



Hoorah for the Bra: A Perky Peek at the History of the Brassiere

Cheree Berry

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It was in 1914 that Mary Phelps Jacob set women free—from the prison of the corset. With a little help from her lady's maid, this ingenious New York socialite stitched together two handkerchiefs and a long pink ribbon to fashion the world's first-ever brassiere. (Jacob later sold her patent for \$1,500—to a company that went on to make \$15 million off her invention.) The rest, as they say, is history—a history that's amply, titillatingly documented by designer Cheree Berry in *Hoorah for the Bra*.

The 20s' flat-chested flappers, the 50s' bullet-bosomed bombshells, the eye-gouging cones of Madonna's *Blonde Ambition*—tour bustier: this provocative pop-up book reveals it all. The straps and the cups. The underwire and the padding. The elastic and the Lycra. The demure pink satin and the racy midnight lace. *Hoorah for the Bra* tells a tale that doesn't sag and presents a cast of characters—mail-order moguls, brassiere-torching women's-libbers, sweater-clad movie stars—who never let you down. Sure to be a bust-out hit, the book's the perfect gift for any Wonderbra dreamer or Frederick's of Hollywood vamp. To view the pop-ups, you just lift and separate!

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