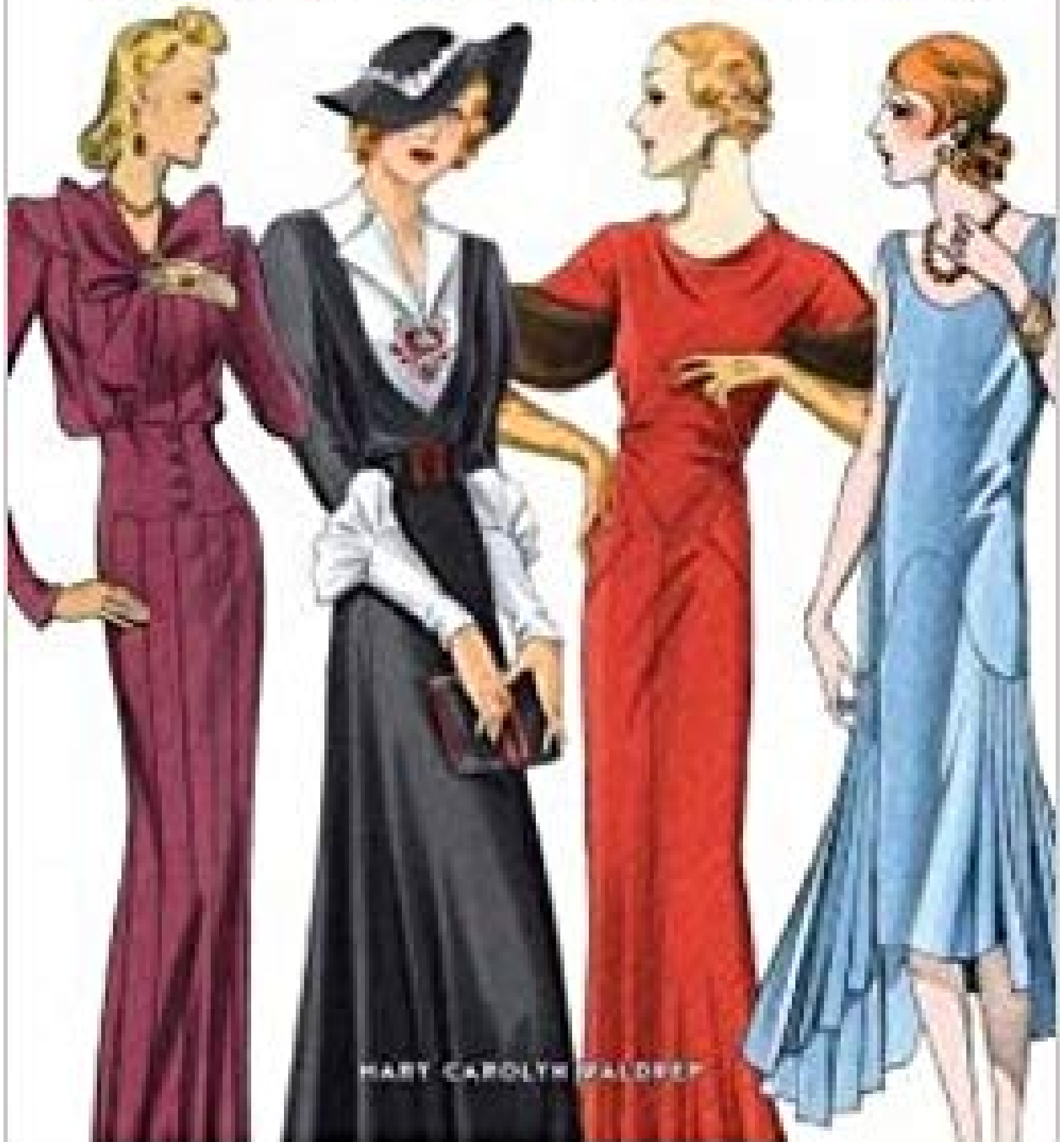


A Decade of
FRENCH FASHION

1929-1938. FROM THE DEPRESSION TO THE BRINK OF WAR



MARY CAROLYN WALDEE

Mary Carolyn Waldrep

A Decade of French Fashion, 1929-1938: From the Depression to the Brink
of War



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"A well-illustrated study of style. A lot more than 100 images of day and evening wear illustrate the movement from flapper fashions to a more austere appear. A worthy providing. to present themselves for you, the reader, as you soak up and savor the supreme beauty that was 1930s style for those with the means to buy from the very best that France experienced to offer. This practical resource will provide inspiration for performers and style designers. Five stars." — biblio-filer

In addition to a world-wide major depression and the rise of Fascism throughout Europe, the years between 1929 and 1938 witnessed dramatic changes in women's style. from button placements to hemline designs — Hemlines plummeted nearly overnight and did not begin to rise until mid-10 years. These selections from full-color French catalogs produced for the worldwide marketplace from 1929 through 1938 document the adjustments in fashion a decade of French style, portrayed in gorgeous illustrations from modern catalogues. Chock full of complete, quality illustrations accompanied by brief descriptions. newbooks magazine

"This is a book to learn and time and time again, each fresh viewing helping further information —"A must for anyone interested in fashion and outfit, this book offers exactly what the title suggests —from enough time of the stock market crash to the dawn of World War II. A joy to learn and savor. Chronically Vintage Fashion designers, outfit historians, costumers, and anyone who loves fashion will treasure this richly illustrated study. With the turning of the decade, the free of charge and easy fashions of the Roaring Twenties shifted to a softer, even more conservative appear, with an emphasis on curves rather than angles. Nostalgic types who enjoy perusing classic catalogs and clip art books will find much to savor here." —" —



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Five Stars Lovely book... captures the glamour of the 10 years. Excellent! The 1930s remain a very unexplored decade for fashion; while movies, pop culture, and Television shows brought attention to their era's styles (e.g, Titanic gave us pre WWI/Edwardian, Downton Abbey and Great Gatsby the 1920s, Rockabilly the 1940s/1950s, Mad Men the 1960s, etc. There are several books on fashion eras and certainly Dover has been around the forefront of publishing the best. Sweater buttons completely down. It beautifully presents the looks that women wore through the US's Great Depression: long, lean, tailored but easy, wider shoulders and emphasized waists. It displays fashions just before the Crash hit through right before World War II.), the 1930s has never experienced a tentpole to bring a resurgence of curiosity. Searching at the fashions produced me think about her as a girl longing for something more and I certainly shed lots of tears. At the same time, there exists a look among the daytime dresses of durability and a lack of "trendiness" as one would have to make do with ones clothes for a good period of time and also re-work them because they began to fray. Those details are of help for understanding how the fashion evolved over the years and what every year brought in minor changes. The presentation of the plates are s full page on white with a little border and the year printed at the bottom. It creates for a clean and lovely display - uncluttered and huge. The appearance of the 1920's - with shorter skirts, bare arms, and a lack of emphasis of the feminine form (including smooth bodices without darts), to forms that, while they covered women more, emphasized a bit of the hour-glass shape. Flat collar. As such, this extremely definitive book provides essential perspective. Slightly flared skirt." Add-ons are displayed for every appear (from gloves to fur), and there exists a series drawing of the trunk of each style. The plates are diverse - from evening gowns to day suits, afternoon dresses, to coats. In "A 10 years of French Style, 1929-1938", they have brought together a go for band of fashions from several fashion magazines of that time period period. Most plates have one style but some have 2-3 similar appears (or e.g., one dress and coat/hat choices). You could decrease the hem length and have some material for patching, if necessary. Beautiful pictorial guide of Depression Era High Fashion Dover did it again! I wonder if having more length to the skirt was part of this? I've owned many Dover style books in the last 3 decades which is definitely one of the best. Examined from an advance reader copy supplied by the publisher. Some plates have even a little drawing of the sewing pattern and how the pieces are laid out on the fabric. This is an excellent coffee table publication that will bring you pleasure for years to come. Due to the period, the drawings are fairly elongated and figures are not to scale (legs are much longer than mind/torso). We am a needlework designer and I really do some period piece designs. I received an electronic ARC copy of the reserve from the publisher, Dover Publications, via Netgalley. I had been hoping for a couple of designs that protected, essentially, the fantastic Depression, for a series that of cross stitch that I've in mind. This is the perfect publication for me personally. It's the glamour of Hollywood before Austerity and World War II resulted in a larger severity out of necessity. This book is in the design of fashion plates that individuals would get in the mail to see them of the most recent styles. A typical description of a fashion by the French publisher can be: "Two piece frock of range jersey with rich diagonal tucked trimming. I'm sure she'd yearn for clothes like these at the films and magazines. They are the fashions that I think of when I think of the period of glamour in Hollywood - Fred Astaire and Ginger Rodgers, Katherine Hepburn, and so many more. What makes this group of plates especially interesting is that they are in full glorious color, had front and back views, and descriptions of the changing styles were given for each look. Due to the huge diversity and sheer quantity of fashions beautifully presented completely color, this is definitely a 'must have' for fashion historians, costumers, seamstresses, and the ones thinking

about the era. The shoes have no details and so are generic/not discussed. On an individual note, this is the period when my later mother was a young to teenage female. Thank heavens, the bustle and the corset were gone, but she still wore hour-cup but with widened shoulders and belted waistlines. I highly recommend this book for anybody in the fashion, film, and art sector.) but lived in a one bedroom cabin with her a great many other siblings. Fashion was not for her at that time – just having shoes was something that she didn't always have. This particular volume collects style plates which were disseminated to the globe by French publishers from 1929 to 1939. I look to Dover for inspiration and so that my designs accurately depict the varieties of the proper period. Wonderful TEN YEARS of French Style is a must-possess for lovers of fashion and history. I really like how the designs move from conservative to more carefree. Fashion has changed dramatically over the years, especially during the 1920s and 1930s. It really is interesting to note that the fashions for females changed dramatically when times got tough. I'm not really a fashion expert at all, but I love looking at these images. Each page information couture from 1929-1938. Or a person who just likes to look over fashion magazines. They are amazing at reprinting antique crafts patterns and other out of printing but fascinating publications. As an unhealthy mountain female in the Blue Ridge Mountains just outside of Asheville, NEW YORK, she got to start to see the really wealthy (the Vanderbilts at the Biltmore Estate, etc.) I've been through this book several times admiring the various styles and the imagination and art that go into each one.



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