

LC – Can I create a leaflet showcasing fashion in the 1920s?

1920'S FASHION

Flapper Costume

1928



Headband

Sparkling forehead band, hair comb, tiara, feather headband, beaded skull cap, or fancy turban hat.



Jewelry

Long pearl or bead necklace, long drop earrings, and arm bangles. Gold, silver, black and green.



Shoes

Fancy gold, silver or black T-strap shoes and pumps with a moderate heel to dance the night away!



Slip Dress

Shapeless or drop waist sheath dress with beading, uneven hemline, fringe, or soft draping to one side.



Fan

Feather fan, the larger the better!

Stockings

Nude or pastel colors to match the dress with a seam down the back.



Authentic flappers of the 1920's were not fringe covered, fishnet clad, showgirls. Real flappers were trendy young women who danced the night away in the most fashion forward clothing of the day. By 1925 hemlines rose to the knee with more and more skin revealed with low necklines and open backs. Everything sparkled from the

beading on a slinky slip dress to the crystal forehead band and the glittering gold heels. Night time was a time to let loose and throw off the cares of the world. Create your own 1920s flapper costume at www.vintagedancer.com/flapper

1920'S FLAPPER DRESSES



Create Your Costume at: www.VintageDancer.com/1920s

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1920s Fashion

The Transformation

- In the aftermath of World War I, America entered a prosperous era.
- Social customs and morals weren't nearly as strict in the optimism brought on by the end of the war, as well as the Stock Market boom.
- New music and new dances were introduced in this era. Also, women were entering the workforce in record numbers and the nationwide prohibition on alcohol was disregarded by many.
- There was a revolution in almost every aspect of human life, and *fashion* was no exception.



Women's Fashion

- Women's fashion experienced dramatic changes during the "Roaring 20s."
- One of the most famous types of clothing was the flapper dress (hence the 20s also being known as "the era of the flapper")
- Women's clothing changed completely in the 20s: hemlines were shorter, dresses weren't nearly as heavy (due to less material and light synthetic fabrics), and all clothing was bright and new, as designers experimented with beautiful and exciting textures, fabrics, and patterns.

Women's Fashion Cont'd.

- The “silhouette” look was in, meaning that the clothing, mostly dresses, had no curves at all, making the wearer have straight, flat figure and a boyish look.
- Women of this era strove to maintain the look of youth, and the clothing they wore reflected it
- Women would coordinate their vibrant, beautiful outfits with accessories and jewelry and handbags, etc.
- They often cut their hair short to fit under the popular cloche hats



Clothing for women was redefined in the 20s. New, popular items of clothing included:

Long, beaded necklaces

Flapper dresses



Cloche hats

Charleston Dresses



Bobbed/cropped



hair styles



Pleated



skirts



20s-style swimsuits
←

Fur coats
→



Shoes such as pumps and



Beaded purses and hand bags



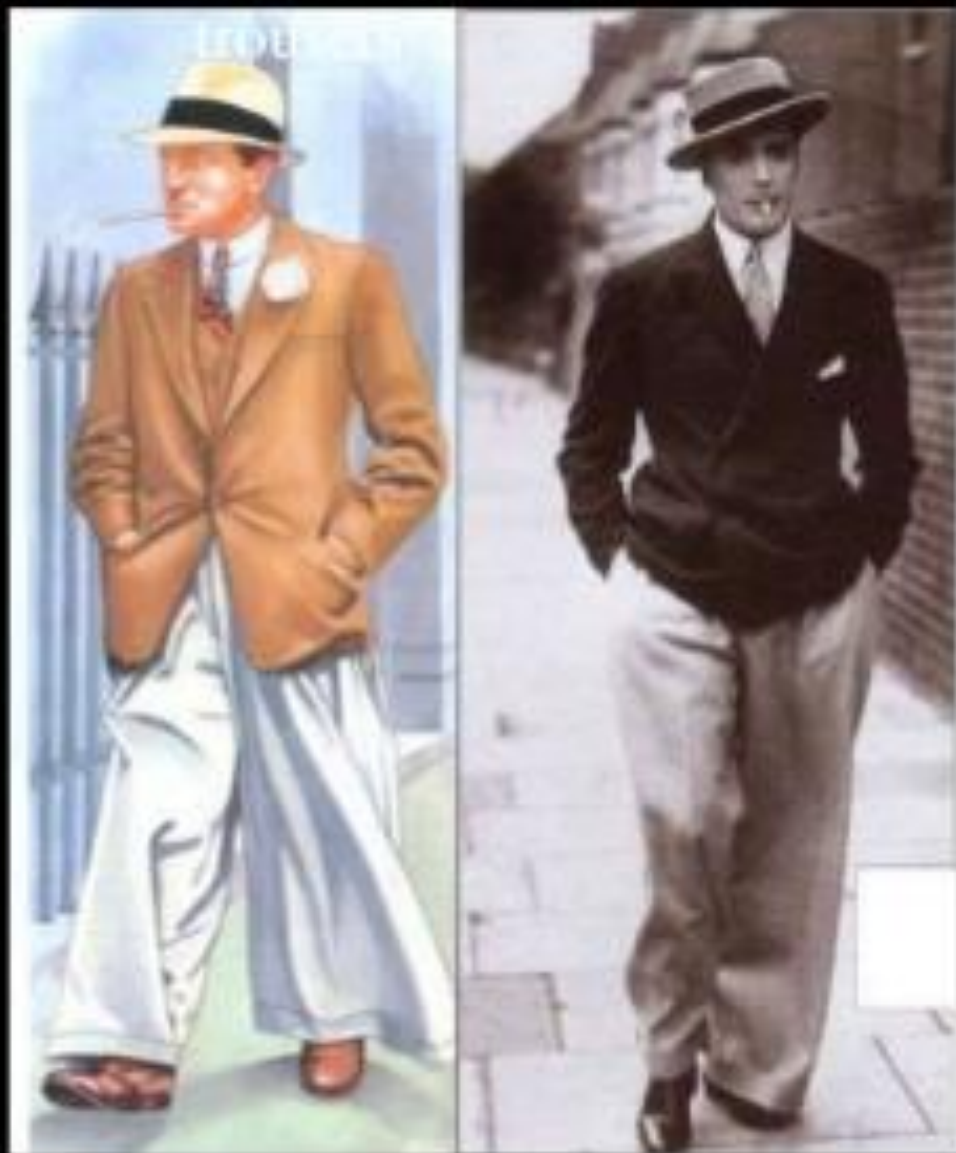
Wrap-coats

Men's Clothing

- Although not as dramatic as the women's, men's fashion underwent many changes in the 1920s.
- Men created a look all their own with wide-legged trousers, suits that were much simpler than before, with slim jackets over the trousers, and fabrics and colors that were lighter and brighter than ever before.
- Suits were very popular and also every man wore them regularly
- Much of men's clothing in the 1920s were influenced from what popular athletes were wearing, such as golf stars Bobby Jones and Walter Hagen, who topped them with colorful, patterned sweaters. As tennis grew in popularity,



Wide-legged/Oxford



Various



Various



Boater



Fedora



Panama



Golf Cap



← Various types of footwear, such as two-toned or wingtip shoes →





↑ Golf and tennis outfits ↓



An assortment of bow ties ↑

Patterned sweaters and vests →



Rich Clothing

- In the 20s, each social class wore different types of clothing

- Rich Women

- Often wore rich fur coats that averaged \$100-\$400
- Accessories such as fur wraps, expensive jewelry, and rich fabrics
- Expensive, designer gowns
- Higher quality of clothing

- Rich Men

- Expensive suits
- Wore nice dress shirts with shirt links
- The quality of the fabrics used to make the clothing was obvious





Cloche hat

The cloche hat or simply cloche is a fitted, bell-shaped hat for women that was invented in 1908 by milliner Caroline Reboux. They were especially popular from about 1922 to 1933. Its name is derived from cloche, the French word for "bell".



Middle-Class Clothing

- The middle-class had the ability to own nice clothing, just not anything overpriced. The clothing this class wore was averagely priced and well-made.
 - Middle-Class Women
 - Not too expensive, but not cheaply made either
 - Wore the “average” 1920s clothing
 - Middle-Class Men
 - Wore nice suits; not extremely expensive



Poor Clothing

- Even though new fashion was being created, many could not afford it
 - Poor Women
 - Would often make their own clothing
 - Cost of clothing was much cheaper
 - Poorer quality fabrics and designs
 - Poor Men
 - Wore overalls (to work, usually)



Mail-Order Catalogs



In the 20s, the fashion industry saw something know as “mail-order catalogs”. This meant that American s now had



The catalogs listed prices and often a description of the clothing for sale

Here are Wonderful Dress Bargains

4M120. Pink Plaid.
4M121. Blue Plaid.
4M122. Tan Plaid.
 Dress of Stylish Amosong Plaid Gingham trimmed with white Organdy which fashions the large collar and double cuffs. Back with white Organdy ties in back. Colors: Pink, blue or tan. Sizes 12 to 44. **\$3.98**
 Postage 15c Extra

4M120 \$3.98

4M121 \$3.98

4M122 \$3.98

4M123. Blue Check.
4M124. Pink Check.
4M125. Black Check.
 Dress Front of washable Amosong Gingham — noted for its splendid wearing and lustrous qualities. Has large collar and pocket trimming of washable white Pique. Three-quarter length sleeves have cuffs of self material. The beauteous waist only is made tied in back. **\$3.95**
 (Post. 15c Ex.)

4M123 \$3.95

4M124 \$3.95

4M125 \$3.95

4M126. Blue Check.
4M127. Pink Check.
4M128. Black Check.
 Dress Front of washable Amosong Gingham — noted for its splendid wearing and lustrous qualities. Has large collar and pocket trimming of washable white Pique. Three-quarter length sleeves have cuffs of self material. The beauteous waist only is made tied in back. **\$3.95**
 (Post. 15c Ex.)

4M126 \$3.95

4M127 \$3.95

4M128 \$3.95

One of our Excellent
\$2.98
 Extra

<https://www.slideshare.net/haileywheeler12/1920s-fashion-43410605>

<https://www.slideshare.net/drothstein/fashion-in-the-1920s>

NTE: children have male and female outfits from the 1920s with labels provided. They must glue the labels in the correct place to create an outfit.

Support: using a template and adult support, create a poster advertising either a man's or woman's clothing. Label correctly.

Core: using a template and adult support, create a poster advertising either a man's or woman's clothing. Label correctly. Include a description for some items.

Extend: create a poster advertising men's and women's clothing in the 1920s. include labels, price and description.