

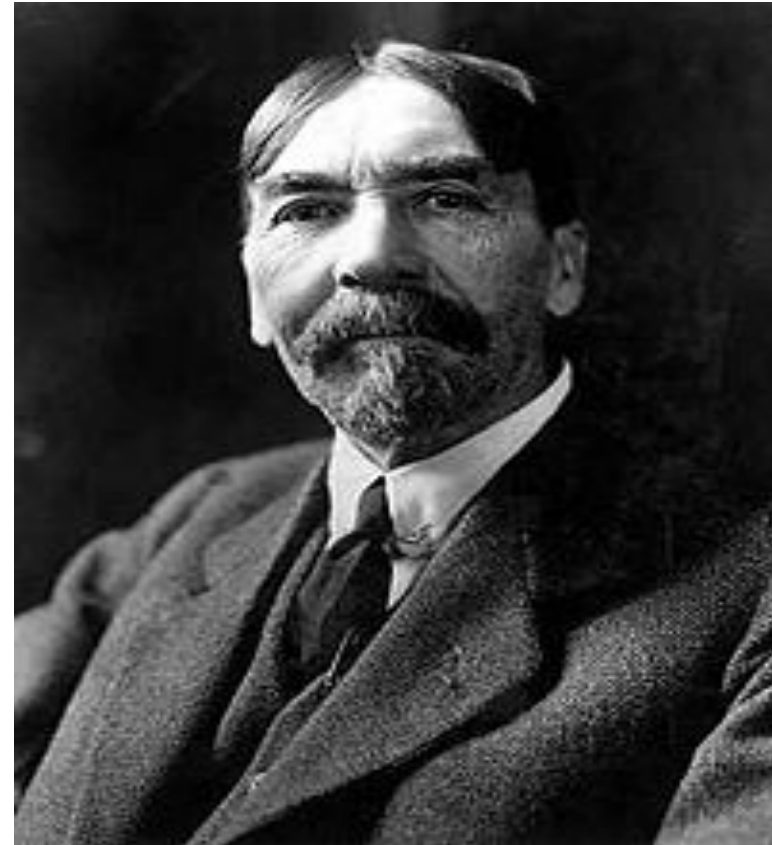
# Fashion History

1900- Now

Thorstein Veblen  
*Theory of the Leisure Class*

“Conspicuous Consumption”

Very useful in describing how  
fashion worked in early  
1900s.



Silhouette is still pinched in the middle but outrageous padding begins to disappear: Suit-like fashions



1900



1910



**Paul Poiret** (20 April 1879, Paris, France – 30 April 1944, Paris)



Fascinated by the East

G. R.



**WOMEN**  
URGENTLY WANTED  
*for the*  
**W.A.A.C.**  
**WOMEN'S ARMY**  
**AUXILIARY CORPS**

**WORK AT HOME**  
**AND ABROAD**  
**WITH THE FORCES**

**COOKS CLERKS**  
**WAITRESSES**  
**DRIVER-MECHANICS**

ALL KINDS of DOMESTIC WORKERS  
& WOMEN in MANY OTHER CAPACITIES  
TO TAKE THE PLACE OF MEN

**GOOD WAGES** • **QUARTERS**  
**UNIFORM** • **RATIONS**

FOR ALL INFORMATION & ADVICE APPLY AT  
NEAREST EMPLOYMENT EXCHANGE

**THE 1918 BURBERRY**  
**A New Service**  
**Weatherproof**

Made to Military  
Catalogue  
& Patterns  
Post Free.



As supplied to His Majesty the King. Combines to perfection the most distinctive qualities of a Burberry Safeguard—double protection over vital areas, resistance to wet and cold, light-weight, self-ventilation, and durability. Collar can be worn open, closed to the throat, or turned up. The 1918 Burberry is made in proofed materials, which need no rubber, silk-silk, or other non-ventilating agent as an aid to their efficiency. Whilst allowing free circulation of air through the texture, it ensures reliable security against the worst weather.

**Officers' Complete  
Kits in 2 to 4 Days,  
or Ready to Put On.**

During the War BURBERRYS  
CLEAN and RE-PROOF  
Officers' Burberry Weatherproofs  
FREE OF CHARGE.

The 1918 Burberry

**BURBERRYS Haymarket LONDON**  
Boulevard Maubert, PARIS; also Provincial Agents

**NATIONAL SERVICE**  
**WOMEN'S**  
**LAND ARMY**



**GOD SPEED THE PLOUGH**  
**AND THE WOMAN WHO DRIVES IT**

APPLY FOR ENROLMENT FORMS AT YOUR NEAREST POST OFFICE OR  
EMPLOYMENT EXCHANGE

War brings utility to fashion, especially in Great Britain. Women leave home to work in factories and offices.



Masculine and utilitarian in response to the War Effort.

Athletics (tennis, swimming, and cycling especially) move women toward function over form in those settings, athletics make its mark on streetwear..

1916



1920s bring economic boom. Urban life becomes home to “flappers” (party girls). Skirts radically rise by 1925 for most women. (Who is going to go back to the old ways?)



Silhouette is boxier and flat chested (androgynous). 1929

The slang word "flapper", describing a young woman, is sometimes supposed to refer to a young bird flapping its wings while learning to fly. However, it may derive from an earlier use in northern England to mean "teenage girl", referring to one whose hair is not yet put up and whose plaited pigtail "flapped" on her back;<sup>[2]</sup> or from an older word meaning "prostitute".<sup>[3]</sup> The slang word "flap" was used for a young prostitute as early as 1631.<sup>[4]</sup> By the 1890s, the word "flapper" was emerging in England as popular slang both for a very young prostitute,<sup>[5][6]</sup> and in a more general – and less derogatory sense – of any lively mid-teenage girl.<sup>[7]</sup>



Coco Chanel learns from wealthy men how to fashion form with function comfortably.



Jersey knits, costume jewelry, looser fit



Coco Chanel

<http://www.npr.org/templates/story/story.php?storyId=112813709>

1930s: Hemlines drop down again – but not to floor. Silhouette softens. This is the decade of the Great Depression.



1930s



Street fashion: A nod to glamour in the stole.



New influence: Hollywood (escapism!)



Influence of the entertainment world  
Cab Calloway in a “zoot suit.”

When You "Dress-up"  
The Long Sleeve -  
a New  
Hollywood  
Success

In Our Finest  
Silk Canton Crepe

**\$4.98**

AN AUTOGRAPHED FASHION  
Worn in Hollywood by  
*Lucretia Young*

THIS LONG SLEEVED EVEN-  
ing dress is a masterpiece that  
is made for three perfect for  
all sorts of occasions. Sleeve  
are full length at the top and  
gradually taper to the wrist.  
You'll like the way the tapered  
sleeve completely covers  
the waist and floor and back.  
Waistline - soft and very  
low. Silhouette is very graceful  
forming slim and dainty  
lines. Young Hollywood  
Label in your dress. Size 14  
Waist: 24-26 in. Bust: 32-34 in.  
Length: 54 in. \$4.98

**\$3.98**  
High Ruffled Neck  
Moire Tulle Yoke

**\$2.95**  
Permanest Finish  
Sheer Organdy

EXCELLENT QUALITY SILK CANTON  
crepe with high bust. Tulle  
yoke and sleeves. Lacy standing  
collar with ruffled yoke. Sleeves  
are full length. Bust: 32-34 in.  
Waist: 24-26 in. Length: 54 in.  
\$3.98

THIS MATERIAL IS OUR FINEST  
Sheer Organdy - permanent finish.  
Large double row collar stand with  
horizontal folds. Two row buttons.  
Waist: 24-26 in. Bust: 32-34 in.  
Length: 54 in. \$2.95

See dress from New York to you  
- but you pay postage with these  
measures. See Page 11. Shipping  
weight, 1 lb. 12 oz.

**Gorgeous Party frocks - Direct from New York -** Page 17

15 16 17

**GENTLEMAN'S  
GAZETTE**

Women: Broader shoulders but softer drape. Men: Broader shoulders and elongated torso.



New kinds of fashion influencers:  
Those who can get away with trousers in public!



Why are these women wearing trousers?

WWII: Here we go again.

Skirt shortens a bit and the overall look is functional and somber. Hats are where the average woman can express herself. Shoulder bags are more popular.





Tired of war time and war rations, women go NUTS for The New Look: Full bust and hips, cinched waist accomplished with restrictive undergarments. Coco Chanel is NOT happy.



Christian Dior's New Look, 1947

Feminine, glamorous, in tune to new and better times.



1950s are time of economic boom.

The hourglass silhouette remains the guiding standard. Hair is coiffed and makeup becomes more popular.



1950s



Men's suiting is fuller and broad shouldered.

## The rise of Teenage Subculture



Chronicle File



Blue jeans begin to catch on but not for everyone and not everywhere.

The 60s begin with Jackie



Early 1960s

Increased domestic activity means that fashions can be copied with "easy to use" patterns at home.



© PRESS ASSOCIATION

Mary Quant, London Fashion, and the demise of Haute Couture, mid 1960s  
A new thing to worry about: "A woman is only as young as her knees."





1969: Workwear for working women



Leaner, more youthful styles carry over into the 1970s.



Twiggy



American Hippy influence

**SPORT COATS** create the tastefully casual masculine look

*PERMA-PREST*® Corduroy      55% Acrylic and 45% wool Blackwatch Plaid

Menswear is relaxed and easy (relative to before).





Fashion-era.com



Sears Catalogue, 1977  
“Unisex”



Youth subculture becomes  
muse for many more.

New kind of glamour (helped along on the dance floor). Young, urban men dress just a little less soberly.





**Jacket-dresses featuring striking jacquard patterns**

Sears Best because these great looks have down-to-earth practicality. They're PERMA-SMOOTH® styles of double-knit polyester... machine washable, warm; may need touch-up ironing.

*Sears Best*

1 Jacquard-patterned outfit...  
 2 Jacquard-patterned outfit...

1 Misses' sizes 10, 12, 14, 16, 18  
 V31 H 7400F—Light turquoise, peacock blue and white with peacock blue trim and belt.  
 V31 H 7401F—Rose beige, black and white with black trim and belt. Size 12. Shpg. wt. 2 lbs.

2 Misses' sizes 8, 10, 12, 14, 16  
 V31 H 7402F—Light taupe, deep brown and white.  
 V31 H 7403F—Jade green, deep teal blue and white. Size 12. Shpg. wt. 2 lbs. 4 oz.

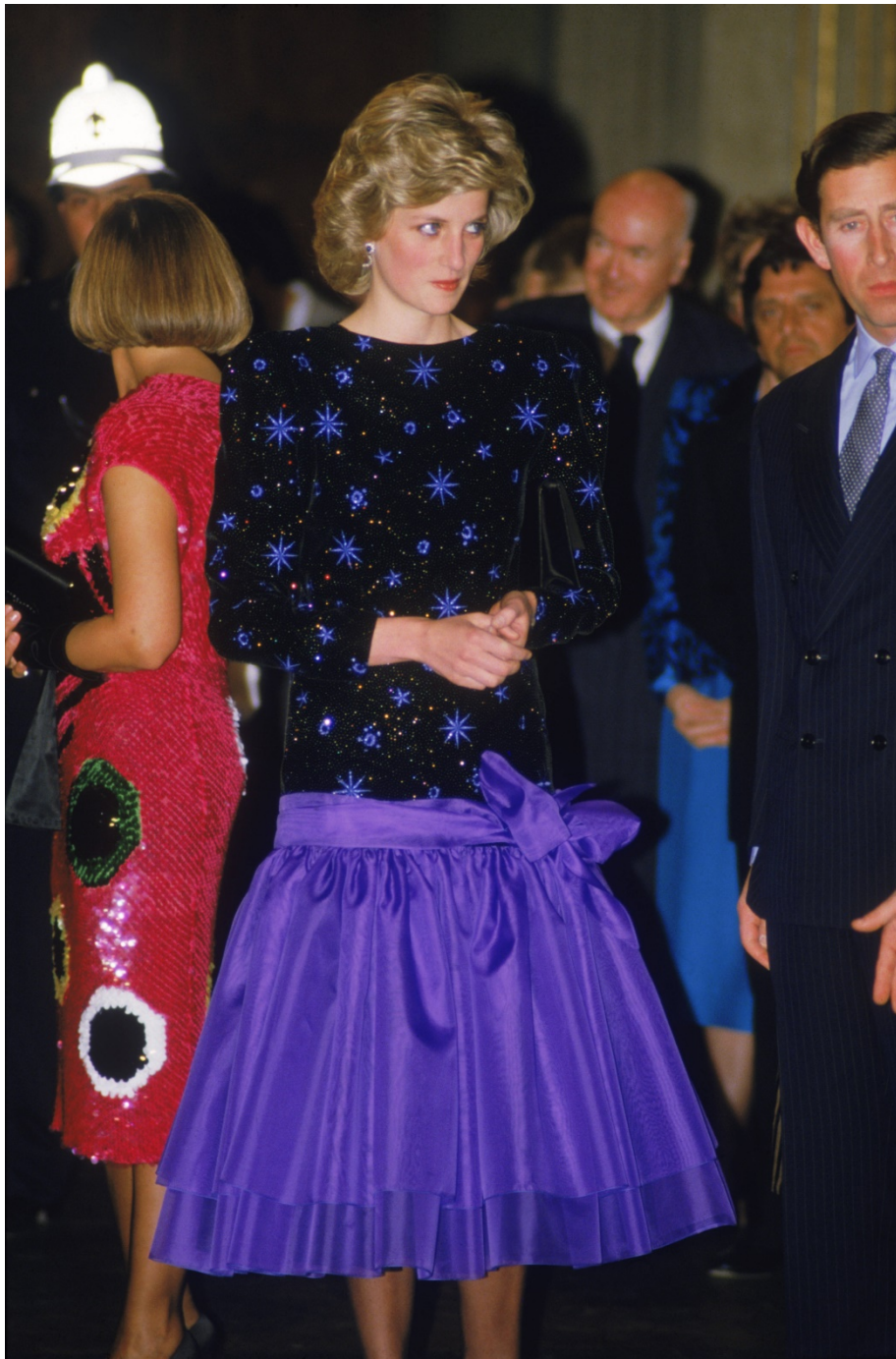
ORDER YOUR CORRECT... if in doubt, see page 73

The nylon zipper in the dresses on this page is YKK the creative zipper

70 [Sears] 73

1980

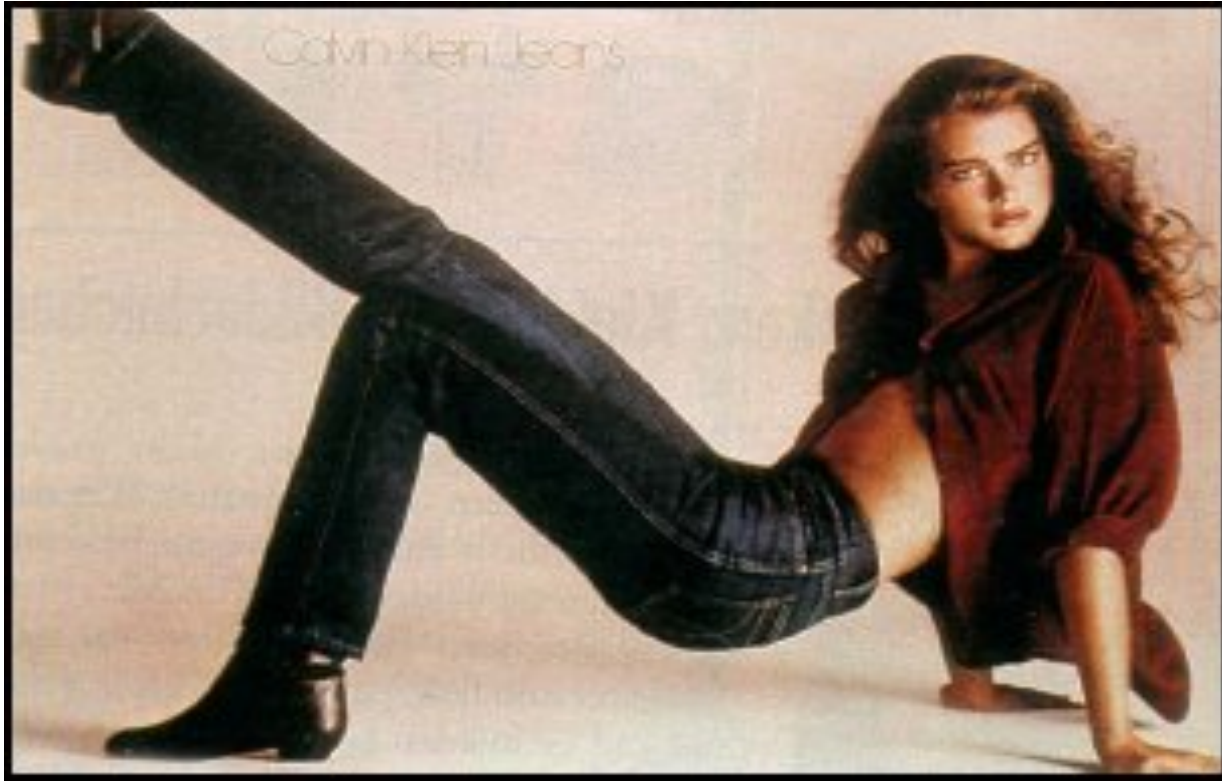
Workwear for women gets a little more serious as more women work in professional settings.



1985: Princess Diana is a fashion leader in the 80s.



Donna Karan answers women's plea for more relaxed and understated professional wear.



1980s: Brook Shields for Calvin Klein shows American young women that “designer” jeans are a staple in the wardrobe.



Cindy Crawford for Sears

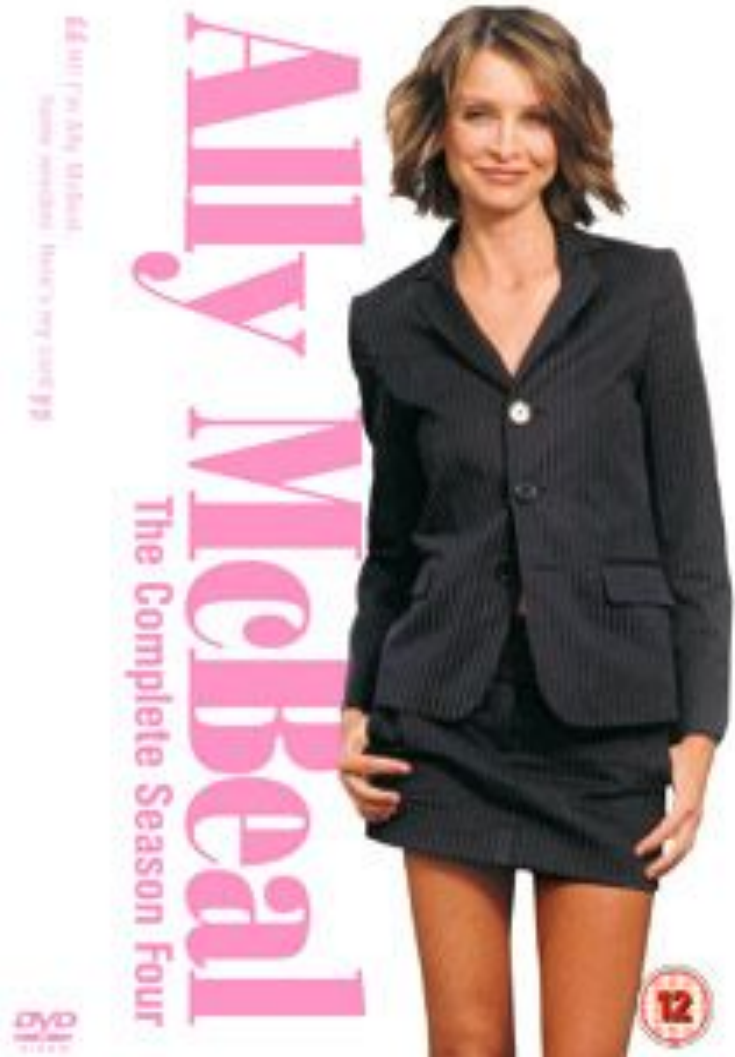


Grunge of early 1990s.

Broad shouldered and bright for work.



Late 1990s and early 2000s and new muses for fashion. (Glamour, Hollywood, and the quest for sexiness.)



Rise of "Fast Fashion."



1990s is the rise of urban street wear and musical influence on fashion.



Now: Continued casual, more fitted, athletic apparel for most occasions.



VIP

# VOGUE



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FASHION

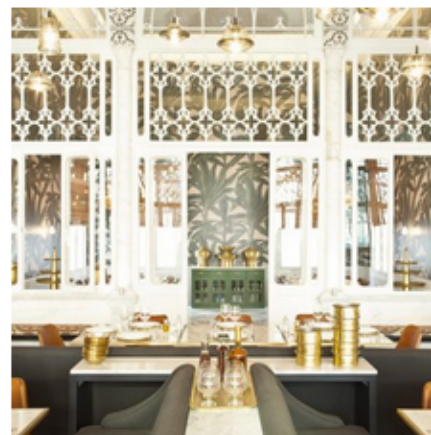
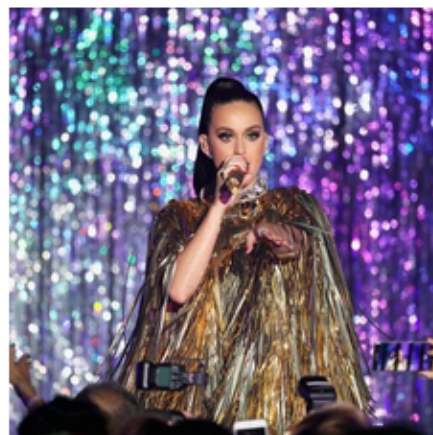
BEAUTY

CULTURE

LIVING

RUNWAY

VIDEOS



More than ever, "fashion" means clothing, décor, and lifestyle. It's a whole package.

# Shhhhh!

On a sheet of paper, write the words, ideas, images, and values which come to mind for each photograph.

1



3



5



7



2



4



6



8



# The Language of Fashion

In your small group, discuss the words, ideas, images, and values which come to mind for each image.

1



3



5



7



2



4



6



8

