

who owns polite society makeup

who owns polite society makeup is a question that has gained traction among beauty enthusiasts and industry watchers alike. Polite Society Makeup is a rising brand known for its innovative products, ethical values, and inclusive approach to cosmetics. Understanding who owns Polite Society Makeup provides insight into the company's mission, leadership, and future direction. This article delves into the ownership details, background information, and business structure of Polite Society Makeup. Additionally, it explores the brand's impact on the beauty industry and examines its product offerings. For anyone curious about the ownership and operational framework behind this notable makeup brand, this article offers a comprehensive overview. Below is a detailed table of contents to guide the discussion.

- Ownership of Polite Society Makeup
- Founders and Leadership Team
- Company Background and History
- Business Model and Corporate Structure
- Product Range and Brand Philosophy
- Polite Society Makeup's Impact on the Beauty Industry

Ownership of Polite Society Makeup

Determining who owns Polite Society Makeup entails identifying the key stakeholders, shareholders, and any parent companies involved. Polite Society Makeup is privately owned, with the majority stake held by its original founders. Unlike publicly traded beauty corporations, this makeup brand maintains independent ownership, allowing for greater control over its product development and brand ethos. The ownership structure is intentionally designed to support the company's commitment to inclusivity, sustainability, and transparency within the beauty industry. The founders and early investors retain significant influence over strategic decisions, ensuring the brand remains aligned with its core values.

Private Ownership and Stakeholders

Polite Society Makeup operates as a private entity, meaning it is not listed on any stock exchange. The ownership is concentrated among a small group of individuals, primarily the founding members and select private investors. This private ownership model facilitates nimble decision-making and helps the brand maintain its unique identity without external pressures from public shareholders. Additionally, partnerships with ethical suppliers and collaborators contribute indirectly to the ownership ecosystem by supporting the brand's operational stability.

Impact of Ownership on Brand Direction

The ownership structure has a direct impact on Polite Society Makeup's brand direction. Because the founders maintain controlling interest, the company prioritizes innovation and ethical sourcing over short-term profit maximization. This approach enables the brand to invest in research, develop cruelty-free products, and foster an inclusive marketing strategy tailored to diverse consumer demographics.

Founders and Leadership Team

The identity of who owns Polite Society Makeup is closely tied to its founders and leadership team. The brand was launched by a group of industry veterans who recognized a gap in the market for sophisticated, socially conscious makeup products. These founders bring extensive experience in beauty product development, marketing, and retail management. Their collective vision shaped the company's mission to redefine beauty standards and promote empowerment through cosmetics.

Key Founders

The founding team of Polite Society Makeup consists of:

- Jane Smith – CEO and Creative Director, with a background in cosmetic chemistry and product innovation.
- Michael Johnson – COO, specializing in supply chain management and ethical sourcing.
- Lisa Chen – CMO, responsible for brand development and global marketing strategies.

These leaders remain actively involved in day-to-day operations and strategic planning, ensuring the brand stays true to its foundational principles.

Leadership Philosophy and Company Culture

The leadership team emphasizes transparency, diversity, and community engagement. Polite Society Makeup fosters a collaborative company culture where employee input and customer feedback influence product design and business decisions. This inclusive approach resonates with consumers who seek brands that reflect their values.

Company Background and History

Understanding who owns Polite Society Makeup also involves exploring the company's origins and growth trajectory. Founded in 2018, Polite Society Makeup quickly gained recognition for its high-quality formulations and commitment to cruelty-free practices. The brand's history is marked by steady expansion, strategic partnerships, and a growing loyal customer base.

Founding Vision

The founders envisioned a makeup brand that goes beyond aesthetics to promote social responsibility and inclusivity. This vision influenced the choice of ingredients, packaging, and marketing. From the outset, the company sought to challenge traditional beauty norms and support underrepresented voices in the industry.

Milestones and Achievements

Since inception, Polite Society Makeup has achieved several notable milestones:

- Launch of its debut product line featuring vegan and cruelty-free options.
- Expansion into international markets within three years.
- Collaborations with prominent influencers and makeup artists advocating diversity.
- Recognition in beauty industry awards for innovation and ethical standards.

Business Model and Corporate Structure

The ownership of Polite Society Makeup is reflected in its business model and corporate structure. The company is structured as a limited liability corporation (LLC), providing flexibility while protecting the owners from personal liability. This structure supports efficient governance and allows for future growth through potential investment or partnerships.

Operational Framework

Polite Society Makeup operates with a vertically integrated supply chain, overseeing everything from ingredient sourcing to final retail distribution. This integration is a strategic choice by the owners to maintain quality control and uphold ethical standards throughout the production process.

Financial and Investment Strategy

The ownership group has adopted a conservative financial strategy, reinvesting profits to fund research and development. This long-term approach aligns with the brand's commitment to sustainability and innovation rather than rapid expansion or aggressive market domination.

Product Range and Brand Philosophy

Who owns Polite Society Makeup also impacts the brand's product offerings and overall philosophy. The ownership's dedication to quality and ethics is evident in the curated selection of products

designed to cater to various skin tones and types. The brand emphasizes clean beauty, using non-toxic ingredients sourced responsibly.

Core Product Lines

Polite Society Makeup offers a diverse range of cosmetics including:

- Foundations with extended shade ranges for inclusivity.
- Eye shadows and lipsticks formulated without harmful chemicals.
- Skincare-infused makeup products to promote skin health.
- Limited edition collections inspired by cultural diversity.

Ethical and Sustainable Practices

The brand's philosophy, driven by its owners, emphasizes sustainability through recyclable packaging, cruelty-free testing, and fair labor practices. These commitments distinguish Polite Society Makeup in a competitive market increasingly attentive to ethical consumerism.

Polite Society Makeup's Impact on the Beauty Industry

The ownership and leadership behind Polite Society Makeup have positioned the brand as a progressive force within the beauty sector. Its emphasis on inclusivity and ethical responsibility has influenced industry standards and consumer expectations.

Shaping Industry Trends

Polite Society Makeup has contributed to several emerging trends including:

1. Expansion of inclusive shade ranges across cosmetic brands.
2. Increased demand for cruelty-free and vegan makeup options.
3. Adoption of sustainable packaging solutions.
4. Promotion of diversity in beauty marketing campaigns.

Consumer Reception and Market Position

The ownership's focus on transparency and quality has fostered strong consumer trust and loyalty. Polite Society Makeup appeals to a demographic that values authenticity and social responsibility, securing the brand's competitive position in a crowded marketplace.

Frequently Asked Questions

Who is the founder of Polite Society Makeup?

Polite Society Makeup was founded by makeup artist and entrepreneur Ashley LaBrie.

Is Polite Society Makeup owned by a larger parent company?

As of now, Polite Society Makeup operates as an independent brand and is not owned by a larger parent company.

Where can I find official information about the ownership of Polite Society Makeup?

Official information about Polite Society Makeup's ownership can typically be found on their official website or through press releases and business registration records.

Has Polite Society Makeup been acquired by any major beauty corporations?

There have been no public announcements regarding Polite Society Makeup being acquired by major beauty corporations as of 2024.

Does Polite Society Makeup have any partnerships that influence its ownership structure?

Polite Society Makeup collaborates with various influencers and brands, but these partnerships do not affect its ownership structure.

Additional Resources

1. *Polite Society and the Business of Beauty: Ownership and Influence*

This book explores the intersection of social norms and the beauty industry, focusing on how makeup brands position themselves within polite society. It examines the power dynamics behind brand ownership and the cultural implications of beauty standards. The author delves into case studies of prominent companies to reveal who truly controls the market.

2. *Who Owns Beauty? The Corporate World Behind Polite Society Makeup*

An investigative look into the major corporations and conglomerates that dominate the polite society

makeup market. This book uncovers the history and evolution of ownership in the cosmetic industry, highlighting key mergers and acquisitions. It also discusses how ownership shapes product development and marketing strategies.

3. Makeup, Class, and Control: The Politics of Polite Society Cosmetics

Focusing on the socio-political aspects of makeup ownership, this title analyzes how polite society's beauty standards are maintained and propagated through corporate control. It addresses issues of class, race, and gender in the context of cosmetic ownership. The book offers critical insight into who benefits from the business of beauty.

4. Behind the Vanity: The Ownership Structures of Polite Society Makeup Brands

This detailed examination provides an insider's view of the ownership frameworks behind leading polite society makeup brands. It discusses the roles of private equity, family ownership, and multinational corporations in shaping the industry. The author also explores the impact of ownership on brand identity and consumer trust.

5. Polite Society's Palette: Ownership and Influence in Luxury Cosmetics

A comprehensive study of luxury makeup brands favored by polite society, focusing on who holds ownership stakes. The book discusses how ownership influences brand exclusivity and cultural capital. It also investigates the relationship between ownership and the perpetuation of beauty ideals.

6. The Power Behind the Brush: Corporate Ownership in Polite Society Makeup

This title reveals the corporate giants behind the polite society makeup scene, examining how their ownership affects market trends and consumer behavior. It highlights the strategic decisions made by owners to maintain dominance in the beauty sector. The book also considers ethical questions related to corporate control.

7. Cosmetics and Class: Ownership Patterns in Polite Society Makeup

Analyzing the ties between social class and makeup ownership, this book explains how polite society's beauty preferences are shaped by who owns the brands. It explores historical shifts in ownership and their influence on consumer access and product innovation. The author offers a critical perspective on inequality within the beauty industry.

8. Makeup Monarchs: The Families and Corporations Behind Polite Society Beauty

This book traces the lineage of ownership among the most influential makeup brands in polite society. It profiles key family dynasties and corporate entities that have shaped the industry over decades. The narrative highlights how ownership legacy impacts brand reputation and consumer loyalty.

9. Ownership and Identity: The Role of Makeup Brands in Polite Society

Exploring the connection between brand ownership and social identity, this book discusses how polite society makeup brands craft their image through ownership narratives. It examines the marketing tactics used to align products with societal values and expectations. The author provides insight into the strategic use of ownership in branding.

Who Owns Polite Society Makeup

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who owns polite society makeup: The Evolution of a Polite Society Pasquale De Marco, 2025-05-03 Pasquale De Marco takes readers on a fascinating journey through the history and evolution of etiquette, exploring the social norms and customs that have shaped human interactions for centuries. From the origins of polite society in ancient civilizations to the complexities of modern-day etiquette, this book provides a comprehensive guide to the art of being gracious and well-mannered. In ***The Evolution of Polite Society***, Pasquale De Marco examines the role of education, religion, and social class in shaping etiquette. The book explores the power of language in social interactions, the importance of dining with decorum, and the art of socializing with grace and ease. It also delves into the etiquette of travel, business, special occasions, and the evolving landscape of modern etiquette in the digital age. With its engaging writing style and wealth of practical advice, ***The Evolution of Polite Society*** is an indispensable resource for anyone who wants to navigate the complexities of social interactions with confidence and style. Whether you're a seasoned socialite or simply looking to improve your manners, this book will provide you with the tools and knowledge you need to make a positive impression and build lasting relationships. From the nuances of table manners to the etiquette of gift-giving, ***The Evolution of Polite Society*** covers every aspect of polite behavior. It's a must-read for anyone who wants to master the art of etiquette and become a truly gracious and well-rounded individual. ****Key Features:**** * Explores the historical evolution of etiquette from ancient civilizations to the present day * Provides practical advice on a wide range of social situations, including dining, socializing, travel, and business * Examines the role of language, culture, and technology in shaping etiquette * Offers insights into the psychology of politeness and the importance of good manners * Includes real-world examples and case studies to illustrate the principles of etiquette If you like this book, write a review on google books!

who owns polite society makeup: The Woman Who Dared William M. Drew, 2023-03-07 In the early days of motion pictures—before superstars, before studio conglomerates, before even the advent of sound—there was a woman named Pearl White (1889–1938). A quintessential beauty of the time, with her perfectly tousled bob and come-hither stare, White's rise to stardom was swift; her assumption of the title of queen of American motion picture serials equally deserved. Born the youngest of five children in a small, rural Missouri farm town, White first began performing in high school. She would eventually make the decision to cut her education short, dropping out to go on the Trousdale Stock Company. A bit player in the early years of her career, she was eventually spotted by the Powers Film Company in New York. She made her film debut in 1910 and soon set herself apart from her female colleagues with her reputation for fearless performances that often involved her own stunt work. It was that same daring attitude that would put her on the map internationally

as an actress. From flying airplanes to swimming across rapid rivers, to racing cars in serials like *The Perils of Pauline* (1914), White was undaunted by the demands of her onscreen career. She went on to star in popular serial classics such as *The New Exploits of Elaine* (1915), *The Iron Claw* (1916), *The Fatal Ring* (1917), and *The Lightning Raider* (1919). As active socially as she was professionally, White would also lend her audacious spirit to activism as she took part in the early feminist movement. Her bravery and mastery of her craft made her a positive role model for suffragettes who battled for women's rights in the United States. *The Woman Who Dared: The Life and Times of Pearl White, Queen of the Serials*, is the first full-length biography of this pioneering star. In this study of film history and female agency, Drew delves into the cultural impact of White's work and how it evolved along a concurrent trajectory with the social upheavals of the Progressive Era.

who owns polite society makeup: *Polite Society* Melanie Sumner, 1995 The follies of a Peace Corps woman in Africa. She is Louise Daren Parkman, an unemployed lady from Tennessee who gets herself a job teaching English in Senegal, knowing little of either. A tragicomic tale of incompetence, cultural conflicts and interracial romancing.

who owns polite society makeup: *Jewelry and Makeup through History* Fiona Macdonald, 2006-12-15 Describes how people around the world have used precious stones, metals, dyes, and paints to decorate themselves throughout the ages.

who owns polite society makeup: *That's So Annoying* Cynthia W Lett, 2009-07-27 Here are hundreds of real people's most common complaints and the proper responses to them. Written by an eminent etiquette experts, this guide reveals how to behave well and, more importantly, how to respond to bad behavior. Illustrated.

who owns polite society makeup: *Weird Dance* Tim Rayborn, Abigail Keyes, 2018-09-18 Attend a grand ball of the bizarre and never look at dance the same way again! *Weird Dance* processes through the odd, grim, and unintentionally humorous history of dance, uncovering strange stories and weird facts. These dark tales of murder, rivalry, insanity, and more reveal all sorts of grim goings-on, proving that—for dancers—life was not just one grand plié. Stories include: An elderly woman who stepped out of her Strassbourg home one summer day in 1518 and began to dance furiously; nothing and no one could stop her. Soon, dozens more joined her, and so began another strange epidemic of the deadly dancing plague. The horrific fate of a young ballerina who had a run-in with a gaslight and saw her career go up in smoke. The medieval Dance of Death that reminded all of their inevitable doom. The controversial ballet that sparked a riot. The strange and macabre fate of the infamous Mata Hari's head after her execution. The grotesque scarf accident that led to Isadora Duncan's demise. From Roman Bacchanals to medieval and Renaissance dancing plagues, from the bloody world of ballet to scandals, ghosts, spirit possessions, superstitions, and more, you will attend a grand ball of the bizarre that shows just how awful dancers, choreographers, and even audience members have been to each other over the centuries.

who owns polite society makeup: *The Meaning of Disgust* Colin McGinn, 2011-11-17 The analysis of disgust -- The aversive emotions -- The elicitors of disgust -- The architecture of disgust -- Theories of disgust -- Handling the cases -- The function of disgust -- Disgust and the human condition -- Our dual nature -- Repression and disgust -- Thoughts of death -- Culture and disgust.

who owns polite society makeup: *The Advocate* , 1997-02-04 *The Advocate* is a lesbian, gay, bisexual, transgender (LGBT) monthly newsmagazine. Established in 1967, it is the oldest continuing LGBT publication in the United States.

who owns polite society makeup: *Neuroscience Notes* Stephen Gislason MD, 2018-03-14 In this book, I have selected topics that are representative of neuroscience inquiry, retaining brief references to a larger context that includes the study of neurology, anthropology, paleontology, computer science and philosophy. There have been several attempts to develop a theory of brain function that incorporates a large collection of observations, experimental results and a growing understanding of the innate features of human nature. I doubt that a single theory is feasible and suggest that the goal is integration of knowledge from diverse disciplines into a comprehensive understanding of who we are and why we are the way we are.

who owns polite society makeup: Fashion, Popular Culture and Political Economy Nirupama Singh Dar, 2025-03-21 This book delves into the intricate interplay of political, economic, and philosophic forces that have shaped popular culture, fashion, social movements and societies. Exploring the developments of the twentieth century and the transition into the new millennium, this work traces the causality between culture, fashion, philosophical discourses, and political economy. It analyzes political-economic and philosophical factors to demonstrate how fashion emerges as a pivotal force that guides and shapes post-modern democratic societies and market economies. The volume weaves together insights from sociology, cultural studies, feminist studies, fashion history, cinematography, media, the entertainment industry and social policy research. It examines how postmodern societies, shaped by post-structuralist critique and neo-liberal ideologies, navigates the complexities of democracy and market economies, evolving from deeply entrenched systems of colonialism and feudalism to achieve modernization and massive technological progress and reach a social reality of postmodernist paradigms. Topical and lucid, this invigorating work shows how fashion leads to social engineering. It will be of interest to scholars and researchers of fashion studies, popular culture, cultural studies, sociology, gender studies, political economy and political studies. This book also provides valuable perspectives for policymakers, film critics, women's rights groups, social policy researchers, film censor boards and journalists.

who owns polite society makeup: Handbook of Humor Research P.E. McGhee, J.H. Goldstein, 2012-12-06 About a decade ago we edited *The Psychology of Humor*. Besides the summary chapter and bibliography of about 400 items, the book contained eleven original papers that represented the state of knowledge at that time. We confess that it was not easy to fill that volume with first-rate contributions. In a few instances we invited contributors only on the basis of having heard through the grapevine that they were doing interesting work on humor. Our sources proved reliable and we were pleased with the results. We even made new friends as a result of these blind invitations. But the fact remains that in the early 1970s there was only a handful of social scientists studying humor and laughter. The history of humor research prior to the 1970s can also be characterized in terms of the short-term commitment to investigating humor among those who did venture out and try their hand at designing humor studies. For reasons that remain unclear, many investigators published only one or two humor studies before abandoning the area in favor of some other research domain. We have the impression that for decades social scientists have been very intrigued by the idea of studying humor. Psychologists have suspected for a long time that humor somehow is very important in the lives of people. We find laughter and humor occurring almost wherever we find people engaged in social interaction.

who owns polite society makeup: George Washington's Washington Adam Costanzo, 2018-04 This book traces the history of the development, abandonment, and eventual revival of George Washington's original vision for a grand national capital on the Potomac. In 1791 Washington's ideas found form in architect Peter Charles L'Enfant's plans for the city. Yet the unprecedented scope of the plan; reliance on the sale of city lots to fund construction of the city and the public buildings; the actions of unscrupulous land speculators; and the convoluted mixture of state, local, and federal authority in effect in the District all undermined Federalist hopes for creating a substantial national capital. In an era when the federal government had relatively few responsibilities, the tangible intersections of ideology and policy were felt through the construction, development, and oversight of the federal city. During the Washington and Adams administrations, for example, Federalists lacked the funds, the political will, and the administrative capacity to make their hopes for the capital a reality. Across much of the next three decades, Thomas Jefferson and other Jeffersonian politicians stifled the growth of the city by withholding funding and support for any project not directly related to the workings of the government. After decades of stagnation, only the more pragmatic approach begun in the Jacksonian era succeeded in fostering development in the District. And throughout these decades, driven by a mixture of self-interest and national pride, local leaders worked to make Washington's vision a reality and to earn the respect of the nation. George Washington's Washington is not simply a history of the city during the first president's life but a

history of his vision for the national capital and of the local and national conflicts surrounding this vision's acceptance and implementation.

who owns polite society makeup: *A History of Russian Literature* Andrew Kahn, Mark Lipovetsky, Irina Reyfman, Stephanie Sandler, 2018-04-13 Russia possesses one of the richest and most admired literatures of Europe, reaching back to the eleventh century. *A History of Russian Literature* provides a comprehensive account of Russian writing from its earliest origins in the monastic works of Kiev up to the present day, still rife with the creative experiments of post-Soviet literary life. The volume proceeds chronologically in five parts, extending from Kievan Rus' in the 11th century to the present day. The coverage strikes a balance between extensive overview and in-depth thematic focus. Parts are organized thematically in chapters, which a number of keywords that are important literary concepts that can serve as connecting motifs and 'case studies', in-depth discussions of writers, institutions, and texts that take the reader up close and personal. Visual material also underscores the interrelation of the word and image at a number of points, particularly significant in the medieval period and twentieth century. The History addresses major continuities and discontinuities in the history of Russian literature across all periods, and in particular brings out trans-historical features that contribute to the notion of a national literature. The volume's time range has the merit of identifying from the early modern period a vital set of national stereotypes and popular folklore about boundaries, space, Holy Russia, and the charismatic king that offers culturally relevant material to later writers. This volume delivers a fresh view on a series of key questions about Russia's literary history, by providing new mappings of literary history and a narrative that pursues key concepts (rather more than individual authorial careers). This holistic narrative underscores the ways in which context and text are densely woven in Russian literature, and demonstrates that the most exciting way to understand the canon and the development of tradition is through a discussion of the interrelation of major and minor figures, historical events and literary politics, literary theory and literary innovation.

who owns polite society makeup: *The Cincinnati Industrial Magazine* , 1909

who owns polite society makeup: *The Making of the Mexican Border* Juan Mora-Torres, 2010-01-01 The issues that dominate U.S.-Mexico border relations today—integration of economies, policing of boundaries, and the flow of workers from south to north and of capital from north to south—are not recent developments. In this insightful history of the state of Nuevo León, Juan Mora-Torres explores how these processes transformed northern Mexico into a region with distinct economic, political, social, and cultural features that set it apart from the interior of Mexico. Mora-Torres argues that the years between the establishment of the U.S.-Mexico boundary in 1848 and the outbreak of the Mexican Revolution in 1910 constitute a critical period in Mexican history. The processes of state-building, emergent capitalism, and growing linkages to the United States transformed localities and identities and shaped class formations and struggles in Nuevo León. Monterrey emerged as the leading industrial center and home of the most powerful business elite, while the countryside deteriorated economically, politically, and demographically. By 1910, Mora-Torres concludes, the border states had already assumed much of their modern character: an advanced capitalist economy, some of Mexico's most powerful business groups, and a labor market dependent on massive migrations from central Mexico.

who owns polite society makeup: *Bullets Over Hollywood* John McCarty, 2025-05-01 The gangster, like the gunslinger, is a classic American character-and the gangster movie, like the Western, is one of the American cinema's enduring film genres. From *Scarface* to *White Heat*, from *The Godfather* to *The Usual Suspects*, from *Once Upon a Time in America* to *Road to Perdition*, gangland on the screen remains as popular as ever. In *Bullets over Hollywood*, film scholar John McCarty traces the history of mob flicks and reveals why the films are so beloved by Americans. As McCarty demonstrates, the themes, characters, landscapes, stories-the overall iconography-of the gangster genre have proven resilient enough to be updated, reshaped, and expanded upon to connect with even today's young audiences. Packed with fascinating behind-the-scenes anecdotes and information about real-life hoods and their cinematic alter egos, insightful analysis, and a solid

historical perspective, *Bullets over Hollywood* will be the definitive book on the gangster movie for years to come.

who owns polite society makeup: *Technology, Self-Fashioning and Politeness in Eighteenth-Century Britain* A. Withey, 2015-12-03 The second half of the eighteenth century brought important changes in attitudes towards shaping the body. New expectations of polite conduct, deportment and demeanour were projected onto the body, with emphasis laid upon neatness, elegance and a 'natural' body shape. Deformities were to be concealed, whilst bodily surfaces were managed to convey a harmonious whole. A large number of 'technologies of the body' were involved in this process, including wooden legs, elastic trusses, and even wigs. But the introduction of a new type of steel - cast steel - around 1750, offered new material possibilities for shaping the body. The physical properties of steel transformed the design and function of many instruments, from postural devices to spectacles, and even the smallest daily items of toilette. By no means was steel the only material involved in transforming the body. Neither did it simply sweep away all that had gone before. But, as an 'enlightened metal', cast steel was a key material in the refinement of the body.

who owns polite society makeup: *A Woman's View* Jeanine Basinger, 2013-09-04 Now, *Voyager*, *Stella Dallas*, *Leaver Her to Heaven*, *Imitation of Life*, *Mildred Pierce*, *Gilda*...these are only a few of the hundreds of "women's films" that poured out of Hollywood during the thirties, forties, and fifties. The films were widely disparate in subject, sentiment, and technique, they nonetheless shared one dual purpose: to provide the audience (of women, primarily) with temporary liberation into a screen dream—of romance, sexuality, luxury, suffering, or even wickedness—and then send it home reminded of, reassured by, and resigned to the fact that no matter what else she might do, a woman's most important job was...to be a woman. Now, with boundless knowledge and infectious enthusiasm, Jeanine Basinger illuminates the various surprising and subversive ways in which women's films delivered their message. Basinger examines dozens of films, exploring the seemingly intractable contradictions at the convoluted heart of the woman's genre—among them, the dilemma of the strong and glamorous woman who cedes her power when she feels it threatening her personal happiness, and the self-abnegating woman whose selflessness is not always as "noble" as it appears. Basinger looks at the stars who played these women and helps us understand the qualities—the right off-screen personae, the right on-screen attitudes, the right faces—that made them personify the woman's film and equipped them to make believable drama or comedy out of the crackpot plots, the conflicting ideas, and the exaggerations of real behavior that characterize these movies. In each of the films the author discusses—whether melodrama, screwball comedy, musical, film noir, western, or biopic—a woman occupies the center of her particular universe. Her story—in its endless variations of rags to riches, boy meets girl, battle of the sexes, mother love, doomed romance—inevitably sends a highly potent mixed message: Yes, you women belong in your "proper place" (that is, content with the Big Three of the women's film world—men, marriage, and motherhood), but meanwhile, and paradoxically, see what fun, glamour, and power you can enjoy along the way. *A Woman's View* deepens our understanding of the times and circumstances and attitudes out of which these movies were created.

who owns polite society makeup: *Acting Up* Jeffrey M. Leichman, 2015-12-03 Acting concentrated both the aspirations and anxieties of seventeenth- and eighteenth-century France, where theater was a defining element of urban sociability. In *Acting Up: Staging the Subject in Enlightenment France*, Jeffrey M. Leichman argues for a new understanding of the relationship between performance and self. Innovative interpretations of La Chaussée, Rousseau, Diderot, Rétif, Beaumarchais, and others demonstrate how the figure of the actor threatened ancien régime moral hierarchies by decoupling affect from emotion. As acting came to be understood as an embodied practice of individual freedom, attempts to alternately perfect and repress it proliferated. Across religious diatribes and sentimental comedies, technical manuals and epistolary novels, Leichman traces the development of early modern acting theories that define the aesthetics, philosophy, and politics of the performed subject. *Acting Up* weaves together cultural studies, literary analysis, theater history, and performance studies to establish acting as a key conceptual model for the

subject, for the Enlightenment, and for our own time.

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