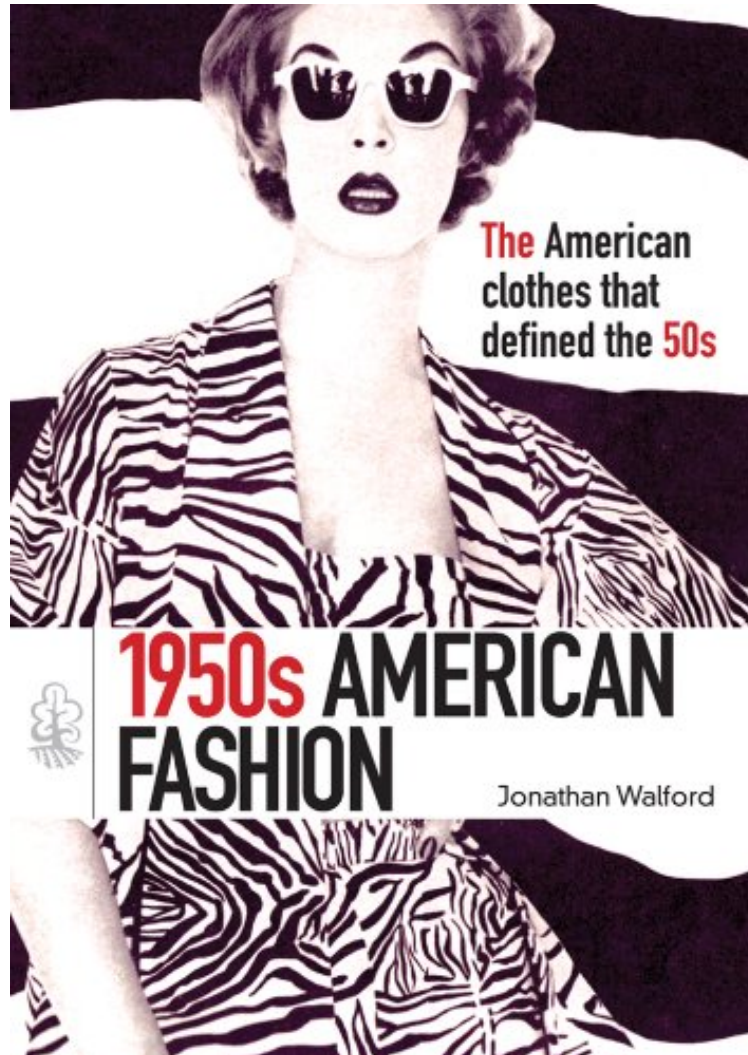


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## 1950s American Fashion (Shire Library USA)

*Jonathan Walford*

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**Jonathan Walford : 1950s American Fashion (Shire Library USA)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised 1950s American Fashion (Shire Library USA):

0 of 0 people found the following review helpful. Is it worth it? By Le Lapin I really like the fact that so many American designers were highlighted in this book. Origin of the American fashion industry- really good overview on the times that shaped American clothing. The American look-High Fashion-really good chapter on the styling's of the time. Designers and Manufacturers of high fashion-Section detailing the designers during the era. Off the rack-from seventh avenue to Hollywood-My favorite chapter detailing the styling's of the era. Designers and Manufacturers of everyday fashions-exactly as stated another section detailing more designers of the era. Tops and bottoms-American hats and shoes-as stated a section on hats and shoes worn during that time frame. I have to be honest and say it took me

a while to finish the book, even though its not a long book-It is boring.The author tells about a designers company in a short paragraph usually where they were located , the years they were in business. There are some photos but not every designer has a photo of their work. This was the boring part of the book, It has paragraph upon paragraph of this info and that is about half of the book. When off the rack starts it goes more into the designing of the clothes and what types of clothing were actually worn.Its not an expensive book, and since we live in the age of Pinterest and google-it should be super easy to pull up the names and see if they have work available for show.Is this book worth it? Undecided, as I wanted more information about the styling of american 1950's clothing as opposed to the persons and companies that arose during that time frame. I do however see a fashion historian getting much more use from this book.3 of 3 people found the following review helpful. Concise book about 1950s fashionBy Debbie VintageDancerIn only 64 pages this little book captures the major historical points and American fashion designers of both high and low fashion in the 1950's. It is short and to the point and a good place to begin further fashion research and to keep as a reference. The chapters are Origins of the American Fashion Industry (good overview), The American Look- High Fashions (nice to read anything just about American fashion instead of French or British), Designers and Manufacturers of High Fashion (just a big list), Off the Rack- From Seventh Avenue to Hollywood (A less talked about subject which I love), and Designers and Manufactures of Everyday Fashions (another big list.)This is not the end all be all to 1950s fashion like Walford's Forties Fashion: From Siren Suits to the New Look by Jonathan Walford Reprint edition (2011) was for the 1940's but it is a start and one I am glad to have in my collection.1 of 1 people found the following review helpful. Fifties Fashion TrendsBy Joan KirschnerA great overview of fashions and designers who came to prominence in the 1950's. Excellent photos, too. I enjoyed it.

The 1950s was the first decade when American fashion became truly American. The United States had always relied on Europe for its style leads, but during World War II, when necessity became the mother of invention, the country had to find its own way. American designers looked to what American women needed and found new inspirations for American fashion design. Sportswear became a strength, but not at the expense of elegance. Easy-wear materials were adapted for producing more formal clothes, and versatile separates and adaptable dress and jacket suits became hallmarks of American style. This book follows the American fashion industry from New York's 7th Avenue to the beaches of California in search of the clothes that defined 1950s American fashion.

About the AuthorJonathan Walford is the artistic director of and was the founding curator for the Bata Shoe Museum in Toronto and the Fashion History Museum in Cambridge, Ontario. His books include Forties Fashion and Shoes A-Z. As a curator and a collector, Mr. Walford owns about 700 pairs of shoes dating from the 17th century to the present, with a focus on women's shoes from the 1920s to the 1970s.