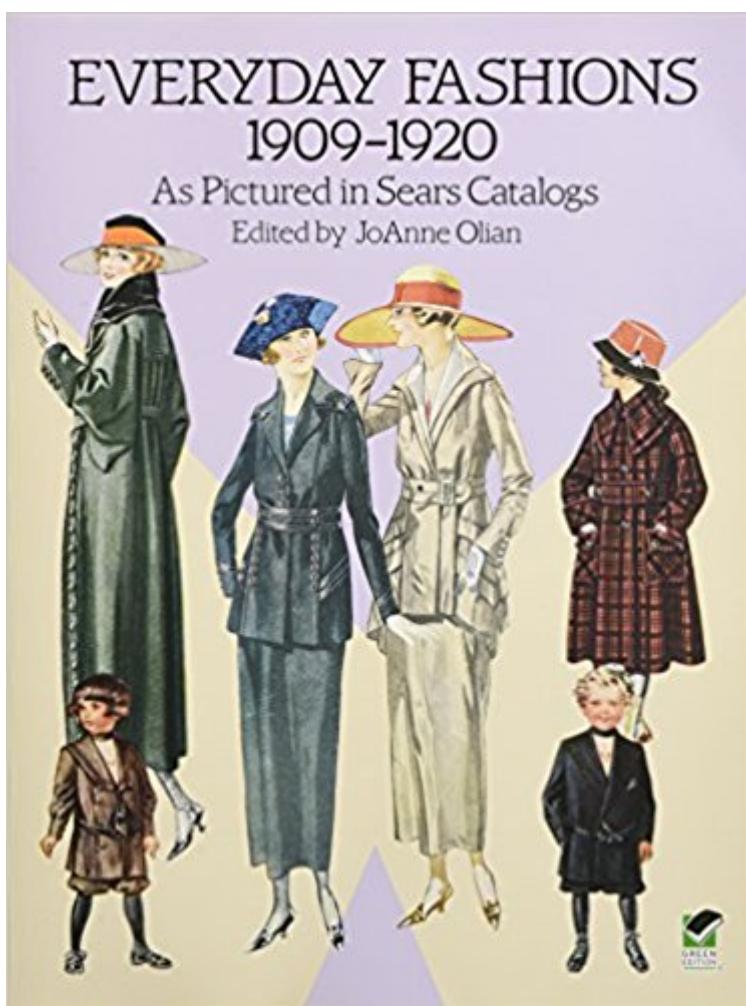


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# Everyday Fashions, 1909-1920, As Pictured In Sears Catalogs (Dover Fashion And Costumes)



## Synopsis

In the early decades of the 20th century, a remarkable phenomenon was revolutionizing American life. Mail-order catalogs, distributed by such firms as Sears, Roebuck and Company, were becoming familiar purveyors of merchandise ranging from stylish fashions for men, women and children to useful products and decorative accessories for the home. For this volume, devoted to everyday clothing of the era, JoAnne Olian, Curator Emeritus of the Costume Collection at the Museum of the City of New York, has selected hundreds of fashion illustrations originally published in Sears catalogs between 1909 and 1920. Focusing on ready-to-wear apparel for women and children, the detailed illustrations display a wide variety of generally conservative articles of clothing. For the ladies, there are elegant dresses of taffeta, satin and crepe de chine for special occasions, lace-trimmed shirtwaists (forerunners of the modern blouse), everyday dresses of wool, two-piece serge suits and charming hats trimmed with silk ribbons, feathers and velvet. Outfits for children include "among other items" a variety of attractive suits for little boys in popular Russian and nautical styles, casual clothes, rain gear and more. Also shown is a representative selection of men's wear: suits, coats, slacks, sportswear and other attire. Original captions accompany each item, providing information on material, size and price. An authentic record of what Americans were wearing during a decade of tremendous change, this vintage fashion parade will appeal not only to nostalgia lovers and Americana enthusiasts, but collectors, designers and fashion historians.

## Book Information

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## Customer Reviews

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.

Love this book. Truly shows the varieties of fashion from this period.

A very satisfying and to the point presentation, boasting a full page, page after page image format, reproduced to a fine degree in well contrasted black and white, arranged in chronological order -- yes, it is as good as it sounds! A book of immense enjoyment. I only have two quibbles...quibble one: though of good size, it is a paperback. Quibble two: it isn't 5 times thicker than it is. I want more!

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.

Crammed full of illustrations and descriptions of dresses, coats, hats, footwear, lingerie, and accessories such as jewellery and handbags. Menswear and children's clothes are included, but the focus is on women's wear. We can see changes in the desired silhouette, the movement of hemlines upwards and downwards, and the influence of the war on styles and trims. JoAnne Olian's introduction provides an excellent summary of the trends in the period covered. A useful reference book that's also a pleasure to dip into.

It suited our purpose of checking out styles of the the time.

Needed this for research. Very detailed book, lots of info.

This is part of a great collection, for people as myself who loves to make drawings of the 20's era, this is the perfect reference book

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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