

## 摘要

“flapper”风潮发源于上世纪 20 年代的美国，迅速席卷西方世界并漂洋过海传入亚洲各国。随着电影等新兴娱乐方式的跨国传播，“flapper”的生活方式与着装风格进入近代中国城市居民视野。束胸行为古已有之，但古代的束胸一般止于隐藏身体曲线过分突出，并不刻意紧束。民国建立后，城市女性内衣多选择束胸，并有日趋紧束的倾向，尤其以女学生为代表。新文化运动前后，城市女性束胸行为仍照旧发展，女学生群体束胸更是愈演愈烈，束胸俨然成为时尚象征，反对束胸的社会舆论也逐渐出现。直到 1927 年，广州市政府发布政令要求禁革妇女束胸，呼吁女性放胸和探讨束胸危害的社会舆论才日趋增多，女性也开始尝试放胸。

断发易服和“天乳运动”的兴起更使部分城市女性趋于“flapper”着装风格，中式传统与西方流行结合，旗袍烫发的中国“flapper”成为中西交流中一道独特的风景线，完成了清末服饰向民国都市时尚的转型。无独有偶，邻国日本也深受该风潮影响，诞生了摩登女郎群体。作为摩登女郎前身的中国“flapper”积极参与社交活动的价值观，为近代女性进入公共空间、参与社会事务提供更多可能。30 年代后爵士时代落幕，中国女性争取自我表达的尝试却从未间断。

**关键词：**flapper；摩登女郎；摩登女郎；束胸；天乳运动

## **Abstract**

The flapper trend originated in the United States in the 1920s, rapidly swept the western world and spread across the sea to Asian countries. With the cross-border spread of new entertainment such as movies, the lifestyle and dress style of flapper entered the vision of modern Chinese urban residents. Chinese women used underwear in order to breast-binding for a long time. During the Song Dynasty, women begin to bind their breast. Underwear in the Qing Dynasty called "Doudu" or "Dudou", but only to hide the body curve to avoid too conspicuous, not intentionally tight it. Significant changes had been seen in the form and trend of urban women's underwear in Republic of China. Urban Chinese women wore from Dudou to Xiaomajia as underwear, especially in young women students. Breast-binding became a symbol of fashion. With the time going, some people recognized the bad influence of breast-binding and called for natural-breast. Local governments had also issued an executive order to ban against breast-binding in 1927. Finally the original underwear had improved and the new underwear came out. During this period social aesthetic and external clothing had also changed a lot and influenced each other with the reform of underwear.

The rise of "hair cutting and clothes changing" and "the Campaign of Heavenly Breast " made some urban women tend to flapper fashion. Chinese tradition combined with western fashion, the Chinese flapper with waved hair and cheongsam has become a unique landscape in the communication between China and the western world. This period completed the transformation of clothing from the late Qing Dynasty to the urban fashion of the Republic of China. Coincidentally, neighboring Japan was also deeply affected by the flapper trend, and "モダンガール" was born. As the predecessor of modern girls, Chinese flapper actively participated in social activities, which provided more possibilities for modern women to enter public space and participate in social affairs. Since the end of the Jazz age in the 1930s, Chinese women have never stopped trying to express themselves.

**Key words:** flapper; modern girls; モダンガール; breast-binding; Movement of Natural-breast