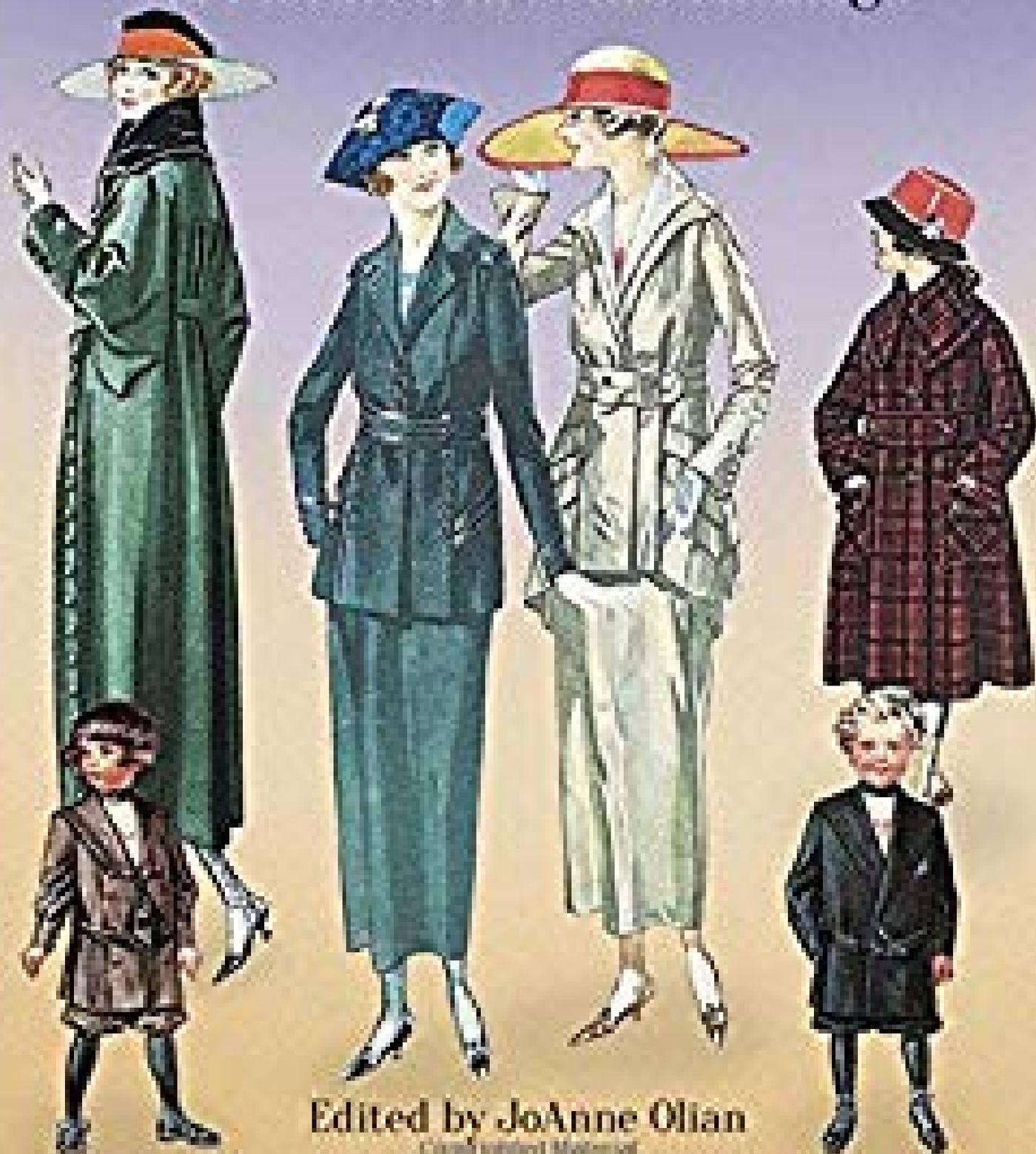


EVERYDAY FASHIONS

1909-1920

As Pictured in Sears Catalogs



Edited by JoAnne Olian

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JoAnne Olian

Everyday Fashions, 1909-1920, As Pictured in Sears Catalogs (Dover
Fashion and Costumes)



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In the first decades of the 20th century, a remarkable phenomenon was revolutionizing American life. among other products — Also shown can be a representative selection of men' Focusing on ready-to-wear outfits for women and children, the detailed illustrations display a multitude of generally conservative content articles of clothes. For the females, there are elegant dresses of taffeta, satin and crepe de chine for special occasions, lace-trimmed shirtwaists (forerunners of the modern blouse), everyday dresses of wool, two-piece serge suits and charming hats trimmed with silk ribbons, feathers and velvet. Outfits for children include — Mail-order catalogs, distributed by such firms as Sears, Roebuck and Company, were becoming familiar purveyors of products ranging from stylish fashions for guys, women and children to useful products and decorative add-ons for the home.s wear: suits, coats, slacks, sportswear and other attire. Because of this volume, specialized in everyday clothing of the period, JoAnne Olian, Curator Emeritus of the Costume Collection at the Museum of the town of NY, has selected a huge selection of fashion illustrations originally published in Sears catalogs between 1909 and 1920. a number of attractive suits for little boys in well-known Russian and nautical styles, casual clothes, rain gear and more. Primary captions accompany each item, providing information on material, size and price. An authentic record of what Us citizens were wearing throughout a 10 years of tremendous switch, this vintage style parade will charm not merely to nostalgia lovers and Americana enthusiasts, but collectors, designers and style historians.



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An excellent resource Crammed filled with illustrations and descriptions of dresses, coats, hats, shoes, lingerie, and components such as for example jewellery and handbags.a really cool book. We are able to see changes in the required silhouette, the movement of hemlines upwards and downwards, and the influence of the war on designs and trims. Everyday Fashions 1909-1920 Great resource for the style historian.A good reference reserve that's also a pleasure to dip into. JoAnne Olian's introduction provides an excellent summary of the developments in the period protected. Quibble two: it isn't 5 moments thicker than it is. Before Downton Abby aired on P.B. this period was not well-covered.S.. I just have two quibbles. Wonderful, Wonderful Catalog I actually ordered this catalog (along with others from later eras, too) when I was gathering information to writestories approximately Granny's life. It's therefore nice to possess such a variety of every day people's clothes to search through. A Publication Of Immense Enjoyment A very satisfying also to the point presentation, boasting a page, page after web page picture format, reproduced to an excellent level in well contrasted dark and white, arranged in chronological order -- yes, it is as good as it sounds! A book of immense enjoyment. I love this book. I'm glad to own it..quibble 1: though of good size, it is a paperback. This helps guide the historical writer or history buff or college student for more information about everyday lifestyle of yesteryear. I want more! Five Stars Love this publication. I SO LOVE all these catalogs because they are well designed,done well, and show REAL photos of the way existence used to be. I ordered this aged Sears Catalog to put into our downstairs bathroom, which we're building to look like a vintage "outhouse. She said that it's, ".. One of my favorite books for the period of time. Menswear and children's clothing are included, however the concentrate is on women's put on. Interesting, authentic book Needed this for study. I've borrowed a friend's copy repeatedly to research dresses for the time, therefore finally bought my very own copy. Truly shows the types of fashion from this period. Love it! Fun Read This was 1 of 2 books that I purchased for my fashion loving (contemporary and historical fashions) granddaughter." It's only a novelty item, but fits correct in! Plus, it's really interesting to look at! Great book for referencing varieties of the Edwardian period.. An excellent book to have to see what they were wearing in the 1910s. Sear's was an important merchant that clothed the masses." My daughter also shared that she has had some fun moments perusing the book's web pages. Very detailed book, plenty of info. Great addition to outfit design library Great Historical reference



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