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Money Clip: The Handsome Gift

Last summer, my boyfriend's birthday was approaching dangerously soon and I had no idea what to give him. I kept spying on him to find what it was that he needed most in his life. For a while I was in trouble, but then one Sunday the moment of revelation finally came. We were going to get coffee and the Sunday Times and spend a beautiful morning in Central Park. As we were getting ready, he put some money into his wallet; then all of a sudden, he shrugged his shoulders and said "I don't need to take all this with me." He got out the bills from his wallet, picked up one of my hair bands from the desk (as he usually did) and put it around the bills. That moment I realized what was missing from his life, what he needed more than anything else: a money clip.

Finally, I knew what I was going to get, but at the same time I was confronted with a new challenge: where would I get a money clip? Of course, as an accomplished New York tourist, who was just in the first phase of becoming a real 'New Yorker,' I immediately knew that I could get one at Macy's. But that seemed too easy. What's more, this was not something a real 'New Yorker' would do. So I decided to take the train down to Soho and find the right money clip there.

I was wondering in what store I should look for it. I was hoping that men's department stores, bag shops and leather shops would have it, but soon I was disappointed. Only two department stores were selling money clips (each store was only selling one kind), one of them

was a famous brand, Tommy Hilfiger, and the other was a tiny store on Spring Street.

Unfortunately, I did not like either of them. One of them was silver with a skull engraved in it.



1. figure Skull Money Clip

The other one at the Tommy Hilfiger store was made of leather, but I preferred to find a silver money clip for my boyfriend.



2. figure Tommy Hilfiger Money Clip

Finally, I found the ideal money clip in a tiny gift store. (Unfortunately, in the meantime I lost my not-so-ideal boyfriend, which is why I cannot insert a picture of the money clip ultimately purchased here.) I was struck by the phenomenon: in that store I noted that the money clip, among many other objects, such as flasks, jewelry boxes, pendants and cuff links were only produced for the gift market. I was also surprised to discover how gendered the gift market was. If we think about all of the aforementioned objects, none of them are unisex. Men's gifts include the money clip, the flask and cuff links, while the offered gifts for women are the jewelry boxes, pendants or perfumes.

In the last few weeks I have conducted an extensive research on the money clip. I collected data in two empirical research fields; first, I researched the extensive Internet Money Clip market to discover the latest tendencies as well as fashions in the money clip utilization. At the same time, I also sent out a questionnaire to all the money clip users I could find among my acquaintances (and their acquaintances). I received altogether eight responses from money clip users. This, on one hand, surprised me; I expected to have more money clip users among the (at least) two hundred people whom I contacted in the course of this research (I received three more positive answers from friends, but they ended up not filling out the questionnaire); on the other hand, it made me realize that I could not offer an analysis here underpinned by a representative sample. Nevertheless, the answers these individuals provided highlight several interesting factors in the money clip's use and underscore some of my hypotheses below.

The Internet proved to be an indispensable source of my research in the money clip market. Therefore, in the first section of this paper, I will give account of my observations, demonstrate the variety of money clips sold on the Internet and highlight the different ways in which this hardly ever marketed item is being advertised now. Then I will turn to the engendered nature of this object and analyze why it is primarily men who prefer the money clip over the wallet. In the last section of this paper I will analyze the money clip as a gift. By demonstrating the women targeted gift marketing on the Internet as well as how the money clip feeds into the ideal masculine image I argue that women reaffirm certain traditional sex roles by giving the money clip as a gift to their male partners.

I. Money Clip as a Commodity

(1) Different Types of Money Clip

Internet offers an amazing variety of money clips. Only on ebay one can select between 948 different money clips within the price range of 0,99 \$ and 1221\$. Out of these 948 items, 108 are gold, plate / tone, 192 are silver, 30 are leather and 916 are made of other materials.

One can purchase on the Internet, for instance,

Single/double wood money clips:



3. figure Single wood money clip



4. figure Double wood money clip (satinwood and mahogany woods)

magnetic, lizard or alligator money clips:



5. figure magnetic money clip



6. figure lizard money clip



7. figure alligator money clip

Money clips often take the shape of different currencies:



8. figure Euro Money Clip



9. figure Pound Money Clip



10. figure Dollar Money Clip

Sometimes they are made of coins:



11. figure Coin Money Clip

Some money clips are Jewish:



12. figure Sterling Silver Hallmarked Star of David Money Clip

Some of them are Christian:



13. figure Silver Cross Money Clips

At the same time, I could not find any Muslim or Buddhist money clip in my online research.

The most expensive money clip one can purchase on the Internet these days is a money clip made of gold with diamond inscription. The regular price is \$2,599.00, but at the moment it is on sale and one can purchase it for \$1,872.00.



14. figure 14k Gold & Diamond Personalized Money Clip

The cheapest I found was this money clip for \$ 0, 01 (shipment not included):



15. figure Tony Montana "The World Is Yours" Money Clip

(2) The Market Competition of the Money Clip

When I decided to research the money clip, one of the most interesting phenomena I first noted related to this object was that I had never seen any commercial advertisement of it before. There were no product descriptions, no magazine advertisements; only pictures of money clips were included in certain catalogues. They were sold in gift shops or gift sections of department stores, which as Harvey Molotch observes, affirm the goods as appropriate gifts. (136) However, the cyber-market confronts the money clip sellers with an unexpected challenge. In the limitless competition of the World Wide Web, sellers need to convince the customers to choose their product over many others. The marketing of the money clips happens in three different ways on and beyond the Internet:

- (i) product advertisement
- (ii) product development

(iii) a visual “trick”

(i) Product advertisement

Roland Barthes emphasizes the importance of products’ description in his theoretical work The Fashion System. He argues that the functions of fashion description are reduced but original: “since it need not render the object itself, the information which language communicates, unless it is pleonastic, is by definition the very information which photography or drawing cannot transmit.” (13) Therefore, companies advertise money clips in brief descriptions and slogans attached to the product’s picture to ‘say’ what the picture cannot render. As Barthes puts it, “what language adds to the image is *knowledge*.” (14)

These descriptions usually start with the authoritative force of language, the branding: sellers first brand the product by choosing the right name (in my observation, the longer name a money clip has, the more expensive it is). Then they define their target customers and highlight the privileges of the product. At the same time, sellers also apply the well-tryed marketing tricks of the traditional (off-site) markets.

Let’s take a look at the following examples:



16. figure Smart Money Clip

“This engravable Smart Money Clip is unlike any other money clip on the market. It is constructed from a single piece of high-tech stainless steel and will retain its spring tension for the life of the product. It will hold up to five credit cards and 30 bills. It comes engraved with message of your choosing. Personalized with two lines of up to 12 characters per lines.”



17. figure Metro Leather Wallet Money Clip

“Call The Donald! Our flashy executive-style wallet/money clip combo trumps the competition. Smooth brown leather exterior, with monogrammed clip, is accented with orange stitching. Textured orange interior organizes his cash and credit cards.”



18. figure Art Form Money Clip

„For the groomsman who appreciates fine art, this sophisticated money clip is a masterpiece of balance and symmetry. Help him keep his bills and credit cards safe in the Da Vinci of stylish accessories.“



19. figure Silver Plated Money Clip, Wheat Lines

“Beautifully and uniquely designed with an alternating wheat patterned face. *Makes a super graduation or retirement gift (my emphasis).*”



20. figure Gold Plated Money Clip

“Very handsome money clip. This stylish gold tone clip makes a superb graduation, birthday or Father's Day gift when personalized with a name and date. It comes in gift box for easy gift giving.”



21. figure Silver Plated Money Clip

“This silver plated money clip features a beautiful argyle patterned design. It makes a great gift for graduations, wedding, Father's Day, Christmas or birthdays.”

What is it that we learn from all these brief descriptions?

First, that the targeted user of the money clip is a man described as “handsome,” “stylish,” “sophisticated” (who possibly “appreciates fine arts” as well.) As money clip is advertised as the ideal present for any life phase from graduation to retirement, we can say that money clip is not targeted to a particular age group. Each of the above-listed adjectives is a quality which usually women seek, appreciate and expect in their male partners. These descriptions envision the ideal masculinity as it is conceived in heteronormative relationships. I argue that the advertisements of money clips primarily address women to further “sophisticate” their already-sophisticated partners.

(ii) Product development

Product development most likely takes place in the money clip industry, predominantly in design centers. At the same time, we can find the most recent developments of the money clip

manufacture on the World Wide Web as well. Designers develop products by thematizing the money clip, adding functions or by de-/engendering the object.

Thematized money clips

There is a wide range of themes money clips' engravements may cover. How can a masculine object be made even more masculine? For instance, if it directly refers to sports.



22. figure Golf money Clip 1



23. figure Golf money Clip 2

“A golf gift favorite. This Golf Money Clip offers style and sophistication. The money clip is finished in a gold tone and makes a super gift when engraved with a name or initials.”

Once again, the Golf Money Clip is also a sign of “style and sophistication.” At the same time, here both the thematic reference of the figure and the practicality of the object interrelate. The reason why many of the money clip users opt for this object is because it conveniently fits into front pockets. This is why golf players are among the most the most targeted customers in the money clip market. Fishers might privilege money clips for similar reasons:



24. figure Fisher's Money Clip

It is more difficult to explain the logic behind the Poker Money Clip, since poker players use coins instead of bills in their games.



25. figure Poker Money Clip

The online money clip market not only targets sportsmen, but also those males who prefer watching sports instead of practicing it. Almost each baseball, basketball and football teams have their own money clips. Here I will present the money clip of one of Florida's Basketball Team:



26. figure Orlando Magic Money Clip

Adding Functions

Some manufacturers choose to develop new products by broadening the functions of the money clips. Of course, the question arises: why would any further functional development needed in case of the money clip? For a long time, it only had one function: to hold bills together,

any users claim that it performed this task perfectly. However, I believe that following Veblen's and post-Marxian theorists such as Adorno, we find that since modernism and mass productions we have surrounded ourselves with more and more objects that we carry around all the time. One cannot leave these days without having I.D.s, a watch, keys and Credit Card at hand. The manufacturers target this phenomenon by extending the functionality of the money clip: perhaps the ideal money clip someday will have an integrated watch, key-holder and it will be designed in a way which will allow it to hold all kind of cards as well.

Some of the examples above demonstrate that many of the money clips manufactured in a way to ensure that the money clip is also a Credit Card holder at the same time. At the same time, in our Internet research, we may encounter some bolder initiations as well, such as the pocket-knife money clip and the watch money clip:



27. figure Brushed Stainless Steel Pocket Knife Money Clip

“With brushed stainless steel made to last and especially utilitarian, this handsome money clip doubles as a pocket knife. Add engraving to the combination, and you've got a gift that can't go wrong.”



28. figure Time piece money clip

“Time truly is money with this luminous clock and money clip combo, the stainless steel timepiece, with dollar-hugging grip, fits safely in any pocket, guarding your cash without the bulk of a billfold.”

As we may notice it again, the descriptions above again emphasize the masculine qualities of its future users. New to what we have seen so far that these examples also highlight the extreme (at least) double functionality of the selected items.

At the same time, I would like to point out that not only none of my informants use any of these money clips with special functions, but in my extensive shopping practice I have never encountered any of these objects in any men’s possession. This observation makes me suspicious, that these double functional money clips are examples of those gifts, which a designer quoted by Harvey Molotch describe as “It’s not for using; it’s for buying.” As Molotch argues, “gift giving encourages stuff to have evident frivolousness or luxury so as to display affection, respect, or generate reciprocity.” I will discuss the idea of reciprocity further in the section “Money Clip as a gift.”

De-/engendering the money clip

A new phenomenon on the Internet that different kind of money clips are offered for women.

Let’s take a look at what might make a money clip more feminine:

(1) color:



29. figure Pink mussel shell money clip

(2) material of the ornament (for example, a flower made of gems):



30. figure Zuni Indian Jewelry Turquoise Coral Silver Gods Eye Money Clip

“This Zuni Indian Jewelry Turquoise Coral Silver Gods Eye Money Clip is a great way to keep your cash in style. This money clip is a sensational example of Zuni Indian artistry. It features the traditional American Indian image of the Gods Eye. The Gods Eye was created from hand cut stones of natural Sleeping Beauty Turquoise (the Tiffany of Turquoise), genuine Coral, and Mother of Pearl. *We understand the true value and nature of hand crafted Indian art. And, we recognize it's important to know that the artist is truly a member of a Native American tribe. So, to ensure you that this is the real deal, a Certificate of Authenticity has been included with this item.*” (my emphasis)

(2) background of the advertisement (the kitchen-related theme - rice):



31. figure Spirit Bear Money Clip

Hardwood setting for durability and the clip itself is stainless steel for durability. Bear -
Symbolizes adaptability, strength, introspection, the power of the soul. (emphasis – mine)
Hand-crafted by Native American artist.

(8) or an engraved little girl:



32. figure Silver Sweetheart

To sum up, what feminizes the money clip is the color, the material (gem) or theme. An interesting aspect of the advertisements of women's money clips is the spiritual content. They suggest that the manufacturers assume that superstitions, authenticity and spirituality are all more important for women than for men.

(iii) A visual trick in the display of the money clip

What struck me as I conducted this research on the Internet was the fact that many sellers photographed the money clips with a bill of with the minimum of 20 dollars, but often 50 or 100 dollar bills. The amount of the bill held by the advertised item also feeds into the image of the 'well-off, sophisticated money clip user.'

The irony of the representation becomes clear in the following two examples. If we look at the virtual price tags of these money clips, we'll see while the actual products do not cost more than 10-20 dollars. At the same time, each of them holds a one hundred dollar bill between its clips.



33. figure Thumbsquare Sterling Money Clip 18 \$



34. figure Squared money Clip 9 \$

At the same time, the only money clip I found on the Internet holding a one dollar bill was a rather cheap looking New York Yankee money clip:



35. figure New York Yankee Money Clip

I assume that this money clip targets a different class of customers, perhaps less “sophisticated” than the ones I demonstrated above. The one dollar bill in the Yankee money clip makes also those customers comfortable, who would never have one hundred dollars at hand. At the same time, it also refers to the practical application of such items; in the context of a sport game, one needs to be able to go and get some popcorn or soda in the break or during the game for only a couple of boxes.

To sum up, in the competition of the money clip market on the Internet, sellers conceptualize the money clip-holder as a handsome, sophisticated, elegant, well-off and cares for masculine sports and hobbies. This vision feeds into image of the traditional masculine ideal. This advertisement strategy primarily addresses women by implying that a money clip could make their partner more sophisticated, masculine and stylish.

II. Money Clip as Sign of Masculinity

Following Barthes’ conceptualization of clothes’ as signs, in the following section I will attempt to demonstrate how money clip becomes a signifier of masculinity. In order to understand what makes money clip masculine, first we need to reconstruct the practical everyday use of this mundane object.

Each of the men who filled out the questionnaire I earlier referred to used wallets before starting to use a money clip. These days, they all keep the money clip in the front pockets of their jeans or trousers. The main motivation for starting to use a money clip varies: a fifty-seven year old man argues that the wallet was too bulky in his pocket; a twenty-seven old young man claims that “pants look better with a money clip.” Another informant explains that “I started to use my money clip after I saw this *Seinfeld* episode where George suffered back problems because of his wallet so stuffed full;” while another young man in his mid 30’s says that he

started to use money clip because he moved to New York and did not feel safe on the streets and on the subway with having his money in his back pocket. At the same time, men who live in the country, keep the coins in their cars in a center compartment, while men who live in the city collect the coins in a jar at home.

To sum up; outlook, *Seinfeld* and safety all motivated the switch from wallet to money clip. There is one more argument, however, which all eight informants mention in their responses: *convenience*. They all argue that money clip is a lot more convenient than the wallet, when it comes to paying at the Newsstand, in the Grocery store, or at the gas station.

Tim Edwards in his introductory chapter His Story of Fashion of the book Men in the Mirror argues that it is a prevalent idea among fashion historians that “men’s dress is interlinked with the notion of utility and its purpose is practical rather than decorative” (16). While Edwards problematizes this undeniably reductionist approach, we have to acknowledge that practicality and convenience plays an extremely important role in men’s choice of the money clip over the wallet (Although the myriad of decorative elements in the contemporary money clip market suggest that that sellers also win customers by adding aesthetic value to the object).

Of course, one could argue that women’s choice of wallet is similarly practical since many of the women wear skirts, which do not have any pockets at all. What women do instead is that they carry purses and handbags which have enough room for the wallets. The problem is that these purses are often unpractical (or perhaps it is our feminine mind that is unpractical and prevents us from using the practical pockets of the purse), which is why finding the wallet in the bag often takes us much longer than simply pulling the money clip out of a front pocket. (I suppose we are all familiar with the frustrating experience of standing in a long line at the cashier waiting for the woman right in front of us to finally find her wallet. Moreover, many of

us also know what it is like when we are the ones who are standing there helplessly looking for our wallets among the many pockets, papers, tissues, keys, lipsticks and other knick-necks in our handbag, trying to avoid the reproachful looks of people in the growing line behind us.)

This is how women's shopping often becomes conspicuous these days. Although Thorstein Veblen introduces the notion of 'conspicuous consumption' to describe the way leisure classes display the objects they consume, I argue that 'conspicuous consumption' can also be applied to how people consume in contemporary society. What we are looking at as we are standing in the line behind them is not what they buy, but *how* they buy it. What becomes conspicuous is the *act* of the consumption itself, our focus from the purchased object shifts to the act of purchase. This distinction is also crucial in our analysis of *how* men purchase things with the money clip.

In men's fashion, the display of class, rank or income has always played a crucial role.

Tim Edwards writes:

“men's dress has a strong history of association with status or rank in society. This not only applies to specialist, professional or spiritual roles and uniforms, but to the overall significance of class and work in men's lives. The lavish costumes of royalty in the fifteenth, sixteenth and seventeenth centuries were transferred into complex hierarchies of tailoring from the eighteenth century onwards. This still exists now in the minutiae of detail that accompanies formal dress, which can demonstrate status through the level of expense involved.” (16)

In contemporary society, displaying wealth has become more challenging in fashion than in the earlier centuries. One needs to be familiar with brands and high quality clothing in order to recognize prosperity. Once upon a time credit card was the sign of fortune and elegance; however, these days everybody owns at least one credit card. Moreover, just to make things even worse, credit cards look more and more similar to each other (they even look similar to debit cards, even though they should explicitly display the lower economic status). Banks

attempt to introduce more and more differential features so that conspicuous consumers could find ways to preserve their conspicuousness, nevertheless, in a country where basically anyone can obtain a 'Gold,' a 'Platinum Select,' a 'Frequent Flyer,' a 'Diners Club International' or a 'Diamond Preferred Rewards' card; persistent conspicuous consumers need to find new ways to express their wealth in the *act* of shopping. For them, the money clip offers an ideal solution. They can put as many bills into their money clips as they want to flatter their dates or friends with this displayed wealth.

Jean Baudrillard in his essay The System of Objects introduces different signs and codes which make 'social standing' recognizable in 'consumer society.' Baudrillard emphasizes the importance of demarcation of social relations in a hierarchical repertoire, which is "formalized in a universal system of recognition of social statuses" (19). In the case of the money clip it is not the object, but the *application* of the object offers this coding potential, since money clip allows the user to show one can show how much money he has. Naturally, the money clip only reveals how much money one has at hand; but the spectacular view of a bundle of 20 dollars bills may make us forget the **illusionary** aspect of this object. Even I get impressed (and at the same time intimidated) when I see somebody conspicuously pulling out a money clip from his pocket holding together a bunch of one-hundred, fifty or twenty dollar bills. This is precisely where the **performative** force of the money clip lies: through the use of the money clip one can perform a different social standing. As the money clip (and money) becomes part of the individual's appearance, in Sorensen's view, this constructed appearance (an appropriation to fashion and social expectations) may trigger different "social responses" (133). The money clip offers the possibility of passing (at least temporarily) within the social hierarchy.

3. Money Clip as Gift

Each of the questionnaire respondents received the money clip as a gift from their partners. This is not surprising after already having seen how sellers primarily address women customers to buy their male partners this object as a gift. Earlier I argued that the money clip as a commodity feeds the traditional vision of the ideal masculinity, and in this last section of my paper I suggest that the money clip as a gift reaffirms the traditional sex roles in society.

I share those sociologists' view¹ who argue that Marcel Mauss' theory of reciprocity in his analysis of the gift between social groups is expandable to individual gift giving practices.

Mark Osteen asks in the Introduction of The Question of the Gift: "To what degree are human interactions motivated by self-interest? Is it possible to give without expectations of reward? When obligations are attached to gifts, what form do they take? Why, after all, do human beings give presents and to whom do we give them?" (1)

Translating these questions into the context of the money clip: why do women choose to give money clips to their partners? What kind of self-interest can motivate them and what reward may they expect? I argue that in our contemporary society, the money clip is only one of the many gifts offered by gift shops and gift departments. The reciprocity it requires is no different from the case of a pocket knife, a flask or a video game. We give because we enjoy the pleasure of giving; at the same time we have to admit that we also enjoy the fulfillment of a nice surprise that we may receive in return from our loved ones. Once again, I would like to emphasize that in this sense the money clip is no different than any other presents women give to men.

¹ See Osteen 2002, Laidlaw 2002, Kyung Min, 2002

Nevertheless, if we look at the practical use of the money clip, we will have to recognize that when a woman gives a money clip to a man, she unconsciously recasts the traditional sex roles. In traditional patriarchal societies, men were expected to pay for women. They were the ones who were supposed to have their money at hand, at a convenient location. What's more, if we go back long enough in time, we will find that traditionally women did not even have money; it was their husbands who took full responsibility and control of the family's finances.

Although today this is not the case anymore in most relationships², men still keep their money at hand, in a convenient location, while women need to dig deep down in their bags in order to be able to pay at the cashier. How many times have we seen impatient men waiting for their girlfriends or wives to find the wallet, until they got tired of the waiting and just pulled out their money clips from their front pockets? How many times have our boyfriends pulled out their money clips impatiently, when we were just unable to find our wallets among all the clutter in our purses? I have to admit that the situation I describe here is very familiar to me, I have not only observed, but also made men pay instead of me because I could not find my wallet in any of the many pockets of my purse.

Perhaps merely because of its practicality, but the use of money clip may result in the reaffirmation of the traditional power relation between men and women in the course of mundane activities, such as paying at a cashier or getting the Sunday paper.

² I was trying to find literature which would support my argument here regarding how money clips (or other objects) reaffirm traditional sex role and the "the masculine value system." (Carrigan:565) Interestingly enough, the focus on masculinity and sex roles I encountered, such as Segal, Lynne. Slow Motion : Changing Masculinities, Changing Men. New Brunswick, N.J.: Rutgers University Press, 1990., Kimmel, Michael S. Changing Men : New Directions in Research on Men and Masculinity. Vol. 88. Newbury Park, CA: Sage Publications, 1987., Brittan, Arthur. Masculinity and Power. Oxford Oxfordshire ; New York, NY: Basil Blackwell, 1989., Stearns, Peter N. Be a Man! : Males in Modern Society. 2nd ed. New York: Holmes & Meier, 1990. However, interestingly enough they all represent a very optimistic point of view, focusing on the changes in the traditional roles and avoiding the unwanted residues in society.

Conclusion

I am fully aware of the fact that in this paper I generalized many of my observations, and avoided those questions which could have undermined my theorization. I did not consider those cases, in which men give money clips to other men and I also disregarded the fact that men may actually buy money clips for themselves. Furthermore, although the market offers money clips for homosexuals (36. figure), I still could not expand my research to same-sex relationships. I decided to avoid all these questions so that I can concentrate on the conceptualization of my seemingly not-so-obvious arguments instead.



36. figure Gay Pride Money Clip Stainless Steel

Contemporary researchers of masculinity all unanimously argue that the lines between traditional sex roles have blurred in the past few decades; however, there might be several residuals in our contemporary society. The money clip is surely one of them; it not only feeds into the traditional ideal of masculinity, but its application also reaffirms old-fashioned sex roles.

Although a great part of this essay is a flow of consciousness and speculation; I did find something to “take away:” the money clip reveals how we might unconsciously sustain certain social relations and roles in our use of mundane, everyday objects. Furthermore, it helps us “appreciate the effects that particular notions of femininity and masculinity have on the

conception, design, advertising, purchase, giving and uses of objects, as well as on their critical and popular reception.” (Kirham: 1)

When I told my aunt that I was writing about the money clip she told me about her gift to her husband. My aunt, just like me bought a money clip to her partner so that he would stop using her hair bands. However, as my aunt explained me, Richard put the gift into drawer and continued to use hair bands. The transition from hair bands to money clip took some time to my boyfriend as well. Perhaps this is the reason why manufacturers decided to offer an “in-between” solution. This offers the aesthetics of the hair bands and the functionality of the money clip:



37. figure Grand Band Money Bands & Stainless Plaque

Actually, seeing these pictures makes me wonder what my next boyfriend thought if I chose to surprise him with this pseudo-masculine item. Would he agree with its advertisement that this unisex money band is recommended for both men and women, as they are “more secure than a money clip, and slimmer than a billfold. The strong interchangeable rubber bands get a firm grip on everything.” Do you see any chance that this Grand Band Money Band will someday become the ideal gift **for** our male partners? Or will it ever become the ideal gift **from** our male partners? Could a band like this erase one symptom of the traditional power relation, in which it is the men who is expected to pay?

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