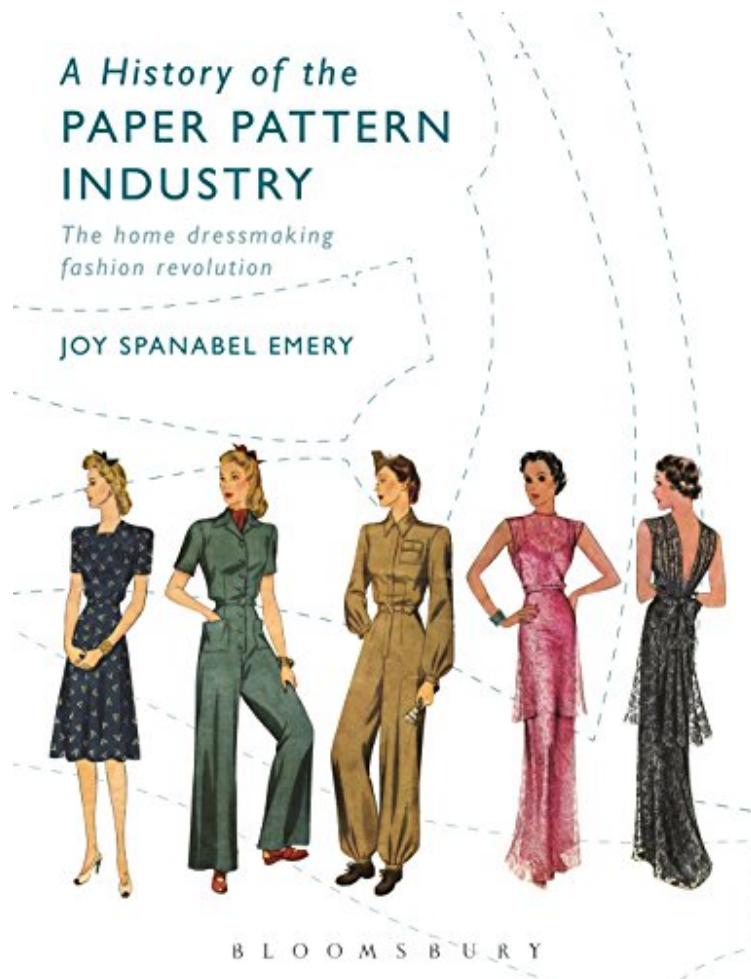


A History of the Paper Pattern Industry: The Home Dressmaking Fashion Revolution

Joy Spanabel Emery

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Joy Spanabel Emery : A History of the Paper Pattern Industry: The Home Dressmaking Fashion Revolution
before purchasing it in order to gauge whether or not it would be worth my time, and all praised A History of the Paper Pattern Industry: The Home Dressmaking Fashion Revolution:

11 of 11 people found the following review helpful. Great Resource! By MBAs a vintage sewing pattern collector and seller, I find this book to be indispensable! Joy Emery's writing style is easy to read and contains detailed information. Other reviews mentioned that it didn't have many illustrations. I would have to disagree. This book has 200 illustrations. There are few collections as extensive as the one at URI and few people as dedicated to preserving the paper patterns and educating the next generations. The Book is organized in chronological order starting with the publication of a tailors manual in the 1580's. Each chapter covers a new frontier or challenge for the industry. 5 of 5 people found the following review helpful. A straight-forward history of the American paper pattern industry By

Bramlett's The History of the Paper Pattern Industry: The Home Dressmaking Fashion Revolution by Joy Spanabel Emery is a book that fills a gap in fashion history research that has been needed for a long time. Because of the multitude of companies, and the fact that they often sprang up, merged with other companies, or simply disappeared within a few years, tracking the industry has been somewhat difficult. I'm going to start out by saying that this book is probably not for everyone, not even for everyone who sews and enjoys fashion history. One thing I learned from teaching history to ten through twelve year-olds is that the most effective way to make history interesting is to concentrate on the story aspect. In some cases this is simply not possible, and what Emery has produced is a straightforward history with a minimum of story-telling. While that is not necessarily a bad thing, it does mean that you have to want to be surrounded by lots of facts with very little sense of a narrative. Personally, I found the book to be of great interest because it cleared up so much about the history of sewing patterns, and also of the story of home sewing.⁸ of 9 people found the following review helpful. An survey not a deep read By S J Kurtz This is someone's dissertation. If you've not read one before, it's going to seem pretty bloodless. Yes, this is a survey of the American pattern business. It's not in depth, it covers a long time period. It's a great overview. I do wish it were more fleshed out, there are stories that are not told here that will be lost if someone doesn't get them down soon. It's a very good reference book for identifying changing pattern houses and styles of pattern marketing. I finally know what a 'Deltor' is (a brand name of Butterick for a set of full instructions vs brief overview of techniques) and I have a good time line for identifying vintage pattern lines. A library read to be sure, a good inhouse reference for vintage pattern sellers.

Sewing patterns have been the principle blueprint for making garments in the home for centuries. From their origins in the tailoring manuals of the 16th century to the widely produced pamphlets of the 18th and 19th centuries, through to the full size packet patterns of today, their history and development has reflected major changes in technology (such as the advent of the sewing machine), retailing and marketing practices (the fashion periodical), and shifts in social and cultural influences. This accessible book explores this history, outlining innovations in patternmaking by the companies who produced patterns and how these reflected the fashions and demands of the market. Showcasing beautiful illustrations from original pattern pamphlets, packets and ads, as well as 9 complete patterns from which readers can reproduce vintage garments of different eras, the book provides a unique visual guide to homemade fashions as well as essential exploration of the industry that produced them.

"This is an academic book appropriate for someone who is wanting to make serious study of vintage patterns. This book would be an excellent resource for vintage pattern collectors!" Anne Weaver, CraftGossip.com "The book fills a void of information on the paper pattern industry and provides a related historical tangent to the growth of the fashion industry, particularly in the United States. This book will be of interest to those teaching or learning about the history of the home sewing or apparel industry. The many illustrations of styles throughout the centuries, and the rendered patterns, will also be of interest to costume and fashion design students." Nancy Fawley, Art Libraries Society of America "Her extensive research into pattern businesses and publications includes size charts showing the changes in pattern size measurements over time, an invaluable reference for anyone using period patterns. Even if you do not sew a stitch, but simply wear ready-made clothes, this book would be compelling reading. The chapter-end summaries give a good overview of the times in which the clothes were made, and somewhere in all the pictures you will find something that you, or someone you know, has actually worn." Peggy Rosefeld, Theater Design and Technology "Her extensive research into pattern businesses and publications includes size charts showing the changes in pattern size measurements over time, an invaluable reference for anyone using period patterns. Even if you do not sew a stitch, but simply wear ready-made clothes, this book would be compelling reading. The chapter-end summaries give a good overview of the times in which the clothes were made, and somewhere in all the pictures you will find something that you, or someone you know, has actually worn." Peggy Rosefeld, Theater Design and Technology Joy Spanabel Emery traces the history of patterns back to the sixteenth century and then moves forward to the present. Her style is clear and straightforward and meant to instruct, a distinct virtue in a volume so full of detail. The book includes ample and appropriate illustrations, placed correctly; an appendix with scalable patterns; and an extensive bibliography. Social historians as well as historians of technology and costume will appreciate the thorough, detailed histories that form the core of each chapter. Although the book probably has most value for those interested in the history of fashion, it will also interest hobbyists, people interested in the economics of specific industries, and social historians." Susan Guralnik, The Victorian Web "Students of fashion and historical-costuming enthusiasts will delight in this in-depth examination of the paper sewing pattern. The evolution of the tool is examined in full, from its inception as a cutting guide for minimizing cloth waste to the fashion-forward instructions sold today [hellip;] Home sewing has seen a resurgence of popularity in the last few years, and although this is not the book for the Pinterest populace (though browsing the illustrations is both fascinating and hilarious at turns), serious costumers and designers will appreciate the depth and breadth of information and the easy-flowing narrative of this "home dressmaking fashion revolution." Genevieve Grove, Booklist "With this volume Emery reveals important facets of American

and women's history. She covers domestic and professional sewing from hand-drawn patterns to Internet- and computer-based creations [hellip;] Her publication is profusely illustrated with 200 style and pattern drawings (mostly from period catalogs and advertisements). It features nine complete patterns, usable for readers/sewers, which cover fashion styles from 1850 to 1968.rdquo; ?B. B. Chico, Regis University, CHOICEldquo;The book fills a void of information on the paper pattern industry and provides a related historical tangent to the growth of the fashion industry, particularly in the United States. This book will be of interest to those teaching or learning about the history of the home sewing or apparel industry. The many illustrations of styles throughout the centuries, and the rendered patterns, will also be of interest to costume and fashion design students.rdquo; ?Nancy Fawley, Art Libraries Soicety of AmericaAbout the AuthorJoy Emery is Professor Emerita of Theatre and the Curator of The Commercial Pattern Archive at the University of Rhode Island, USA.