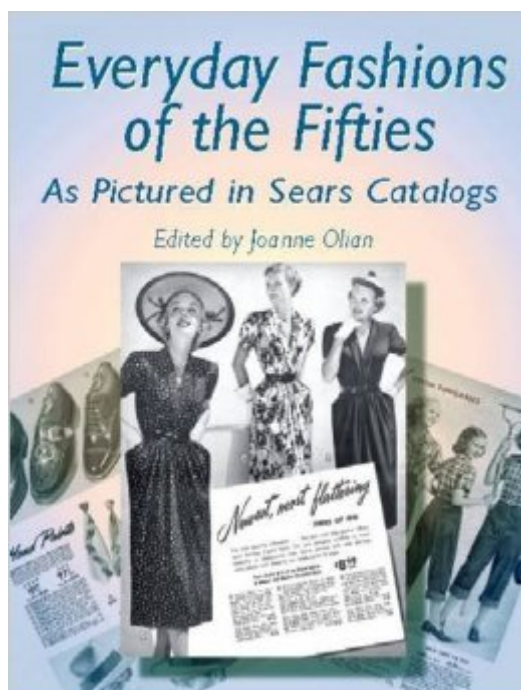


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# Everyday Fashions Of The Fifties As Pictured In Sears Catalogs (Dover Fashion And Costumes)



## Synopsis

This scrupulously researched, meticulously rendered collection spotlights multiple generations of a family for each decade of the twentieth century. Apparel includes everything from ankle-length tennis outfits and men's formal wear of the 1910s to military outfits from both World Wars, high-fashion suits and dresses in the post WWI years, and wedding finery spanning several decades. These immediately useable illustrations have a host of applications for fashion and costume designers, fashion historians, and anyone looking for fashion images to use in art and craft projects. Informative notes on the costumes complete an outstanding collection documenting nearly 100 years of costume history.

## Book Information

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Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (31 customer reviews)

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## Customer Reviews

I thoroughly enjoyed reading this book. It was packed from start to finish with pictures. The book gives an excellent overview of what the average woman was wearing in the 1950's, unlike many similar books which focus on important designers. While it is very light on text I still feel that it is a must for anyone interested in this period.

This is a primary source book that tells the prices and materials, which are very helpful to a costume designer. I also enjoy the book *Fifties Forever*, which is similar except it's color photos of actual vintage stuff (the color does help, but the Sears catalogue is still great without it).

Whenever I take this book out, people fight over a peek into its glossy pages. It covers everything in fashion from the fifties, though mostly focusing on women. The pictures depict fashions, from dresses to shoes, hats and gloves to maternity wear; the women's hairstyles, makeup, and overall looks give the reader the most authentic possible view of fashion and the aesthetic ideals of the time. The catalogue also shows the prices and features descriptions that include fabric, color, and price. There are some pictures of teenage, male, and children's fashions. This book is thorough and unbelievably beautiful.

Where's the chain? Cause this book is off it!! 120 pages full of 50's fashions! Each page is topped with the date that the garments were shown in the catalog. It's about 75% women's; dresses, 4 piece weekender wardrobes, winter wear, professional uniforms, pajamas, swimwear, and accessories. I love the descriptions, such as, but not limited to, "The bra is neat as a pin...". I also love that they refer to old lady fashions as "for the Gracious Lady", hilarious. I make vintage reproduction clothing and this book is the perfect guide for pattern drafting ideas. The descriptions of the clothing are top notch, everything from various colors (which is nice cause the pictures are black and white), hidden pockets, fabric, and built-in panties. Sure, it's not a lot of pages, but this slim lil lady has all the basics. Use it for dating vintage clothing, pattern drafting ideas, or, you know, whatever. I say get it and if there's one thing I'm known for, it's my book buying advice. :)

I ordered 3 of these, too, (in addition to the 3 I ordered of the Everyday Fashions of the Forties) for gifts at a 70th birthday party. I love this catalog just as much as I loved the 'forties' catalog. There were some changes in fashions from the 1940s to the 1950s, and it is tons of fun to look at them. The pages are reproduced clearly, and I love the variety of styles shown: children, youth, adults, etc. I remember these styles, too, just like I remembered the 1940s fashions.

I already owned Everyday Fashions of the Thirties as well as the Forties and was DYING to purchase this one. I was not disappointed. It's a fascinating look at some of the fashions that are offered back in the 1950s. It's all black and white, copied from actual Sears catalogs. Great for people who are into period clothing, fashion designers or people who love the 1950s and like to see what the style was. I use it for inspiration for my accessories line as well as making clothing for myself.

...however, I found this other book "Fashionable Clothing from the Sears Catalogs: Late 1950s" to be more helpful as there were more images despite the narrower span of time. Also the images are in color in the book I mentioned.

This thin but satisfying volume is crammed with black-and-white photographs of 1950s clothing of almost every type (no high fashion -- this is department store clothing). There is an obvious effort to represent as many types of clothes as possible and focus on representative fashions of each year, from the 40s-ish fashion of 1950 to the beginnings of mod in 1958. Many of the garments are accompanied by catalog text, which provides a surprising amount of detail on the construction of the garment -- great for anyone looking to recreate similar styles. I suppose many of the prospective clients were home seamstresses and knew the vocabulary, and perhaps expected to be told by the store what type of fastening, seaming, or back vent a garment had. There is also a lot of information about fabric, as the catalogs tended to brag about whatever horrible synthetic fabric was considered advanced that year. My favorite item in the book may be the anachronistic "push up bra" from 1957, described as providing "above-the-bra loveliness." This book can't compete with thicker compilations that provide color photographs, and it may not contain enough of whatever your particular interest is (there aren't many undergarments, for instance). But it's a good source for information and inspiration for retro fans, and well worth the relatively low price.

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