

## **Expressions of Egyptomania and Globalisation: the fashion throughout the 19th century and in the first two decades of the 20th century**

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José Sales is a Full Professor in the Universidade Aberta and a researcher in the Centre for History of the University of Lisbon and a member of the Centro de Estudos Globais of the Universidade Aberta. He works in the field of ancient History – Egyptology –, having published many books and articles both in Portugal and abroad. He is responsible for the research project “*Tutankhamon em Portugal. Relatos na Imprensa Portuguesa (1922-1939)*” in the field of ancient Egypt reception studies. This project aims to identify, analyse, and publish the news released by the Portuguese press (newspapers and magazines) about the discovery of the tomb of Tutankhamun.

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Susana Mota is a researcher in the Centro de Estudos Globais of the Universidade Aberta. She is also responsible for the research project in the field of ancient Egypt reception studies titled “*Tutankhamon em Portugal. Relatos na Imprensa Portuguesa (1922-1939)*”. She is a member of the research project titled “*Mulheres e ciência: a presença feminina na arqueologia e património em Portugal entre 1849 e 1974*”. Since 2006, Susana Mota has done research in Egyptology, and from 2016 onwards, she has dedicated herself to researching in the field of ancient Egypt reception, Egyptomania, and in the field of History of Communication.

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After a bachelor’s degree in Modern Languages (English/French), Carla Mota focused her studies on the field of Translation which gave her a broad knowledge about the main area of translation and its particular challenges. Besides having translated articles and abstracts for researchers, her master’s degree dissertation was a specialised translation exercise on Egyptology (“*A Tradução Especializada - Um ensaio de Tradução na área da Egiptologia*” - Universidade de Coimbra, 2019). She is a member of the research project “*Tutankhamon em Portugal. Relatos na Imprensa Portuguesa (1922-1939)*” as a translator and desk researcher.

**Abstract:**

From architecture to furniture, from cinema to video games, from literature to comic books – for centuries ancient Egypt was always present through the adoption and adaptation of the themes, symbolisms, and even the fantastic imaginary. To these manifestations of appreciation for ancient Egypt, and its reuse and reinterpretation, we call Egyptomania, a concept that encapsulates all the different aspects of the reception and globalisation of ancient Egypt knowledge. Amongst the expressions of Egyptomania, we must consider Fashion – a theme that has not been subject to an in-depth and broad analysis. Amidst the research project in the field of ancient Egypt reception, *Tutankhamun in Portugal. Reports in the Portuguese press (1922-1939)*, we were confronted with some sources that mentioned the fashion theme. Thus, we decided to investigate the impact of ancient Egypt in fashion, not only in the period following the discovery of pharaoh Tutankhamun's tomb but also in the period that preceded that discovery. This investigation allowed us to conclude that the influence of ancient Egypt in Fashion can be divided into two different periods: the post Napoleon's expedition to Egypt (1789-1801) to the discovery of pharaoh Tutankhamun's tomb (4th of November 1922), and the post tomb discovery until today. This presentation will be devoted to exploring the characteristics of Egyptomania in Fashion in the first period, analysing the factors that spur this interest and the ways in which it manifested itself throughout the 19th century and in the first two decades of the 20th century.