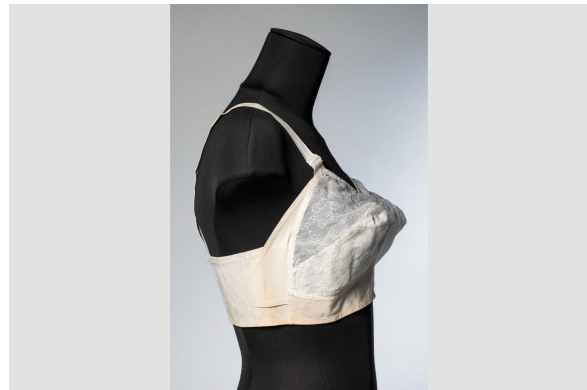


# Bra

<https://collections.pacmusee.qc.ca/en/objects/bra-2021-002-obj-156-1-5/>

Collections / bra



White bra in original box and manufacturer's label. Dupuis store label and sales receipt.

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Accession Number 2021.02.OBJ.156.1-5

Marchand Dupuis Frères

Fabricant / Éditeur Playtex

Date 1962

Materials cardboard, fiber, nylon, paper, plastic, rubber

Measurements 23 x 12 x 2,5 cm

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## Historical context

This type of push-up bra, marketed by Playtex at the turn of the 1950s, is an original creation by Montreal designer Louise Poirier. This model, with its metal support and pronounced point, enjoyed great popularity in the fashion world during the 50s and 60s.

While corsets had long dominated women's underwear fashion, at the beginning of the 20th century, the word bra was used to designate a new lingerie model innovated by French worker Hermine Cadolle that consisted of the upper part of the corset and offered superior comfort to

women. Since the First World War, the presence of women on the job market and their debut in the world of sports have led to a greater need for more comfortable, adapted bras. Thanks to its elastic properties, rubber became a material used in bra manufacture. The 1920s saw the fashion for girdled bras that flattened the bust, while the 1930s saw a return to the fashion for strong busts.

The bra became a symbol of liberation during the feminist mobilizations of the 1960s and 1970s. Even today, the wearing of bras is contested, notably by the “no-bra” movement, which has been around since its emergence in the USA in the late 1960s.

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Photo by Paul Dionne

On display