

# FORTIES FASHION

*From Screen Suits to the New Look*

JONATHAN WALFORD



Thomas & Hudson

Jonathan Walford

## Forties Fashion: From Siren Suits to the New Look



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"A remarkable narrative... Great stories, remarkable works of patriotism...tag the indomitable spirit of humanity. 196 color and 54 black-and-white illustrations The effect is a special event of everything from practical and smart-searching attire for air raids (hooded capes with large pockets and siren fits) to street fashion and the creation of Christian Dior's "New Look" collection in 1947. The lively text message by style specialist Jonathan Walford details how fashion was considered not really a frivolity but an aesthetic expression of conditions in the 1940s. While Fascist claims tried to create "nationwide" styles prior to the war began, by 1940 the quest for beauty was promoted on both sides of the conflict as a patriotic duty. From prewar to postwar, we find attitudes emerge from period advertisements, images of real clothes, and firsthand accounts in modern publications. The illustrations reveal the wide range of fashions and styles from the 1940s in THE UNITED STATES, European countries, Australasia, and Japan."?Booklist This is a definitive look at style in the 1940s?from French style under the Occupation and the "make do and mend" approach to wartime clothing shortages through the development of faux materials, the rise of American fashion houses, and the brand new Look of the post- war period.



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