



The fashion press in the eighteenth century: an ephemeral subject for posterity

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Abstract: The fashion press was born at the end of the eighteenth century, distinguishing itself from its two editorial models: beautiful and richly illustrated books and the news periodicals. Can we add to this the duality of the image of dressed bodies: perennial costumes or ephemeral fashions? From the *Mercure Galant* to the *Monument du Costume*, their authors have imagined ways to give an account of the relevance of a changing subject that fell out of favor faster and faster while they tried to capture it for posterity.

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