



THE EVOLUTION OF FASHION

By Alice
October 2021

Haute couture throughout the decades 1920's - 1990's

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The evolution of fashion

Melbourne, Australia

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Chapter I

The 1920's

1920's

Fashion Trends

The 1920's is also known as the Jazz era. The Art Deco influences gave clear inspiration to twenties fashion: the structured lines, squares, and pyramid shapes from the architecture can be clearly identified in the style of the short, drop-shouldered dresses popular for the period. After the great war in 1914, the '20's was an era of decadence, ebullience, and celebration. The corset was dismissed by the young because of the restricting fabric. Other high fashion elements were also dismissed along with tiny waists, layers of lace and petticoats, and the heaving bosoms symptomatic of the Edwardian period. Shoulders were revealed through the wearing of spaghetti-strapped dresses and hemlines were raised. Beaded dresses were the most glamorous and the most expensive. Some had a fringe of metal sequins, but this was quite rare. Real flappers wore knee-length or longer gowns that swished and swayed while dancing to jazz music

1920's

Fashion Trends



These fashion staples were replaced by a somewhat boyish, cylindrical, and less restrictive silhouette with its dropped waist and more loose-fitting shaping. Paul Poiret was a French fashion designer who was very influential in the 1920's. The look was to pay homage to Poiret's pioneering vision of independence and comfort

1920's

The Flapper Dress

-Flapper dresses were loose-fitting slips with short or long sleeves. A belt would often accent the low waist (called a drop waist). Long pleats, pintucks, collars, and neckties accented the long and lean fashion. The term flapper came from Great Britain, where there was a short craze among young women to wear rubber galoshes (an overshoe worn in the rain or snow) left open to flap when they walked. The name stuck, and throughout the United States and Europe, the flapper was the name given to make young women feel confident in what they were wearing. In the 1920s there was a development in new fabrics. Natural fabrics such as cotton and wool were the generic fabrics of the decade. Silk was highly desired for its luxurious qualities, however, there was limited supply, which made it expensive. Most high fashion brands would use silk in their designs, which made it very valuable.

THE FLAPPER DRESS



1920's

Famous Fashion Designers

Women of the 1920's began to break down the social barriers. Their accessories weren't just cloche hats and small embroidered purses; they were controversial items, like feather boas and cigarette holders. Some of the highest fashion designers in the '20's included Gabrielle Coco Chanel, Jeanne Lanvin, Elsa Schiaparelli, Sonia Delauney, Jean Patou, Madeleine Vionnet, Florrie Westwood, Norman Hartnell, Hilda Steward, and Victor Stiebel. All of these great designers emphasized the beauty of the era and paved the way for fellow designers in the future. The 1920's were highly focused on the legs, therefore they displayed that in their designs.



Chapter

2

The 1930's

1930's

Fashion Trends

1930's was all about midi-length bias-cut dresses, puff sleeves, belted waists, and large yokes or collars. Women wore old Hollywood evening gowns that were backless and sleeveless with a long bias cut. High-waisted sailor pants grew in popularity and wide-leg beach pajamas became the new trend. The 1930's was a period in time where haute couture was simple, sophisticated, and classy.

It was focused on exquisite cutting and draping techniques. Ostentatious was out of the fashion game, however, figure-skimming draping was very prominent in the 1930's. Fashion emphasized a lean, sinuous silhouette that focused on the torso. The waistline was placed slightly below the ribcage, with a body-skimming skirt that flared out just below the knee. This was done by the use of fabric inserts called godets, which resulted in elongating the torso and legs.

-

E P A R I S



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Modèles déposés

1937

Paris

L'ESPRESSO

1930's

Dresses of the 30's

Sleeves were the big focus for haute couture designers and they were puffed, flounced, layered, or bishop-shaped. When it turned 1930, the boyish silhouette got replaced with a more feminine silhouette. The simple lines of the early thirties hugged curves creating a soft, feminine silhouette. Adding to the overall slender look in the 1930s, one big trend was the "bias cut" This means cutting the fabric 45 degrees against the weave, which creates a fluid, body-skimming garment.

The designer Madeleine Vionnet began using the bias cut in the '20's and '30's. It became a popular type of dress because it skimmed over women's curves. Satin dresses with low backs were very prominent in the 1930's evening looks. Floral, plaid, dots, and different abstract prints were all patterns that day dresses came with. Satin dresses with low backs were very prominent in the 1930's evening looks. Floral, plaid, dots, and different abstract prints were all patterns that day dresses came with.

1930



1930

1930's

The Great Depressions Influence on Fashion

The great depression had a big influence on the fashion market. Before the 1930's, buyers would purchase copies of Paris designs and resell them in their home countries. However, as the Great Depression affected all areas of business and life in the US, new duties of ninety percent were imposed on the cost of these copies. Before World War 2, Paris was the center of fashion. The 1930's will be remembered for its glamor, despite the great depression.



Chapter

3

The 1940's

1940's

Fashion Trends

The 1940's was all about clean and slim silhouettes with a somewhat military feel. Everything to jackets, blouses and even skirts were short and close-fitting. The designs were simple, yet classic and required sharp shoulder pads. Long sleeves were out of trend and dresses became more casual. Pants and playsuits became an everyday attire, especially for women. The silhouette was soft, an intense hourglass figure (made with a corset, bust and hip padding) and the skirts were big layers of fabrics.

Rayon became the most widely used fabric of the time and a softer, more silkier version was used for day dresses. The main silhouette that was very prominent in the 40's was a causality in the war. In 1947, Christian Dior presented his debut collection, which paved the way fashion was presented in the late 40's and early 50's.



1940's

War impact on fashion

After Germany took over Paris in 1940, most of the designers closed their fashion houses, with some fleeing the country. Lots of materials normally used for clothing became very limited during the war. Wool was used to make uniforms and coats for the soldiers. Leather was needed for their boots. Silk, normally used to make dresses, undergarments, and stockings, was turned into parachutes and waterproof maps. Metal and various chemicals were needed to make just about everything for the war effort. Nylon was created in 1938, in a result of the war, which was a new material, it replaced silk for high end clothing's, however began to be used as the same purpose as silk for the war.

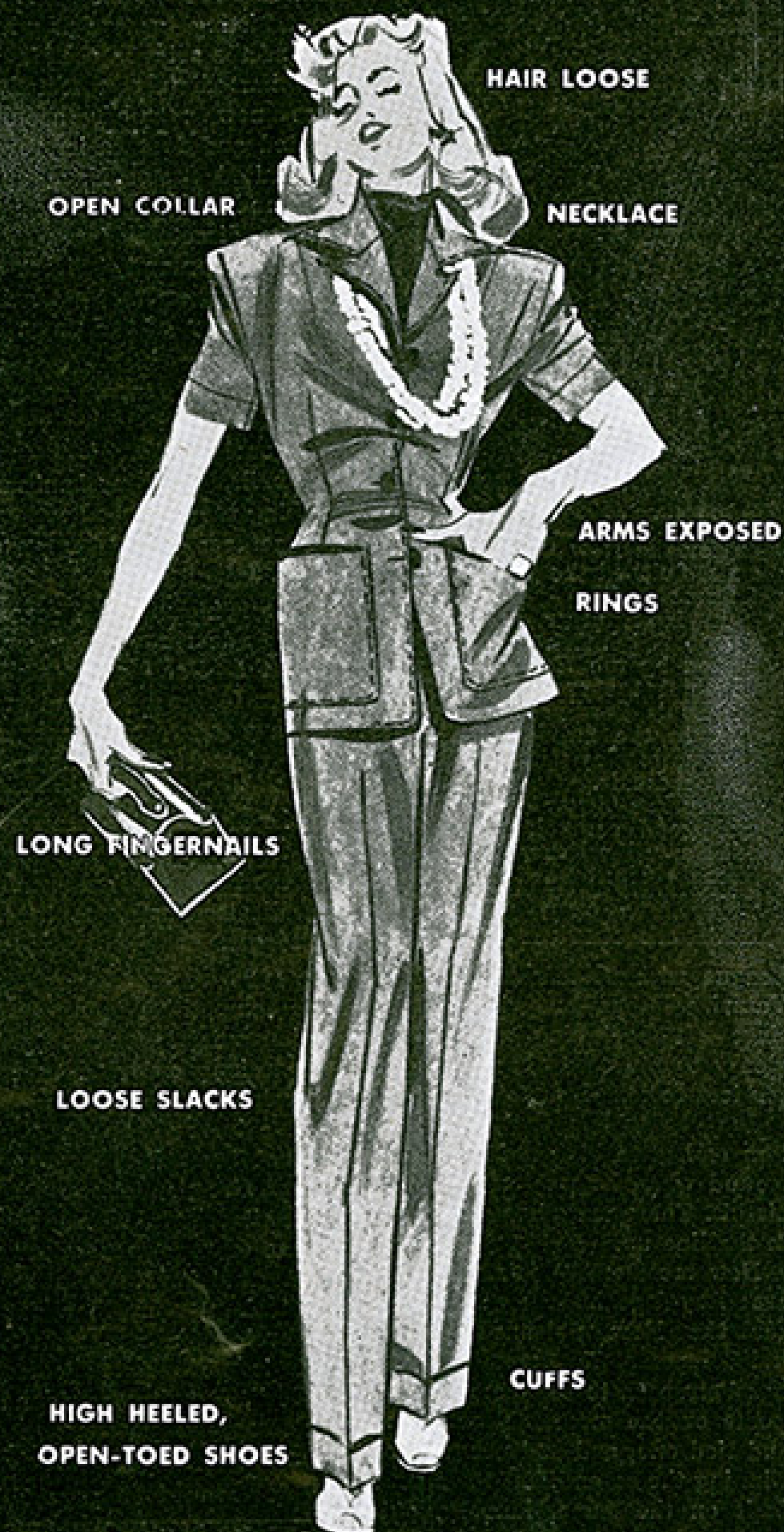
1940's

War impact on fashion

Ration coupons for clothing were given out on top of the restrictions. In most parts of Europe. The length and width of blouses, skirts and dresses was restricted, as well as sleeve length and hip width. The amount of pockets, buttons, pleats, and seams was dictated, and most decorations on clothing were not allowed. This was known to the public as the "no fabric on fabric" rule. There were only a certain amount of colours allowed set each season and heels on shoes could only be 1 ¼ inches high.

Due to all of the limitations, it resulted in a slim, uncluttered look. Shirts and jackets were plain and practical, while skirts were shorter and tighter. Evening wear was made and worn, however most people began to dress more casually to restaurants and theatres. When restrictions were lifted in 1945 and 1946, most women continued to wear their war-time clothes. Colours slowly returned to the fashion game, however more softer and brighter. Skirts became a little bit longer and more flowy in the 40's.

THE WRONG WAY



WAR FASHIONS

Hard work is here and glamour is out as women take men's jobs in building ships. And men's jobs they really are; with all of the grime, discomfort and hazard. Miss Shipbuilder has learned too, that war is mighty serious business, that ships aren't being built for fun and that peace-time glamour along with spare tires and breakfast in bed is out for the duration.

Taking a tip from the men on the job, the wise feminine shipbuilder wears working clothes for comfort and safety. She wears a man's type shirt with a close fitting collar

THE RIGHT WAY



FOR FEMININE SAFETY

for protection, her hair is up, closely covered to protect it against sparks and machines. She wears strong serviceable jeans or overalls without cuffs, heavy low-heeled work shoes and a closely fitting jacket for comfort.

She will leave her necklace and rings at home along with her high-heeled open-toed shoes and inflammable cellulose or silk slacks and jackets. For these are downright dangerous. Preferred colors are dark and subdued.

The safety record of women in the Higgins yard is excellent. Proper work-wear will help to keep it this way.

Chapter

4

The 1950's

1950's

Fashion Trends

Fashion in the 1950's was exciting and diverse. There were new colours, fresh silhouettes, and different style options for different personalities. It was especially known for its chic, retro style and playful looks. This includes the pin-up style and rockabilly looks. Key designs the 50's rocked included dresses with cinched waists, pencil skirts, poodle skirts, cropped sweaters and gingham and polka dot garments. The key shape for the decade was a feminine, exaggerated hourglass silhouette. Additionally, as this decade saw the birth of the teenage culture, a distinction between youth fashion and more mature styles also developed. The rockabilly subculture of the 1950's was based around the music genre of the same name.

1950's

Fashion Trends

The style, which combined elements of rock and roll with country music, was highly popular during the 50's, especially with teenagers. Due to the popularity of rockabilly, its followers soon developed a signature aesthetic. The main fashion trends for the females consisted of a mixture of pin-up styles and swing looks. This included swing dresses, fitted pencil skirts, poodle skirts and bullet bras.

A key look of the 1950's was the greaser style. Although you may picture motorcycle-riding, leather-wearing men when you think of the greaser style, many women also embraced the iconic style during the time. It originated in the United States from teens and young working-class men. For women, the look involved a blend of rockabilly and pin-up styles finished off with a dose of edgy attitude.



1950's

Fashion Icons

The 1950's saw many celebrities turn into fashion icons. In particular, the most famous of the bunch was the era's unforgettable actresses. Stars, such as Audrey Hepburn, Elizabeth Taylor, Marilyn Monroe, and Grace Kelly. They all captivated the world with their acting skills and stylish wardrobes. The '50's silhouette was all about the hourglass, therefore, naturally, fit-and-flare dresses were highly popular during the time. However, shirt dresses and fitted pencil dresses were also a favorite choice for stylish women. No matter the style, '50's dresses were all generally knee-length with many also featuring a playful color or print. Square-neck and halter neck designs were also trending at the time.



Chapter 5

The 1960's

1960's

Fashion Trends

The 1950's was all about prim and proper fashion, however the 60's fashion was revolutionary. There were many different styles this decade had that changed the fashion game. This included mod, beatnik and the infamous hippie look- all were artful, fun and free spirited. Mod was a signature style of the era that kicked off in the late 50's before spreading around the world. This was also known as "London look" or "Swinging London". It was creative and bold and was a favorite amongst the youth of the day. They wore modern designs, bright colours and raised hemlines - all very trendy and eye catching.

Beatnik was a style that continued from the 1950's into the early to mid-1960's. It consisted of black turtlenecks, trousers berets and striped tops amongst other items. And lastly, Hippie fashion that took the world by storm. Stemming off the beat movement, the hippie counterculture defined the late 60's. It was known for bell bottom jeans, fringing, floral prints, peasant blouses and other colorful designs.



1960's

Jacqueline Kennedy

In the early years of the decade, fashion continued along the lines of the 1950's. Skirt suits and coordinating accessories were emphasized as the decade transitioned. Lady Jacqueline Kennedy influenced the public with her fashion looks during her husband's presidential campaign. The public admired her for her put together, lady like look that consisted of boxy skirt-suits, sheath and A-line dresses paired with luxurious coats. All accessorized with white gloves, pearls and a matching hat. Swinging London was a phenomenon that focused on youth, spotlighting music and fashion.

1960's

Fashion Trends

The early 60's were more reminiscent of the 50's. It was conservative and restrained, it was more classic in style and design. The late 60's were the exact opposite. Skirts were raised and women were showing skin than ever before. For the first time in the 19th century, London, not Paris, was the center of the fashion world. It was all about long, slender shapes, bright colours and cool patterns.

Mary Quant started the high fashion craze when opening her first shop, Bazaar on the King's Road in Chelsea, London in 1955. Quant's simple, colorful designs targeted teenagers and young people. It was different from the stuffy looks of the older generations and appealed to young women who embraced the child-like styles Mary Quant produced.



Chapter 6

The 1970's

1970's

Fashion Trends

In the 70's there were new synthetic fabrics, which meant that fashionable styles could be bought at any price point. This era was known as the "Polyester Decade". The 1970's had a wide range of popular styles: including the early prairie dresses influenced by hippie fashion, flashy party wear worn at disco nightclubs and athletic wear at the end of the 70's into the early 80's. Flared trousers, bell sleeves and floral dresses were staples in the 70's.



Penneys offers popular styling in easy-care NEVER-iron fabric blends

ALL DRESSES ON THIS PAGE: **PENN-PREST** MEANS YOU NEVER IRON when tumble dried

**Half Sizes proportionately longer than Misses size pictured.
See How-to-Measure on page 231.*

CHARGE IT—see page 247.

A

MISSES AND HALF SIZES

A CHECKED COATDRESS printed in yellow and toast tan. Fashioned in Fortrel® polyester and cotton. Penn-Prest finish. Patch pockets, cuffed sleeves. Full front-button closing. Hem: 2 in. Machine wash, tumble dry—no ironing! State size below.

Misses sizes: 10, 12, 14, 16, 18, 20.
♦ X 225-1999 B—Mail. wt. 1.20 lbs.... **6.99**
Half Sizes: * 14½, 16½, 18½, 20½, 22½, 24½.
♦ X 225-2005 B—Mail. wt. 1.20 lbs.... **7.99**

B
Also Tall Misses

B DRESS AND PANTS in a multicolor, big paisley print on deep beige background. In Avril® rayon and cotton, Penn-Prest finish. Shift dress has tie sash—wear alone or over pants. Long back zipper. Hem: 2 in. Matching pants with flare-leg styling. Set-on waistband, side zipper. Machine wash, tumble dry—no iron! State size below.

Average Misses sizes: 10, 12, 14, 16, 18, 20.
♦ X 225-1965 B—Mail. wt. 1.70 lbs.... **10.99**
Tall Misses sizes: 12, 14, 16, 18, 20.
♦ X 225-1981 B—Mail. wt. 1.70 lbs.... **11.99**
Half Sizes: * 14½, 16½, 18½, 20½, 22½, 24½.
♦ X 225-1973 B—Mail. wt. 1.70 lbs.... **11.99**

C

C GRACEFUL SHAPING created with front panel pleats. Fashioned in Kode® polyester and cotton. Penn-Prest finish. Detailed with print scarf at neckline. Roll-up sleeves. Long zipper at back. Hem: 2 in. Machine wash, tumble dry—no ironing needed! In rust. State size below.

Misses sizes: 10, 12, 14, 16, 18, 20.
♦ X 225-2039 B—Mail. wt. 1.40 lbs.... **8.99**
Half Sizes: * 14½, 16½, 18½, 20½, 22½, 24½.
♦ X 225-2047 B—Mail. wt. 1.40 lbs.... **9.99**

1970's

Fashion Trends

Granny dresses and hippie dresses were the new craze. Midi and maxi length Edwardian inspired lace trim prairie dresses were everything. Shift dresses, peasant blouses, tunic tops, bell bottom pants and wide-leg palazzo pants. All very influential in this decade. Homemade and decorated clothing was a new trend. Jumpsuits could be worn as casual wear, eveningwear, or for disco dancing. Denim was the new fabric that took the world by storm. Everything to pants, jumpsuits, dresses, skirts, shirts and jackets - all were denim. Halston, Missoni, Diane von Furstenberg were all famous fashion designers that paved and molded what 1970's fashion was really about. They captured trends, but made their own.

2-Pc. Polyester Knit Pants Sets are knock-outs for Spring

Check all their features:

- Available in Misses AND Half Sizes
- Machine washable, wrinkle shy—perfect for travelling
- Tunic-length tops flatter the figure
- Pants have flare-leg styling and smooth-fitting elasticized waists
- Both sets imported from Greece

Misses Sizes: 8, 10, 12, 14, 16, 18.
 Half Sizes: 14½, 16½, 18½, 20½, 22½, 24½.
 State size when ordering.

A SLEEVELESS-TOP STYLE. MW (machine wash warm, tumble dry). Multicolor print top, solid yellow pants. State size—see above.
 A 256-1959 B—Misses. 1.40 lbs. . 15.00
 U 256-1538 B—Halfs. 1.60 lbs. . . . 16.00

B SHORT SLEEVE-TOP STYLE. MW (machine wash warm, tumble dry). Multicolor printed knit top with white pants. State size—see above.
 A 256-1934 B—Misses. 1.40 lbs. . 16.00
 U 256-1546 B—Halfs. 1.60 lbs. . . . 17.00

Great Wardrobe Accessories!

C MULTI-STRIP SANDALS. Thin straps. Sling-back styling with buckle. Leather uppers and linings. Composition outsoles and 1½-in. heels. Imported from Italy. Mail wt. 1.40 lbs.
 Sizes: AA(narrow) width 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. (Bmedium) width 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. State size in AA and B widths.
 A 603-6552 E—White.....Pr. 6.94
 In B width only:
 A 607-9578 B—Orange
 A 603-6657 B—Navy
 A 607-9586 B—Lime
 A 603-6673 B—YellowPr. 6.94

D GOLD-TONE NECKLACE of metal wire has dangling pastel-enamelled metal heart. Interlocking hook closure. Mail wt. 0.20 lb.
 Colors: 33 blue; 01 pink. State color number-and-name when ordering.
 A 109-5390 C 3.00

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1970's

Fashion Trends

This was the time where polyester was the go to fabric when it came to trendy, high fashion. Bright colours were in every piece of clothing. Jewel toned colours in the fall/winter and pastles and white in the summer. White was a very popular colour for dresses, handbags and accessories. Daytime and especially evening turned to white as the new trendy colour. The designer Halston draped dresses made of gold lame, wraps of cashmere and gathers in liquid jersey. He was a very popular and famous design who created some iconic looks in the 70's.

Chapter

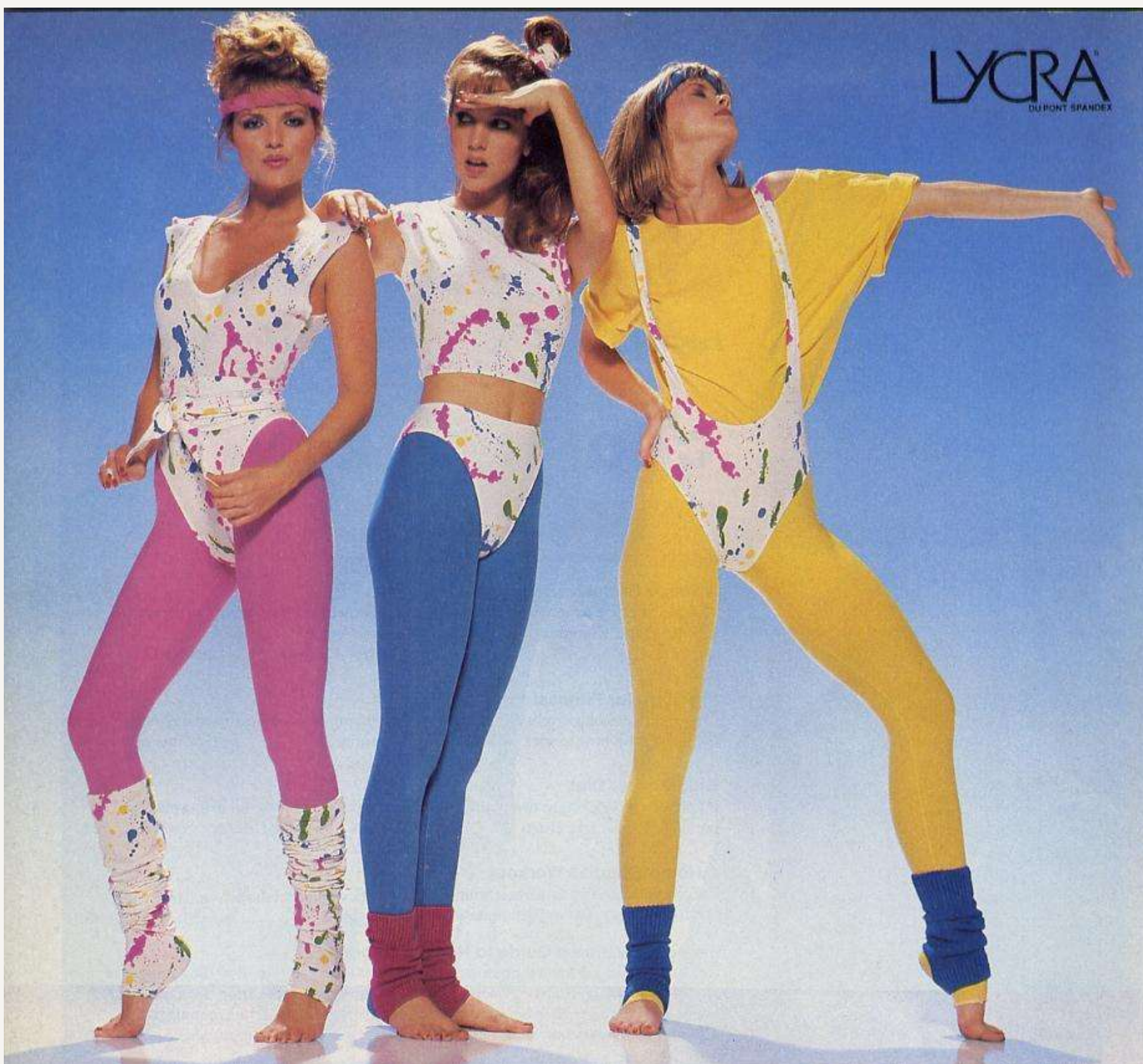
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The 1980's

1980's

Fashion Trends

The 1980's were all about bold styles, fun colours and sharp silhouettes. This was the era that the hair became a huge part in a outfit – specifically permed hair. Trends including ripped tights, biker jackets, polished oversized blazers and pleated skirts. The early 80's was very different to the mid-to-late 80's. At the start of the decade, there was a lot of browns and tans and oranges. It was all about soft fabrics and neutral tones. Colour was not an option, therefore beige was focal point in fashion. Neon fashion that made the 80's so famous hadn't been introduced until 1983.



1980's

Fashion Influences

The mid - to - late 80's was the time for experimentation. Fabrics that changed colour, clothes being worn backwards - it was all about standing out and dressing different. Bright neon colours were everywhere and belts and bracelets were the most vital accessory in a persons wardrobe. The 80's were the decade for designer denim. Gloria Vanderbilt, Jordache, Calvin Klein and Guess were the main designers who really captured denim in the 80's. They came in lots of colours and styles - especially pink, khaki and white. They had high waistlines and a snug fit through the hips. Baggy silhouettes and athletic details created a hip hop fashion look inspired by Salt-N-Pepa and Queen Latifah. High Fashion was slowly becoming more casual and designer brands were following into the youth's trends.

1980's

Fashion Trends

Bright coloured accessories such as sunglasses, bangles and hoop earrings were ways to elevate an outfit. Neon was the main focus in the 1980's fashion trends. Teased hair, loud/bold makeup and neon were important parts of the style. Pants were a very popular option for women and there were many styles. Denim jeans were very well liked – they had styles with wild bleaching, dyeing and some really expensive designer jeans came with pre-made holes in them. Dress pants were high waisted, pleated and snug fitting.



1980's

Fashion Trends

The 80's was also influenced by Jane Fonda and workout clothes. Jane Fonda's aerobic videos were very popular during the 80's and brought forth a wave of new workout fashion. High rise body suits, headbands, bright neon leggings and bike shorts. Before the 90's grunge look there was the 80's punk look. This look was focused at the end of the 1980's and was a dramatic departure from the decades glamorous beginning. Studded leather jackets, ripped jeans, band t-shirts and heavy duty boots. Tina Turner and Janet Jackson were two of many 80's black fashion icons. They rocked over the knee boots, shoulder pads, body con and leather pieces.



Chapter

8

The 1990's

1990's

Fashion Trends

In the final decade in the 20th century, fashion kept moving towards a more casual style of dressing – even for red carpets and award ceremony's. The sports wear look carried on into the early 90's with biker shorts, leggings, Keds and oversized sweatshirts. It was more of a toned down look, while still keeping on theme with athletic styles. The early parts of the 90's saw a revival of the 60's and 70's with mini-skirts, flared pants and the punk style, which later transitioned into the grunge style. Vintage clothing became the new desire.

A look that started in Seattle in the late 1980's and became wide spread in the early 90's was based on everyday clothing. Baggy, out worn jeans, flannel shirts and Doc Marten boots was the ultimate look, as well as simple slip dresses worn with chunky boots

- .



1990's

Fashion Introduction

In 1993 grunge made it to the cat walk with Mark Jacob's collection for Perry Ellis. In the mid 90's styles became more feminine again. Slip dresses epitomized the minimalistic look during this period. The "sexy school girl" look created a shift in the fashion wave influenced by the movie clueless and Britney Spears music video for "...Baby One More Time".

Undersized sweaters, baby doll t-shirts and knee high socks were all pieces of clothing that changed that fashion industry. As the decade went on the casual style remained. Utilitarian styles like cargo pants and The Gap's sweatshirts became popular. High fashion designers like Helmut Lang put a fashion spin on styles like parkas, combat trousers and other casual clothing items. Tommy Hilfiger perfected his casual clothing featuring heavy branding.



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