

EVERYDAY FASHIONS OF THE SIXTIES

AS PICTURED
IN SEARS
CATALOGS

Edited by
JoAnne Olian



Everyday Fashions of the Sixties As Pictured in Sears Catalogs (Dover Fashion and Costumes) [Paperback] [1998] (Author) JoAnne Olian



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Already used it as a reference. Huge changes in style through the entire decade, from the traditional styles of the first '60s to the truly wacko stuff at the end! (And yes, I wore some of these styles!) 60's fashions I bought books for the 40's, 50's and 60's. This one was the most disappointing. And its not just young women's clothes as the cover may allude-- it ranges from womens, teens, childrens, to mens clothes. 30 pages significantly less than the additional two, and fewer garments per page. Ripped straight from the catalogue web pages, this book is just packed from cover to cover of catalogue versions and accessory displays. Extremely disappointing when I opened it up to see only the front and back covers in color. No wonder the book is so low-priced - the only real reason I'm not returning it. much better than nothing. A good book in accordance with additional options, but lacking any color and vibrancy of the time Great book for all those interested in sixties fashion. No interpretive text or historical context-- this reserve can be purely an assemblage of some of Sear's catalog most enduring and representative patterns of sixties attire. Back in the 1970's I purchased a publication of reprints from Sear's catalogs of the 1930's, its an inch thick! Every one of them lacked the men's clothes I was researching - but this one was also a little bit skimpy on all fashions. My primary criticism is that the cover is misleading-- only two pages of the reserve are actually in color, the rest are black and white. While I like the idea of dark and white photos on the semi-gloss pages (which is a very mod scheme anyway), most of the photos are more fuzzy and gray than sharp black and white. That's just not what you'd desire from a 60s fashion book. Half of fashion curiosity in the sixties may be the bold use of color and pattern never seen before the period. I experienced it was also short in length, so that with having less color was a disappointment. Must have read all of the reviews. The clothing shades in the '60s were so lively -- seems pointless to print this book in dark and white. Deceiving I was extremely disappointed. Although fashions are fun to check out, it would have been great to see the photos in color. That is disappointing as the colors of the sixties were distinctive. I take advantage of it a lot. Colorless This book, except for the covers, is entirely black and white reproductions of catalog pages. Five Stars Great images and mention of train me about fashions from that decade. Def recommend. Biggest problem is that while the photos are gorgeous, none are in color -- Only color pix will be the inside addresses! white photos - no color! Black & White! All but the addresses are in black and white. The Olian series is OK. I would not have bought this book if I had known photos had been b&w. Five Stars This is exactly what I wanted. Ten years of fashion change Fun to see what anyone else wore through the 1960s, instead of the couture stuff worn by Jackie Kennedy, Audrey Hepburn, etc. Four Stars helpful Disappointing!!



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