

The Modern Brassiere: Fit for the Times?

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This paper analyzes the historical evolution of the brassiere and explores some of the challenges currently facing this garment. It argues that perceptions of the bra as a modern item are misplaced. The concept of the brassiere was surprisingly early in development, appearing in the medieval period. However, the garment as currently understood is truly an invention of the Age of Commerce after the Industrial Revolution. At this period, many types of brassieres were invented and patented – making the brassiere the only garment which was thus owned from its outset.

In the Introduction, **Introduction: An Up-lifting Development**, a review is made of the current rationales for the study of fashion, and some literature pertaining to the brassiere itself is reviewed. The second part of the paper, **The Historical Evolution of the Brassiere**, examines the evolution of the modern bra, whose features became largely standardized by the 1960s, showing the part that technology, design, and female entrepreneurs had upon the process. In the third part, **Modern brassiere — Where Is It Heading**, the fragmentation of the modern market for bras is considered, seeing it as still central to a woman's wardrobe, but with questions asked about the sustainability of the garment and its suitability for the future. The fourth part, **Fit for the Times? Some Conclusion**, redefine the reasons to study brassiere. Although the future of brassiere industry is unknown, innovation is continually happening.

[Key Words] Brassiere, History of brassiere, Innovation of brassiere, Sustainability issues