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This chapter investigates the regulation of elite female status competition in the Middle Republic, establishing that the *lex Oppia* (215–195 BCE) and Cato’s censorial actions in 184 BCE directly affected conspicuous displays of wealth and status symbols (adornment and transport) by women. These regulations inhibited or punished this conspicuous display, thereby rendering elite married women invisible. Moreover, when elite women successfully lobbied for the abrogation of the *lex Oppia* in 195 BCE, they revealed their deep investment in elite status competition.