

# 1950s MID

**fashionable** clothing  
from the **sears** catalogs

with price guide

Tina Skinner



A Schiffer Book for Collectors



# Fashionable Clothing From The Sears Catalogs Mid 1950s

**Joy Shih**



## **Fashionable Clothing From The Sears Catalogs Mid 1950s:**

**Fashionable Clothing from the Sears Catalogs** Tina Skinner, 2002 Invaluable resource for costume designers working to recreate an era for collectors trying to document vintage clothing and for fashion designers looking to revive and rework retro styles Nearly 400 images A complete catalog of America's mainstream clothing with images of everything from collars to pant cuffs

**Fashionable Clothing from the Sears Catalogs** Joy Shih, 1997 Meet the book that defined fashion for generations of Americans in the twentieth century the Sears Catalog European couture designs were beautiful in fashion magazines but the average person with an average income shopped for clothing in department stores The Sears Catalog brought household goods and fashionable clothing to everyone whether they had access to a department store or not Pictured here is clothing for men women and children taken from actual Sears Catalogs from the late 1950s along with descriptions and original prices Current values for some items are included as a reference guide for collectors of 1950s vintage clothing Who can forget slim sheaths and whirly skirts rolled up dungarees and pedal pushers bouffant slippers and taffeta prom gowns fraternity prep jackets and children's western wear With more than 400 color photographs this book offers a nostalgic look into fashionable clothing of an era which defined an entire generation

**Fashionable Clothing from the Sears Catalogs** Desire Smith, 1998 Early 1950s clothing for men women and children are presented in photographs from the Sears catalogs See the popular styles of dresses suits coats and sleepwear as well as hats shoes and undergarments Printed and solid fabrics are shown with customary accessories and in the latest styles available

*Catalog* Robin Cherry, 2008-09-04 Since 1872 when traveling salesman Aaron Montgomery Ward realized he could eliminate the middleman and sell goods directly to his customers Americans have had an ongoing love affair with the mail order catalog which continues undiminished even in today's online driven world The practical can find deals on furniture and clothing in L.L. Bean and Sears the extravagant can consider his and hers matching helicopters windmills hot air balloons and submarines in the Neiman Marcus Fantasy Catalog those looking to get their pulses racing can browse Victoria's Secret and Abercrombie while our inner swashbuckler can travel the world through the pages of the J.Peterman Owner's Manual where Moroccan caftans Russian Navy t-shirts and wooden water buckets from rural China entice the imagination In *Catalog The Illustrated History of Mail Order Shopping* Robin Cherry traces the timeline of these snapshots from American history and discovers along the way how we dressed decorated our houses worked played and got around From corsets to bell bottoms from baby doll dresses and Doc Martens all the way to iPods the history of these catalogs is the history of our lives and our culture GIs during World War II were kept company by the models in the pages of lingerie catalogs hockey goalies fashioned makeshift shin guards out of them during the Great Depression and creative children across the country still play with homemade paper dolls cut from clothing catalogs A number of celebrities got their start modeling for catalogs Gregory Peck Lauren Bacall Katherine Heigl Matthew Fox and Angelina Jolie Jimi Hendrix and Bob Dylan both got their first guitars from the Sears

catalog Organized into categories such as clothing food animals and houses author Robin Cherry explores the vivid stories behind Sears Montgomery Ward Lillian Vernon Harry David Jackson Perkins and of course 45 years of the Neiman Marcus Christmas Book Insightful historical commentary places these catalogs in their social context making this book a visual pleasure and a historically important piece of Americana **Children's Fashions 1900-1950 As Pictured in Sears**

**Catalogs** JoAnne Olian,2013-03-13 Chronicles what youngsters ages 4 to 16 wore during the first half of the 20th century from knickerbocker suits for boys to elegant chiffon party dresses for girls Over 300 black and white illustrations

**Fashionable Clothing from the Sears Catalogs** Desire Smith,1998 Illustrations of clothing available for purchase from the catalog **Fashionable Clothing from the Sears Catalogs** Tina Skinner,2002 Illustrations of clothing available for

purchase from the catalog Westernwear Sonya Abrego,2022-11-03 During the prosperous forward thinking era after the Second World War a growing number of men women and children across the United States were wearing fashions that evoked the Old West Westernwear Postwar American Fashion and Culture examines why a sartorial style with origins in 19th century agrarian traditions continued to be worn at a time when American culture sought balance between technocratic confidence in science and technology on one side and fear and anxiety over global annihilation on the other By analysing well known and rarely considered western manufacturers Westernwear revises the common perception that fashionable innovation came from the East coast and places western youth cultures squarely back in the picture The book connects the history of American working class dress with broader fashionable trends and discusses how and why Native American designs and representations of Native American people were incorporated broadly and inconsistently into the western visual vocabulary Setting westernwear firmly in context Sonya Abrego addresses the incorporation of this iconic style into postwar wardrobes and popular culture and charts the evolution of westernwear into a modern fashion phenomenon *American*

*Decades Primary Sources: 1950-1959* Cynthia Rose,2004 Contains over two thousand primary sources on twentieth century American history and culture featuring seventy five different types of sources arranged chronologically in twelve categories including the arts education government and politics media medicine and health religion and sports *Everyday Fashions of*

*the Fifties As Pictured in Sears Catalogs* JoAnne Olian,2013-07-25 One piece strapless bathing suits and dresses with plunging necklines for women business suits with wide lapels for men bluejeans and plaid shirts for girls and much more Over 300 black and white illustrations Fashionable Clothing from the Sears Catalogs Joy Shih,1997 Illustrations of

clothing available for purchase from the catalog **The Costume Technician's Handbook** Rosemary Ingham,Liz Covey,2024-03-11 Since its first publication in 1980 The Costume Technician s Handbook has established itself as an indispensable resource in classrooms and costume shops Ingham and Covey draw on decades of hands on experience to provide the most complete guide to developing costumes that are personally distinctive and artistically expressive No other book covers the same breadth of necessary topics for every aspect of costuming from the basics of setting up a costume shop

to managing one and everything in between      *Cool Hot Colors* Joy Shih,1997 Cool colors were hot for fabrics in the late 1960s Hundreds of splashy colors and designs from the offerings of 1960s European and American textile manufacturers are presented in full color photos Full descriptions and fabric content information make this a useful resource for designers and historians      *Fashionable Clothing from the Sears Catalogs* Tina Skinner,2002 Illustrations of clothing available for purchase from the catalog      **Forthcoming Books** Rose Army,1998      *The Fifties in America* John C. Super,2005 Surveys the events and people of the United States and Canada from 1950 through 1959      **Dating Fabrics 2** Eileen Jahnke Trestain,2005 From poodle skirts of the 1950s to baby doll dresses of the 1990s the fabrics of our everyday lives are featured in this handy reference guide to the materials of the last half century A companion to *Dating Fabrics A Color Guide 1800 1960* this source is ideal for those studying fashion and clothing trends from the late twentieth century as well as collectors of recent quilts Today s quilts may have elements of more than one decade because many quilters collect a great deal of fabric and may draw from one group of fabric over a long period of time The recent proliferation of reproduction fabrics has caused concern for the ability to differentiate the old from the new in reproduction quilts and repairs An informative section on these fabrics from the 1980 2000 era provides a blueprint for building confident conclusions as to the fabric s origins For ease in identification prints are shown actual size and specific fabric lines and styles are grouped and sorted by date then color Dating divisions coincide with turning points in history which influenced attitudes and styles and are highlighted by a brief history of each era      **Sex and Unisex** Jo B. Paoletti,2015-02-27 Notorious as much for its fashion as for its music the 1960s and 1970s produced provocative fashion trends that reflected the rising wave of gender politics and the sexual revolution In an era when gender stereotypes were questioned and dismantled and when the feminist and gay rights movements were gaining momentum and a voice the fashion industry responded in kind Designers from Paris to Hollywood imagined a future of equality and androgyny The unisex movement affected all ages with adult fashions trickling down to school aged children and clothing for infants Between 1965 and 1975 girls and women began wearing pants to school boys enjoyed a brief peacock revolution sporting bold colors and patterns and legal battles were fought over hair style and length However with the advent of Diane Von Furstenberg s wrap dress and the launch of Victoria s Secret by the mid 1980s unisex styles were nearly completely abandoned Jo B Paoletti traces the trajectory of unisex fashion against the backdrop of the popular issues of the day from contraception access to girls participation in sports Combing mass market catalogs newspaper and magazine articles cartoons and trade publications for signs of the fashion debates Paoletti provides a multigenerational study of the white space between or beyond masculine and feminine      **Conversational Prints** Joy Shih,1997 Conversational prints were a prominent feature in the homes of the 1950s These large and sometimes splashy print designs were used for drapery upholstery slipcover and tablecloth fabrics establishing a decorative theme or bringing a splash of color and humor 250 color photos of vintage conversational prints are accompanied by full descriptions making this a rich

resource for designers and historians

**Children's Books in Print** R R Bowker Publishing, Bowker, 1999-12

## Decoding **Fashionable Clothing From The Sears Catalogs Mid 1950s**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Fashionable Clothing From The Sears Catalogs Mid 1950s**," a mesmerizing literary creation penned with a celebrated wordsmith, readers embark on an enlightening odyssey, unraveling the intricate significance of language and its enduring impact on our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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