



Metrosexy

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A BIOGRAPHY OF THE METROSEXUAL. BY HIS DAD

Back in the flaky-skinned early Nineties Mark Simpson predicted the future of men was metrosexual. Two decades on even he's shocked by what hussies today's males have become - and the shameless, fatal Jersey Shore that masculinity has washed up on.

Metrosexy collects Simpson's essays chronicling the emergence from his walk-in closet of man's desire to be desired. And just how terrifyingly insatiable it turned out to be. He takes a long look at men that long to be looked at, from metrosexual poster boy David Beckham to Daniel Craig's busty James Bond, and concludes that the masculine aesthetic revolution is only just beginning to get into its sashay.

"Contrary to what you've been told," says Simpson, "metrosexuality is not about flip-flops and facials, 'man-bags' or 'manscara'. Or about men becoming 'girlie' or 'gay'. It's about men becoming everything. To themselves. In much the way that women have been for some time. It's the end of the sexual division of bathroom and bedroom labour. It's the end of sexuality as we've known it."

More fun-packed than Beck's bulging briefs, The Situation's six-pack - or Ronaldo's ego - Metrosexy will leave you gasping and giggling and gagging for more.

PRAISE FOR SIMPSON AND METROSEXY:

"Wildly intelligent and terrifyingly funny, his outlandish predictions on the fate of mankind have all proved unnervingly prescient. I dread to think what he might come up with next. Read him at your leisure but ignore him at your peril."

– Jake Arnott, author of 'The Long Firm'

"Much has been written about metrosexuals, but no one has done it as well as the man credited with coining the term, Mark Simpson."

– The Times of India

"Simpson writes with enough panache to make most of his contemporaries toss their laptops in the waste-disposal and weep."

– Simon Price, Independent on Sunday

Metrosexy Details

Date : Published (first published May 21st 2010)

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From Reader Review Metrosexy for online ebook

Elly Tams says

Mark Simpson is my favourite current writer on gender, particularly of course, masculinity.

Even if you are not a gender geek like me, I urge you to read Metrosexy. It sums up where men are at better than anything else I have read recently.

From David Beckham's bulging briefs, to Mikey Sorrentino's six pack, men are showing themselves to be objects of desire in ways that have been previously reserved for women. Men are becoming everything, to themselves.

Simpson's words have a visceral quality to them that is very very rare in a journalist. They jump from the page and grab you by the throat, or the balls. Metrosexy should be a (post)modern classic.

Read it!

D. A. says

review pending completion

Rick Powell says

Simpson is an entertaining writer but as a theorist, he's a bit of a self-centered one-noter, treating his own interesting but self-limiting media theory about the self-presentation of Western masculinity as some sort of uber-cultural orthodoxy. And his film reviews are dull. I skipped most of those.

Jessi says

interesting concept, flawed/limited analysis. Didn't think the text flowed particularly well, kinda regret spending money on it.
