

# EVERYDAY FASHIONS OF THE TWENTIES

As Pictured in Sears and Other Catalogs

Edited by  
Stela Blum



*Stella Blum*

**Everyday Fashions of the Twenties: As Pictured in Sears  
and Other Catalogs (Dover Fashion and Costumes)**



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The Roaring Twenties, age of jazz and flappers, Model T Fords and Hollywood celebrities, was also a time when for millions the bulky catalogs of Montgomery Ward or Sears, Roebuck were an alternative for the window displays of Paris or NY fashion shops. of how ordinary people really dressed up in the jazz age group. For historians of costume, nostalgia buffs, and informal browsers, these webpages afford a uncommon picture – coats, fits, dresses (like the initial maternity dresses), sweaters, capes; Blum's introductory texts relate the developments in fashion to the social adjustments of the powerful and restless era, assessing the influence of war and technological developments on the high hemlines, flattened busts and hips, geometric patterns and "bobbed" hair styles of the boyish flapper look. But, above all, they accurately record what guys, women, and children were in fact wearing in the 1920s. And you will follow the developments in children's fashions aswell. Her informative text message and selection of over 150 representative catalog webpages – comprising over 750 illustrations with original captions – gradually trace the evolution of dress settings from the vogue of stodgy postwar fashions to the effect on costume of the crash of '29. In a year-by-year survey, Mrs. Even more conservative than the up-to-the-minute style shops, mail-order catalogs even so offered surprisingly a lot of the haute couture. unspoiled by latest myths about the Roaring Twenties –You'll find right here a marvelous panorama of "smart," "modish," "chic," "stylish," and "ultra fashionable" apparel, in addition to more traditional garments: for women and "misses" there are Middy blouses, Russian shoes modeled by Gloria Swanson, "Bob" hats modeled by Clara Bow and Joan Crawford; POSTOFFICE. silk and rayon stockings, corsets, chemises, camisoles, negligees; and add-ons like necklaces, belts, combs, headbands, umbrellas, gloves, compacts, hand hand bags, wristwatches, and powderpuff cases. You'll see slower-to-transformation men's fashions – t-shirts, ties, fits, sweaters, and sports clothes – become trimmer, brighter, smarter. Now Stella Blum (Curator of the Costume Institute in the Metropolitan Museum of Art, New York) has distilled into this volume the essence of the fashion webpages of the Sears, Roebuck and other mail-order catalogs of the Twenties.S. And as she notes, it had been through the Sears catalogs that Parisian designers like Coco Chanel, Jeanne Lanvin, and Madeleine Vionnet made their influence experienced on Midwestern farms and in urban ghettos. Buying clothes through the mails experienced become an American institution, and entire households were frequently dressed via the U.



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Just as great simply because others in the series These "Everyday Fashions" books are great. And I sensed there was a enough of men's clothes included here, too, though this was a fairly conservative era for men's fashions, so IMHO the fits, hats, and coats, etc. The reason I am getting these books is different from others who have posted here." Great Very informative! However, although the summaries are year-by-year, the reserve itself is broken into only two sections, 1920-24 and 1925-29. What's wonderful is certainly that the books execute a year-by-year thing, so in this instance, you can see just what a girl wore in 1919 instead of 1925 - and what a difference in women's clothes in just 6 years! Yes, they're in black and white, but I recall a reviewer for one of these books stating that the Sears catalogs had been typically in dark and white anyway. Great reserve for understanding clothing of the common American of the 1920s an excellent edition for anyone who wants to understand the styles that dominated the 1st modern 10 years of the 20th century. The preface/forward for the 1920s (also includes 1919) is split among pre-flapper, flapper, and nudges into the Depression (1930). The content of this book demands better technology. You not merely get an idea of the types of clothes people wore during any particular 10 years, however in a few situations, you also get some pricing (too bad it's not on a regular basis, but I digress)., would necessarily look pretty equivalent. Five Stars enjoying it! There is a nice introduction including brief year-by-year overviews of how things changed, and lots of charming examples. Associated with that I'm a article writer, and I love to discover what my characters ought to be or may be wearing for just about any particular 10 years, as I have a tendency to write stories set in the 1920s, 1930s, 1940s. I enjoyed the historical info, but am happy it was short. Another problem with the kindle edition is definitely that the images are low resolution. The introductions are excellent. I'm a steadfast kindle reader and want to observe publishers migrate their books to electronic versions, but it needs to be finished with a little sensitivity and savvy. The everyday clothes of the housewife and the banker, the bobbed co-ed and the dapper auto mechanic. Besides, I can just as easily imagine different shades for different outfits (and lots of times, they will let you know what colors are available, within the ad). Definately not Paris fashion, the clothing depicted in this volume may be the stuff or our grand and great-grandparents' lives. 15 minutes of cross-referencing could have changed this hardly usable ebook into a enjoyment, and a little strategizing as to how exactly to present readable image text message could have managed to get a delight. If you want for more information about the look of the 20s and how to add a 20's flair to your personal style, this is a great book to add to your library. Window to the '20's I love these books and have many! You'll laugh at the costs! Just wish they were even bigger! I get for costuming ideas plus they are perfect because they are real reproductions from the Sears Catalogs. In order to browse the catalog

descriptions, you need to blow the image up (not easy on some kindle gadgets) and even once this is done the text is definitely fuzzy and hard to read. They discuss the cultural changes as seen in the prepared to wear outfits, the style changes from the previous decade and the nuances of the existing decade. This is simply not haute couture, they are the design everyone wore on a daily basis! Must be fixed so young readers can find out about this important book. Utterly interesting. The illustrations have become interesting and educational. Sad and missed chance. Kindle formatting terrible! Very informative. Because the reference in each explanation is given in page numbers and "real web page numbers" are not allowed for the kindle edition, it's nearly impossible to tell which illustration belongs to which 12 months. The pages aren't numbered and when viewing on a device, you cannot determine the corresponding catalog web page that the text refers to. They are obvious enough that I might try to copy some information for my own sewing and millinery. A must-possess series for costume designers This series is a must-have for costume designers since it is organized by year and is a reflection of styles which were available to everyone not just the "fashionable elite. I don't try to get ideas to sew clothing either on a personal or professional basis (like for a play or something). Great reference, mediocre translation to kindle This book is a fantastic resource on 1920s fashion, you start with "everyday" as indicated in the title, but edging on in to the "dressy" showing us "every-evening" worthy dresses, shoes, and so forth. Just as advertised Exactly what I was looking for and expected Five Stars Great! Five Stars nice



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