

**1920's**

**Fashion**

In the 1800's, women's fashion were more like this. Skirt all the way to floor, bonnet covering long hair.



Dressy late 1800's-early 1900's  
fashion for women.



1920 DAY fashions for women.  
Shorter skirt, tailored dresses,  
big hats.



Evening Wear – Short skirts, fringe,  
cloche hats, bobbed hair.







Louise Brooks  
The Original Flapper



Louise and her famous hat – a cloche hat.







**This corset was worn in the 1920's, when women dared to be different by cutting their hair and wearing skirts that fell to the knees. A boyish, waif-like figure was 'all the rage' in the 20's. To achieve this flat look, women wore corsets under their dresses.**



**A pair of women's  
shoes in the 20's**

**The 1920's, probably the most daring decade for men and women alike, revolutionized the fashion world. With the arrival of the 'jazz age' and prohibition, women's skirts rose scandalously to the knees, the hair was cut short in a boyish bob, women shamelessly smoked and drank in public and defied the rigid social status that the early 1900's brought.**





the "new woman"

Wild young women in the 20's were known as *flappers*. It was considered stylish for young women to wear their galoshes unbuckled, and the flapping sound they made provided the origin of the name. Flappers wore above-the-knee dresses, silk stockings rolled down below the knee, and *powder the knees!* They wore rouge, plucked their eyebrows, bobbed their hair, and wrapped their chest up tightly to achieve a boyish silhouette. They danced the Charleston, drove automobiles, and smoked cigarettes *in public!*.

**The waist lines of the dresses dipped to the hips and corsets were worn to give women a boyish look; a look that commanded power and equality with men. A look called 'The Flapper'.**





Advertisement in magazines  
for coats. 1928



Ladies who  
bobbed their hair  
were taking a big  
step....they were  
getting their hair  
cut *for the very  
first time.*



Most men hated the new bobbed hairstyle, but women loved it. By the late 20's, it was difficult to find a woman under 50 who didn't have bobbed hair.

As the 20's wore on, hair kept getting shorter and shorter. In a *shingled hairstyle*, the hair in back was cut very short and tapered like that of a man. In 1926, the *Eton Crop* was even shorter and more severe. Other popular hairstyles were the *Moana* and the *Chesterfield*.

The ultra-stylish lady also sported a *spit curl* right in the middle of her forehead, held in place with dried soap or a homemade setting gel.





Not all ladies were tomboys. The feminine look was still popular in the 20's, complete with flowing summer dresses, large picture hats, and floral prints.



Dresses had straight, boyish silhouettes and drop waists. Close-fitting *cloche hats* emphasized the new shorter hairstyles.



Bathing suits also became modern in the 20's.



In the past, beach attire consisted of heavy wool suits with bloomers and stockings.

In the 20's, the new *tank top* bathing suits were made of stretchy, lightweight knits, which made them extremely form-fitting. They also revealed a good portion of the wearer's arms and legs.

This was unheard of! At some point during the 20's, almost every beach hosted its own version of the "Bathing Suit Battles." Many women who wore the new styles were arrested for indecent exposure.



Men's fashion didn't change much in the twenties; if anything, it became more tapered. The trousers tapered down tightly at the ankles. Fedoras were a major fashion statement of the dashing man, and with the arrival of gangsters like Al Capone, pin-striped suits came into fashion.





young men

Wild young men wore straw hats, raccoon coats, and wide trousers known as "Oxford bags." They bought secondhand Model T's, which they painted with all sorts of slogans and slang phrases.

# SENSATIONAL Vest Bargains

This vintage advertisement for vests features several models in different styles and prices. The models are arranged in a grid-like fashion, with some wearing hats and others without. The prices are prominently displayed in large, bold numbers. The background is a light, textured color, and the overall style is characteristic of early 20th-century retail advertising.

**Top Left:** \$9.89

**Top Right:** \$8.29

**Center Top:** \$2.95

**Center Middle:** \$12.95

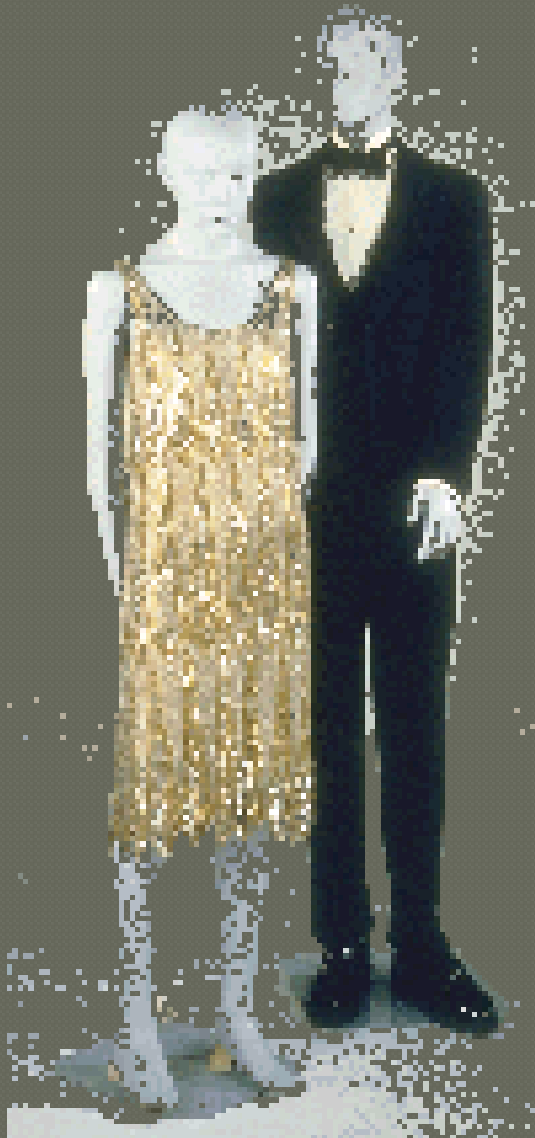
**Bottom Left:** \$1.79

**Bottom Center:** \$9.45

**Bottom Right:** 49¢

**Text on Models:**  
- Top Left: "Wool Vest"  
- Top Right: "Wool Vest"  
- Center Middle: "Wool Vest"  
- Bottom Left: "Wool Vest"  
- Bottom Right: "Wool Vest"

**Text on Signs:**  
- Center Middle: "Wool Vest"  
- Bottom Center: "Wool Vest"



**A couple dressed in evening attire. The woman is wearing a dress that stops at the knees and has no waist to accentuate her boyish figure. This fashion statement was called the 'Flapper'. As you can see, mans fashion has not changed much through the decades**



## 1920s Gangster and Babe Ruth





# Flagpole Sitting



- Cloche hat
- Big hat
- Buckle type shoes (that FLAPPED!)
- Fringe skirts
- Beaded necklaces
- Fishnet stockings or “nylons” rolled at knees (with rouge!)
- Corset
- Fur coats
- Tank top bathing suits
- Oversized dresses