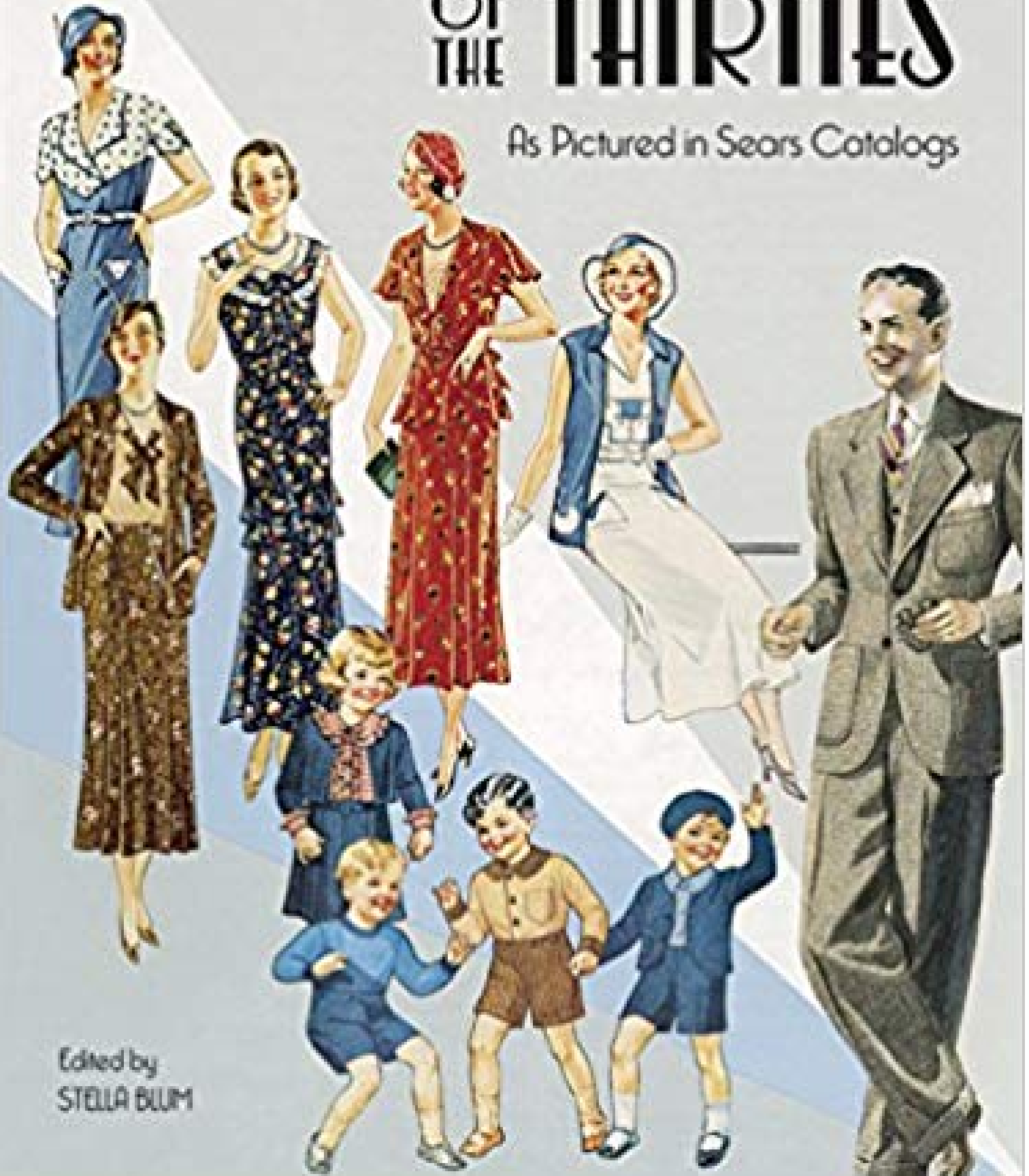


EVERYDAY FASHIONS OF THE THIRTIES

As Pictured in Sears Catalogs



Edited by
STELLA BLUM

Stella Blum

Everyday Fashions of the Thirties As Pictured in Sears Catalogs (Dover Fashion and Costumes)



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For a large number of women across America, hard hit when the frivolity of the twenties ended so resoundingly with the Crash of '29, the pages of the Sears catalog became an important resource in maintaining a wardrobe. recaptured the feminine form with a more organic waistline and lower hemlines than seen in the twenties. its fashions were geared as carefully as possible to the prevailing tastes of the American people. The seriousness of the add-ons and dresses endorsed by such Hollywood legends as Loretta Youthful, Claudette Colbert, and Fay Wray. A huge selection of illustrations record what males, women, and children were in fact wearing in the 1930s when, as a copyline from the Fall 1930 catalog proclaimed: "Thrift may be the spirit of your day. of more traditional, affordable material — It really is an essential resource for research of the clothing of an important period which designers cannot afford to be without. Reckless spending can be a thing of days gone by. An ambitious marketing procedure, it could not really afford to take risks on haute couture; For night wear, longer dresses changed flamboyant beaded short dresses while cloche hats, another twenties trademark, were changed by berets, pillboxes, and turbans. For this historically accurate sampling of genuine 1930s fashion, Stella Blum, previous Curator of the Outfit Institute at the Metropolitan Museum of Artwork in NY, selected for reproduction 133 representative pages from uncommon Sears catalogs of the period (fall and springtime catalog for each season from 1930 to 1939).For historians of costume, nostalgia buffs and informal browsers, these web pages afford a uncommon picture of how the typical American really dressed through the thirties."You will see right here how simpler women' s style designs —



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The Last Decade of Elegance The Last Decade Of Elegance: Everyday Fashions Of The Thirties: As Pictured In Sears Catalogs This book depicts the clothes of everyday people instead of high fashion. by Linda Cargill, author of Key to Lawrence. Style in this era was found in everyday lifestyle for middle America in the manner people dressed and is a stunning contrast to today's sloth and slovenly life-styles. This kind of book is effective for enthusiasts, re-enactors, film costuming and takes on. Extremely informative, great illustrations! But it gives you some notion of the style of the style world in those times, Coco Chanel vs Elsa Shaparelli, etc etc. A great snapshot with time Overall, the written text captured the era well in showing the everyday dress of the common American in the 1930s. I was disappointed that there have been so few illustrations of men's clothes in the book, however when I considered it more, I don't believe it a fault of the text, but possible of the era that there wasn't that much range to men's style in the 1930s. Most amusing if you ask me was to find that one could even purchase a "hoodie" in the 30s. Clothes makes the Man or Woman Showing the clothing provided by one of the primary retailers in america, this is a study in clothing intended for the era. It is focused primarily for the women's use but the men's wear web pages are worth their excess weight in gold for the vintage clothing aficionado. They yearned for the peacefulness and order of the Edwardian era and tried to recreated it in the beauty of the clothes of the 30's which were also less innocent and far even more sophisticated than the fashions of 1915. Great photos and the print is of good quality Great photos and the print is normally of good quality, they are fun to read and see how style repeats itself. The middle-aged females of the 1930's had been the debutantes of 1915 during the First World War when ladies' fashion begun to suffer its ideal change in all of history --- the transformation of the lengthy dress into baring the knee and the lower leg to all or any the world. .. This wonderful compilation of clothing and accessories available at Sears in the 1930's makes me want to go back in time..back in time.. Useful and enjoyable reference This is the first book from this series I obtained. It really is a good reference tool not only for the major bits of clothing but also how components were used and positioned. This publication gave me a lot more than I anticipated. I bought the reserve to get ideas for making a outfit or two that would depict the period. We own a 1939 Packard car and enjoy wearing vintage clothing whenever we participate in antique car tours. If you are looking for clothing tips for women or men, or if you just like reminiscing, you will enjoy "Everyday Fashions of the Thirties". Since the the 1930's actually the memory of such sophistication and utter femininity offers faded into the ever far distant past. This is a great book, full of wonderful illustrations of period clothes. The descriptions, getting authentic to the time, are delightful as well. Great source for outfit events too. Fun ! Blum's editing is a lot stronger than JoAnne Olian's, with a sensible selection of styles and a standard more interesting assortment of catalog pages. The book is very well thought out. Showing the clothing season by year was a great idea. (It isn't always easy to determine those crazy 30s hats!). I'm looking for fashion details to inspire my own closet and there's a treasure trove found in this book. My only complaint, which is actually more wishful thinking, is normally that the book is actually a bit longer. Nevertheless, no major clothes/accessory category was overlooked. Five Stars really like it. Ms. THE WAY THE Real People Dressed This book, along with Everyday Fashions of the Twenties, are fantastic resources for what the average person once wore. This was a gift and she loved it. I spent many hours learning this book as a teen, and still utilize it (as well as original Sears and additional catalogs) in my work as a film costumer. It helps get the "look" of the period right. Attention costume designers Great resource



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