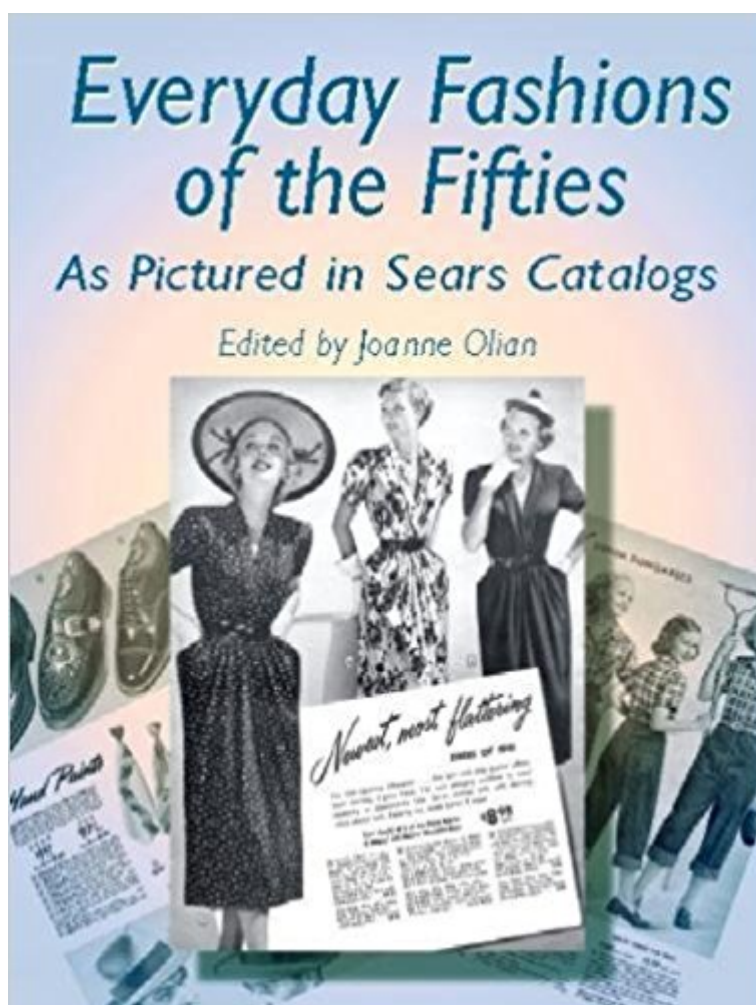


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# Everyday Fashions Of The Fifties As Pictured In Sears Catalogs (Dover Fashion And Costumes)



## Synopsis

This scrupulously researched, meticulously rendered collection spotlights multiple generations of a family for each decade of the twentieth century. Apparel includes everything from ankle-length tennis outfits and men's formal wear of the 1910s to military outfits from both World Wars, high-fashion suits and dresses in the post WWI years, and wedding finery spanning several decades. These immediately useable illustrations have a host of applications for fashion and costume designers, fashion historians, and anyone looking for fashion images to use in art and craft projects. Informative notes on the costumes complete an outstanding collection documenting nearly 100 years of costume history.

## Book Information

Series: Dover Fashion and Costumes

Paperback: 128 pages

Publisher: Dover Publications (September 5, 2002)

Language: English

ISBN-10: 0486422194

ISBN-13: 978-0486422190

Product Dimensions: 9 x 0.2 x 11.9 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 33 customer reviews

Best Sellers Rank: #481,068 in Books (See Top 100 in Books) #22 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Magazines & Newspapers](#) #105 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Textiles & Costume](#) #348 in [Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Style & Clothing](#)

## Customer Reviews

JoAnne Olian is a former curator of the costume collection at the Museum of the City of New York and the author of numerous books on the history of fashion.

I already owned *Everyday Fashions of the Thirties* as well as the *Forties* and was DYING to purchase this one. I was not disappointed. It's a fascinating look at some of the fashions that are offered back in the 1950s. It's all black and white, copied from actual Sears catalogs. Great for people who are into period clothing, fashion designers or people who love the 1950s and like to see what the style was. I use it for inspiration for my accessories line as well as making clothing for

myself.

This thin but satisfying volume is crammed with black-and-white photographs of 1950s clothing of almost every type (no high fashion -- this is department store clothing). There is an obvious effort to represent as many types of clothes as possible and focus on representative fashions of each year, from the 40s-ish fashion of 1950 to the beginnings of mod in 1958. Many of the garments are accompanied by catalog text, which provides a surprising amount of detail on the construction of the garment -- great for anyone looking to recreate similar styles. I suppose many of the prospective clients were home seamstresses and knew the vocabulary, and perhaps expected to be told by the store what type of fastening, seaming, or back vent a garment had. There is also a lot of information about fabric, as the catalogs tended to brag about whatever horrible synthetic fabric was considered advanced that year. My favorite item in the book may be the anachronistic "push up bra" from 1957, described as providing "above-the-bra loveliness." This book can't compete with thicker compilations that provide color photographs, and it may not contain enough of whatever your particular interest is (there aren't many undergarments, for instance). But it's a good source for information and inspiration for retro fans, and well worth the relatively low price.

A wonderful look back at my growing up years in the Fabulous Fifties! Kaye Cloniger

I ordered 3 of these, too, (in addition to the 3 I ordered of the Everyday Fashions of the Forties) for gifts at a 70th birthday party. I love this catalog just as much as I loved the 'forties' catalog. There were some changes in fashions from the 1940s to the 1950s, and it is tons of fun to look at them. The pages are reproduced clearly, and I love the variety of styles shown: children, youth, adults, etc. I remember these styles, too, just like I remembered the 1940s fashions.

Costuming the Community theatre production of Guys and Dolls which takes place in the early 50's  
Great help!

Where's the chain? Cause this book is off it!! 120 pages full of 50's fashions! Each page is topped with the date that the garments were shown in the catalog. It's about 75% women's; dresses, 4 piece weekender wardrobes, winter wear, professional uniforms, pajamas, swimwear, and accessories. I love the descriptions, such as, but not limited to, "The bra is neat as a pin...". I also love that they refer to old lady fashions as "for the Gracious Lady", hilarious. I make vintage

reproduction clothing and this book is the perfect guide for pattern drafting ideas. The descriptions of the clothing are top notch, everything from various colors (which is nice cause the pictures are black and white), hidden pockets, fabric, and built-in panties. Sure, it's not a lot of pages, but this slim lil lady has all the basics. Use it for dating vintage clothing, pattern drafting ideas, or, you know, whatever. I say get it and if there's one thing I'm known for, it's my book buying advice. :)

Love these books for art projects and just fun to see how fashion has changed. My book was shipped in the same box with my other purchase which was a liquid fabric wash. The lid was loose so the cover of the book has some damage and a sticky residue. Luckily it did not damage the inside of the book. Would have been better if they either shipped separately or sealed the liquid with plastic before shipping.

I truly enjoyed reading the old advertising copy while looking at the old ads. Some of the fashions I remember my grandmother and mother wearing. Lots of fun reading.

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