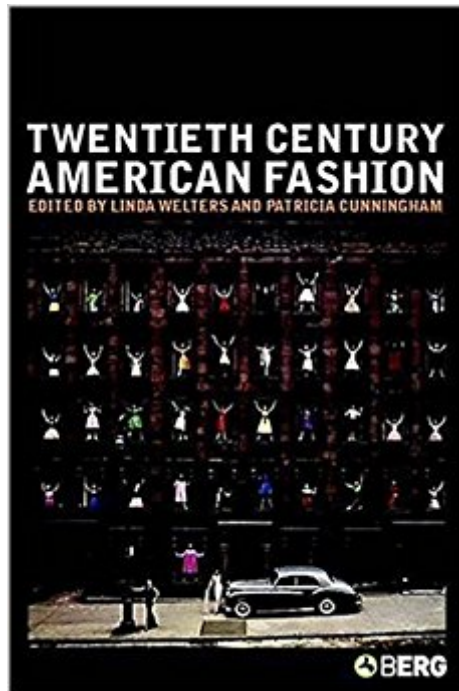




The book was found

Twentieth-Century American Fashion (Dress, Body, Culture)



Synopsis

Americans began the twentieth century standing in Europe's sartorial shadow, yet ended by outfitting the world in blue jeans, T-shirts and sneakers. How did this come about? What changes in American culture were reflected in fashion? What role did popular culture play? This important overview of American fashion in the twentieth century considers how Americans went from imitating British and French fashion to developing their own sense of style. It examines such influences on dress as class, jazz and hip hop, war, the space race, movies, television and sports. Further, the book shows how gender, psychology, advertising, public policy, shifting family values, the American design movement and expertise in mass production profoundly influenced an American style that has been exported across the globe.

Book Information

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Linda Welters is Professor in the Department of Textiles, Fashion Merchandising and Design,

University of Rhode Island and is also the Editor-in-chief of Dress, the journal of the Costume Society of America. Patricia A. Cunningham is Associate Professor in the Department of Consumer and Textile Sciences, Ohio State University.

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