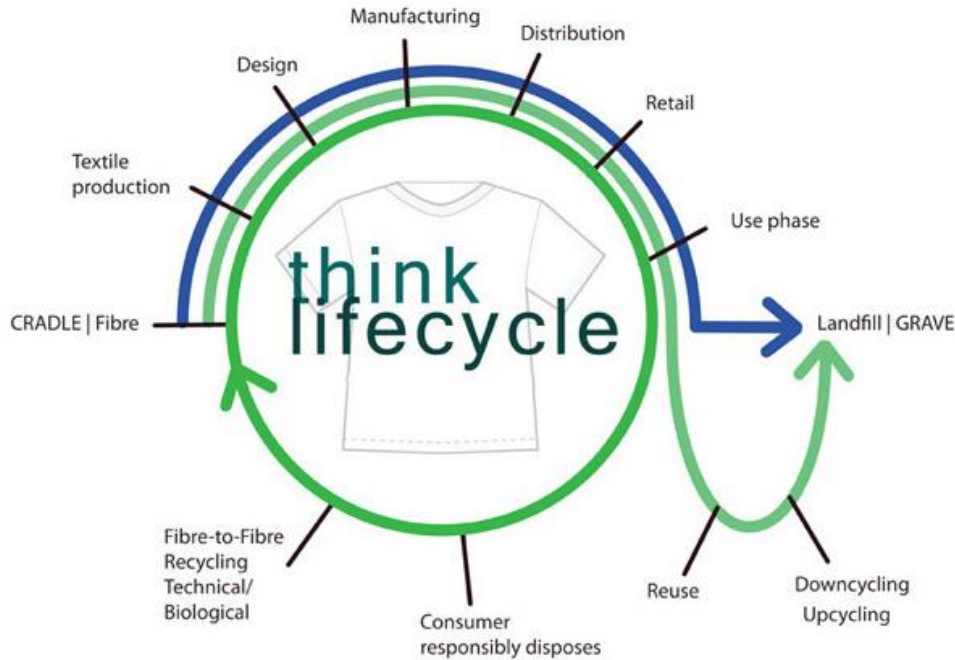


The relationship of past to present fashions, and where fashion goes from here

*Conversation, Collaboration, Innovation -
Promoting Lifecycle thinking in fashion design process*



Invention of “synthetic” fibers: nylon, & rayon, or artificial silk

- **Nylon**

- marketed by duPont company in 1938
- Quickly adopted for use in women’s underwear and stockings

- **Rayon**

- Manufactured regenerated cellulosic fiber.
- produced from naturally occurring polymers and therefore it is not a truly synthetic fiber, nor is it a natural fiber
- known by the names *viscose rayon* and *art silk* in the textile industry
- Known as artificial silk
- Began to be improved and used in 1920’s and 1930’s
- It can imitate the feel and texture of silk, wool, cotton and linen

- **Zippers:**

- New Closures beyond lacings and buttons!
- improved and used by 1925, very popular in the 1930s
- **Early 1940’s:** The zipper was well established as a closure, and appeared in clothing in all price ranges. After the beginning of WWII, the supply of zippers was curtailed because of metal shortages

20th century women's fashion recycling: liberation, constriction...

1926

1934

New York Dress Fashions
for Misses and Small Women

Misses Two Dresser Coats in Junior and Intermediate Sizes

31F3556 Silver Glow Sateen and Rayon Crepe \$6.29

31F3560 Silk and Wool Checked Viscose \$15.99

31F3465 All Wool Oiled \$8.95

31F3466 Two-Piece Frocks of Rayon and Hosiery Jersey With All Wool Flannel \$17.95

31F3475 All Silk Flat Crepe \$14.99

31F3470 All Wool Plaid Skirt \$11.99

31F3485 All Wool Navy-Strain \$9.95

These Frocks Are Fully Described on Opposite Page

76 SEARS, ROEBUCK AND CO. N.Y.C. The World's Largest Store

Sears Famous "Joan Bradley" Frocks

They Stand the Test—
• STYLE CORRECTNESS
• FABRIC QUALITY ...
• WEARABILITY ...

New! the gay colorful "companion print" \$1.39

How it Slims and Flatters!

Wool-Lyke fine "Cragmore" cotton suiting \$1.79

DOTS Top the Mode... this tops the favorites \$1.39

A Smart Fashion rich "Burma" cotton crepe \$1.94

Smartly tailored, printed Cotton Saiting that looks and feels like wool. Jacket and all around belt are of solid color. Lengths, about 48 in. *State bust measure.*
Misses' Sizes: 14-16-18-20 years.
Bust Measures: 32-34-36-38 inches.
7 F 3000—Wine with White.
7 F 3001—Navy Blue with White. \$1.79
Shipping weight, 1 lb. 10 oz.

Your favorite jumper style, made as a one-piece dress. Sears best quality, solid color Cotton with coin dot. Lengths, about 48 in. *State bust measure.*
Misses' Sizes: 14-16-18-20 years.
Bust Measures: 32-34-36-38 inches.
7 F 3005—Brown with White Dot. \$1.39
Shipping weight, 1 lb.

A slim line frock of gay, fine quality Burma Cotton Crepe, Cotton Pique Trim.
Misses' Sizes: 14-16-18-20 years.
Bust Measures: 32-34-36-38 inches.
Lengths, about 48 inches. *State bust measure.*
7 F 3010—Navy Blue with Fancy Check. \$1.94
7 F 3011—Brown with Fancy Check. \$1.94
Shipping weight, 1 lb. 6 oz.

A smart companion print Cotton Broadcloth, self material contrast. Tie back sash.
Misses' Sizes: 14-16-18-20 years.
Bust Measures: 32-34-36-38 inches.
Lengths, about 48 in. *State bust measure.*
7 F 3015—Brown Fancy. \$1.39
7 F 3016—Red Fancy. \$1.39
Shipping weight, 1 lb.

Gingham checked Cotton Percal makes this dainty dress, and cotton organza trims the shoulders and yoke. *State bust measure.*
Misses and Women's Sizes: 32, 34, 36, 38, 40 and 42 inches bust measure. Lengths, about 48 inches.
7 F 2110—Copen Blue and White Check. 59¢
7 F 2111—Red and White Check. 59¢
Shipping weight, 6 oz.

The latest trick in chic! Made of fine quality Cotton Dotted organdy. Lengths, about 48 in.
Misses' Sizes: 14-16-18-20 years.
Bust Measures: 32-34-36-38 inches. *State bust measure.*
7 F 2020—Navy Ground with colorful print. \$1.39
7 F 2021—Brown Ground with colorful print. \$1.39
Shipping weight, 1 lb. 6 oz.

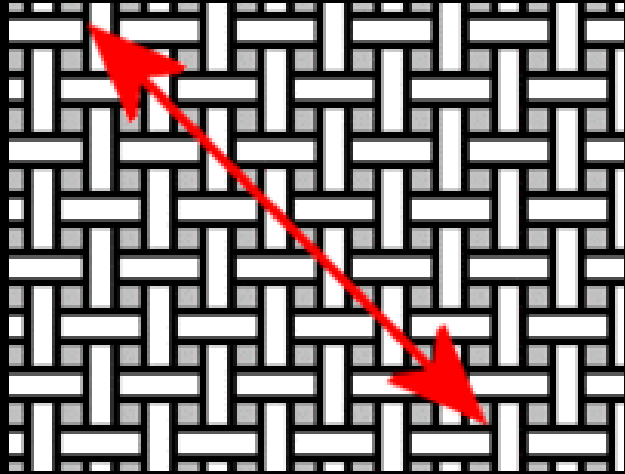
What a bargain! Washfast flowered Percal that has been Sanitized (pre-shrunk). Guaranteed against shrinking. Lovely trimming of white Cotton Pique.
Misses' Sizes: 14-16-18-20 years.
Bust Measures: 32-34-36-38 inches.
Lengths, about 48 in. *State bust measure.*
7 F 2130—Medium Rose. 95¢
7 F 2131—Copen Blue. 95¢
Shipping weight, 10 oz.

At Home be your prettiest! 59¢

New tie print cotton \$1.39

Pre-Shrunk Sanitized a feature value at 95¢

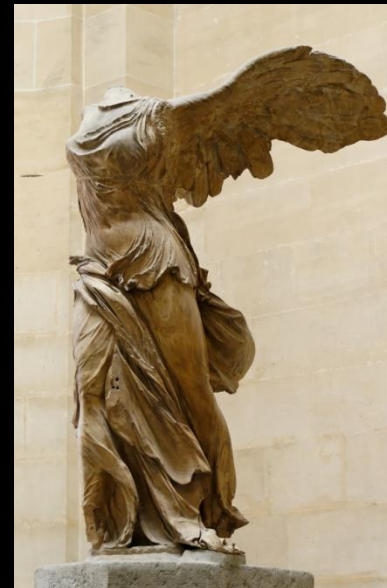
Madeleine Vionnet (1876-1975)



- French fashion designer
- Called the "Queen of the bias cut" and "the architect among dressmakers"
- Explored classical ideas for freeing the body



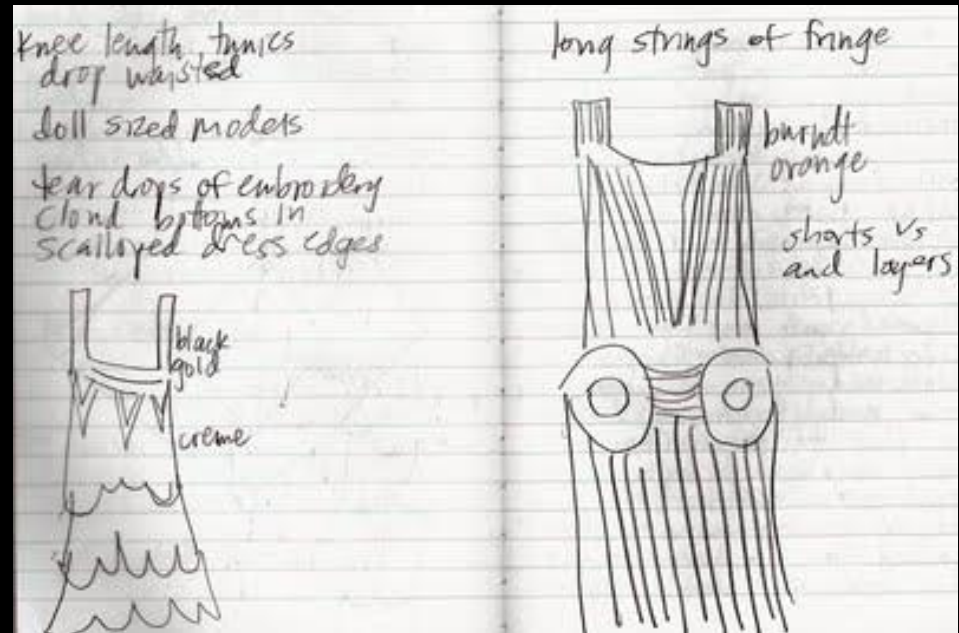
Silk crepe evening pajamas with matching scarf, 1931



The Winged Victory of Samothrace, c. 220-190 BC

Madeleine Vionnet (1876-1975)

A Purist, she found inspiration in the clean lines of squares, rectangles and circles



At work, early 1920's, and some quick design sketches

Movie still of Jean Harlow wearing a bias cut dress in "*Dinner at Eight*" (1934), MGM Studios; Madeline Vionnet designs, 1930





1930s fashion: Styles that look contemporary

- **Evening dress, 1938**
Madeleine Vionnet (French, 1876–1975)
Silver lamé and ivory silk net
- **Evening dress, 1938**
Madeleine Vionnet (French, 1876–1975)
Pale pink and silver lamé and pale pink silk net

Evening dress, spring/summer 1938

Madeleine Vionnet

Rayon



- Diet and exercise as a path to the ideal silhouette were well entrenched in the 1920s
- The more curvaceous figure of the 1930s required the return of corsets to give more form and control to the silhouette
- As a 1933 *Harper's Bazaar* article on the season's new line of corsets cautions, "You cannot have a roll of flesh about the midriff. An uncontrolled derriere is vulgar in a slinky dress."



1931 This early-1930s printed chiffon dress by the house of Paquin, with a gold lame slip and irregular hem, looks amazingly contemporary. The waist detail and pleating serve as anchors for the flying panels of chiffon layering the skirt.



This early 1930s printed chiffon dress by the house of Paquin, with a gold lame' slip and irregular hem, looks amazingly contemporary

The waist detail and pleating serve as anchors for the flying panels of chiffon layering the skirt.



- Chanel, 1935
- Vionnet, 1933
- Lightweight materials of the 1930's, varied colors and patterns

1930's Hollywood Glamour!



Greta Garbo

One of the greatest film stars of
the 1920's and 1930's

- 1930's and 1940's influences on fashion:
 - Movies: brought glamour to people in small town America
 - Many films of the 1930s did not reflect the Great Depression
 - Film and glamorous fashion as escapism from everyday life
 - Women in films wore glamorous gowns and their houses were lavishly furnished

1930's Hollywood Glamour





Marlene Dietrich, 1940

Female form on display intended to be provocative

Hayes Code

Costume designers were strictly censored on what they could allow an actress to show

Actresses removed their bras and wore slinky draped dresses that clung to the body without revealing too much bare flesh

An age of elegance and glamour: Fred Astaire & Ginger Rogers



Top Hat, 1935



Style setter of the decade: Wallis Simpson,
Duchess of Windsor
Wedding dress by Mainbocher, in “Wallis
blue” to match her eyes, 1937

- “You can never be too rich or too thin“
- “At 40 you have to decide between your figure and your face.”
- Matching blue straw hat with gloves from the same blue silk crepe as the dress
- One of the most photographed, most copied dresses of all times



1936



Paul McCartney
marries Nancy
Shevell, 2011

The “Wallis Blue” dye color has faded

1930's male: elements get repeated in 80's men's fashion

1934

NEW STYLE NOTES

Features and Price for Suit Illustrated Above

Flash Slide Fastener Fly \$14.85

Reversible Vest \$16.95

1935 Leader!

Swanky! \$13.45

Flash Slide Fastener Fly on Trousers \$14

PRICES in This Book Are for MAIL ORDERS Only

Model No. 108
Two-Button Sports Style

The favored informal college model, semi-notch lapels. Lower patch pockets with flaps. Back with side vents as shown unless otherwise ordered.

Back of 108 Side Vents

1930s Women: relentlessly modern
A dramatic shoe style reinvented through the ages



Qabaqib from the Ottoman Empire; Italian c. 1580
Sandals, 1938, Salvatore Ferragamo
Leather, cork

We Can Do It!



Rosie the Riveter

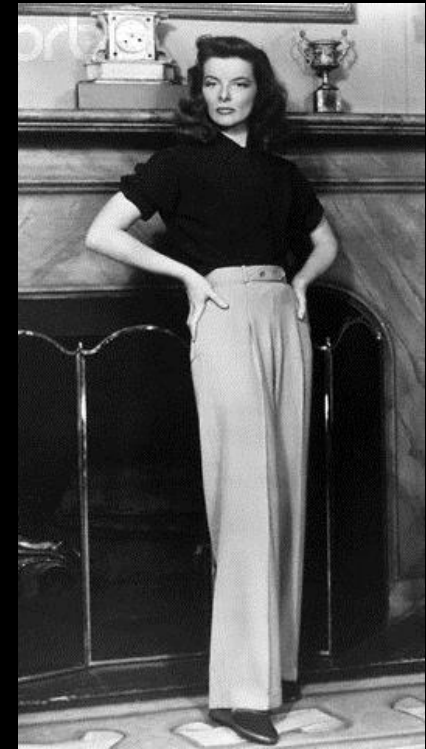
- Cultural icon of the United States
- Represents six million women who worked in the manufacturing plants that produced munitions and material during World War II
- These women took the places of the male workers who were absent fighting
- The character is now considered a feminist icon in the US, and a herald of women's economic power to come



The "Utility Collection," 1942



Marlene Dietrich, 1930s
Katherine Hepburn, 1940s



Catherine Hepburn on set of The Philadelphia Story, 1940

Barbara Stanwyck 1941



Dior's New Look 1947: Initiates 'The Golden Age of Couture'

Christian Dior, "Bar" suit, spring 1947

Beige silk jacket w/ black wool skirt. 15 yards fabric for day, 25 for night



To get “The Golden Look,” it’s back!...



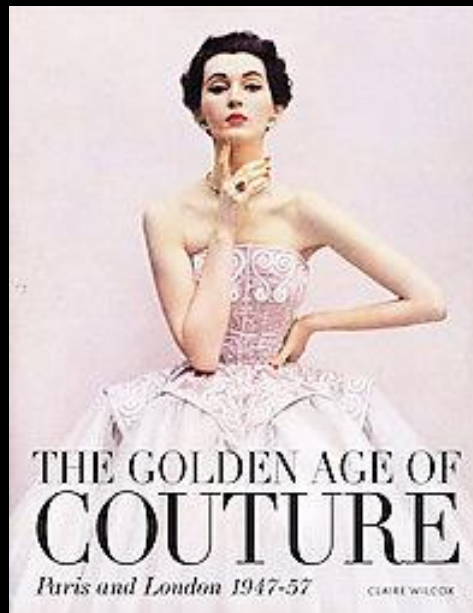
The Waspie “corset” by Warner, 1947; boned, frontlacing with hook-and-eye fastening at the back



“The Merry Widow,” Warner’s elegant torsolette in black or white nylon, was named after a 1952 film of the same name in which Lana Turner wore a stiffened corset

“The Golden Age of Couture:’ Frist Museum of Art, spring 2010

Focuses on post-war couture during a decade (1947-1957) that *Monsieur Christian Dior* described as the “Golden Age” of fashion.



Father Knows Best, 1954

Women living up the ideals of the perfect wife, mother, and house keeper in the 1950's



Taffeta shantung dresses in the new Look shape, 1951
Coordinating hats and gloves. High fashion remained formal.
Etiquette demanded special clothes and accessories for every
occasion. Meticulous grooming was essential at all times.



Christian Dior's "Venus" and "Junon" ball gown, fall/winter 1949–50



Pale-blue silk net embroidered with iridescent blue, green, and rust sequins

Magnificent skirt with 45 petals, like abstractions of peacock feathers without their "eyes," obliquely references the bird associated with the queen of the gods

Each petal on the dress sparkles with iridescent sequins in varying shades of pale greens and blues to emerald and navy blue, with sprinklings of rust.



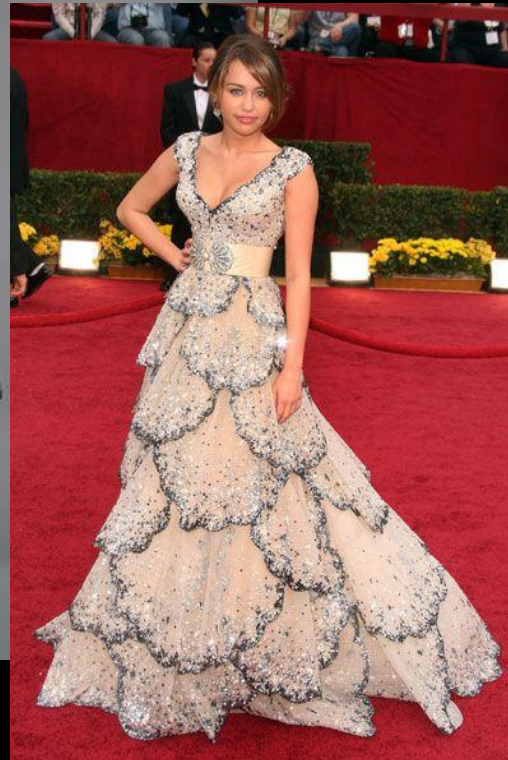
Elphaba and Glinda in *Wicked*
Madame de Pompadour,
1750's



The Rococo: the
period of inspiration?



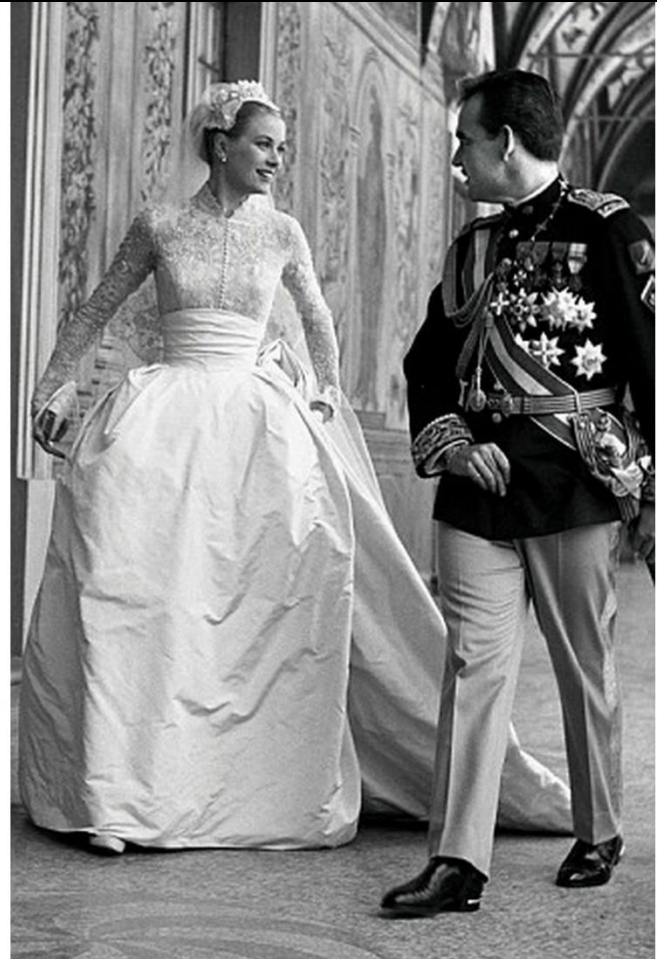
Zuhair Murad gown on
Miley Cyrus at the 81st
Academy Awards. When she
still wore clothes...





Princess Grace of Monaco, 1956

1956



20th century designers like to steal, steal, steal!
Kate Middleton's dress, by Sarah Burton for the fashion House of Alexander
McQueen, April 2011



When the Mature Led Fashion before Youth Culture dominated "Trickle Down Bubble Up:" Rebel Without a Cause (1955) James Dean

it's fun to Look-Alike



Printed Shirtdress with solid color accents. Nicely detailed: double collar, French cuffs, "coin" buttons. Plastic belt. Machine washable cotton.
 Color: Multicolor Print on Shadow gray.

Mother's, Pats, Juniors and Misses - Please state size 7-8, 9-10, 11-12, 13-14, 15-16. Ship. wt. 15 oz. V31 H 4284 - \$6.84

Big Sister's, State size 7, 8, 10, 12, 14. Ship. wt. 10 oz. 77 H 631 - \$4.84

Little Sister's, State size 3, 4, 5, 6, 6a. Ship. wt. 6 oz. 29 H 5676 - \$3.84

Cultured Pearl Pendants, 12K gold filled chains, (15 and 13 in.) 10% Fed. Exc. Tax. incl. Wt. each 2 oz. 4H4204E - Mom's. 4H4203E - Sister's. Ea. \$1.00

Cotton Jumper Dress - cotton corduroy, black braid trim. Girls' sizes have elasticized waist, back belt. Cotton blouse buttons down the back. Hand wash separately.

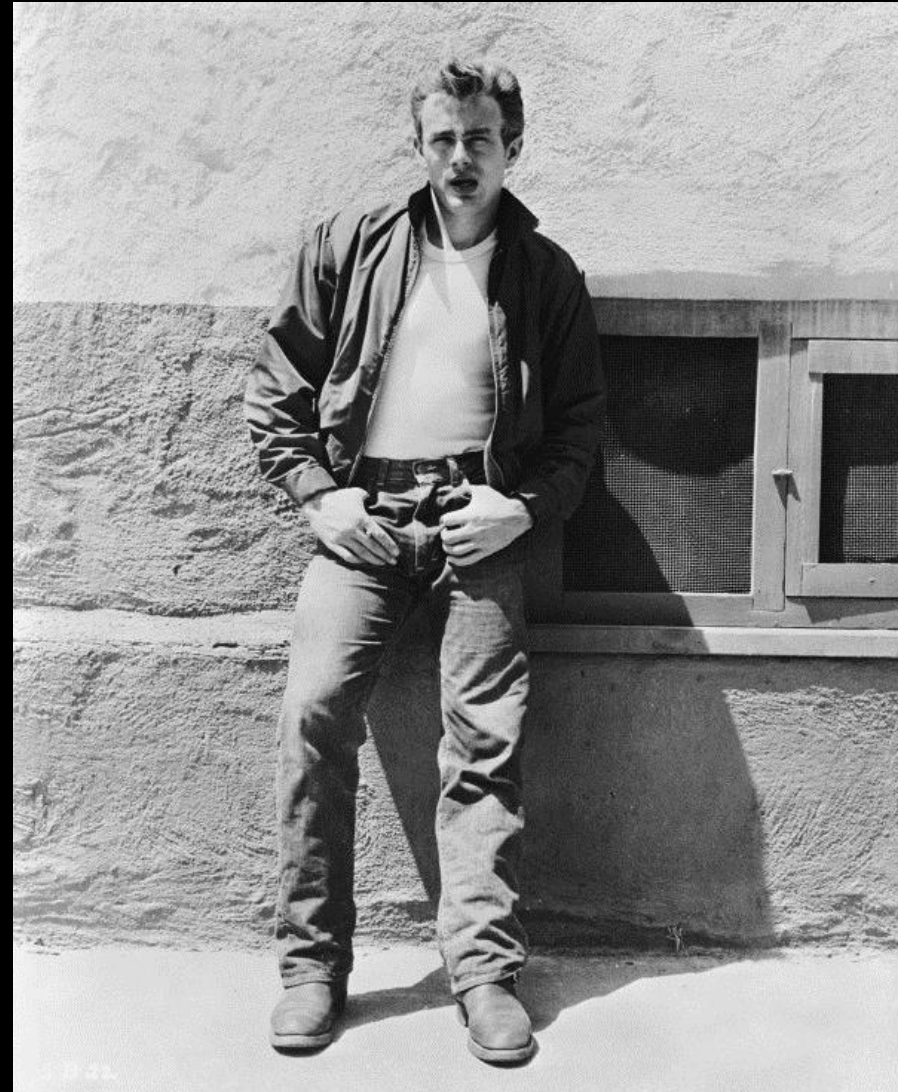
Mother's, Misses' sizes 8, 10, 12, 14, 16; Juniors' sizes 7, 9, 11, 13, 15. State size. V31 H 5270 - Red. Ship. wt. 1 lb. 0 oz. \$8.84

Big Sister's, State size 7, 8, 10, 12, 14. Ship. wt. 14 oz. 77 H 4166 - Red. 77 H 4167 - Black. \$5.84

Little Sister's, State size 3, 4, 5, 6, 6a. Ship. wt. 13 oz. 29 H 5674 - Red. 29 H 5675 - Black. \$4.84

Tiny Sister's, State size 1, 2, 3. Ship. wt. 9 oz. 29 H 5672 - Red. 29 H 5673 - Black. \$4.64

ROBERT SEARS 67



1950'S: growing emphasis on a youth dominated culture



The Youth Revolution: The Wild One (1953)

“Trickle Down Bubble Up:” Spawned biker movies and biker looks

