

Hair clippers mechanics

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Hair clippers (mechanical). The metal object is packaged in an orange rectangular box. It has a label on which the object is illustrated. Black lettering indicates the brand: Duprex. This clipper is sold by Dupuis Frères.

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Marchand Dupuis Frères

Period 1st half of the 20th century

Materials cardboard, metal

Measurements 3,7 x 8,7 x 14,8 cm

Historical context

This mechanical hair clipper, sold to the general public in the Montreal department store Dupuis Frères, reflects the evolution of material culture in society in the first half of the 20th century.

Introduced in the 1880s, department stores profoundly altered Montrealers' consumption practices. These new establishments rose several storeys high and were divided into several departments. They were the successors to the "novelty shops", small stores selling mainly imported fashion items. An example of the diversity of products on offer, this mechanical lawnmower is an innovative product made in Germany.

Between the 1920s and 1960s in Montreal, department stores such as Eaton's, Morgan's and Dupuis Frères asserted their presence. As places of opulence and elegance, these establishments put a lot of effort into women's fashions: clothing trends were studied every season. They also offer a wide range of accessories, such as this mechanical hair clipper. Innovation is at the heart of their evolution: Dupuis Frères was the first

to display its merchandise in windows. New technologies are used to appeal to a demanding clientele, and to keep up with the competition. At the same time, products must be constantly evolving. Their display is studied and the harmony of colors is thought out. This orange packaging is part of this sales strategy.

The product label, exclusively in French, reflects Dupuis Frères' target demographic: French Canadians. The store aims to be a symbol of this population by promoting their way of life.

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