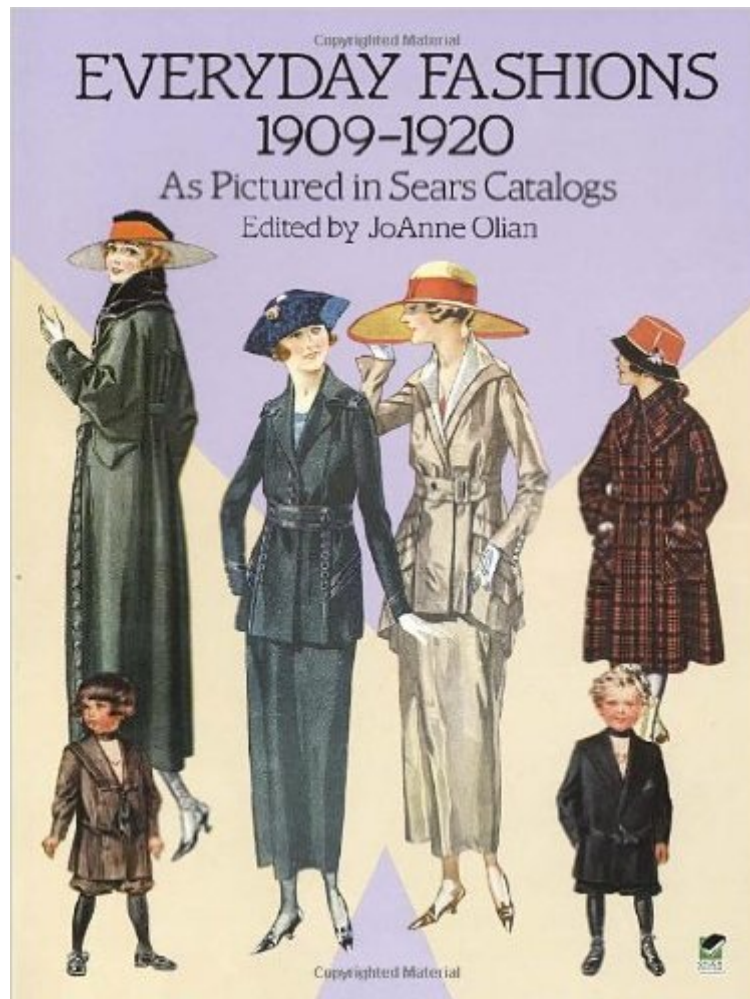


The book was found

Everyday Fashions, 1909-1920, As Pictured In Sears Catalogs (Dover Fashion And Costumes)



Synopsis

Entertaining pictorial record displays elegant dresses for special occasions, everyday wear, and two-piece suits for women; charming hats trimmed with ribbon and feathers, attractive sailor suits for little boys and more. Invaluable to collectors, designers and fashion historians. Descriptive captions.

Book Information

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Average Customer Review: 4.7 out of 5 starsÂ Â See all reviewsÂ (27 customer reviews)

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Customer Reviews

This book provides a comprehensive series of illustrations that immerse you in the world of fashion from this era. It is authentic and beautifully laid out, and depicts numerous costume items from the early 20th century, though mostly focusing on women. The pictures depict everything from dresses to shoes, hats to gloves; the women's hairstyles, makeup, undergarments, and overall looks give the reader the most authentic possible view of fashion and the aesthetic ideals of the time. The catalogue also shows the prices and features descriptions that include fabric and color. There are some pictures of men's and children's fashions. This book is thorough and unbelievably beautiful. The whole series of Sears catalogue fashions by decade is amazing. I recommend them all!

Thru illustrations created for the Sears Catalogs of the early twentieth century, clothing--functional, extravagant, glamorous, practical--is reproduced for visual inspection. Great for research, for curiosity seekers who wish to know what our foremothers wore, or in the case in which I used it, this is a perfect reference book to give to a dressmaker to let her see an example of an outfit you'd like

to have made. An great book!

I'm writing a historical novel set in 1917-1920. This book is an invaluable resource for learning what people wore in those days. Highly recommended.

In 1909-13, wasp waists, pouter-pigeon bosoms, and large ornate hats were still the height of female fashion, and hems came just short of the floor. In 1915 the whole foot appeared, though still modestly encased in a button shoe. By 1916 ankles were on view, and in 1918 even Sears--always a bastion of mass taste and mores--was portraying its female models in skirts that showed the leg to mid-shin, overalls with full bloomer-like trousers, and one-piece bathing suits that displayed the arms and lower legs. These are just a few of the things this book will teach you about the dress of the second decade of the 20th century--women's, girls', men's, boys', small children's. The reproductions are clear and sharp, and most of the pages include descriptions and prices; unfortunately several that would have been improved by it don't, editor Olian having chosen not to include the "opposite page" or following one that provided them--"dainty waists" and women's bathrobes from 1919, "smart spring styles" from 1920, girls' dresses and coats from 1918, men's suits from 1915. Still, enough supporting detail is given that the lack of full-color reproduction isn't a terrible loss, and the book will provide a sound overview of both clothing and hair styles for its era.

Great resource for the fashion historian. This helps guide the historical writer or history buff or student to learn more about everyday life of yesteryear. Before Downton Abby aired on P.B.S. this era was not well-covered.

This book is an excellent resource for studying period fashion. Unlike so many period fashion books, which focus on evening wear or the clothing of the wealthy, this book gives great examples of what the general population wore every day. It will be extremely useful to costumers and fashion students.

I am totally hooked on this series and hope Dover continues it for 1899-1909 and the '50s and '60s, as well. Note in this volume that the brilliant folk at J. Peterman have copied some of the c1913 skirts in their mail order catalog (I now own two, and they're gorgeous). Thank you, Dover, and thank you, J. Peterman!

This was one of two books that I purchased for my fashion loving (contemporary and historical fashions) granddaughter. She said that it is, "...really a cool book." My daughter also shared that she has had some fun times perusing the book's pages.

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