

"Something Old - Something New" Clothing Fashions Through The Ages

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1910

1. Rich and exotic opulence in the first half of the decade.
2. Men's trousers were worn cuffed to ankle-length and creased.
3. Skirts rose from floor length to well above the ankle.
4. Women began to bob their hair, and the stage was set for the radical new fashions of the 1920s.
5. The tunic over a long underskirt. Early in the period, waistlines were high (just below the bust).
6. Skirts were widest at the hips and very narrow at the ankle.
7. Large hats with wide brims & broad hats with face-shadowing brims were the height of fashion in the early years of the decade.



1920

1. As early as 1920, the skirt was at the calf.
2. Stockings were silk and shoes were elaborate and their heels were rising.
3. Ruffles and flounces were definitely in.
4. Women clothing became revealing, by 1927 skirts were knee length.
5. Sportswear for both sexes was introduced.
6. The flapper look had a flat-chested, long torso with a roundnecked, often sleeveless bodice; a flounce of a skirt, pleated or draped, stopped at the knee.
7. Men's clothing, not as sensitive to influences as women's apparel, featured baggy pants with lots of excess material and double breasted jacket.
8. The knit polo shirt for men was the first innovation, followed by knickers popularized by golf.



1930

1. Casual, worldly elegance was the keynote in 1930.
2. The Hemline dropped to midcalf during the day, to the floor for evening.
3. Dresses were cut on the bias, clinging sensuously to the body.
4. Spaghetti straps and backless gowns were presently produced.
5. For daytime, the suit was revived, with padded shoulders, longish skirts, and short, tailored jackets.
6. The platform ankle-strapped shoe arrived in 1938.
7. Shorts were introduced for both sexes.
8. Slacks became popular for both men and women.

1940



1. Jive; the youthful look was everywhere in 1940.
2. The padded-shoulder women's suit & dresses of the late thirties had even broader shoulders & shorter skirts.
3. The hat became an important fashion feature with emphasis now on playfulness.
4. Men's suit were more often single-breasted than not, and the sport coat- slacks combination had a great success.
5. During World War II, the government's L-85 ruling made the short, tight look obligatory:
 - Hems could not exceed two inches.
 - There could be but one patch pocket per blouse.
 - Cuffs were forbidden.
 - The skirt could not exceed 72 inches at the hem.
 - The belt could not exceed two inches in width.
6. Both boys & girls favored men's shirts with tails out, saddle oxfords or inexpensive copies of loafers, bobby socks and jeans rolled up at the cuff.
7. Dior's "New Look" was introduced in 1947. The look had narrow shoulders with little or no padding and a waist that was tightly cinched at the waist with a belt or detailed design.

1950



1. The hemline stayed from below the knee to midcalf throughout the decade.
2. Fashion emphasis fell on the natural shoulder, with a dolman or raglan sleeve, a full skirt, lots of petticoats, a pinched waist.
3. For evening, the gown was strapless atop a billowing, flowing skirt.
4. Sportswear featured Bermuda shorts, pedal pushers shorts, halter tops, and halter dresses.
5. Pants were worn only as sportswear, but were less popular than in 1940's; shorts of various lengths, sport skirts, and sport dresses were preferred.
6. Hats and gloves were considered necessary accessories and jewelry made a strong comeback.
7. The charcoal gray Ivy League suit was the male uniform of the decade.
 - The jacket was cut tight with natural shoulders & narrow lapels, the trousers were slim & tapered, vests were common, and ties and hat brims were narrow.
8. Teenagers were not entirely out of jeans, but skirts, dresses, shorts, and pedal pushers made serious inroads in girls' wardrobes and the boys often wore slacks or shorts and sport shirts.
9. Designers reintroduced the sack dress and the curve less chemise a slim, waist less, tight, almost hobble-skirted dress that fell to midcalf.

1960



1. Fashion turned younger in 1960, with the pillbox hat, sleeveless, collarless dress cut with exquisite seaming & detail.
2. The dresses were sometimes fitted, sometimes semi fitted with a jacket but always beautifully tailored.
3. Skirts were a few inches below the knee.
4. The skirt rose above the knee. The legs were booted, sometimes to mid thigh.
5. The bra was discarded; topless bathing suit and the see through blouse made a startling debut.
6. Levi pants and jackets were everywhere, often adorned with studs applied by the teenagers themselves.
7. Fringed leather jackets, Indian headbands and faded moccasins became popular.
8. The fabric innovation of the decade was polyester double-knit, boy denim was everywhere.

1970



1. The decade began with the pantsuit dominating women's clothes, the "peacock look" in men's clothing-bright colors.
2. Women turned to classic, wearable clothes, and the button-down shirts were revived for men.
3. Teenage boys, however, tottered about on high heels. (Platform shoes)
4. The leisure suit was a sensation for men of 1975; 1976 saw it was passing.
5. Skirts were at midcalf, colors were bright.

1980



1. Dress and pantsuits are important in silk and satin, frequently accessorized by "bronze" shoes and handbags.
2. Sweaters are a definite fashion focus and hand-knit sweaters are being shown at different prices.
3. Men's sweaters are mostly in bulky types.
4. Men's pants are narrow, and the three-piece suit is still in trend.
5. The western look has increased in importance as evidenced by the stores that concentrate on blue jeans, denim shirts and jackets, Stetson-style hats, tooled boots, silver buckles, and other cowhand fashions.
6. The blue jean trend continues.
7. Apparel and accessories that express self-concept or leisure time interest and prominent in fashions for jogging, tennis, golf, "aerobics" dancing, etc.

1990



1. The 90's was a mixture of a lot of different styles. People lost interest in fashion. Business rules for dressing relaxed.
2. Working from home became common. Dressing down became an acceptable norm.
3. Short above knee straight skirts & stirrup ski pants masquerading as a refined version of leggings were worn with long chenille yarn sweater tunics, oversized shoulder padded shirts or big embellished T-shirts.
4. Trousers became straight legged and wider including variations of boot leg slightly flared trousers.
5. Straight dresses with mandarin collars and mandarin necks on long line brocade jackets followed a similar slim line.
6. The use of Lycra in all sorts of clothes increased and sexy styles.
7. Trouser silhouettes included the oversized baggy hip hop look of wind pants & baggy jeans. Young people adopted loose cargo pants & fitness sportswear.
8. Rich brocade fabrics in intricate scrolling patterns were popular through the nineties, especially in the Christmas season and for weddings.
9. In the mid 1990s, platform shoes made a come-back for women and girls.
10. Punk and alternative styles, spiky hair, black t-shirts, black work pants, wraparound sunglasses, and skater shoes.
11. The grunge look was prominent in the 1990s.