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Wartime Fashion: From Haute Couture to Homemade, 1939-1945

Geraldine Howell

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#1717292 in eBooks 2013-07-18 2013-07-18 File Name: B00DP1IBNY | File size: 68.Mb

Geraldine Howell : Wartime Fashion: From Haute Couture to Homemade, 1939-1945 before purchasing it in order to gauge whether or not it would be worth my time, and all praised Wartime Fashion: From Haute Couture to Homemade, 1939-1945:

A comprehensive analysis of Second World War dress practice and appearance, this study places dress at the forefront of a complex series of cultural chain reactions. As lives were changed by the conditions of war, dress continued to

reflect important visual narratives regarding class, gender and taste that would impact significantly on public consciousness of equality, fairness and morale. Using new archival and primary source evidence, *Wartime Fashion* clarifies how and why clothing was rationed, and repositions style and design during the war in relation to past expectations and ideas about clothes and fabrics. The book explores the impact of war on the dress and appearance of civilian women of all classes in the context of changing social and economic infrastructures created by the national emergency. The varied research elements combined in this book form a rounded and definitive account of the dress history of British women during the Second World War. This is essential reading for anyone with an active interest in the field, whether personal or professional.

BERG TITLES ARE of a more academic bent, so Geraldine Howell's new book may not be for those seeking an introductory guide to the make-do-andmend era. That said, it would still be a highly readable account for the uninitiated - just be aware that it is deemed a 'comprehensive analysis', and that it most certainly is! (Your Family History 2013-02-01) About the Author Geraldine Howell taught Theoretical Studies for over twenty years on the Fashion Design course at the University of Westminster, UK and recently became a freelance writer on Dress History.