

# EVERYDAY FASHIONS OF THE TWENTIES

As Pictured in Sears and Other Catalogs

Edited by  
Stella Blum



# Everyday Fashions Of The 20s As Pictured In Sears And Other Catalogs

**Carl Köhler, Emma von Sichart**



## **Everyday Fashions Of The 20s As Pictured In Sears And Other Catalogs:**

**Everyday Fashions of the Twenties as Pictured in Sears and Other Catalogs** Stella Blum,1981-01-01 This volume captures the essence of the fashion sections seen in the Sears Roebuck and other mail order catalogs of the Roaring Twenties Over 150 representative pages representing more than 750 illustrations with original captions trace the evolution of dress modes from the vogue of stodgy postwar fashions to the impact on costume of the crash of 29 **Everyday Fashions of the Twenties** Stella Blum,2012-07-04 Accurate record of actual dress of the Roaring Twenties in over 150 pages of mail order catalogs selected and with text by Stella Blum Over 750 illustrations captions Everyday Fashions, 1909-1920, as Pictured in Sears Catalogs JoAnne Olian,1995-07-31 Presents a selection of fashion illustrations originally published in Sears catalogs between 1909 and 1920 focusing on ready to wear apparel for women and children *1920s Fashions from B. Altman & Company* Altman & Co.,2012-12-06 Over 700 black and white illustrations detailed descriptions and prices for a vast array of upscale women s clothing and accessories dresses bathing suits cloche hats shoes much more Attire for men and children too

Montgomery Ward Fashions of the Twenties JoAnne Olian,2012-07-24 This stylish collection offers hundreds of sepia tone illustrations and captions that depict the fashions of the 20s from women s chemise dresses and hats to men s suits and work clothes plus kids apparel The Greenwood Encyclopedia of Clothing through American History, 1900 to the Present Amy T. Peterson,Valerie Hewitt,Heather Vaughan Lee,Ann T. Kellogg,José Blanco F.,Scott Leff,Lynn Payne,2008-10-30 Find out what we wore and why we wore it in The Greenwood Encyclopedia of Clothing in American History Twentieth Century to the Present This fascinating reference set provides two levels of information descriptions of styles of clothes that Americans have worn and as important why they wore those types of clothes With volume one covering 1900 1949 and volume two covering 1950 to the present the first half of each volume provides four chapters that each examine the impact that political and cultural events arts and entertainment daily life and family structures have on fashion The second half of each volume describes the important and everyday fashion and styles of the period decade by decade for women men and children The set also includes helpful timelines resource guides listing web sites videos and print publications an extensive glossary and illustrations Fashion influences how we view other people and how we view ourselves Find out what we wore and why we wore it in The Greenwood Encyclopedia of Clothing in American History Twentieth Century to the Present This fascinating reference set provides descriptions of styles of clothes that men women and children have worn in the U S since 1900 and as important why they wore them In addition to chapters describing fashion trends and types of clothes this work examines the impact that cultural history has on fashion and how fashion may serve as an impetus for change in society With volume one covering 1900 1949 and volume two covering 1950 to the present the first half of each volume provides four chapters that examine the impact that political and cultural events arts and entertainment daily life and family structures have on cultural life and fashion The second half of each volume describes the important and everyday fashion and styles of the period decade

by decade for women men and children The set also includes helpful timelines resource guides of web sites videos and print publications an extensive glossary and illustrations Fashion is not for the exclusive use of the social elite and the rich nor can it be simply dismissed as just showing off We use fashion to express who we are and what we think to project an image to bolster our confidence and to attract partners

*Out-of-Style* Betty Kreisel Shubert,2018-06-13 This volume of style clues for fashion detectives weaves fascinating elements of social history into tales of how why and when fashions evolved Hundreds of illustrations accompany highly readable comments and explanations

**Clothing and Fashion** José Blanco F.,Patricia Kay Hunt-Hurst,Heather Vaughan Lee,Mary Doering,2015-11-23 This unique four volume encyclopedia examines the historical significance of fashion trends revealing the social and cultural connections of clothing from the precolonial times to the present day This sweeping overview of fashion and apparel covers several centuries of American history as seen through the lens of the clothes we wear from the Native American moccasin to Manolo Blahnik s contribution to stiletto heels Through four detailed volumes this work delves into what people wore in various periods in our country s past and why from hand crafted family garments in the 1600s to the rough clothing of slaves to the sophisticated textile designs of the 21st century More than 100 fashion experts and clothing historians pay tribute to the most notable garments accessories and people comprising design and fashion The four volumes contain more than 800 alphabetical entries with each volume representing a different era Content includes fascinating information such as that beginning in 1619 through 1654 every man in Virginia was required to plant a number of mulberry trees to support the silk industry in England what is known about the clothing of enslaved African Americans and that there were regulations placed on clothing design during World War II The set also includes color inserts that better communicate the visual impact of clothing and fashion across eras

**Visualizing Beauty** Aida Yuen Wong,2012-01-01 Visualizing Beauty examines the intersections between feminine ideals and changing socio political circumstances in China Japan and Korea during the first half of the twentieth century Eight essays present a broad range of visual products that informed concepts of beauty and womanhood including fashion interior design magazines newspaper illustrations and paintings of and by women Studying Traditional Woman and New Woman as historical categories this anthology contemplates the complex relations between feminine subjectivity and the promotion of modernity commerce and colonialism

*The Lost Art of Dress* Linda Przybyszewski,2014-04-29 A tribute to a time when style and maybe even life felt more straightforward and however arbitrary there were definitive answers Sadie Stein Paris Review As a glance down any street in America quickly reveals American women have forgotten how to dress We lack the fashion know how we need to dress professionally and beautifully In *The Lost Art of Dress* historian and dressmaker Linda Przybyszewski reveals that this wasn t always true In the first half of the twentieth century a remarkable group of women the so called Dress Doctors taught American women that knowledge not money was key to a beautiful wardrobe They empowered women to design make and choose clothing for both the workplace and the home Armed with the Dress Doctors simple design principles harmony

proportion balance rhythm emphasis modern American women from all classes learned to dress for all occasions in ways that made them confident engaged members of society A captivating and beautifully illustrated look at the world of the Dress Doctors The Lost Art of Dress introduces a new audience to their timeless rules of fashion and beauty rules which with a little help we can certainly learn again **Amerikanische Populärkultur in Deutschland** Heike Paul, Katja Kanzler, 2002

**Everyday Fashions of the Sixties As Pictured in Sears Catalogs** JoAnne Olian, 2012-07-12 Scores of illustrations with their original captions specifying colors sizes prices Items include lingerie and playclothes to bridal ensembles Madras jackets and vinyl slicker coats Introduction Over 300 black and white illustrations Catalog Robin Cherry, 2008-09-04 Since 1872 when traveling salesman Aaron Montgomery Ward realized he could eliminate the middleman and sell goods directly to his customers Americans have had an ongoing love affair with the mail order catalog which continues undiminished even in today's online driven world The practical can find deals on furniture and clothing in L L Bean and Sears the extravagant can consider his and hers matching helicopters windmills hot air balloons and submarines in the Neiman Marcus Fantasy Catalog those looking to get their pulses racing can browse Victoria's Secret and Abercrombie while our inner swashbuckler can travel the world through the pages of the J Peterman Owner's Manual where Moroccan caftans Russian Navy t-shirts and wooden water buckets from rural China entice the imagination In Catalog The Illustrated History of Mail Order Shopping Robin Cherry traces the timeline of these snapshots from American history and discovers along the way how we dressed decorated our houses worked played and got around From corsets to bell bottoms from baby doll dresses and Doc Martens all the way to iPods the history of these catalogs is the history of our lives and our culture GIs during World War II were kept company by the models in the pages of lingerie catalogs hockey goalies fashioned makeshift shin guards out of them during the Great Depression and creative children across the country still play with homemade paper dolls cut from clothing catalogs A number of celebrities got their start modeling for catalogs Gregory Peck Lauren Bacall Katherine Heigl Matthew Fox and Angelina Jolie Jimi Hendrix and Bob Dylan both got their first guitars from the Sears catalog Organized into categories such as clothing food animals and houses author Robin Cherry explores the vivid stories behind Sears Montgomery Ward Lillian Vernon Harry David Jackson Perkins and of course 45 years of the Neiman Marcus Christmas Book Insightful historical commentary places these catalogs in their social context making this book a visual pleasure and a historically important piece of Americana *Telling History* Joyce M. Thierier, 2010 Telling History is a manual for creating well researched and engaging historical presentations As museums and other informal learning institutions work to create new and appealing programs many are turning to dramatic impersonations accompanied by informed discussions to educate their audiences This book guides the performer through selecting characters researching and writing scripts performing for various kinds of audiences and turning performance into a business For museums historic sites and community organizations it offers advice on training and funding historical performers as well as what to expect from professionals who perform at

your site     *Medieval Costume and Fashion* Herbert Norris,1999-01-01 Meticulously researched text and nearly 700 illustrations depict wide range of apparel from fur trimmed cloaks and brocaded robes worn by courtiers and the nobility to simpler mantles tunics gowns and more     **Fashion and Women's Attitudes in the Nineteenth Century** C. Willett Cunnington,2003-01-01 De ontwikkeling van de maatschappelijke positie van de Engelse vrouw in de negentiende eeuw inclusief beschrijvingen van kledingstijlen en stukken en de redenen hiervoor     **Hats** Hilda Amphlett,2012-11-16 An illustrated view of 2 000 years of head coverings this engaging and literate survey features over 800 drawings depicting the headgear of both genders all classes and many nationalities     Franklin Simon Fashion Catalog for 1923 Franklin Simon & Co,1993-01-01 Over 500 illustrations of fur trimmed evening wraps casual day wear and more for women stylish clothing for children handsome accessories for men costume jewelry millinery shoes much else     Shoes, Hats and Fashion Accessories Carol Belanger Grafton,2012-07-24 DIVOver 1 500 detailed royalty free cuts from vintage publications depict Victorian footwear and millinery beaded handbags from the early 20th century stylish high heeled evening shoes from the 1920s and much more div     **A History of Costume** Carl Kähler,Emma von Sichart,1963-06 Covers the historical background and development of costumes up to the 19th century

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