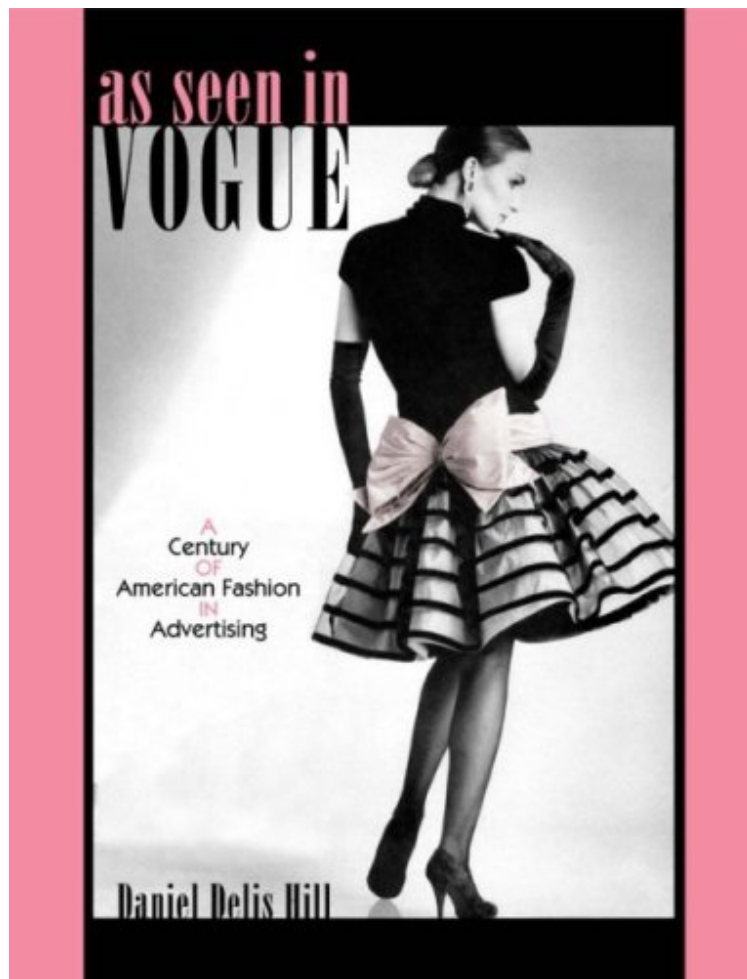


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As Seen in Vogue: A Century of American Fashion in Advertising (Costume Society of America Series)

Daniel Delis Hill

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3 of 3 people found the following review helpful. Terrific history of fashionBy Kai LinThis book provides great insight into the how and why of changing fashion styles. Historical context is included, as well as a detailed account of how the fashion industry evolved in the US, as seen through the pages of Vogue magazine. Lots of photos and ads make the story clear. Great reference book that provides easy-to-consume, enlightening reading.0 of 0 people found the following review helpful. Five StarsBy Rebecca A. FreemanGreat book!5 of 5 people found the following review

helpful. Vogue magazine as a reflection of changing women's fashions
By Henry Berry
In the origins of the great American middleclass consumer market in the 1890s, "a symbiotic, tripartite relationship between clothing mass production, fashion journalism, and mass-media advertising became firmly established." The internationally-known women's fashion magazine Vogue put this new symbiosis to work to become the leading magazine in its field for more than a century. In the line of Godey's Ladies Book and Harper's Bazaar of the mid 1800s, Vogue published its first issue on December 17, 1892. By focusing entirely on fashion, it differentiated itself from the popular Ladies Home Journal, which covered fashion only as one of many topics. Since its start over a century ago, Vogue has held its leading position by mirroring changing tastes in fashion by informative articles as well as its polished, sophisticated ads. The ads particularly, the subject of this book, have become a subject of interest in themselves. Simply glancing at the ads running chronologically roughly by decades displays a social history of women's changing tastes in fashion. The buttoned-up look of the late Victorian era embellished by ruffles and flounces became the sparer, yet still essentially button-up look of the early 1900s seen in pictures by Christie and other illustrators. With the 1920s and '30s, bright colors and patterns mimicking art deco came into fashion. And in this era too, sport clothing became a significant vein of women's clothing. In the more liberated times of the 1960s and later, women's clothing became more revealing while becoming more casual; and it became more varied in incorporating the ideas of foreign designers and the elements of a multicultural, internationally-oriented society. Attention to the settings of the ads and the poses of the models puts the fashions into the context of a period's surrounding social attitudes, image of women, and women's own assumptions and aims. One sees the empty backdrops of the late Victorian and early 1900s become detailed domestic, workplace, and outdoor scenes. The text points out and comments on the numerous illustrations; with captions with many individual illustrations like brief annotations providing additional points and information. Author Hill has worked in the fashion industry as a creative director of fashion photography, among other positions.

Throughout the twentieth century the ready-to-wear industry, fashion journalism, and mass-media advertising fueled one another's success by identifying an ever-widening consumer class and fanning the desire to be fashionable. Through more than six hundred fashion ads that appeared in Vogue from the magazine's debut in 1893 through the next ten decades, Hill documents not only this symbiosis but also an evolution in American fashion, society, and culture. In rich progression, the images document metamorphoses: from alabaster Victorian homemaker to painted flapper in just a generation, from conformist fifties mom to miniskirt-clad iconoclast only a decade later, from power-suited yuppie of the eighties to the techno self-stylist of the new millennium. In this long view of interactions that shaped much, much more than the fashion, Hill offers a comprehensive examination and resource for students and professionals in fashion and business history, popular culture, advertising, marketing, and women's studies.

"Valuable for its clear overview of trendsHighly recommended." "A lavish chronicle of the transformations in women's roles and self image.... A trunk full of design and delight."