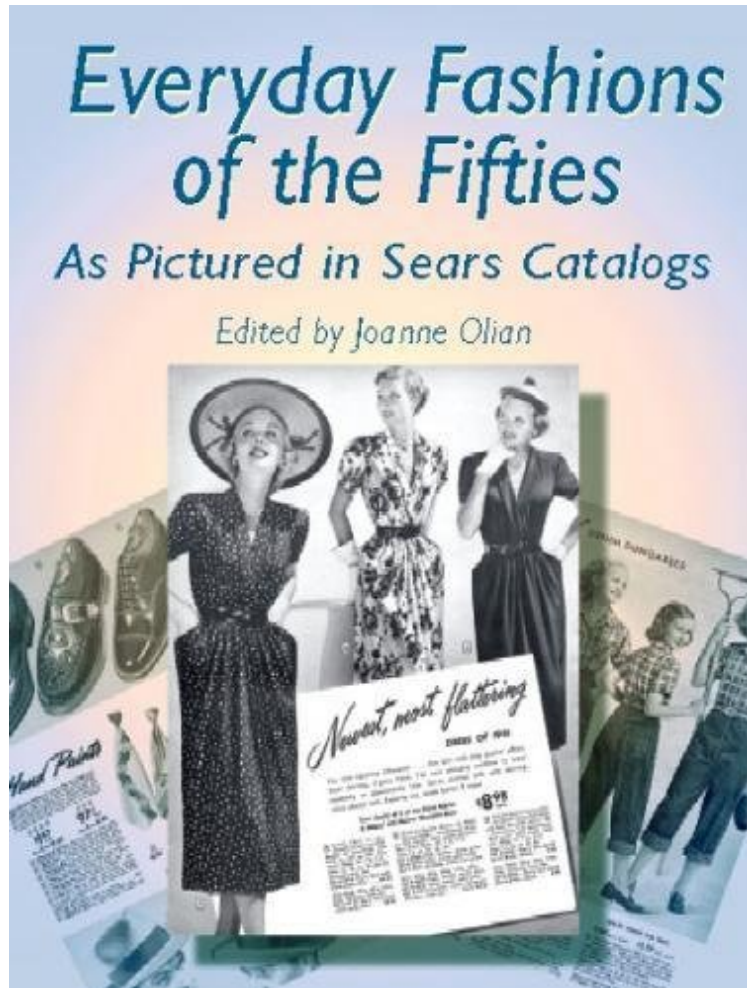


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Everyday Fashions of the Fifties As Pictured in Sears Catalogs (Dover Fashion and Costumes)

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From Dover Publications : **Everyday Fashions of the Fifties As Pictured in Sears Catalogs (Dover Fashion and Costumes)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Everyday Fashions of the Fifties As Pictured in Sears Catalogs (Dover Fashion and Costumes):

2 of 2 people found the following review helpful. Great book for anyone who enjoys 1950s clothingBy RetromamaI 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.3 of 3 people found the following review helpful. Lovely, comprehensive review of 1950s fashionBy

Durable 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. 0 of 0 people found the following review helpful. Back In Time By Gerald T. Cloniger A wonderful look back at my growing up years in the Fabulous Fifties! Kaye Cloniger

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.

About the Author 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.