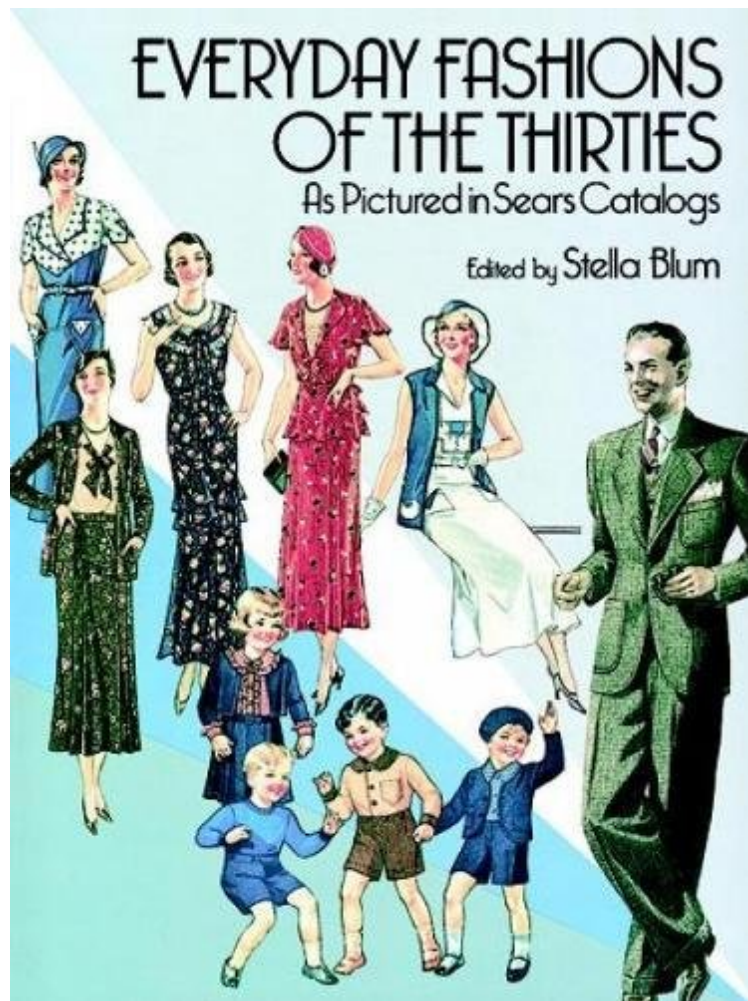


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Everyday Fashions of the Thirties As Pictured in Sears Catalogs (Dover Fashion and Costumes)

From Stella Blum

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#151613 in Books Stella Blum 1986-08-01 1986-08-01 Original language: English PDF # 1 11.96 x .33 x 8.971, 1.21 #File Name: 048625108X144 pages Everyday Fashions of the Thirties as Pictured in Sears Catalogs | File size: 31.Mb

From Stella Blum : Everyday Fashions of the Thirties As Pictured in Sears Catalogs (Dover Fashion and Costumes) before purchasing it in order to gage whether or not it would be worth my time, and all praised Everyday Fashions of the Thirties As Pictured in Sears Catalogs (Dover Fashion and Costumes):

0 of 0 people found the following review helpful. Very informative, great illustrations!666By USA Customer This is a great book, full of wonderful illustrations of period clothes. I'm looking for fashion details to inspire my own wardrobe and there's a treasure trove to be found in this book. Great source for costume events too.0 of 0 people found the

following review helpful. The Last Decade of Elegance By Dora Benley The Last Decade Of Elegance: Everyday Fashions Of The Thirties: As Pictured In Sears Catalogs This book depicts the clothes of everyday people as opposed to high fashion. But it gives you some idea of the elegance of the fashion world in those days, Coco Chanel vs Elsa Schiaparelli, etc and so forth. The middle-aged women of the 1930's were the debutantes of 1915 during the First World War when ladies' fashion began to suffer its greatest change in all of history --- the transformation of the long dress into baring the knee and the lower leg to all the world. They yearned for the peacefulness and order of the Edwardian era and tried to recreated it in the elegance of the clothes of the 30's which were also less innocent and far more sophisticated than the fashions of 1915. Since the the 1930's even the memory of such sophistication and utter femininity has faded into the ever far distant past. by Linda Cargill, author of Key to Lawrence. 1 of 1 people found the following review helpful.back in time. By J. Trout This wonderful compilation of clothing and accessories available at Sears in the 1930's makes me want to go back in time. The book is very well thought out. Showing the clothing year by year was a great idea. We own a 1939 Packard automobile and enjoy wearing vintage clothing when we participate in antique car tours. I bought the book to get ideas for making a dress or two that would depict the era. This book gave me more than I expected. If you're looking for clothing ideas for men or women, or if you just like reminiscing, you will enjoy "Everyday Fashions of the Thirties".

For thousands of women across America, hard hit when the frivolity of the twenties ended so resoundingly with the Crash of '29, the pages of the Sears catalog became an essential resource in maintaining a wardrobe. An ambitious marketing operation, it could not afford to take chances on haute couture; its fashions were geared as closely as possible to the prevailing tastes of the American people. For this historically accurate sampling of authentic 1930s fashion, Stella Blum, former Curator of the Costume Institute at the Metropolitan Museum of Art in New York, selected for reproduction 133 representative pages from rare Sears catalogs of the period (fall and spring catalog for each year from 1930 to 1939). Hundreds of illustrations record what men, women, and children were actually wearing in the 1930s when, as a copyline from the Fall 1930 catalog proclaimed: "Thrift is the spirit of the day. Reckless spending is a thing of the past." You'll see here how simpler women's fashion designs — of more traditional, affordable material — recaptured the feminine form with a more natural waistline and lower hemlines than seen in the twenties. For evening wear, longer dresses replaced flamboyant beaded short gowns while cloche hats, another twenties trademark, were replaced by berets, pillboxes, and turbans. The seriousness of the accessories and dresses endorsed by such Hollywood legends as Loretta Young, Claudette Colbert, and Fay Wray. For historians of costume, nostalgia buffs and casual browsers, these pages afford a rare picture of how the average American really dressed during the thirties. It is an essential resource for study of the clothing of an important era which designers cannot afford to be without.