



BRITANNIA *Sue*

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BRITANNIA AND EVE, 1926-1957

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A window into the changing role of the “modern woman”...

Formed in 1929 following a merger between *Eve: The Lady's Pictorial* and *Britannia* (established in 1921 and 1928, respectively), *Britannia and Eve* marketed itself to a predominantly female readership, and especially to wealthy and conservative women.

Throughout its existence, it maintained a particular emphasis on fashion, beauty, and the home, whilst also featuring contributions from some of the most influential female artists and writers of the time.

Unlike other ILN-owned periodicals, *Britannia and Eve* appeared monthly and, as a result, it was considerably longer than many of its “sister” publications, with each issue often comprising more than 100 pages.



Britannia and Eve was part of a series of “sister” publications under the ownership of *The Illustrated London News* (ILN).

... in early-to-mid twentieth century Britain



Britannia and Eve is particularly notable for its impressive artwork. Featured artists include Pauline Baynes, celebrated for her illustrations of C.S. Lewis' *Chronicles of Narnia*; Eric Fraser, illustrator for both *Radio Times* and editions of J.R.R. Tolkien's *Lord of the Rings*; and war artist Fortunino Matania.



This collection contains over 38,000 images from more than 350 issues of *Britannia and Eve* and its two predecessors.

Above all, the publication sheds light on the evolving role of women in British society, and the impact of their increasing independence on traditional understandings of gender.

Given its popularity, eclecticism, and far-reaching influence, *Britannia and Eve* provides critical insights into the history of fashion, gender history, and the history of British print culture.

“The most beautiful, witty, and well-informed magazine British journalism has yet produced.” - *Britannia*, 26th April 1929

Sources include: Illustrated London News



The magazine kept its readers up to date with the latest fashion trends, and reported on the ongoing rivalry between the world's most prestigious fashion houses.



Contributing writers include etiquette expert Laura Troubridge; popular author Joanna Cannan; and politician, diarist, and arts patron Violet Bonham Carter.

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