



Period costume & style 1930s to 1990s

21.2.2024



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- In 1930's the dress length drops down and waistline appears
 - Bias cut popular to create draped look



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- 1930 Madeleine Vionnet evening gown

Bias + low cut back = dress did not need any fastening

- Chanel's little black dress
- Huge impact – still one of the key items in women's wardrobe



1930 Chanel invents
Costume Jewelry with Duc
di Verdura, from Italy.
Ivory covered metal with
faceted crystals.





- Prince of Wales becomes popular fashion icon with his wife Wallace Simpson
- He gives up of his throne and marries divorced Simpson
- Their love story was spread around the world



- Mrs Wallace Simpson had the perfect body figure of late 1930s
- Slim hips and sleek dresses were in fashion



- 1930 street view of New York's Garment District
- Nearly all men in fedora hats





- Film stars had a huge impact on fashions: public followed what they wore



- Macy's department sold 500,000 copies of her dress in *Letty Lynton* (1932)
- From that on, nearly all her principal clothes were mass produced



- Ginger Roberts and Fred Astaire were Hollywood's dream couple

- Rita Hayworth in 1941
A Hollywood Star, dress by Howard Greer
- Fashionable hair is longer
- Figure curvier



- New fabric rayon (viscose) was invented
- Printed rayon dresses are the popular fashion for the masses – inexpensive to produce
- Rayon fibers show colors very bright



- Photograph from Vogue taken in Berlin during WW II
- Fashionable woman with tailored suit, high heels, hat and a handbag





War-Time Fashion

- This young lady is wearing military inspired fashionable dress
- Wool blazers are popular and new suits made of Dad's old 30's suits



- Model showing 1942 designs in a small fashion show in Lyon
- International visitors were allowed to travel for this kind of events regardless of the war

- Silk stockings are too expensive luxury in war time
- Durable nylon was used for military purpose
- Women paint lines up their legs to look like they have stockings on
- Note the very popular wedge soled shoes



- Marker pens were used to paint the line
- By the end of the war, nylon stockings take over.
- Beauty salons specialized in leg make up





War Time Fashion

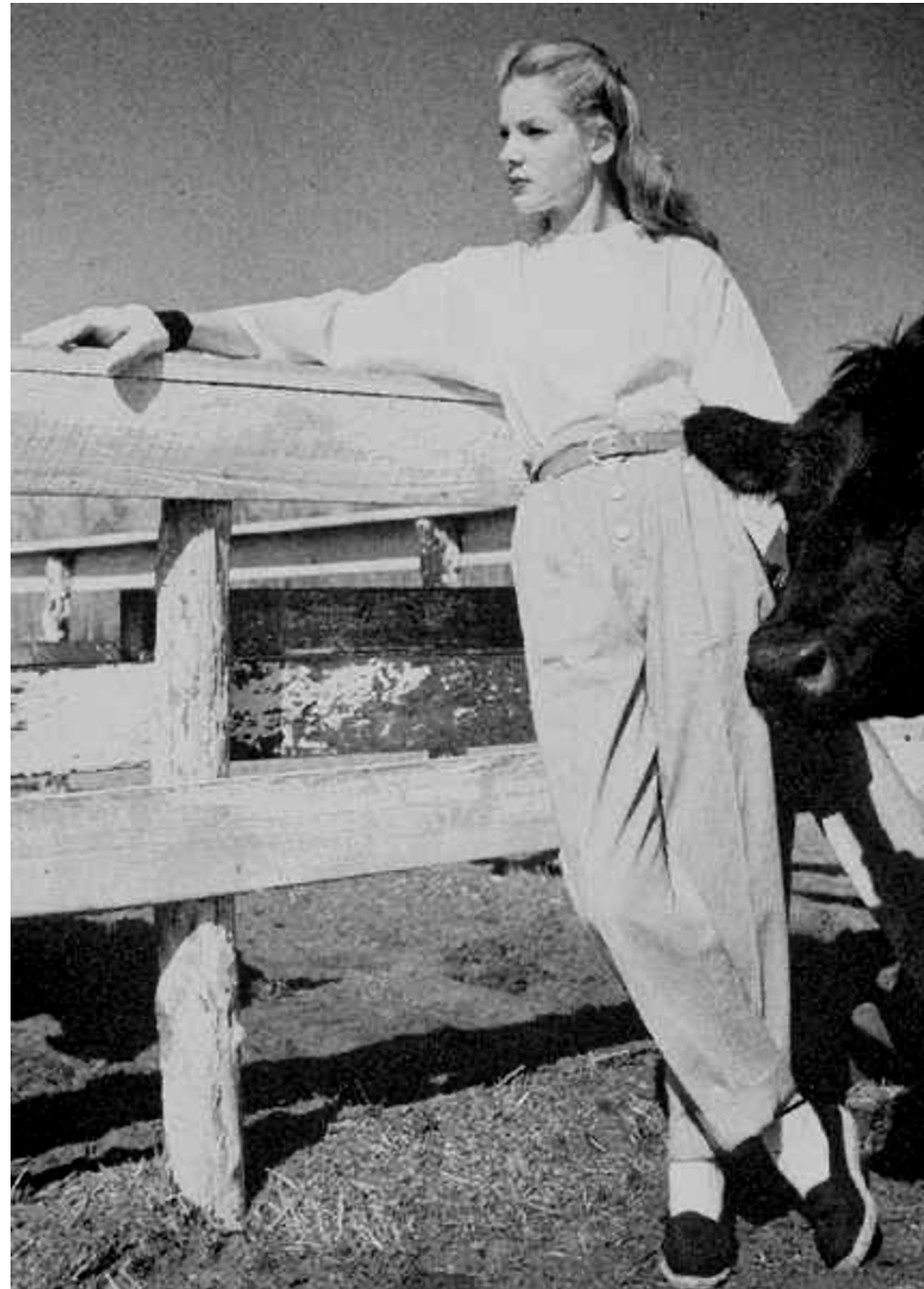
- During WWII, the Duke and Duchess of Kent and their children embody the spirit of the British.
- He is in military uniform and she wears the more simple modest dress of the war time wife.
- Dresses have less fabric and are made of artificial fibers saving the wool for men's uniforms.
- Hemline goes up again – for practical reasons and material shortage



Tweed suits for women 1943

- Typical tweed suits during the war
- Women need to run the country while the men go to the front

- Lauren Bacall, a young woman modeling as the perfect home front girl.
- Her hair is long again with natural soft curls. Marcel waves are gone and combs holding up the side hair





- Two women wearing shocking trousers and backless beach tops at the Thorpe Bay, UK



- Zip's were invented in late 19th century but did not become functional until in the 40s
- In the 1920s, B. F Goodrich bought zippers as closures in boots – term "zipper boots"
- He registered the word *zipper* in 1925
- mid 30s it was known devise, although not worn in clothes until in the 40s



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- The new elongated man's Hollywood suit with only two buttons. The fashion was to button only the top button.
 - Pocket hankie is still fashionable.
 - The fedora hat is still in fashion
 - Cuffs and creases still in the trousers, but fewer pleats

- Automobiles influenced the length of women's dresses
- No need for parasols anymore
- Use of wristwatches – impractical to use pocket watches while driving
- Walking sticks went out of style





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- Hats in all shapes were fashionable
 - During and after the war, women's wear was a mix of practicality and style



Christian Dior Creates the “New Look” in 1947

Dior opened his house in December of 1946 just after WWII

with a full ray pleated skirt and a trim jacket that has lost the shoulder pads and has a new wasp waist and a peplum that curves out below from a circular cut.

Sleeves are slightly short to show off the new coat length gloves.

She wears plain court pumps



- Dior's New Look outfit
- After the long war, Dior was the first to dare to put meters of expensive material into wide skirts



1947 New Look suit made of Wool by Hardie Amis

- This is the new elegant women's post war suit with lots of fabric and style.
- Skirts are gored or circular cut.



- Cotton prints explode as the elegant “house dress” become popular.
- The stay at home wife is a symbol of prosperity.
- The woman stays home leaving jobs for the men after WWII.
- Raising children is important leading to a “Baby Boom” in the years following WWII.
- Anne Fogarty’s book *Wife Dressing* out in 1959



- During the post war economy, cheap cotton is cut well into a chic dress that could be worn outside of the home.
- This is a Claire McCardell design with the new clean line

Published in Harper's Bazaar Fashion Magazine.



Charles James & Jackson Pollack

- Artists work together on a spread for Vogue Magazine.
- James' very sculptural black taffeta cocktail dress has a whimsy that fits with the nature of Pollack's work.
- It also has sculptural aspects that would be ruined by sitting. Cocktail parties are largely standing events.
- Skirts begin to shorten mid 50s.



Balenciaga 1954

- The new look jacket is given a shawl collar that adds sophistication and is sculptural when constructed of substantial wool tweed.
- Slim waist continues but not so extreme and skirt becomes straight.

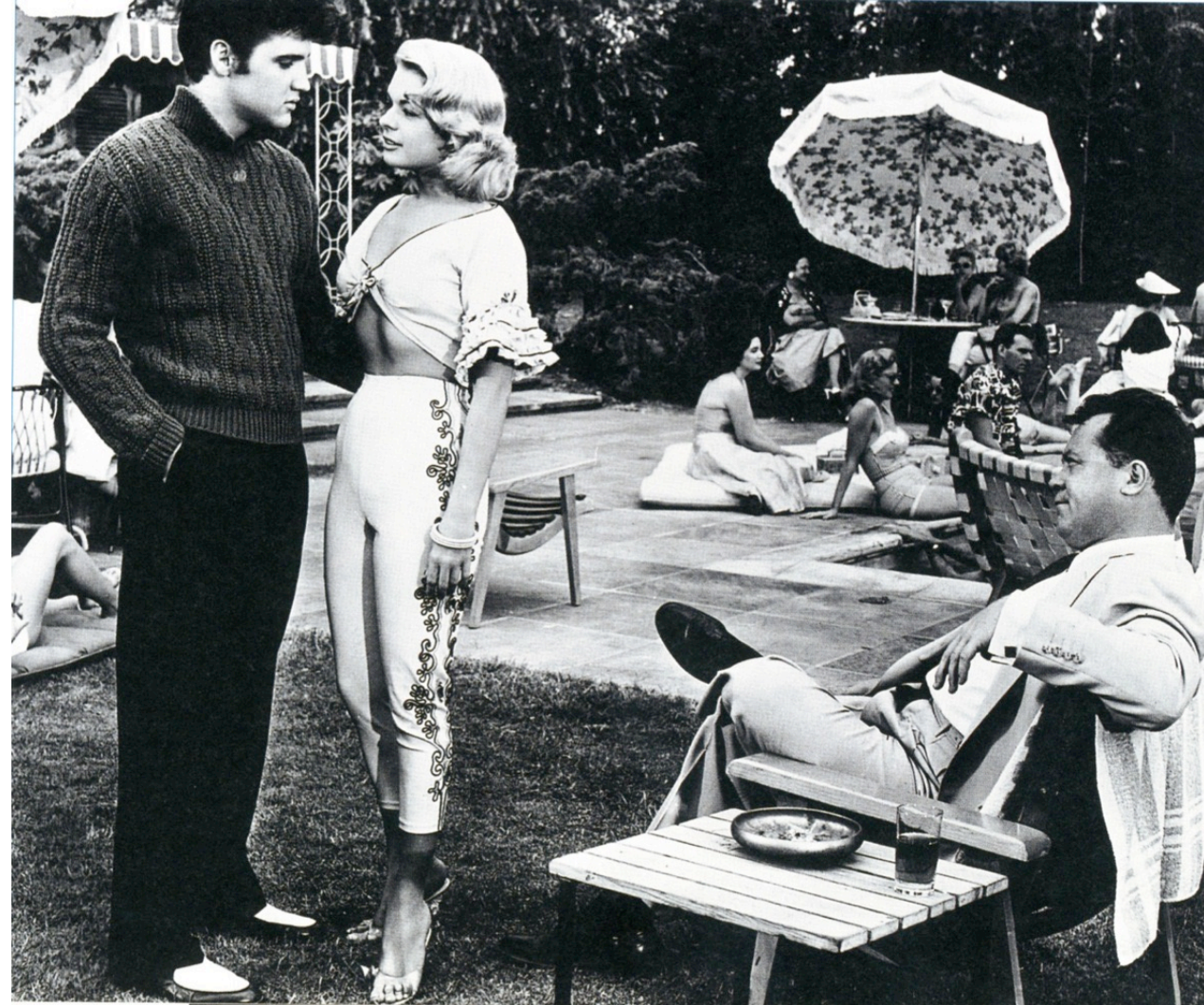


Balenciaga's Barrel suit 1951

- This takes advantage of the beautiful fabric weave and keeps the garments structural and sophisticated.
- This look is popularized by socialites such as Jackie Kennedy Onassis, who when she becomes first lady creates a revolution in fashion towards sumptuous fabrics and sculptural geometric clothing

Late 50s Youth Cult

- Elvis Presley in “Jailhouse Rock”
- two-tone shoes, long greased hair, are new fashion trends for teens
- Baby Boomers now the largest population base
- Capri pants on woman with bleached blond hair
- Natural style





- 1950's Rock n' Roll cult





- Some of those who did not stick to the dress code of the time became style icons
- Marlon Brando + James Dean and their films established biker jacket, jeans and white T-shirt fashion for men



Backyard clothing

- Families with kids entertain at house parties with a different twist
- The back yard Bar-B-Que is manned by the guys while the women make veggies, salad and dessert.
- The time of Steaks and hot dogs and hamburgers.
- Red & blue flag motif on shorts, with white sleeveless blouse and red cardigan sweater for the Fourth of July

From 1958, by Aansworth, Ltd.



More common suit for men 1955



The Beatles from Liverpool, England The working class changes the look of youth

- Their hair is a modified bowl cut from the middle ages
- Considered “shaggy”
- Their suits are a combination of Teddy Boys & 60s Mod look



The Mod Look

- The double back pleats on the bum freezer jacket allowed for sitting on a scooter.
- It is based on a British hunting jacket
- Worn with pegged pants and pointed toed shoes.

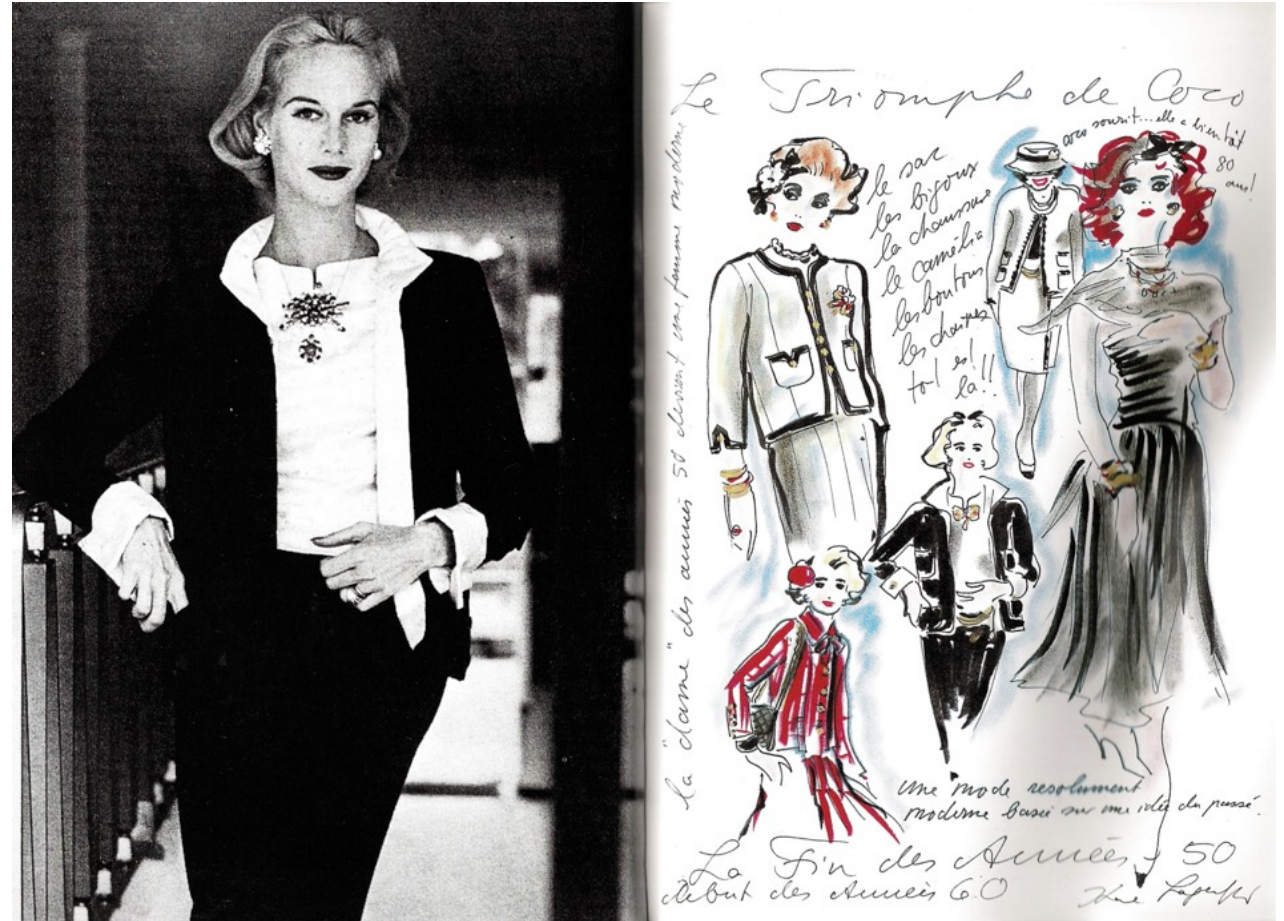
Teddy boy jacket

- Some London tailors created looks that included long single breasted jackets with narrow shoulders and velvet trim
- This style was adopted by young working-class men
- They were modern-day dandies



Chanel makes a comeback at age of 70

- Pencil skirts and box jackets for the ultra feminine suit.
- Her most successful career move.





Coco Chanel 1963

- Classic “Chanel Suit” popularized by Jacqueline Kennedy Onassis
- Banded, waist-length jacket and a subtle “A-line” knee-length skirt.
- Popular fabric was mohair as seen on the pink suit on left.



- Jackie Kennedy popularized the pillbox hat



Yves St. Laurent 1962

- A Hound's-tooth wool suit Christian Dior's label.
- Yves St. Laurent strips down the "Chanel Suit" to simpler jacket with stand collar, sitting wide from neck creating a "Jewel Neckline," plus oversized buttons.



- Trendy A- line dresses with simple futuristic prints



A space age fashion using new plastics and technology

→ Part of the larger interest to use plastic as main material for furniture, cutlery etc.

- Plastic and vinyl are popular, especially in footwear.
- André Courrèges, 1965
- Mary Quant and the mini skirt

<https://www.vam.ac.uk/articles/the-miniskirt-myth>

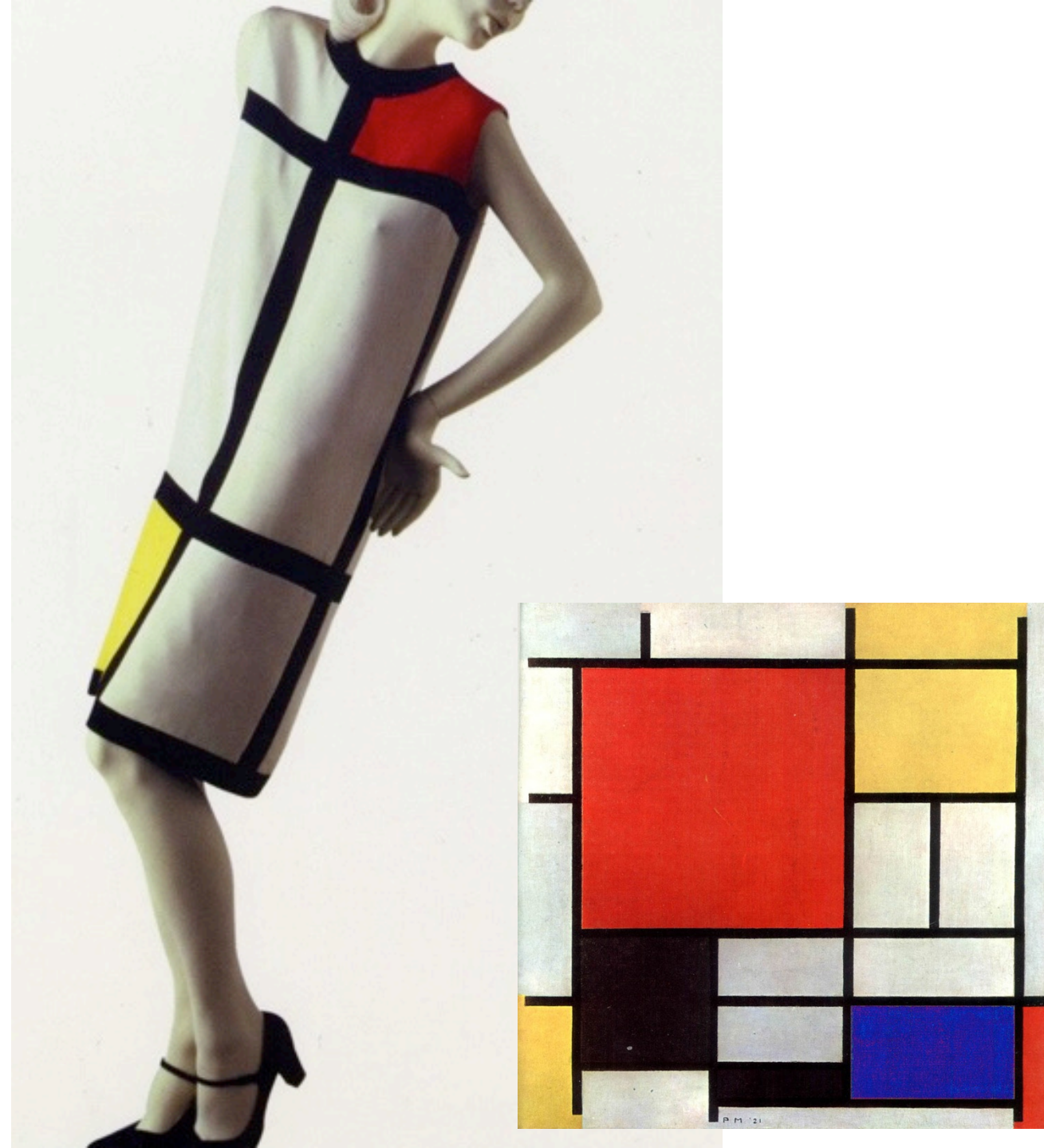


- Popular plastic gogo boots
- By Andre Courreges, first called as courreges boots



Mondrian inspired dress by Yves St. Laurent 1965

- Mod look + using Mondrian's original geometric paintings as a surface design for a dress that comes just above the knee.
- The sleeveless, straight shift dress with no shaping
- canvas for geometric designs.



1966

Emanuel Ungaro striped day dress

- Here's an "A" line mini dress with a horizontally striped double breasted jacket on top.
- Lime Green is a fashionable new color.





Chicago 1967

- The Chi-Lites
- Exemplify the new look of coordinated suits and colored shirts with outrageously colored and patterned huge ties.
- Afro hair comes into fashion as Motown takes off.



Ashbury Hippie 1967

- Growing out of the Baby Boomer culture
- Youth disenchanted with corrupt government and an unpopular war
- Do-it-yourself arts & crafts
- Tie-dyed denim shirt, braided long hair, earth shoes in bartering economy.



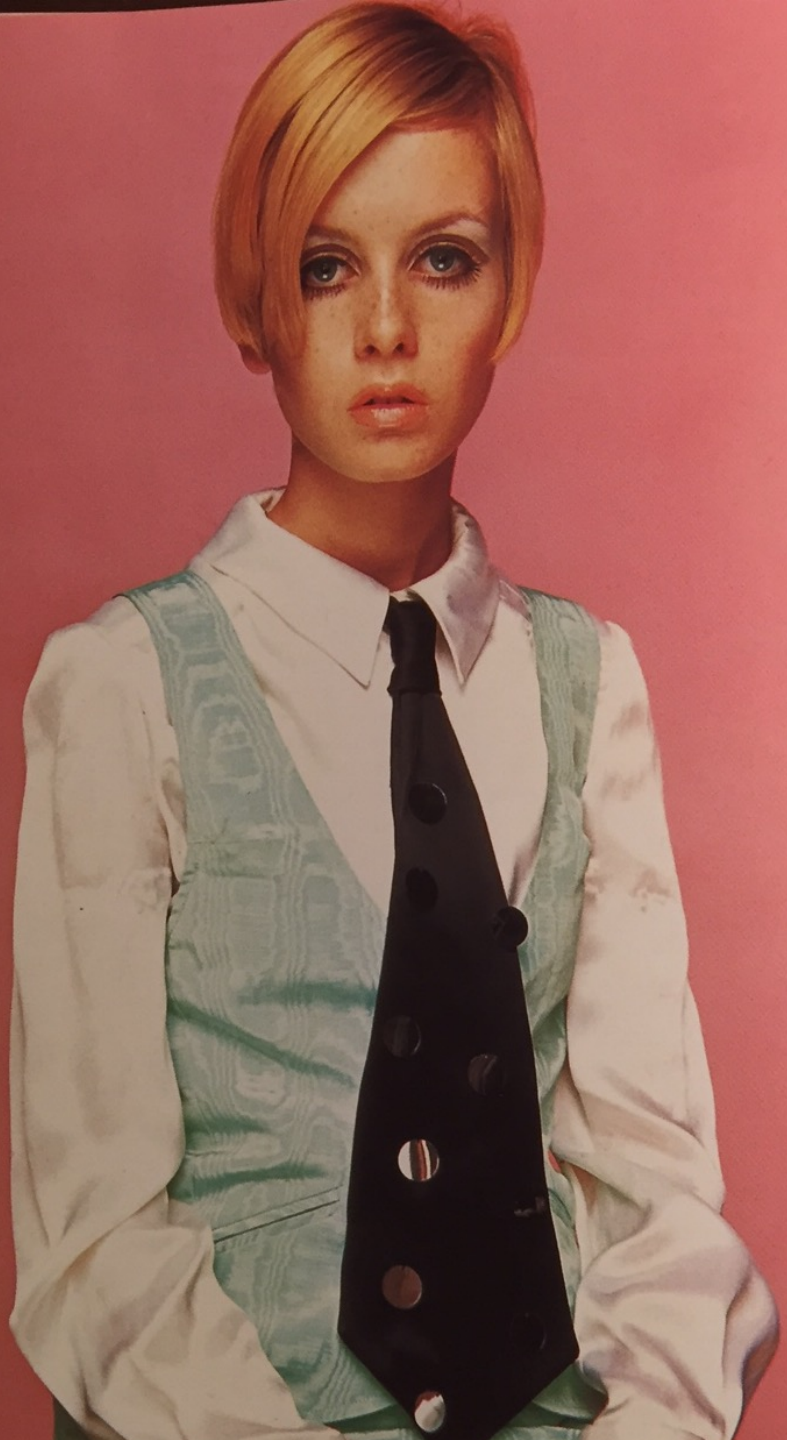
Hippie Look, 1969

- Used and reworked clothes give each person their own identity.
- Ladies' A-line "Maxi skirt" created from a pair of men's jeans'
- Platform sandals are back in fashion for a long, lean look
- Long fringed leather vests recall the old West in America.



Yves St. Laurent The Gangster Look, 1967

- Yves St. Laurent trying to break with tradition
- Plays with the geometric patterns of the 60s.
- He finds some idea in using the patterns of stripes from Gangster Suits.
- Stripes and patterns used together
- Long Lapel, Patch pockets



- British Top model Twiggy
- Her big eyes, long lashes and freckles sets a new trend



Emilio Pucci 1969 Italy

- Culotte Dress by Pucci, takes bold ethnic prints from India & SE Asia as an inspiration
- Modernizes large silk-screen prints on polyester and silk.
- Metal chain belts are popular accessory with long printed skirts and wide trousers.
- Long hair makes a come-back



- Two Pucci dresses from 1969



- Sonia Rykiel comfortable and chic outfits from 1972



EASY-CARE PRINT DRESSES \$8⁹⁷ to \$11⁹⁷

Styles 1 through 4 are broadcloth of Avril® rayon and cotton . . . just machine wash, warm; little or no ironing is needed if tumble-dried

Very Important Pants and Blouses...



1
Blouse
\$3.99
2
Pants
\$3.99

3 EXCITING PRINT pull-over jac-shirt. Acetate; hand washable. **6 S-3480-S W** - Colors: (17 gold/brown) or (61 lilac/brown). Sizes: 32, 34, 36, 38. Give color number and size. Ship. wt. 12 oz. **\$3.99**

4 FABULOUS wide-leg pants. Button fly front. A great value! Cotton; hand washable. **6 S-3554-O W** - Colors: (12 yellow), (09 black), (45 royal blue). Sizes: 8, 10, 12, 14, 16, 18. Give color number, size. Wt. 1 lb. **\$3.99**

3
Blouse
\$5.99
4
Pants
\$6.99

3 LACE FRILLED Arnel® triacetate crepe blouse. Elastic wrists, button back. Machine wash. Looks great with skirts too! **6 S-3482-4 W** - Colors: (01 white), (61 lilac) or (11 maize). Sizes: 8, 10, 12, 14, 16. Give color number, size. Wt. 12 oz. **\$5.99**

4 BUTTON-FLY front pants. Acetate double knit ribbing. Elastic waist. Dry clean only. **6 S-3547-4 W** - Colors: (32 peach), (61 lilac) or (48 navy). Sizes: 8, 10, 12, 14, 16. Give color number, size. Wt. 1 lb. **\$6.99**

5
Blouse
\$3.99
6
Pants
\$5.99

5 TWO-TIER FLIP front. Button back. Polyester-cotton blend; machine wash. **6 S-3481-6 W** - Colors: (45 blue), (11 maize), (01 white). Sizes: 32, 34, 36, 38. Give color number and size wanted. Ship. wt. 12 oz. **\$3.99**

6 WIDE-LEG PANTS. Yoicestyle; zip. Washable, no-iron Celanese Fortrel® polyester-cotton. **6 S-3552-2 W** - Colors: (43 turquoise), (48 navy), (12 yellow). Sizes: 8, 10, 12, 14, 16, 18. Give color number, size. Wt. 1 lb. **\$5.99**



- Pierre Cardin suit 1970 at the front
- Giorgio Armani suit 1989 at the back
- Difference between the predominant fashion styles are clearly seen in these suits

- 1972 suit jacket by Bill Whitten, LA
- This example combines 70s hottest styles and 40s tailoring
- His clients were, for example, Michael Jackson, Elton John and Neil Diamond





- Street fashion in 1972



Punk ensemble, 1978

- Designed by Vivienne Westwood
- 430 Kings Road was the location of ever-changing boutique of Malcom McLaren and Vivienne Westwood
- Their shop was highly influential in the punk scene

1980 - 1990

- No longer was a single style followed
- Retro / vintage styles appear --> mid 1990 was fashionable to dress in 1970s mini shorts, long knitted vests, go-go boots
- Designing and manufacturing fashionable garments was worldwide
- Late 1990 started fast fashion



- Styles / fashion trend influences came from political conflicts, celebrities, sports, television, music videos...

1980s:

- Madonna, albums and movies in 1980s
- Aerobics (Jane Fonda)
- Rap music (MC Hammer)



1990s:

- Spice Girls
- Snowboarding and skateboarding
- Nirvana and grunge



1980s fashion influences

Public followed the styles of the singers.



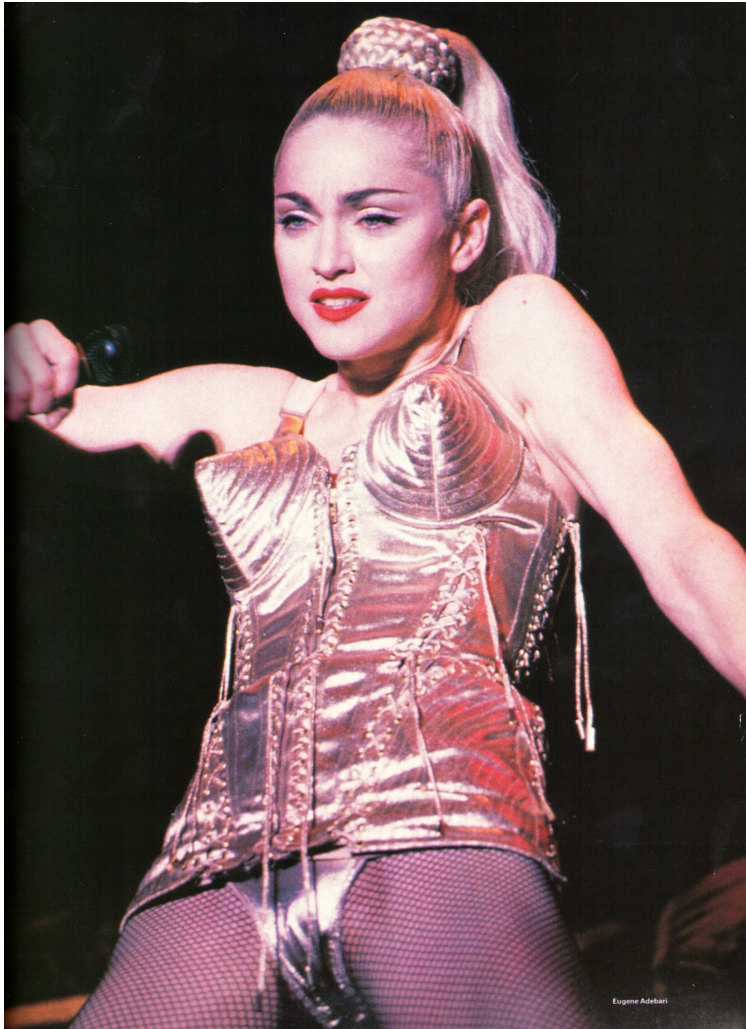


- Jane Fonda popularised aerobics (and home exercise) these styles were seen in mainstream fashion

<https://www.youtube.com/watch?v=YhXgYuCZ28>

- Madonna was highly influential in 1980s and early 1990s fashion trends

- Blond Ambition Tour in 1990
- Singer – designer collaboration with Jean Paul Gaultier





- *Hammer Please don't hurt em* (1990)
= biggest selling rap album of all times.
Is credited to bring rap into mainstream
- MC Hammer's harem pants were adopted to street fashion



- Thierry Mugler, 1989
- High padded shoulders and narrow waist, the look of the late 1980s and early 1990s

Tv series influencing trends





- Snowboarding and skateboarding affecting the fashion trends



Nirvana and grunge

