



THE UNIVERSITY OF  
MELBOURNE

THE SCHOOL OF HISTORICAL STUDIES PRESENTS

# LUXURY DEVELOPMENT, BRANDING, DEMOCRATIZATION

A ROUND TABLE ORGANISED BY THE  
CULTURAL HISTORY OF ECONOMIES  
RESEARCH HUB

## 2:15 PAPERS

Chair: **Dr David Goodman**, Chair, History  
Discipline, School of Historical Studies

**The Invention of Luxury in Renaissance Italy**  
**Dr Catherine Kovesi**, School of Historical Studies

**The Rise of Luxury Industry and the  
Development of Brands in 19th-Century  
France: Vuitton, Worth, Cartier, Guerlain**  
**Jean-Marc Olivier**, Professor of Economic  
History and Director, FRAMESpa Laboratory  
(Southern France and Spain: history of societies  
from the middle ages to the present), University  
of Toulouse 3-Le Mirail; Arts Faculty Visiting  
Scholar

**Inventing and Gendering Nylon: Stockings as  
Democratic Luxury in the United States**  
**Susan Smulyan**, Professor of American  
Civilization, Brown University, Arts Faculty Visiting  
International Scholar

## 3:45 AFTERNOON TEA

## 4:00 ROUNDTABLE DISCUSSION

Discussant:

**From Elite Display to Mass Consumption**  
**Charles Sowerwine**

Participants:

**Catherine Kovesi, Jean-Marc Olivier,  
Susan Smulyan**

Questions from the floor



your legs are lovelier in nylons

You're the object of admiration in today's glamorous nylons. How beautifully they reveal your natural  
perfections. How happily they conceal any little imperfections. And this spring, the prettiest stockings echo  
even-so-faintly the coloring of your costume. Next time you shop, be sure to see "all" that's new in nylons.  
Today, there's a just-perfect stocking for every occasion from a walk in the country to a night on the town.

Buy your nylons by their use, *always*—and discover more glamorous and more rewarding wear.



DU PONT **NYLON**

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Do Four nylon styles that, once you make the history about them.

**FIFTH-FLOOR COMMON ROOM  
JOHN MEDLEY BUILDING**

**WEDNESDAY 15 APRIL 2009  
2:15-5:15 PM**

There is no registration fee, but the  
organisers would appreciate RSVPs for  
catering purposes.

Please contact June McBeth  
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