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 and hip 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

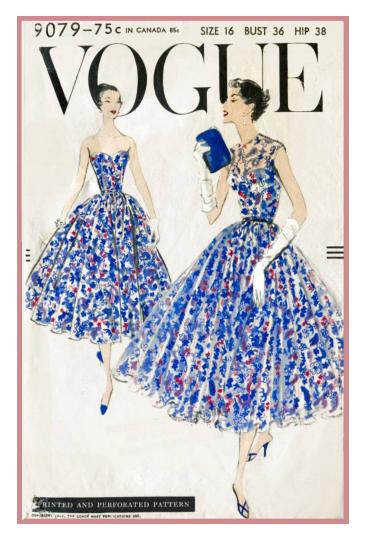
- Mature, glamorous and put together.
- Women expected to be impeccably dressed in public and even in front of their spouse at home.
- Home alone, women were allowed to dress much more casually and as time went on these at home fashions became public clothing as well.





- 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.









1950s Fashion Silhouette - Gamine vs Hourglass Jean Pa

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.





<u>Coco Chanel</u> 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

















