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Twentieth-Century American Fashion (Dress, Body, Culture)



Synopsis

Americans began the twentieth century standing in Europe's sartorial shadow, yet ended by outfitting the world in blue jeans, T-shirts and sneakers. How did this come about? What changes in American culture were reflected in fashion? What role did popular culture play? This important overview of American fashion in the twentieth century considers how Americans went from imitating British and French fashion to developing their own sense of style. It examines such influences on dress as class, jazz and hip hop, war, the space race, movies, television and sports. Further, the book shows how gender, psychology, advertising, public policy, shifting family values, the American design movement and expertise in mass production profoundly influenced an American style that has been exported across the globe.

Book Information

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Customer Reviews

Shortlisted for the Millia Davenport Award 2006, Costume Society of America 'This is a strong collection of essays that brings together a very balanced variety of subjects and viewpoints. Its insights into the USA's transition from fashion follower to fashion leader and the influence of American culture on the wider fashion world not only make interesting reading but would make a good supplement to general histories of American fashion.' Deirdre Murphy, Costume

Linda Welters is Professor in the Department of Textiles, Fashion Merchandising and Design,

University of Rhode Island and is also the Editor-in-chief of Dress, the journal of the Costume Society of America. Patricia A. Cunningham is Associate Professor in the Department of Consumer and Textile Sciences, Ohio State University.

I purchased this book for a graduate course in Fashion Studies. I thought it was a good purchase for me.

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