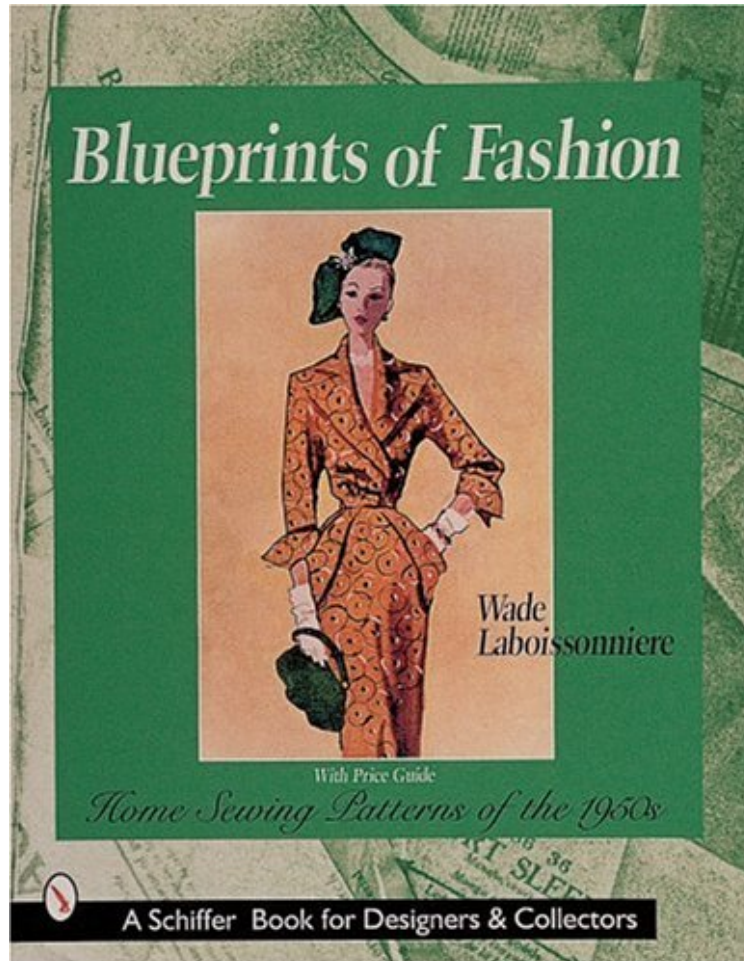


(Mobile pdf) Blueprints of Fashion: Home Sewing Patterns of 1950s

Blueprints of Fashion: Home Sewing Patterns of 1950s

Wade Laboissonniere

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#1075158 in Books Schiffer Pub Ltd 1999-09-29 Original language: English PDF # 1 11.02 x .65 x 8.551, 2.04
#File Name: 0764309196175 pages | File size: 55.Mb

Wade Laboissonniere : Blueprints of Fashion: Home Sewing Patterns of 1950s before purchasing it in order to gauge whether or not it would be worth my time, and all praised Blueprints of Fashion: Home Sewing Patterns of 1950s:

2 of 2 people found the following review helpful. Is it worth it?(Sewing Edition)By Le LapinChapter 1 Industry beginning and innovationsChapter 2: Marketing and MerchandisingChapter 3: Promotion and AdvertisingChapter 4: Manufacturing and DistributionChapter 5: Is all about the patterns and many are included, including some for kids.Chapter 6: Archival InformationAppendixes, Endnotes, BibliographyThere are no actual patterns in this book just the front photo of the pattern. I bought this book with the intention of seeing an array of 1950's pattern to start pattern drafting some interesting designs. When purchasing this book, I thought it would be full of 1950's photo's of patterns- which it is but it also contains a lot of information about how the major pattern companies operated during the 1950's. The information was digestible, clear, concise and very interesting. I like the fact that the author was willing to state

that more research needed to be done on certain topics. The only contention I have with the book is that I wish different patterns had been given. I see so many amazing patterns online from the big 4 at the time and some of the more intricate ones were not included. I would love to have had a book with them :(but, given this book was published in 1999- those patterns may not have been available to the author. 35 of 36 people found the following review helpful. Wonderful reference for dressmakers and fifties lovers
By Susan Bischoff
This book begins with an interesting overview of the beginnings of the home-sewing pattern industry, and has many interesting tidbits on that alone. But the real treat is page upon page of reproductions of the fronts of pattern envelopes from the fifties, most in color, and all beautiful. Hundreds of ideas for clothing for today.
1 of 1 people found the following review helpful. Wonderful review of 1950s sewing patterns!
By DALawson
This selection went beyond my expectations, This collection is an amazing snapshot of sewing patterns from the 1950s - some of which I recall my mother using and others that both my daughter and I recently purchased from online vintage pattern sellers. On top of everything, are the narratives that put sewing during this period in historical perspective, especially from a business and promotional standpoint. I love it.

During the 1950s, many women used their sewing skills to recreate the incredibly feminine styles that were adapted into commercial sewing patterns. The 1950s saw renowned designers such as Lanvin, Fath, Schiaparelli, and Givenchy licensing their names and designs to pattern companies in record numbers: designers from Paris to New York to Hollywood can be accounted for in the pattern catalogs of the 1950s. Any woman who could sew could have the latest designer styles for a fraction of the cost. Using over 600 color photos, this informative and enjoyable text outlines the beginnings of the huge pattern industry, its evolution, and continuation through the 1950s. Numerous examples of pattern-related ephemera are pictured along with different types of fashions--from dresses to separates to evening gowns to lingerie. Also included are accessories, needlework, gifts, and toys. This is an invaluable guide for all who are interested in sewing or designing.

Sharing the story of pattern company beginnings, from the creation and development of the patterns they sold, the marketing and advertising through to the manufacturing and distribution process, as well as an extensive collection of full-colour illustrations of the patterns themselves including price guide, lovers of vintage style and history buffs alike will revel in this factual documentation of 1950s fashion. - Makeitshabby.com Jan 2015
About the Author
Wade Laboissonniere studies and collects vintage patterns and archive materials that document twentieth century fashions. He is also the author of Blueprints of Fashion: Home Sewing Patterns of the 1940s.