

# TWENTIETH-CENTURY AMERICAN FASHION

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 **BERG**

Patricia Cunningham and  
Twentieth-Century American Fashion (Dress, Body, Culture)



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What changes in American tradition were reflected in fashion? Further, the book shows how gender, psychology, marketing, public policy, shifting family members values, the American style movement and knowledge in mass creation profoundly influenced an American style that has been exported across the globe. People in America began the twentieth hundred years standing up in Europe's sartorial shadow, yet ended by outfitting the world in blue denims, T-t-shirts and sneakers. What role did popular culture play? This important overview of American fashion in the twentieth century considers how Americans went from imitating British and French fashion to developing their very own sense of style. It examines such influences on gown as course, jazz and hip hop, war, the area race, movies, tv and sports activities. How did this happen? From New York City's Bohemians to Hollywood's stars, Twentieth-Hundred years American Fashion reveals the continuing need for clothing to American identification and individual experience.



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I thought it was a good buy for me. Insightful I purchased this reserve for a graduate program in Fashion Studies.



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