




# **The Brassiere**

Important Innovation in History

Madz Cabico



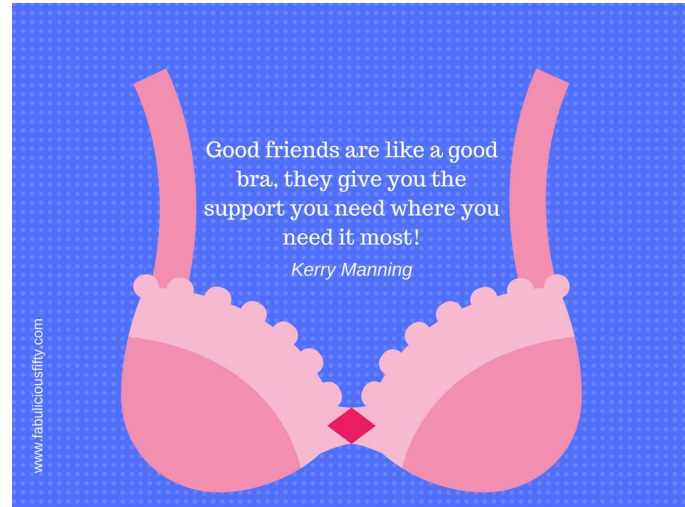
**What?**

- Brassieres (bras)
- Everyday use



**Why?**

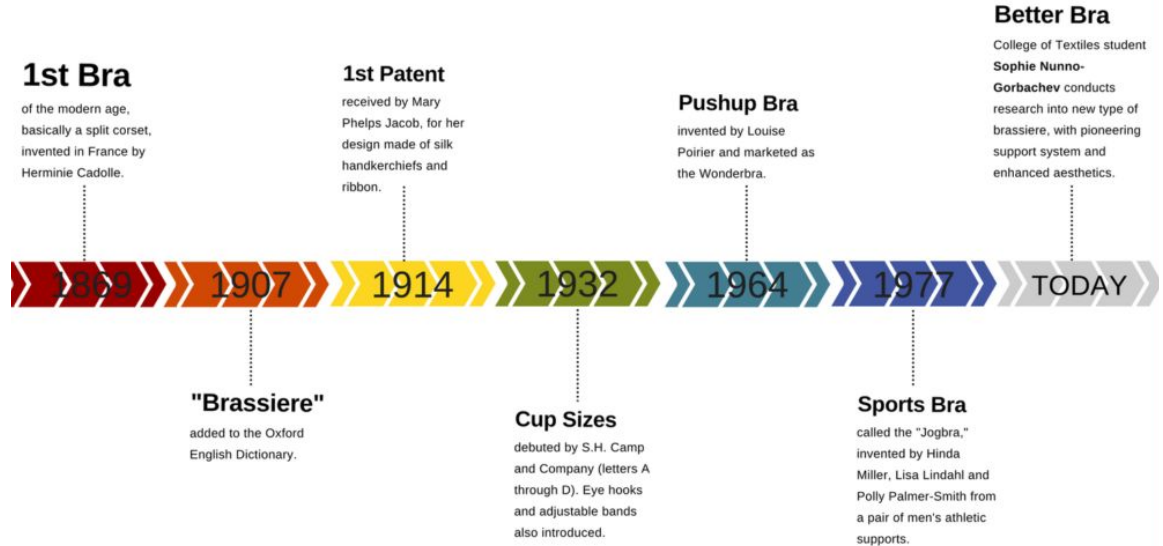
- Functionality
  - Aches and pains from corset-wielding
  - Serious medical implications



**When?**

- Late 1800s/Early 1900s

## Evolution of the Bra



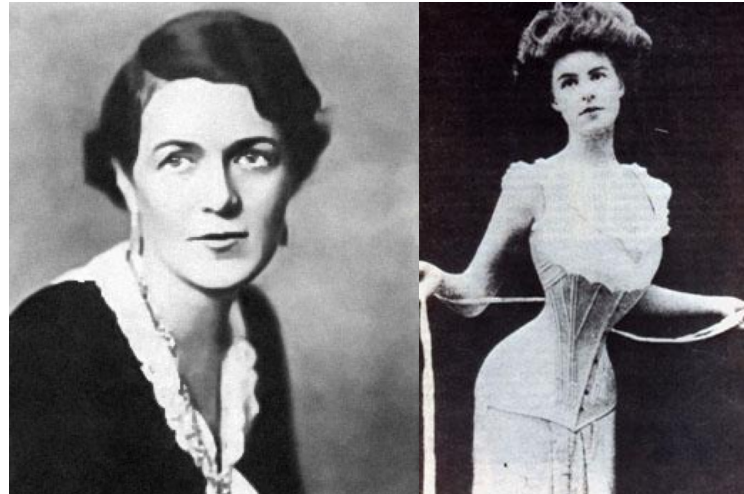
**Where?**

- ▣ Paris, France
  - Paris fashion exhibit



**Who?**

- 1869: Herminie Cadolle
  - French inventor
  - First brasierre
- 1914: Mary Phelps Jacobs
  - Patented first modern bra



**How?**

- ▣ Corselet gorge
  - “Corset divided in two”
- ▣ Two handkerchiefs & pink ribbon



**“It was delicious. I could move more freely, a nearly naked feeling, and in the glass I saw that I was flat and proper.”**

**- Mary Phelps Jacobs**



# References

- <https://www.theatlantic.com/technology/archive/2014/11/the-first-bra-was-made-of-handkerchiefs/382283/>
- <https://www.insidehook.com/article/history/100-years-brassieres-inside-historical-evolution-bra>
- <https://sexinfo.soc.ucsb.edu/article/history-bra>