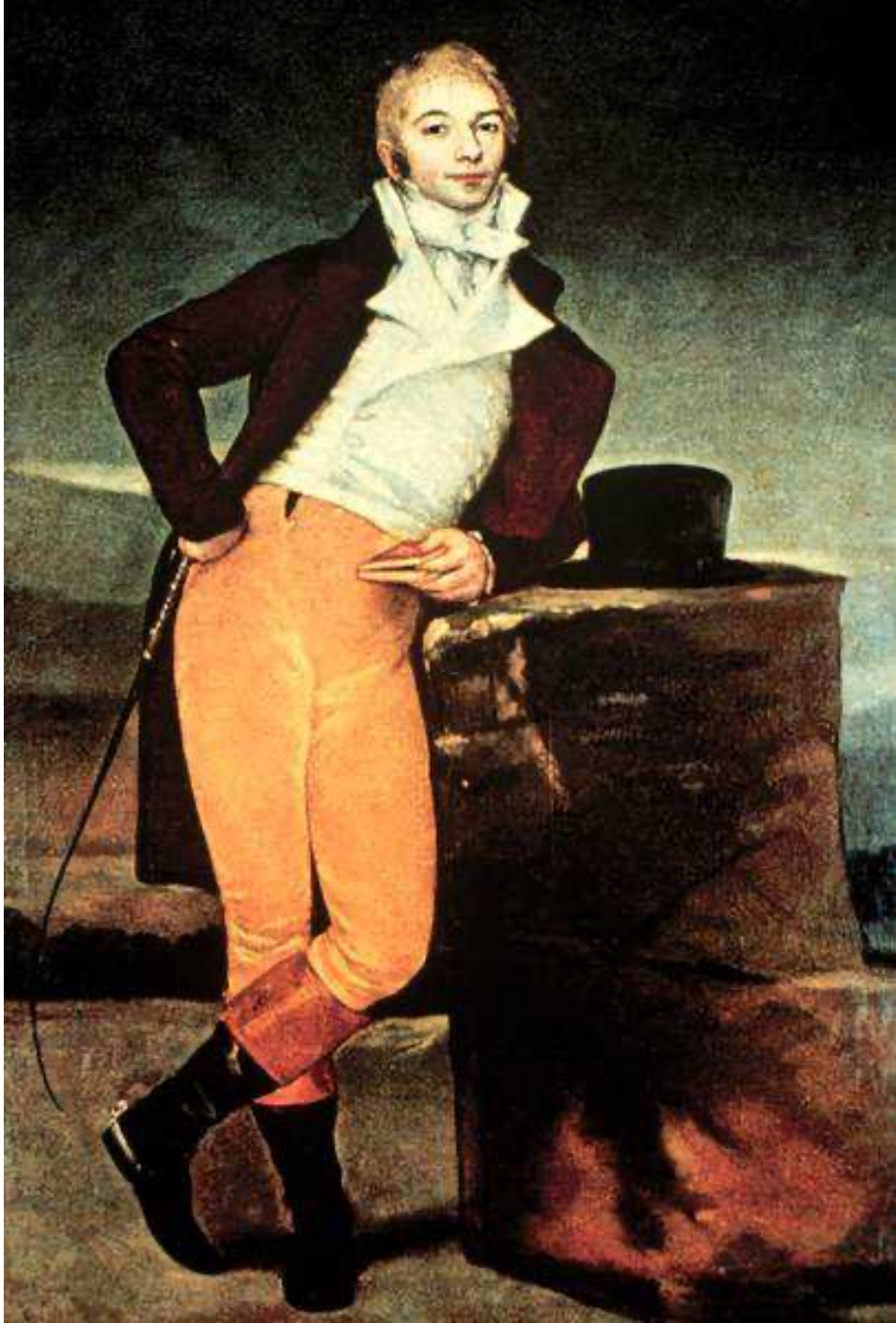


- 1808 French lady **Félicité-Louise de Durfort, Maréchale de Beurnonville**
- Fashionable white empire dress following the Neo-classical revival

Empire style in art and furniture

Milwaukee Museum of Art





- Cut away coat
- Waist length vest is now double breasted with wide lapels and high collar.
- Riding breeches and boots
- High stock and bow tie
- Short cropped hair

Marquis de San Adrian, 1804  
by Goya



# Beau Brummel

- Men's fashion icon in England
- Popularizing long length trousers
- Close friend of King George IV
- One example of the rising middle class
- Founder of *dandyism*

- Dandyism encouraged men to wear a corset, reshaping the body similarly like women had been done for centuries

October 21, 1899 SOCIETY.

**MADAME DOWDING,**  
 8 & 10, CHARING CROSS ROAD (Opposite the National Gallery, Trafalgar Square),  
 Ladies' Tailor, Corsetiere, and Court Dressmaker.

The advertisement displays several corset styles and their measurements:

- No. 1 - THE HANDBOOK:** A corset with a high bust and low back.
- No. 2 - THE VILNER:** A wide, flat corset band.
- No. 3 - THE KITCHENER:** A corset with a high bust and low back, with measurements: A 36in., B 24in., C 36in., D 9in., E 4in., F 10in., G 5in.
- No. 4 - THE SLEEPING BELT:** A wide, flat corset band.
- No. 5 - THE HITCHING BELT:** A wide, flat corset band.
- No. 6 - THE CHARLTON:** A corset with a high bust and low back.
- No. 7 - THE BULLY:** A corset with a high bust and low back.
- No. 8 - THE JESSIE OF CORSETS:** A corset with a high bust and low back.

At the bottom, there is a list of descriptions for each style, including details about materials and construction. For example, No. 1 is described as 'The new style - for a mid evening wear, made in accordance with the latest fashion.' and No. 2 is described as 'The new style - for a mid evening wear, made in accordance with the latest fashion.'



Caricature of Beau Brummell



Henri – Pierre Danloux

Portrait of two children,  
ca. 1800



# Empress

- The dress is more formalized in this Coronation portrait
- She wears jewelry thought to look Roman



# Emperor

- Napoleon is dressed in his coronation outfit.
- He wears a Laurel wreath (see headdress) like the Romans
- He wears a long dress reconnecting with the Roman toga
- Painted by David in 1805



# Weaving

- 1801 Joseph Marie Jacquard invents a Jacquard loom
- Patterns are made by raising and lowering yarns
- More than 10,000 looms sold in 10 years



Gown is from 1822, growth of producing patterned fabrics





RIGHT: Cotton printed gown

LEFT: Transitional gown from empire to romantic period

## 1815 French Fashion plate

- Industrial revolution enabled fashion plates, magazines and dolls to spread across the Europe speedier than before
- Train track, steamboats

