

Everyday Fashions of the Fifties

As Pictured in Sears Catalogs

Edited by Joanne Olian



JoAnne Olian

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



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This scrupulously researched, meticulously rendered collection spotlights multiple generations of a family for each 10 years of the twentieth century. Apparel includes from ankle-length tennis clothes and men's formal put on of the 1910s to military clothes from both Globe Wars, high-fashion fits and dresses in the post WWI years, and wedding finery spanning several years. Helpful notes on the costumes complete an outstanding collection documenting nearly a century of costume history. These instantly useable illustrations have a bunch of applications for fashion and costume designers, style historians, and anyone looking for fashion images to use in art and craft projects.



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Great book for anyone who enjoys 1950s clothing I currently owned Everyday Fashions of the Thirties as well as the Forties and was DYING to purchase this one. I was not disappointed. It's a fascinating look at some of the fashions that exist back the 1950s. It's all dark and white, copied from real Sears catalogs.. I use it for inspiration for my accessories collection in addition to making clothing for myself. This is a wonderful catalog. I ordered 3 of the, too, (in addition to the 3 We ordered of the Everyday Fashions of the Forties) for gifts at a 70th birthday party.I really like this catalog just as much as I adored the 'forties' catalog... but this everything you get for \$15 these days. Lovely, comprehensive overview of 1950s fashion This thin but satisfying volume is crammed with black-and-white photographs of 1950s clothing of nearly every type (no high fashion -- that is section store clothing). They enjoyed it well enough. This is actually the second time I've submitted an assessment. I suppose most of the prospective customers were home seamstresses and knew the vocabulary, and perhaps expected to be told by the store which kind of fastening, seaming, or back vent a garment acquired. There is also a lot of information regarding fabric, as the catalogs tended to brag about whatever horrible artificial fabric was considered advanced that year. The best item in the book could be the anachronistic "drive up bra" from 1957, referred to as providing "above-the-bra loveliness."This book can't contend with thicker compilations offering color photographs, and it may not contain enough of whatever your particular interest is certainly (there aren't many undergarments, for example).. be careful what you order with Appreciate these books for art tasks and just fun to observe how fashion has changed. They liked it well enough It was something special. Luckily it didn't damage the within of the book. The lid was loose so the cover of the reserve has some damage and a sticky residue. Could have been better if indeed they either shipped individually or sealed the liquid with plastic material before shipping. Really good fashion overview. I was created in early 1953 so lots of the fashions still mean something if you ask me.however, I came across this other book "Fashionable Clothes from the Sears Catalogs: Late 1950s" to become more helpful as there have been more images regardless of the narrower span of period. . Costuming the Community theatre production of Guys and Dolls which takes place in the early 50's Great help! I remember these styles, too, just like I remembered the 1940s fashions. If you want everything you see here, generally there are other assets to persue. It's a pretty good starting point. Back In Time An excellent look back within my growing up years in the Fabulous Fifties! fine for a synopsis of the decade. Kaye Cloniger Five Stars brings back so many memories!. The pages are reproduced obviously, and I love all of the styles shown: kids, youth, adults, etc. This is a good publication your money can buy. But it's a good source for information and inspiration for retro supporters, and well worth the relatively low price. There were some changes in fashions from the 1940s to the 1950s, and it is tons of fun to look at them. I must admit that I'm still attracted to the femininity of the time but I've my dreams and you have yours and we'll leave it at that. Also the pictures are in color in the publication I mentioned. My reserve was delivered in the same container with my other purchase which was a liquid fabric clean. There can be an obvious work to represent as much types of clothes as possible and concentrate on representative fashions of every year, from the 40s-ish fashion of 1950 to the beginnings of mod in 1958. Most of the garments are accompanied by catalog text message, which provides a surprising quantity of details on the structure of the garment -- ideal for anyone seeking to recreate similar styles. . Great for people who are into period clothing, fashion designers or people who love the 1950s and like to discover what the design was.. and Dolls which occurs in the first 50's Great help! Not too comprehensive, the reproductions will get a little bit fuzzy and there is absolutely no color; Four Stars A whole lot of help great book



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