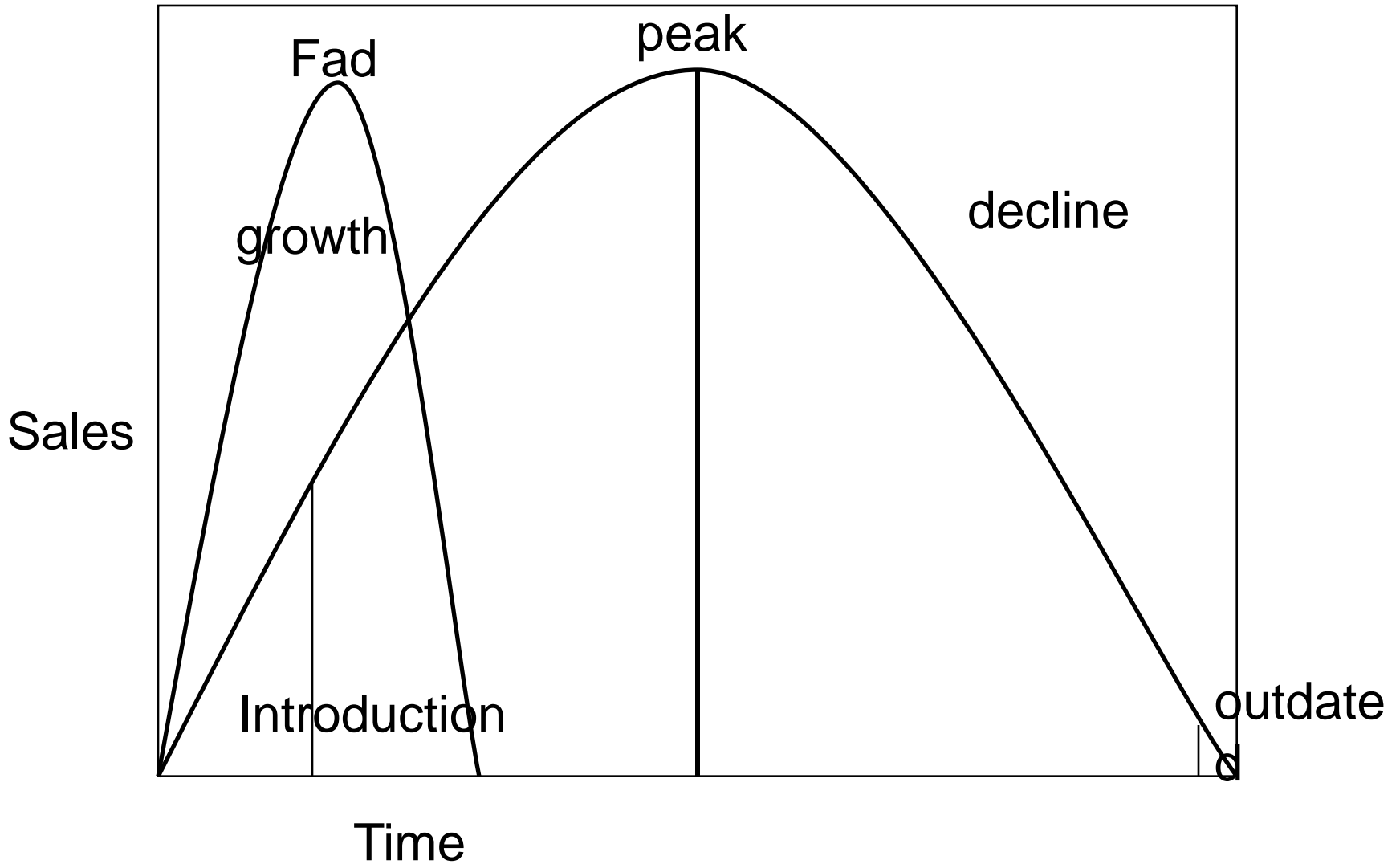


# Fashion History

## Fashions of the Twentieth Century

# Fashion Cycle



# 1890's



- Age of Optimism
- Ragtime
- Men's Fashions
  - Winged shirt collars
  - Sack Coat
  - Waistcoat (Vest)
  - Ascot Tie

# 1890-1900

## What influenced Fashion?

- Victorian Era



# 1890-1900 Fashion Trends

- Corset
- Bustle
- Gibson Girl
  - From mid 1890's to the early 1920's symbolized the Ideal American Woman



# 1890-1900 Silhouette

Exaggerated  
Hourglass  
Silhouette



# 1900's



- Edwardian Era
- Automobile
- Electricity
- Men's Fashions
  - 1<sup>st</sup> 3 Piece Suit
  - Creased and cuffed trousers

# 1900-1910

## What Influenced Fashion?

- Industrial Revolution Era





# 1900-1910 Fashion Trends



- Shirtwaist
- Leg O'Mutton Sleeves
- Dustcoat
  - Protect clothing while riding in the automobile



# 1900-1910 Silhouette

- S Curve Silhouette



# 1904

## Children in the Surf, Coney Island

© August 12, 1904

American Mutoscope & Biograph Co.



# 1910's



- Women's Movement
- Men's Fashions
  - Military Influence
  - Trench Coat

# 1910's

## What Influenced Fashion?

- World War I



# 1910's Fashion Trends

- Hobble skirts
- Bathing Suit
- Bloomers



# 1910's Silhouette

- Elongated Inverted Triangle



# 1914 – High School Gets Out!

[End of School Day  
at Coeducational  
School]

[1914?]

[Thomas A. Edison]





# 1920's



- Prohibition
- Age of Jazz
- Men's Fashions
  - Pin Stripe Suits
  - Fedoras
  - Sweaters
  - Knickers
  - Raccoon Coat



# 1920's

## What Influenced Fashion?

- Roaring 20's



# 1920's Fashion Trends



- Flapper
  - Long beads, loose fitting dresses with shorter hemlines
- Costume Jewellery
- Cloche' Hat



# 1920's Silhouette

- Tubular



1920's



# 1930's



- Movie Star Influence
- Men's Fashions
  - Straight wide leg trousers
  - Sweater Vests

# 1930's

## What influenced Fashion?

- Depression Era



# 1930's Fashion Trends



In this photograph of Herman Goertzen's one-room school, you can almost tell which girls are sisters by the similar patterns of their dresses. Herman says their mother would sew the dresses from the same flour sack prints. Back Row: Teacher Henry B. Epp, Justina Peters, Mabel Siebeck, Elsie Hillbeck, Carl Peters, Arlin Siebeck, Ruben Friesen, Richard Regier. Middle Row: Merle Goertzen, Esther Friesen, Hulda Kliever, Martha Peters, Herman Goertzen, Winifred Siebeck. Front Row: Lillian Siebeck, Lillah Goertzen, Harry Regier, Leona Siebeck, Marian Siebeck. 1937. [Click to hear Herman talk about flour sack clothing.](#)



- Hand-me Downs
- Flour Sack Clothing
  - Children wore clothing made from flour and sugar sacks
- Bias cut Dresses
- Waistline Restored
- Hemlines Dropped





# 1930's Silhouette

- Elongated Hourglass



# 1930's



1939



# 1940's

- Rationing
- Couture leaves Paris
- New York Gains importance

- Men's Fashion's
  - Military Influence
  - Bomber Jacket



# 1940's

## What Influenced Fashion?

- World War II
- Military Influence



# 1940's Fashion Trends



- Convertible Suit
- Slacks
- Eisenhower Jacket
- Padded shoulders



# 1940's Silhouette

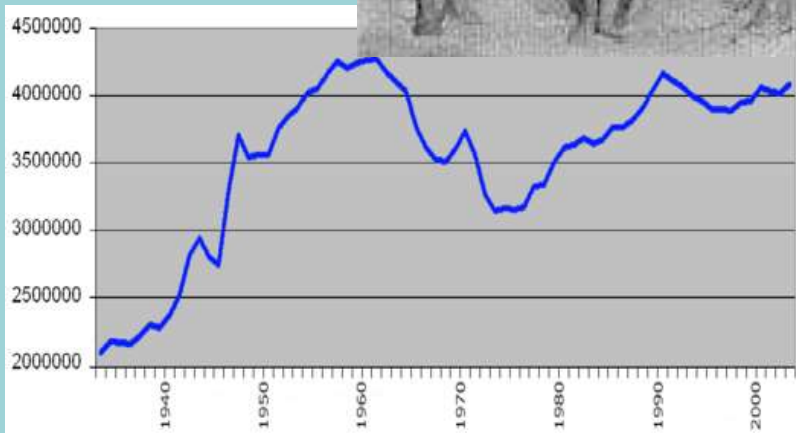
- Inverted Triangle Silhouette



# 1950's



- Baby Boom
- Cold War
- Teenager Emerges







# 1950's



- Men's Fashions
  - Flannel suit in charcoal gray, navy , or brown
  - Cardigan sweaters
  - Hats



- Teenage Boy
  - Chinos, button down shirts, & loafers
  - OR
  - Tight Jeans, t-shirts, leather jackets, Converse

# 1950's What Influenced Fashion?

- Rock and Roll



# 1950's Fashion Trends



- Teenage Girls
  - Poodle Skirts
  - Saddle Shoes
  - Capri Pants
- Women
  - The New Look (Christian Dior)



# 1950's Silhouette

- Hourglass Silhouette with accented lower half





# 1960's

- Vietnam Conflict
- 'British Invasion'
- Men's Fashions
  - Bright Colors
  - Nehru Jackets
  - Turtlenecks



# 1960's

## What influenced Fashion?

- Civil Rights



# 1960's Fashion Trends

- Mini Skirts
- Pantsuits for Women
- Pillbox hat



# 1960's Silhouette

- Tubular Silhouette





# 1970's

- Energy Crisis
- Watergate
- Women's
  - African culture influence
  - Hemlines drop
  - Punk emerges
  - Elegance contrast/  
Laura Ashley

- Men's Fashions
  - Leisure Suits
  - Bold Neckties
  - Flared Pants



# 1970's

## What Influenced Fashion?

- Hippy to Disco Era



# 1970's Fashion Trends

- Unisex
- Bold Flower Prints
- Platform Shoes
- Flared Pants



# 1970's Silhouette

- A-Line Silhouette



# 1980's

- Men's Fashions

- Return to the Pinstripe
- Narrow Lapels
- Skinny Ties

- Me Generation

- Conservatism
- Conspicuous consumption



# 1980's

## What influenced Fashion?



- Yuppie Movement
  - Young Urban Professional
  - Young upwardly-mobile Professional

# 1980's Fashion Trends



- Exercise Wear
- Logo wear
- Designer Jeans





# 1980's the 2 looks

- Power Dressing
- Preppie
- Business Suits
- Shoulder Pads
- Khaki
- Sweaters
- Logo Wear
- Designer Jeans

- Material Girl/Valley Girl
- Flounced Skirts
- Polka dotted crinolines
- Exercise Wear





# 1980's Silhouette



- European “V”  
Inverted Triangle  
Silhouette

# 1980's



Looks

1 >

*Blazon style jackets*



*Batwing sleeves*

*80's Power suits*



*Shoulder details*

# 1990's



- Age of Electronics
- Technology
- Internet

## • Women

- Minimalism
- Retro 60-70's
- Street Fashion

## Men's Fashions

- Hip Hop Influence
- Grunge/ Oversize fit

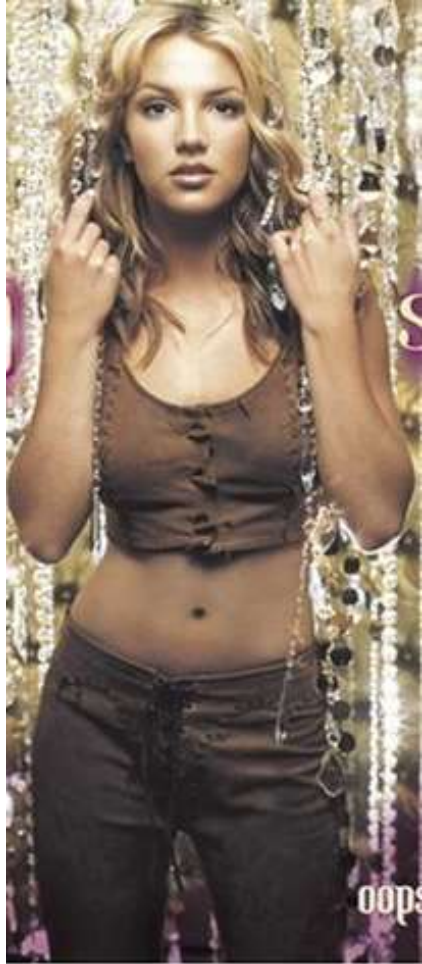


# 1990's

## What influenced Fashion?

- Technology Era





# 1990's Fashion Trends

- Bare Midriff
- Two Piece Formal
- Grunge



# 1990's Silhouette

- A-line Silhouette



- Fashion trends repeat every 20-30 years



# Coco Chanel Christian Dior

- 2 Designers credited with Major Fashion Looks in the 20<sup>th</sup> Century





# Coco Chanel



- Fashion Influence from 1920's until World War II
- Resurfaces in 1954
- Little black dress
- Costume Jewellery
- Revolution in Women's Clothing

# Christian Dior

- New Look
- Full bustlines
- Tiny waists
- Full skirts





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