

The Fashion of Nail Polish

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History of Nail Care and Polish

Delve into the importance of it in ancient Egypt and China

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How different lengths and colors can give alternative impressions of oneself

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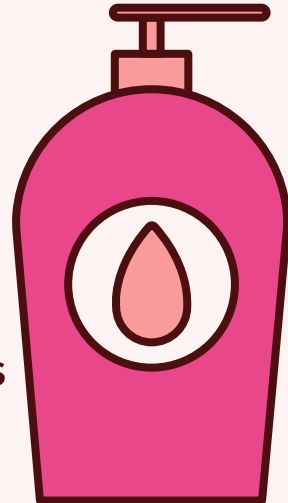
Nail Polish for Men

Men's usage of nail polish for LGBTQIA+ & RockStar fashion has extended to new affinities

04

Nails and Socio Economics Assumptions

How nails can say something about who a person is financially



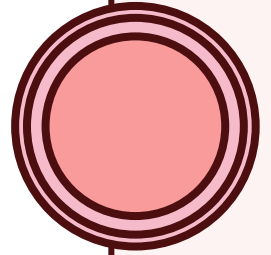
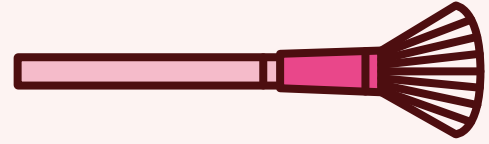


What is Nail Care?

The process of maintaining toenails and fingernails and keeping them healthy and looking good. This can include trimming, shaping, cuticle care, and designing.

01

Nails In Early Egypt and China



Ancient China & Egypt



Cleopatra Henna Nails

Long Nails
Red Nails



Timeline

History

1932

Revlon created nail polish for everyone to wear

1950's

Acrylics were accidentally created by a dentist with cavity fillers

1957

Creation of acrylic nails by Slack in effort to avoid breaking nails while working

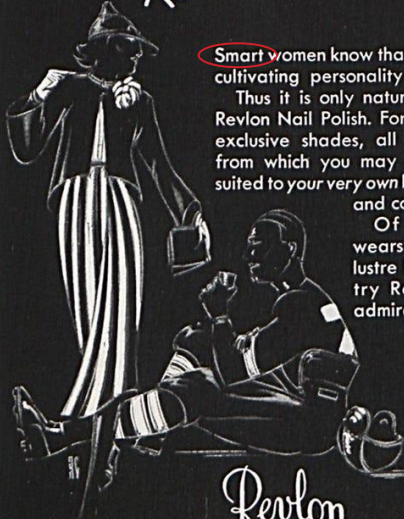
Present

Vast variety of ways to self express through colors, shapes, length, and more!



Vintage Nail Ads

*Why women want
Revlon Nail Polish*



Smart women know that real charm lies in cultivating personality—individuality. Thus it is only natural that you want Revlon Nail Polish. For Revlon offers 21 exclusive shades, all in perfect taste, from which you may select those best suited to your very own hands, complexion and costumes. Of course, Revlon wears better—keeps its lustre longer. Next time try Revlon. He will admire it, too.

Revlon
125 West 45th Street, New York

Fashion Right — NAIL ENAMELS — *Fashion First*

For Feminine Elegance
and Sophistication..

Caronia
NAIL POLISH

Now—in the 24-Karat Gold Shade
and Platinum Special.

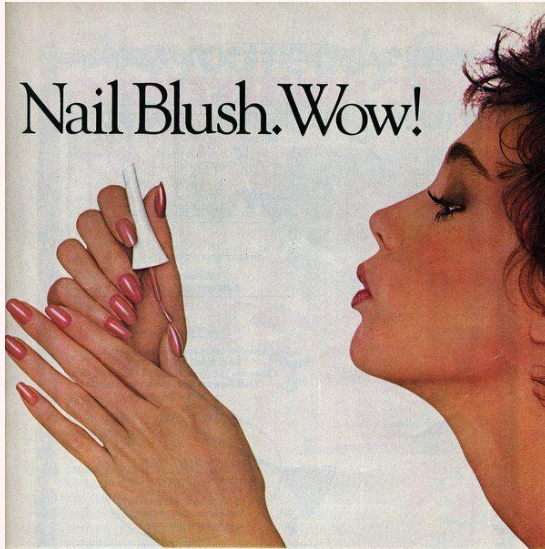
Here's that look of subtle loveliness
with our two new exciting shades
delicately prepared from the
best of beauty products
fresh from abroad.

Also in other different
enchanting shades—



Vintage Nail Ads

Nail Blush. Wow!



Now Cutex invents Nail Blush. It's a super-gleamy finish that goes on gossamer and seems to let the light come through. You can have Nail Blush in Rose, Nude, Mauve, Beige, Peach or Lilac. Just skim it on, to bring the gleamiest blushes to your fingertips.

Nail Blush. Very fresh. Very young. It may make you want to wear frills and go to tea dances. Oh wow!



Cutex
ClickAmerica.com

<https://www.pinterest.com/pin/995999273810157671/>

"Red," she said



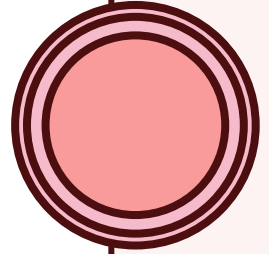
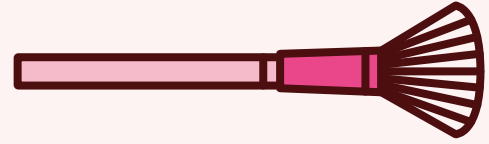
It's Red Velvet from Cutex. A red so rich, deep and dynamite-dis it makes you think of fox furs and limos, and movie-star kind of nails. Ditto, our Redwood, Teakwood, Wine and Hennaberry, from the Cutex red nailshade collection. You can paint up a storm with them. Flash them like jewels on you fingers. Feel dressed when you haven't a thing to wear.

"Red," she said. The richer the better, says Cutex, for knock-out nails right now.

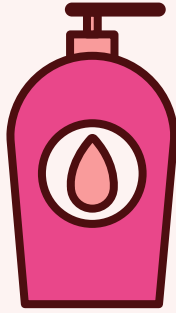
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02

Nail Polish: Men vs Women



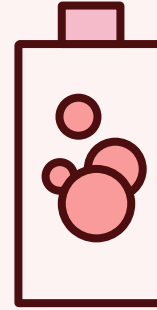
Stereotypes surrounding nails



Female

Long vs Short

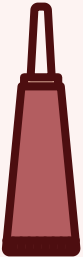
More surface level



Male

Gay men, rockstars

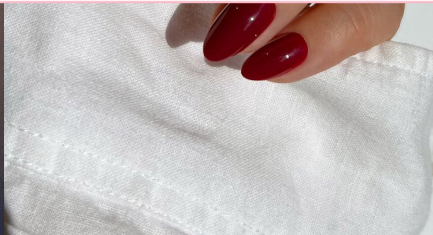
Deeper meaning





Woman and Nail Polish

(43) Pinterest



Relation to females



HyperSexuality

- long nails
- red polish



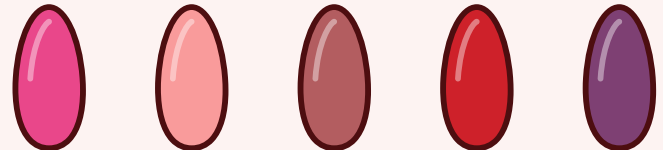
Hygiene

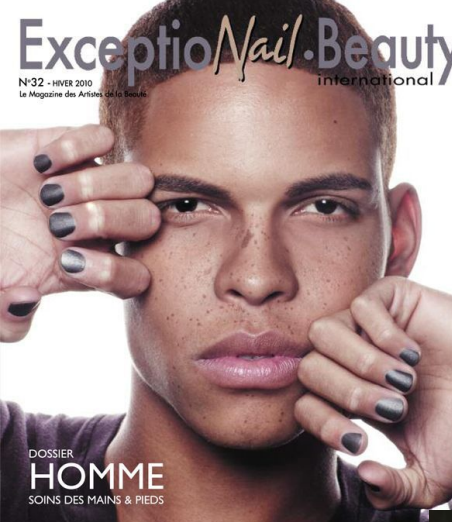
- cracked polish
- broken nails



Economic Status

- expenses





Men and Nail Polish

(43) Pinterest



Relation to Males



Symbol of Rebellion

Fashion Statement

Sexual Expression

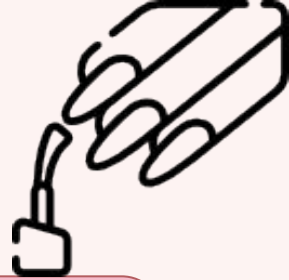
Modern Acceptance

WHAT IS RED NAIL THEORY?

"I always thought red nails was like a grandma nail color, why the fuck is he liking red nails? And then it hit me. In the '90s when we were growing up, women had red nails a lot, especially like our moms. I weirdly think guys are attracted to red nails because it reminds them of their moms when they were growing up and taking care of them." - @girlbosstown (TikToker)

- Sexy
- Power
- Passion
- Courage
- Confidence
- Danger
- Love
- Sensuality
- Femininity
- Seductive
- Romantic

Red & Black Nail Implications



As someone who grew up in a very modest Christian culture, dark colors such as black and dark purple were seen as "gothic" while red was "mature"

"I'm not saying I agree with it but my assumption is: red has always been seen as a "sexy color for women." Black nails is considered gothic I guess"

I think it's associated with more grown up fashion or more rebellious fashion while pastels (stereotypically) are "suitable" for young girls."

I have no idea. My dad had a problem with black because he said it was "emo" and he said that red was too "adult". But even with his opinions he never stopped me from getting what color I wanted."



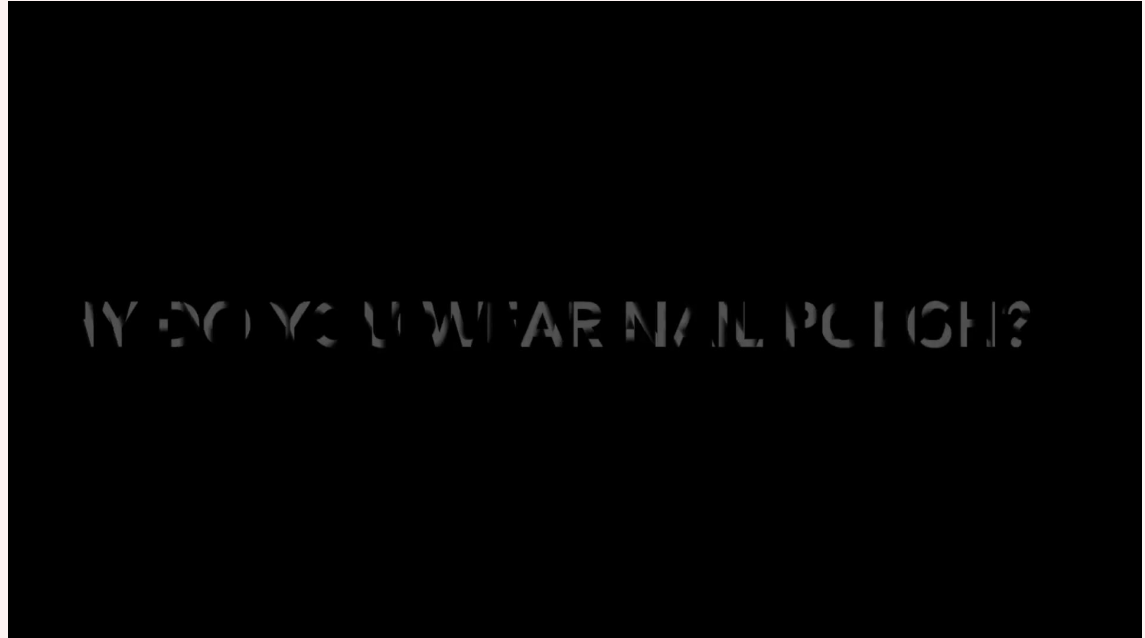
Modern Acceptance - It Was All Made Up



0.00-0.45

Our Case Study

- 10 participants ranging from ages 20-65
 - 2 mid gen z
 - 3 early gen z
 - 1 millennial
 - 3 gen x
 - 1 boomer



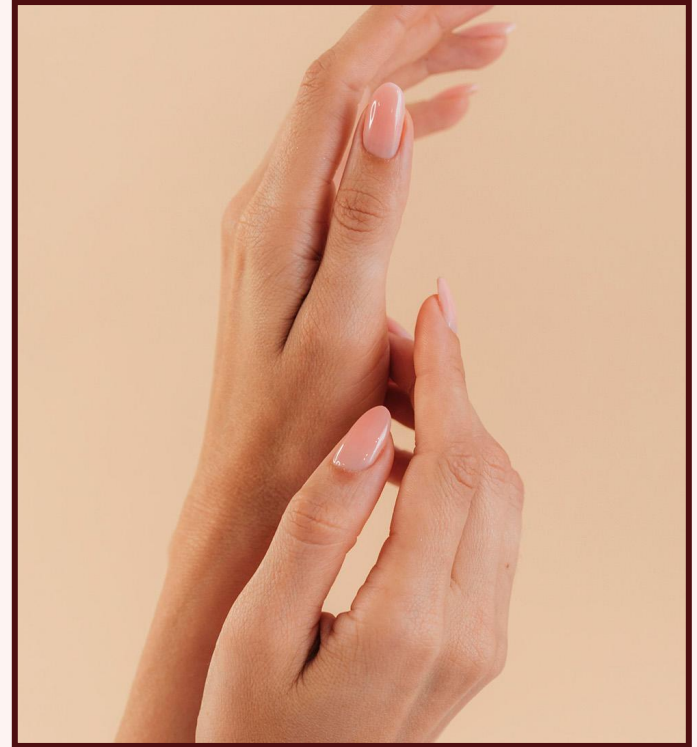
Data Based on Interviews:

Older Gen Z: "To Each Their Own"

Gen Z and gender fluid fashion, more tolerance for nail types

Older generations resistance to colored nails

Nails are expensive! People who get them done



Social identity

Key Themes:

Class

Gender

Sexuality

Generational Differences





Thank You!

RESOURCES

<https://sienna.co/blogs/news/the-history-of-nail-polish-you-never-knew-about#:~:text=The%20first%20US%20nail%20salon,entrepreneur%2D%20a%20girl%20boss%20even!>

[Men Who Wear Nail Polish Share Why Stigmas Against Them Shouldn't Exist | Allure](#)
[24 Famous Men Who Have Made Nail Art Their Beauty Signature | Vogue](#)
[Creating A Cultural Movement With Nail Polish](#)

[The Cultural Significance of Nail Care in Different Societies - Brave in Bloom](#)
[A Deep Dive Into The Ancient History Of Nail Polish](#)

<https://www.allure.com/story/men-who-wear-nail-polish-interview>

<https://www.dailydot.com/unclick/red-nail-theory/>

[\(43\) Pinterest](#)
