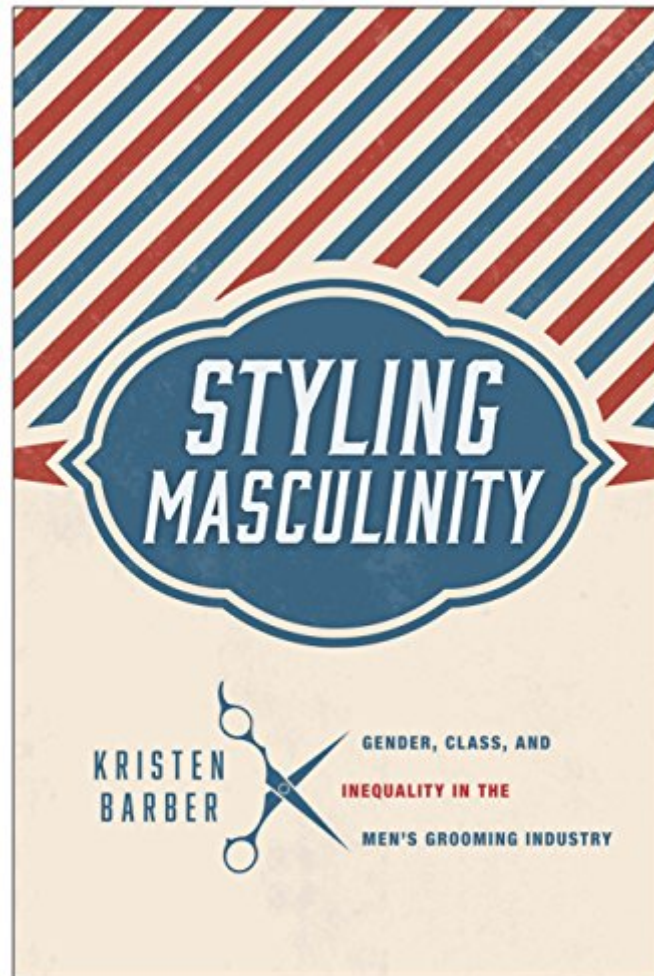


The book was found

Styling Masculinity: Gender, Class, And Inequality In The Men's Grooming Industry



Synopsis

The twenty-first century has seen the emergence of a new style of man: the metrosexual. Overwhelmingly straight, white, and wealthy, these impeccably coiffed urban professionals spend big money on everything from facials to pedicures, all part of a multi-billion-dollar male grooming industry. Yet as this innovative study reveals, even as the industry encourages men to invest more in their appearance, it still relies on women to do much of the work. *Styling Masculinity* investigates how men's beauty salons have persuaded their clientele to regard them as masculine spaces. To answer this question, sociologist Kristen Barber goes inside *Adonis* and *The Executive*, two upscale men's salons in Southern California. Conducting detailed observations and extensive interviews with both customers and employees, she shows how female salon workers not only perform the physical labor of snipping, tweezing, waxing, and exfoliating, but also perform the emotional labor of pampering their clients and pumping up their masculine egos. *Letting* salon employees tell their own stories, Barber not only documents occasions when these workers are objectified and demeaned, but also explores how their jobs allow for creativity and confer a degree of professional dignity. In the process, she traces the vast network of economic and social relations that undergird the burgeoning male beauty industry.

Book Information

File Size: 813 KB

Print Length: 256 pages

Publisher: Rutgers University Press (August 24, 2016)

Publication Date: July 25, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01IODSLJQ

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #467,609 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #70

in Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Men's Grooming & Style

#457 in Kindle Store > Kindle eBooks > Nonfiction > Politics & Social Sciences > Social Sciences

> Gender Studies #784 in Kindle Store > Kindle eBooks > Nonfiction > Politics & Social Sciences
> Social Sciences > Popular Culture

Customer Reviews

Every time I go get my haircut, I now think of this excellent book. In it, Dr. Babar highlights how gender and class play a part in (re)producing inequalities within the men grooming industries. One of my favorite parts of this book was Dr. Babar's analysis of how interactions and encounters take place within the sphere of a men's salon. I have new insights about the labor work that is performed within this space. I would definitely recommend this book to anyone interested in studies of gender, beauty, masculinity, and labor work. This was a great read.

An absolutely brilliant look at how gender inequalities are enacted and reproduced in men's grooming establishments. Will be a go-to book for anyone interested in a sociological take on bodies, masculinities, care-work, or qualitative methods. The writing is lively and engaging to boot.

[Download to continue reading...](#)

Styling Masculinity: Gender, Class, and Inequality in the Men's Grooming Industry
The Inequality Reader: Contemporary and Foundational Readings in Race, Class, and Gender
Skin Care for Men - The Best Ways to Fight Acne, Skin Complexion Tips, Men's Grooming & MUCH MORE!
Community Activism and Feminist Politics: Organizing Across Race, Class, and Gender (Perspectives on Gender)
Angry White Men: American Masculinity at the End of an Era
The Men's Hair Book: A Male's Guide To Hair Care, Hair Styles, Hair Grooming, Hair Products and Rocking It All Without The Baloney
The New Minority: White Working Class Politics in an Age of Immigration and Inequality
Restructuring Patriarchy: The Modernization of Gender Inequality in Brazil, 1914-1940
Speaking of Sex: The Denial of Gender Inequality
Falling Behind: How Rising Inequality Harms the Middle Class (Wildavsky Forum Series)
Men as Women, Women as Men: Changing Gender in Native American Cultures
Regulating for Competition: Government, Law, and the Pharmaceutical Industry in the United Kingdom and France (Government-Industry Relations)
Literary Market Place 2015: The Directory of the American Book Publishing Industry with Industry Indexes (Literary Market Place (Lmp))
Country Boys: Masculinity and Rural Life (Rural Studies)
Male Beauty: Postwar Masculinity in Theater, Film, and Physique Magazines
Buttoned Up: Clothing, Conformity, and White-Collar Masculinity
Dude, You're a Fag: Masculinity and Sexuality in High School
Down a Narrow Road: Identity and Masculinity in a Uyghur Community in Xinjiang China (Harvard East Asian Monographs)
Caribbean Pleasure Industry: Tourism, Sexuality, and AIDS in the Dominican

Republic (Worlds of Desire: The Chicago Series on Sexuality, Gender, and Culture) As You Are:
Ignite Your Charisma, Reclaim Your Confidence, Unleash Your Masculinity

[Dmca](#)