

# Fashion History

B.C. Review

1890

1900

1910

1920

1930

1940

# B.C.

- Fashions of this period come from several groups in existence at this time: Egyptians, Cretes, Greeks, Romans, and Byzantine.



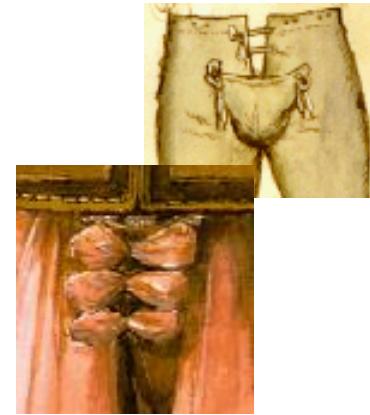
# 1200-1300's

- The Hennin was worn in the 14<sup>th</sup> and 15<sup>th</sup> century, was a cone-like hat resembling the spires of the cathedral spire.
- The Tunic was often one of the stylistic features of the classic businessman.



# 1400-1500's

- Women of this time used pregnancy pillows when the maternal look was fashionable.
- Men of this time wore a codpiece, a decorative triangular piece of fabric attached at the groin.



# 1400's-1500's

- The Farthingale was a stiff metal cone-shaped article worn under skirts, while the Ruff was a large stiff collar worn at this time.



Farthingale



Ruff

# 1600's

- The French Courtiers influence for this time was a fashion which said “I don’t have to work for a living.”
- The Puritan costumes were very simple. When religious values are ascendant, dress becomes austere.



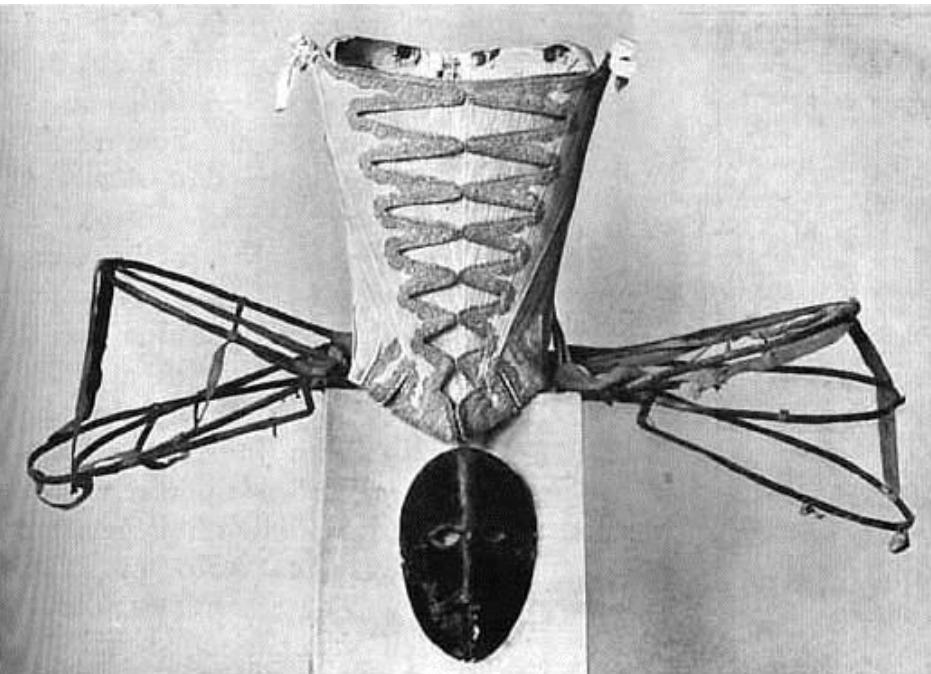
# 1700's

- The 1700's started with the drastic extension of both the hips and the hair for women. Women were beginning to make contributions to society by becoming writers, business women, artists and doctors. The drastic visual display of their dress was a spectacle which far outweighed the proportions of a man.



# 1700's

- This shows the hoop and mask used under a ladies dress to extend the hips drastically.



413. Reifrockgestell, Mieder und Maske. Mitte des 18. Jahrh.



437. Hochzeitskleid der Königin Sofia Magdalena. 1766

# 1770's

- Hair was piled high on the head in the pompadour style and atop the mountain of hair (which usually included pieces of someone else's hair called a Rat) sat large hats topped with feathers, bows and ribbons.



# Late 1700's

- Near the end of the 1700's women began to wear dresses that followed the simple lines of the Greek silhouette. The hair softened at this time as well. Women left behind the corset for a brief time.



1790, Napoleon's sisters

# 1800's

- Fashion at this time went through some very distinct changes. The 19<sup>th</sup> century starts with the Greek influence, then woman gradually add to the dress until the Greek is not noticeable. The corset returns!
- The high society had rich fashions, while the common people dressed simply. It was an era of romance and manners



# 1890's

- Start taking notes in your packet now!



# 1890's: Hourglass



"NOUVEAUTÉS PARISIENNES." January 1895

1895, Paris



"LA MODE ARTISTIQUE." February 1895

1895

# Influence of History:

- Civil War 1861 – 1865 (You don't have to write this one- simply FYI)
- Victorian Era
  - Queen Victoria, peace and prosperity
- Age of Optimism
- Ragtime
  - Jazz & Rhythm

# 1890's Gibson Girl

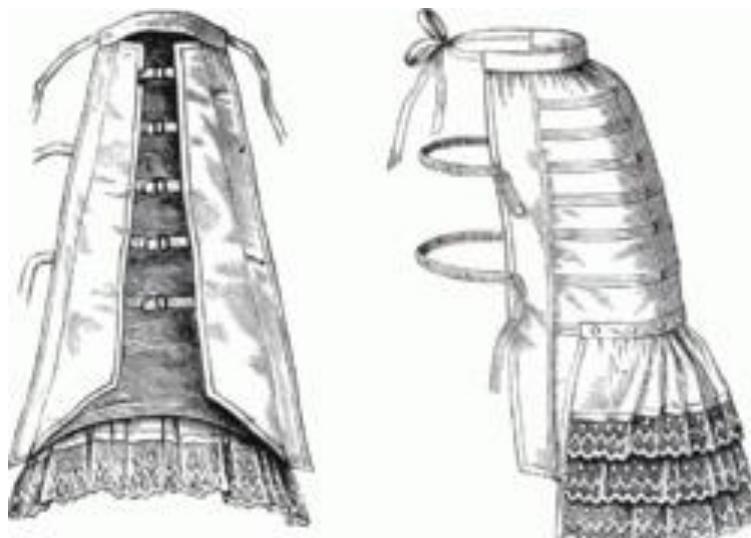


Artist's sketches of young women by Charles Dana Gibson, known as the Gibson Girls, were published in newspapers and set the standard for the all-American girl.



# 1890's

- The exaggerated hourglass was the silhouette style of this decade. Shoulders were wide, waists were cinched in unmercifully by corsets and the hip was incredibly increased by the bustle. Women also wore layers of petticoats to accentuate the hourglass silhouette. The bustle was a frame that was designed to add fullness to the back side of a female. It was worn under their skirt



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If your dealer cannot supply you, send us his name and one dollar, stating the size and color desired, and the corsets will be sent to you prepaid.

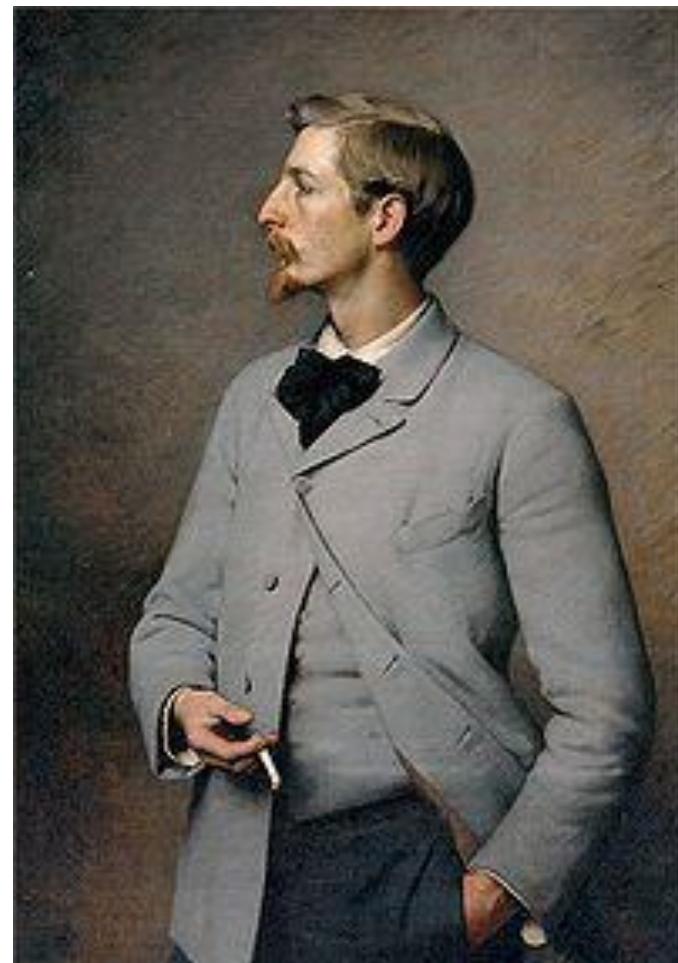
**ALL W. B. CORSETS** have protective pockets, covering bones and steels, preventing their pushing through the material.

**W. B. Style 937.** For Medium Waist Figures. This is the only complete full-gored, bias-cut corset sold in this country for \$1.00; unequalled at the price for its elegant and perfect-fitting qualities.

WEINGARTEN BROS., Department C, 377 Broadway, New York City. 1900

# 1890'S Men's Fashions

- Winged shirt collars: generally turned over or turned into “wings”
- Sack Coat: straight, not fitted
- Waistcoat: vest worn under coat
- Ascot Tie: Loose, fluffy tie



# 1900's: S-Curve Silhouette

- The silhouette softened into the S-shaped curve with softer shoulders, less restrictive corsets, and the bustle, never returned.



# 1900's Influence of History

- This period became known as the Edwardian Era. During this time, Edward VII ruled England. Even though he dies in the early 1900's , the decade beyond his death continues to hold his influence.
- Industrial Revolution
- Automobiles & Electricity



# 1900's Women's Fashion

Duster Coat: Men and women wore these to protect their clothing when driving or riding in cars.

Shirtwaist: A blouse with buttons down the front

Leg O' Mutton Sleeves: Lots of material at top, tapered at wrist.

FYI: In 1906 the permanent wave was developed.



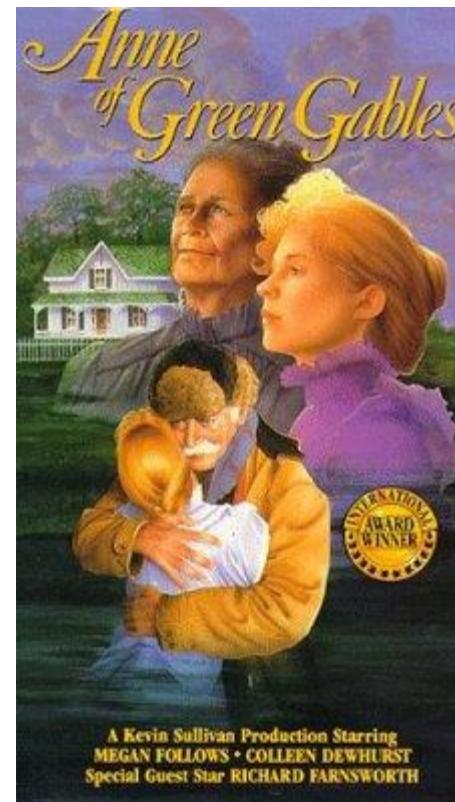
# 1900's Men Fashion

- The three-piece suit for gentlemen was introduced. The suit was relatively non-constricting with a sack coat, simple vest, and pleated trousers.
- Creased and cuffed trousers were also popular.



# Movies that represent 1900-1910

- Meet me in St. Louis
- Anne of Green Gables



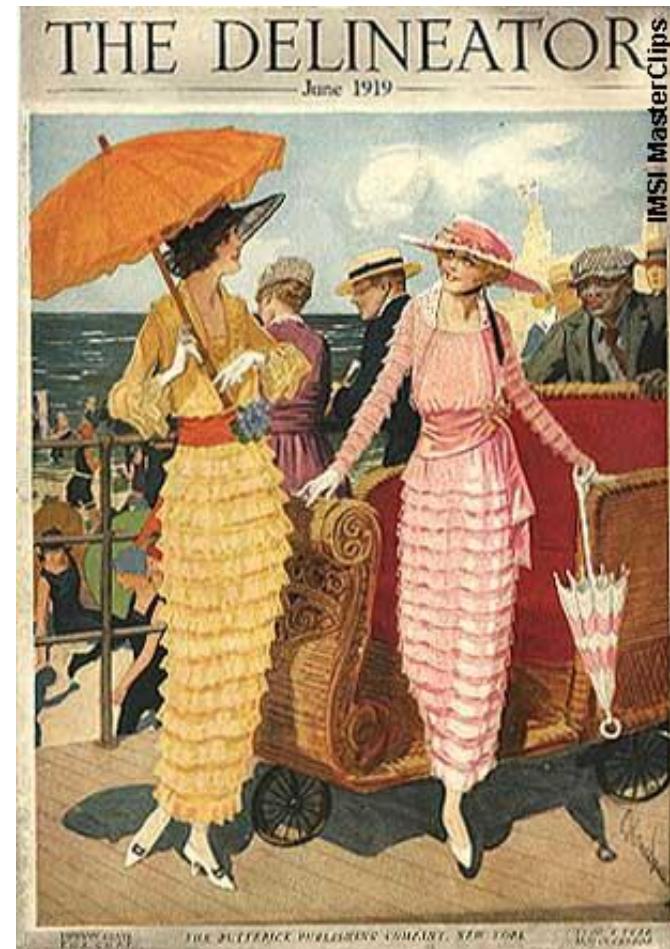
# 1910's: Inverted Triangle Silhouette

- Decade starts out with inverted triangle silhouette, but towards the end of WWI barrel silhouette or tonneau look comes in.
- It is a baggy dress/jacket combination that made women look large and droopy in the chest.



# 1910's Influence of History

- World War I 1914 – 1918
  - World War I saw fashion come to a standstill with patriotism at an all-time high.
- Women's Movement
  - The women's movement demanded the right to vote, wear make-up, cut their hair short for the first time in a Bobbed style, and wear skirts above the ankle.



# 1910's -The Bathing Suit & Bloomers

- The one piece bathing suit was introduced by Annette Kellerman which shocked the world.



The new two-wheeled cycle, was the craze of the country. Amelia Bloomer designed a practical outfit for the avid cyclist consisting of a tunic dress worn over loose trousers gathered at the ankle. Later this was revised into a split skirt with gathers under the knee, called Bloomers.



# 1910's - The Hobble Skirt

- French designer Paul Poiret broke the new rule of freedom by designing the Hobble Skirt. The hemline was so narrow that women could only take very tiny steps. The Pope spoke out in defense of the women, so Poiret split the skirt to the knee, bringing a response of outrage from the public.



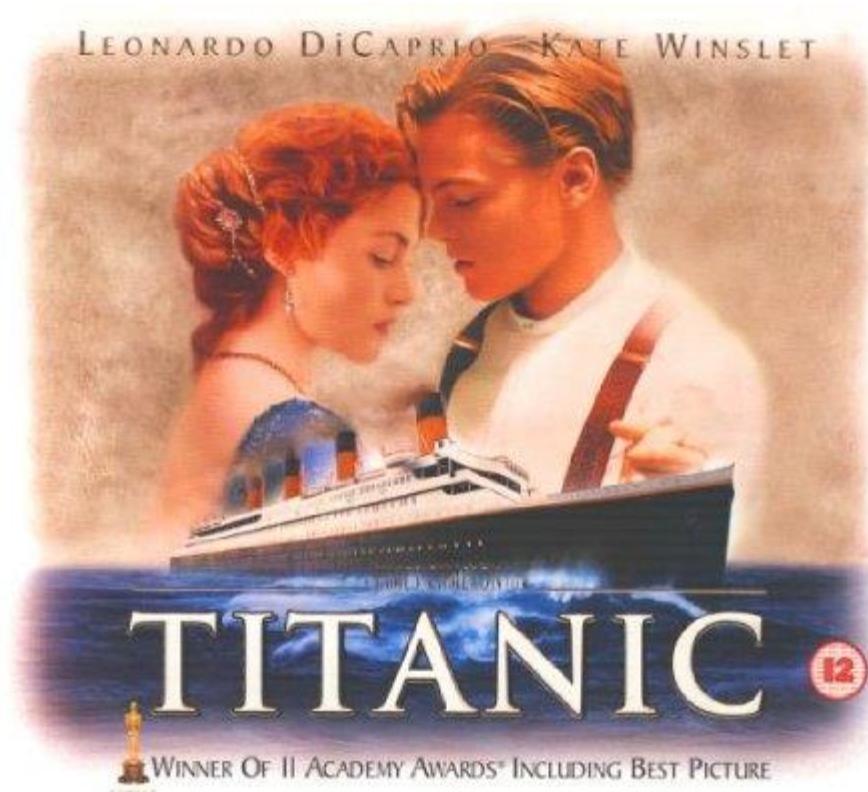
# 1910's Men's Fashion

- Military Influence
- Trench Coats



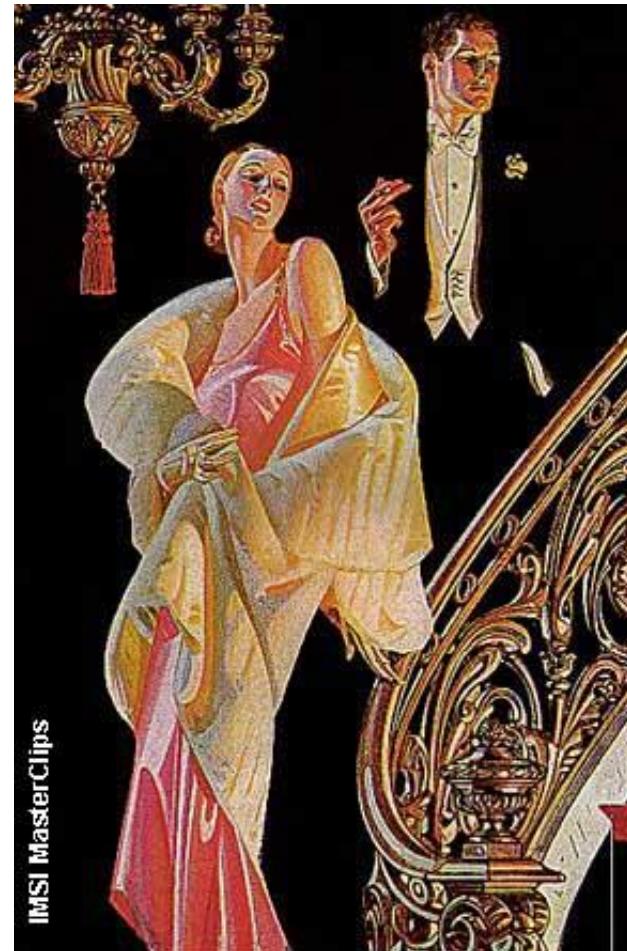
# Movies that represent 1910's

- Anne of Avonlea\*
- Titanic\*
- Somewhere In Time



# 1920's: Rectangle Silhouette

- Life began to move ahead and fast. The silhouette at this time was straight up and down or tubular.
- FYI: the brassiere (BRA) was introduced, but it was used to flatten the figure, not uplift or enhance it.



IMSI Masterclips

# 1920's Influence of History

- “Roaring 20’s”
- Age of Jazz
- Prohibition



# 1920: Flapper vs. Thinking Woman

- The Flapper wore a headband around her forehead, usually with a feather in front. Her face was powdered, her skirt was the shortest in history, and her knees were rouged. Silk stockings were the rage; they were rolled down just above the knee.



- Safe make-up, costume jewelry, and suntans were in great demand.



The “Thinking Woman” was college educated and considered herself to be the opposite of the flapper. Her dress was emancipated but not extreme.



## Cloche hats

The cloche hat was not confined to the 1920s as is often first thought.

It was fashionable from 1908 to 1933 was one of the most extreme forms of millinery ever, with an appearance that resembled a helmet. It was the iconic hat of the twenties decade and will ever be associated with the flappers of the era. To wear one correctly the hat had to be all but pulled over the eyes, making the wearer have to lift up the head, whilst peering snootily down the nose.

## Fedora hats



# 1920's Men's Fashion: Influence of England

- The Prince was the ultimate trend setter of the 1920's
  - He often wore Oxford bags, extremely wide trousers, often reaching 25 inches at the knee and cuffed at the bottom- knickers

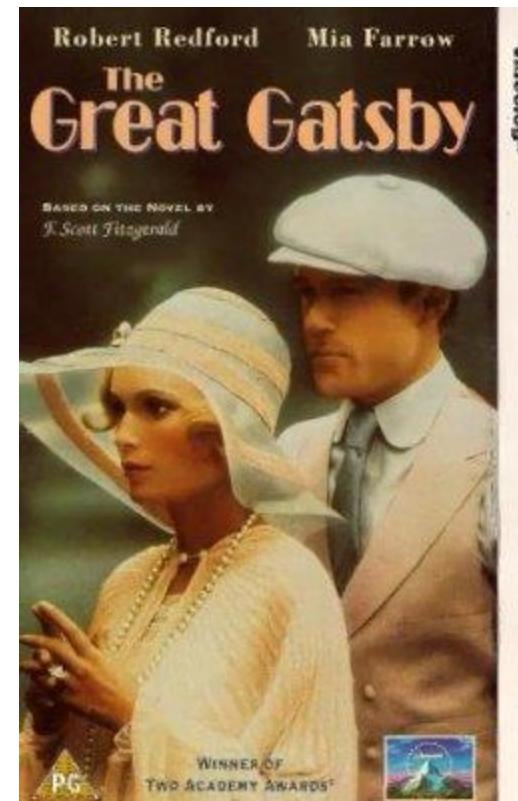


- Cardigan sweater, plus-fours/oxford bags, argyle socks, wingtip shoes, club stripe tie.

• Edward 8th Prince of Wales -Shown here in a suit and overcoat, ascot at the neck.

# Movies that represent 1920's

- The Great Gatsby
- Singing in the Rain
- Thoroughly Modern Millie



# 1930's: Hourglass Silhouette

- Long and slim with flared hem  
(Think mermaid)

1938



# 1930's Influence of History

- Depression Era
  - Good times ended with the crash of the stock market, which led to the Great Depression.
  - Crash in 1929.
  - Designer Quotes (Next Slide)
- Movie Star Influence



Jean Harlow



Ginger Rogers

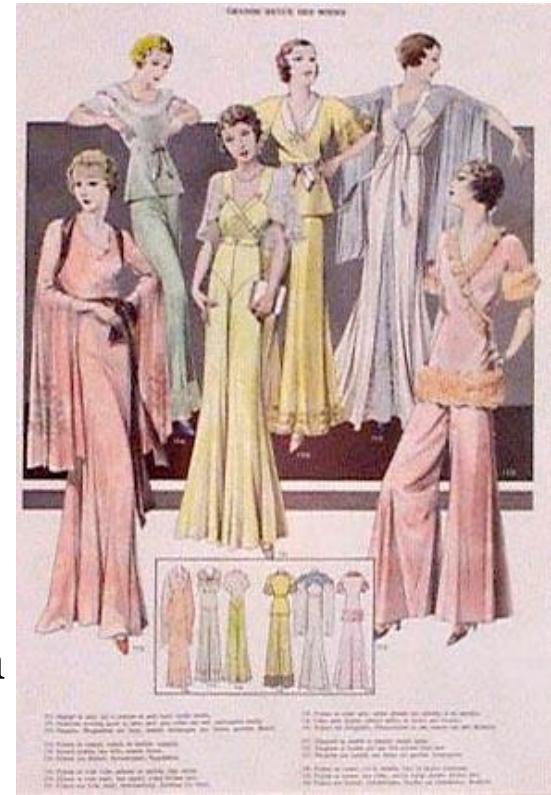
# 1930's - Designers

- Paul Poiret vowed, “I will strive for omission, not addition.” This he did with dresses which hung from the shoulders to the waist, with soft, silky, flowing, sheer fabrics.
- Coco Chanel made a hit in fashion using black and navy in simple frill-free designs. She said, “Each frill discarded makes one look younger.”



# 1930's

- Bias cut gowns were popular for evening wear.
- Hemlines in the 1930's went down and down again. By the end of the 1930's fashion seemed to stand still in the shadow of impending war.



# 1930's - Men's Fashion

- The Depression brought about the classic styles in suits and dresses, clothing that would last a long time and stay in style.
- Straight, wide leg trousers
- Padded shoulders
- Glen plaid fabric



# 1930's Children

- Hand-me-downs became fashionable not only for thrifty families, but for everyone.
- Depression babies had layettes sewn from sugar sacks while school children often wore underwear embellished with the trademarks of Pillsbury flour. combination, were the fashion in millinery wear.

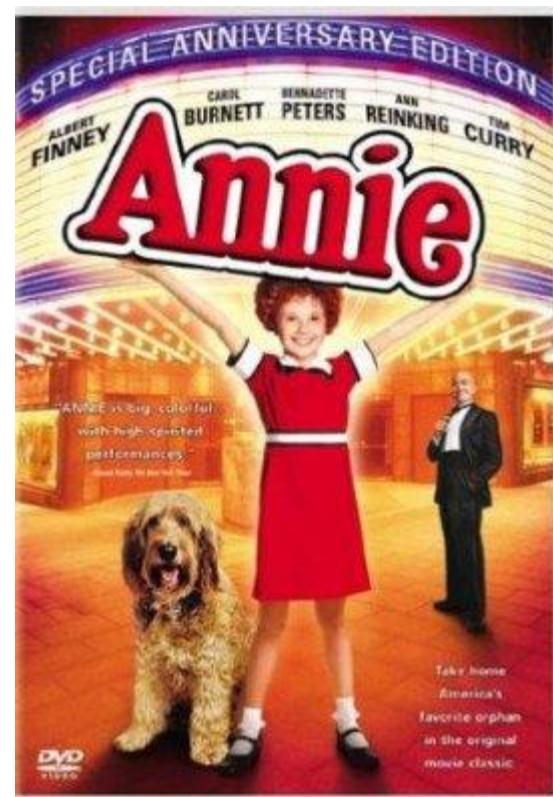


In this photograph of Herman Goertzen's one-room school, you can almost tell which girls are sisters by the similar patterns of their dresses. Herman says their mother would sew the dresses from the same flour sack prints. Back Row: Teacher Henry B. Epp, Justina Peters, Mabel Siebect, Elsie Hillbect, Carl Peters, Arlin Siebect, Ruben Friesen, Richard Regier. Middle Row: Merle Goertzen, Esther Friesen, Hulda Kliever, Martha Peters, Herman Goertzen, Winifred Siebect. Front Row: Lillian Siebect, Lilah Goertzen, Harry Regier, Leona Siebect, Marian Siebect. 1937. [Click to hear Herman talk about flour sack clothing.](#)



# Movies that represent the 30's

- Annie
- Wild Hearts Can't Be Broken



# 1940's: Inverted Triangle Silhouette

- Women began to wear pants as a practical dress for work in industry. It was not too long before pants were popular outside the workplace as a comfortable casual fashion.
- The fashion at this time was very manly and the fabric was sensible tweed. The shoulder was square, wide and padded. Suit dresses were very popular and saddle stitching was a favorite trim.



# Influence on Women

- The women were thrown into the workplace and then told to leave once the men returned. However, women now had their eyes open to the opportunities available to them.
- Convertible suits (mix and match pieces)



# 1940's Influence of History

- WWII 1939 – 1945
  - With the fashion industry closed down by the war in Europe, the U.S. was left to its own designers for fashion direction. The designers turned to the military for inspiration.
- Rationing
- Couture leaves Paris, NY gains importance



This woman was married in a suit quickly for her husband to be shipped out.

# War Restrictions

- Not only fashion was restricted but food was rationed.

## 1. Food Rations for 1 Week for 1 Person

4oz bacon or ham

8oz sugar

2oz tea

2oz jam spread

1oz cheese

1 shilling's worth of meat

8oz fats of which only 2oz could be butter

Later sweets and tinned goods could be had on a points system.

Bread was not rationed until post war in 1946.



- Stockings, which were not required under pants, were expensive and usually not available. Women in this picture are shown painting their legs to appear to have nylons on.

# 1940's

- L85 was a law which restricted the manufacture of clothing. Ruffles were forbidden. Only one pocket per blouse or shirt was allowed. Hems could be no deeper than 2 inches and the widest part of the hem of a dress could not exceed 72 inches.  
Hemlines rose and leveled off just below the knee.
- For men several things were removed: cuffs, vests, 2 pant suits, patch pockets, cloth belts, and pleats.



# 1940's Men's Fashion

- The Eisenhower jacket made fashion history as it was adopted for civilian use. The shoulders were roomy and comfortable. The Bomber jacket also gained in popularity.



# Movies that represent the 40's

- A League of Their Own\*
- Memphis Belle\*
- I.Q.\*

