

# 1950s Fashion





## Reverting to Old Ways

In many ways, the 1950's took a big step back, especially for women.

- Men returned from the war! Wanted their jobs back.
- Women forced back into a completely domestic roll at home. Cooking, cleaning and raising the children.
- Rations ended! Access to fabric back! Fashions didn't have to be slim and straight to save on fabric.
- Return to extreme femininity.





# Christian Dior



- The “New Look”, 1947. The exact opposite of women’s styles in the 1940’s.
- Fabric was luxurious and in large quantities.
- Shoulders were soft instead of squared.
- Waist lines were tiny!!
- HUGE round skirts.
- VERY feminine.



The whole look was reminiscent of the mid-nineteenth century. To achieve the look women had to once again squeeze into some serious undergarments.

- A boned corset was used to achieved the tiny waist and bust pads completed the hourglass figure.





- Women are outraged! Why?
- These new clothes used excessive amounts of fabric.
- Required tons of maintenance and was expensive!
- Also required coordinating accessories (hand-bag, gloves and shoes all have to match)

However, after the hardships of the war, everybody was ready for a change, and by the start of the '50s, everybody was wearing the New Look.



## **Return to Conservatism**

- Women were forced back into the home full time.
- Home became the regimented suburbs where the cookie cutter look was a must.
- Social standing was everything.
- Racism was rampant.
- An air of extreme conformity. Fit in or else.





## The New Look

- Mature, glamorous and put together.
- Women expected to be impeccably dressed in public and even in front of their spouse at home.
- Home alone, women were allowed to dress much more casually and as time went on these at home fashions became public clothing as well.



JETTE - THE CIRCLE SKIRT





- How did this style become the norm and completely accepted?
- Advertising! Women's magazines and mail order catalogues.
- "Ready to wear" became more popular because it was more technologically possible.
- Everyone able to wear the latest fashions because it was available.

1655

Size 11  
Bust 29

*Simplicity* **PRINTED** Pattern 50c  
DETAILS PRINTED ON EACH PATTERN PIECE



9079-75c IN CANADA 85c

SIZE 16 BUST 36 HIP 38

# VOGUE



PRINTED AND PERFORATED PATTERN

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1950s Fashion Silhouette - Gamine vs Hourglass Jean Patchett

## Fabric Shifts

- Velvet, tulle, silk, and satin were popular.
- Cotton and wool were often used for daywear, along with new synthetic fabrics.
- **Polyester** and rayon were used to make all kinds of clothing, from blouses and men's shirts to dresses and suits.





**Coco Chanel** hated the New Look so much that she reopened her business after closing it at the start of the war. In 1954,

- She came back with **slim suits** – the brand's signature look – in wools and tweeds. Jackets were boxy with no collar, and [skirts](#) were straight and comfortable. She topped the look off with costume jewelry and the famous quilted bag





*also, lay mask*

*newly introduced*

*new Back-talk trim*

*simple feminine*

**What's New?**

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**1** Good Quality 2.98 Better Quality 3.98

**2** 2.59

**3** 2.98

12 • Aldens



