



ReFashionized

Fashion Evolution towards Sustainability

Unit 6

1920s and 1930s

Emancipation and the Great Depression



Co-funded by
the European Union

Project reference number: 2022-2-DE04-KA220-YOU-000101981



**Co-funded by
the European Union**

Key Action:

KA 220 – Cooperation partnerships in youth

Sub-action:

HORIZONTAL: Environment and fight against climate change

Main Priority:

HORIZONTAL: Common values, civic engagement and participation

Additional Priorities:

YOUTH: Promoting active citizenship, young people's sense of initiative and youth entrepreneurship including social entrepreneurship

Main Topics:

Creativity, arts and culture

Green skills

European identity, citizenship and values

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JUGEND- & KULTURPROJEKT E.V. (JKPeV) – Dresden
(Germany)

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P(3) Partner:

CATWALK PROJECT – Thessaloniki (Greece)

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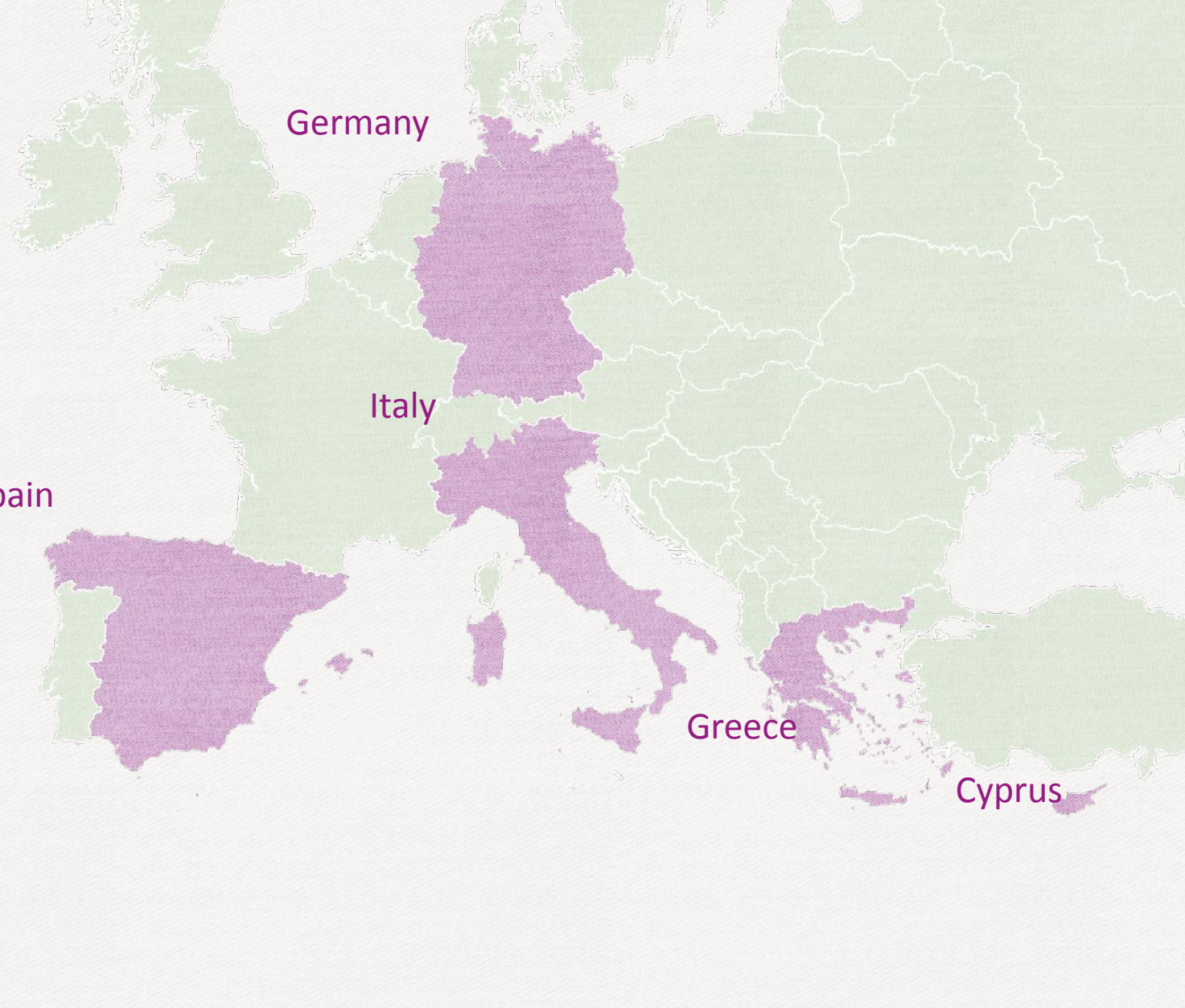
LOTTOZERO – Prato (Italy)

P(5) Partner:

CELLOCK LTD – Nicosia (Cyprus)

P(6) Partner:

POLITECNICA DE VALENCIA (UPV) – Valencia (Spain)



Jugend- & Kulturprojekt e.V.

KAINOTOMIA
κέντρο διά βίου μάθησης



Catwalk
Δημιουργία Τέχνη Πολιτισμός

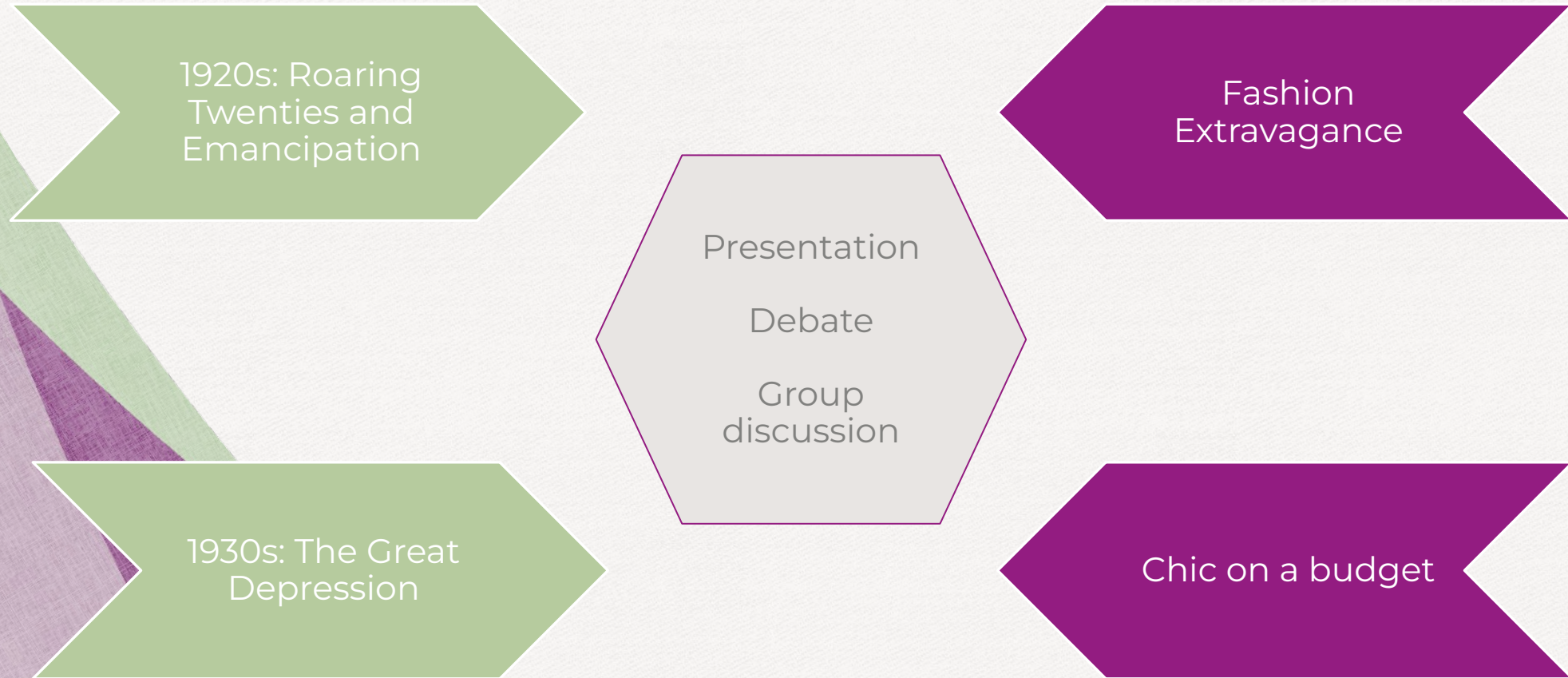
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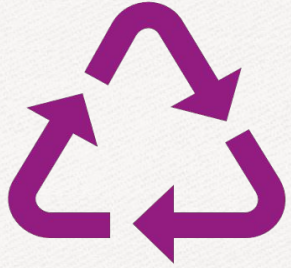


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1920s and 1930s Emancipation and the Great Depression



Discover and Uncover



critically analyse the connection between different events and trends, uncovering cause-effect dynamics

gain insights on how fashion and creativity can challenge and/or reflect social norms



foster collaboration and co-creation as method to enhance creativity and its expression

Guess what?



Source: [Wikimedia Commons](#)

1920s: The Roaring Twenties and Emancipation

What happened in 1920?



What happened here?

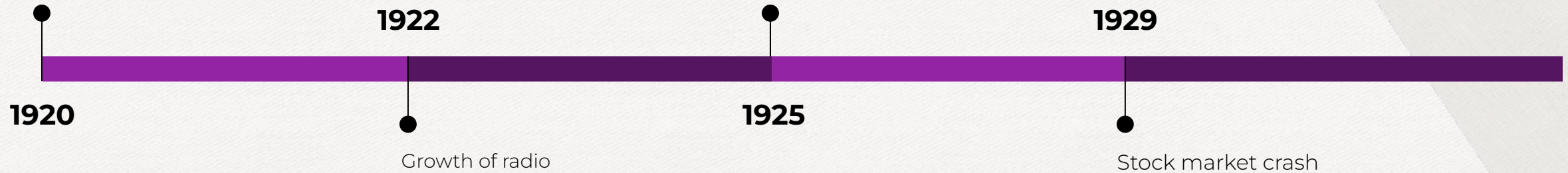
What happened here?



1920s: The Roaring Twenties and Emancipation

Prohibitionism enforcement
Women right to vote

The Great Gatsby





Source: [Wikimedia commons](#)



Source: [Wikimedia commons](#)

The Roaring Twenties and Emancipation

As WWI came to an end, **economic prosperity** encouraged social and cultural change, bringing liberation and experimentation.

The **Roaring Twenties**, the Golden Age, Années Folles, or Crazy Years, are some of the terms used to describe this period of history in North America, Europe, and France.

However, the exuberance of this decade suffered a setback with the **Great Depression in 1929**, which lasted ten years

Fashion Extravagance - Introduction

The Golden Age - The Age of Simplicity

- In the aftermath of World War I, gender roles were rewritten. A concept of **new womanhood** was born. The right to vote and the economic prosperity were game-changers.
- **Glitz and glamour** meet **simplicity**, blurring the line between extravagance and elegance.
- The political and cultural liberation found its expression in music and dance (**Jazz Age**).



Richard Bennett, noted actor, calling at National Woman's Party Headquarters, underwrites the Equal Rights campaign, and declares: - "Certainly I am a feminist and will stand back of you women until the Equal Rights Amendment is passed by Congress."

Source: [Loc's public archive](#)

Fashion Extravagance

The Flapper: a concept and a style



The term flapper coming originally from Great Britain, was used in the U.S. to depict a woman with:

bobbed hair

short skirt

loose silhouette

anti-conformist

Flapper was associated with Jazz, drinking alcohol and smoking cigarettes.

During the daytime, flapper attires were embellished with sleeves pleated or tiered skirts crafted from cotton jersey. But at night, the dress was adorned with rhinestones, fringes, and Art Deco motifs.

Fashion Extravagance

The Flapper: daytime fashion



Source: [Rawpixel](#)

Fashion Extravagance

The Flapper: evening style

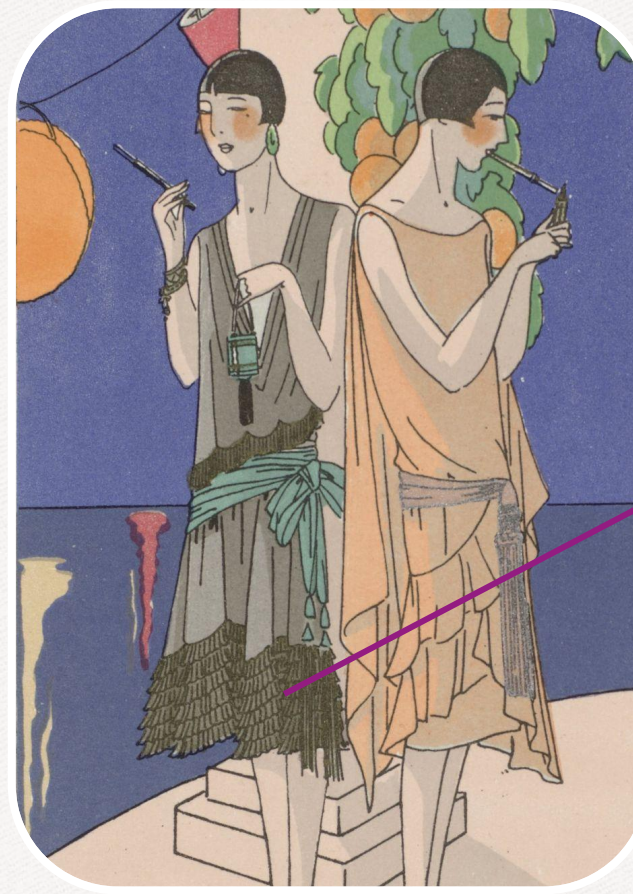
Rhinestones

Art Deco
motifs



Source: [Wikimedia commons](#)

Fringes



Source: [Wikimedia commons](#)

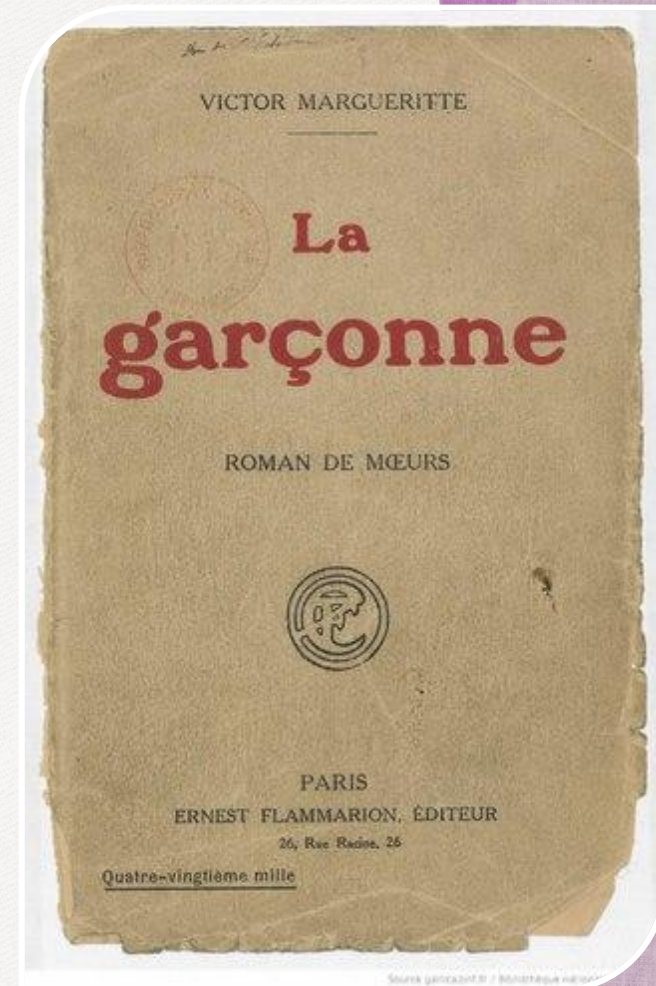
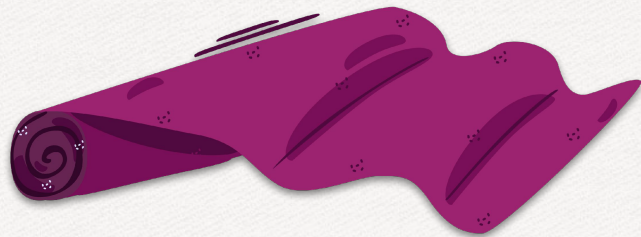
Fashion Extravagance

La garçonne beyond gender norms

- “**La Garçonne**” a novel written by Victor Margueritte in 1922: the story of a young woman, *rejecting* the rules of the *bourgeois* society, portrayed a new era of independence and freedom no longer only for men.

In fashion, it usually refers to the popular **short hairstyle** of the decade and a **simple and smooth clothing style**.

This style epitomised 1920s clothing with its **low waist** and **slinking hemlines**, which could be made from affordable materials.



Source: [Wikimedia commons](#)

Fashion Extravagance

La Garçonne and Flapper Innovation

Fashion
revolution

Looser silhouettes, shorter hemlines, and more practical fabrics like jerseys offered a sense of freedom.

Gender
norms

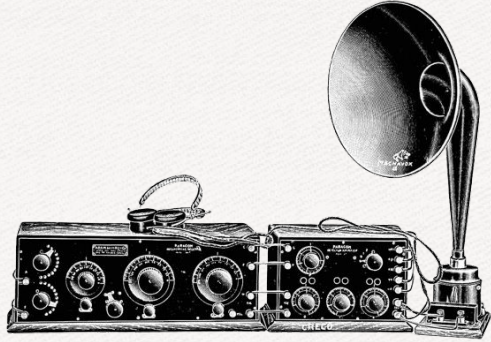
New confidence and freedom blurred the line between masculine and feminine, challenging gender and social norms.

Cultural
revolution

Women conquered gradually more freedom, thanks also to the right to vote, which did not hide the will to assert their identity and independence.



Consumerism in the Roaring Twenties



**Mass
advertising**



Economic prosperity



**Vibrant
culture**



Go-To items in the Roaring Twenties



Source: [Wikimedia commons](#)

“Middy” style top, with sailor influences and inspired by the men’s wardrobe



Source: [Library of Congress](#)

Coats and Fur: a status-symbol

Cloche hat and short hair



Source: [Wikimedia commons](#)



Source: [Wikimedia commons](https://commons.wikimedia.org/wiki/File:Young_Man_in_Fedora_Hat.jpg)

Men's fashion in the Twenties

The Roaring Twenties said goodbye to starched (or detachable) collars and three-pieces suits (jacket, vest and trouser) to welcome **soft collars** and **one- or two-button suit jackets**.

Men wore fitted suit jackets with softly sloping shoulders and tailored suits with cuffed pants, creating a sharp silhouette.

Men's fashion became **less formal**, and **sportswear** gained popularity.



Fabrics and materials of the 1920s

Rayon

Wool & Stretchy
Knit Fabrics

Velvet and Fur

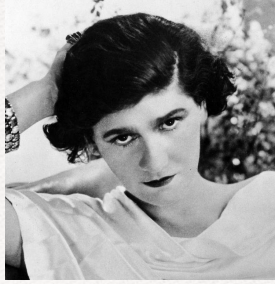
Flannel and
Tweed

Lamé

Adornments



Source: [Wikimedia commons](#)



Gabrielle Coco Chanel popularized **women's trousers** and **La Garçonne** style, introduced the **first two-piece suit** in the 1920s, and played a role in liberating women from uncomfortable clothing.

Source: [Wikimedia commons](#)

Jeanne Lanvin's designs embraced **Art Deco** patterns and straight silhouette, adorned by **ribbons, flowers, lace and pearls**. She was the first designers to launch a **children's fashion line**.



Source: [Wikimedia commons](#)



Sonia Delaunay perfectly combined **art and fashion**, inventing '**simultanéisme**', vibrant colors and geometric form placed next to each other

Source: [Wikimedia commons](#)

Jean Patou designed clothes to free women from discomfort, **developing** fashionable **sportswear** such as **knitted wool jersey swimsuits**.



Source: [Wikimedia commons](#)





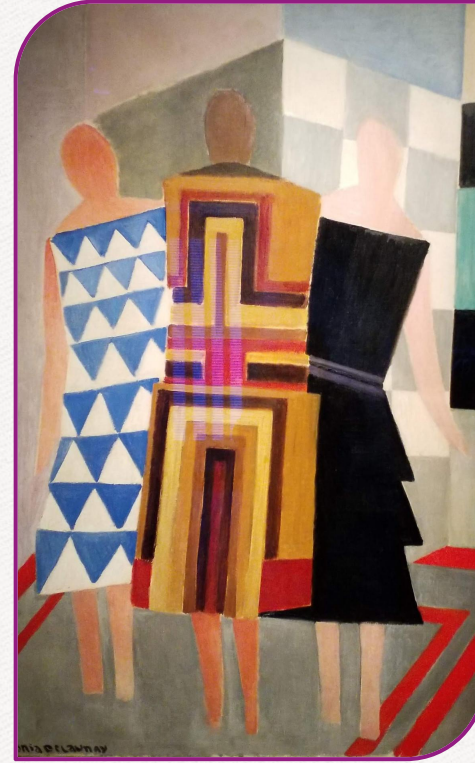
Two-piece suit
by Coco Chanel

Source: [Wikimedia commons](#)



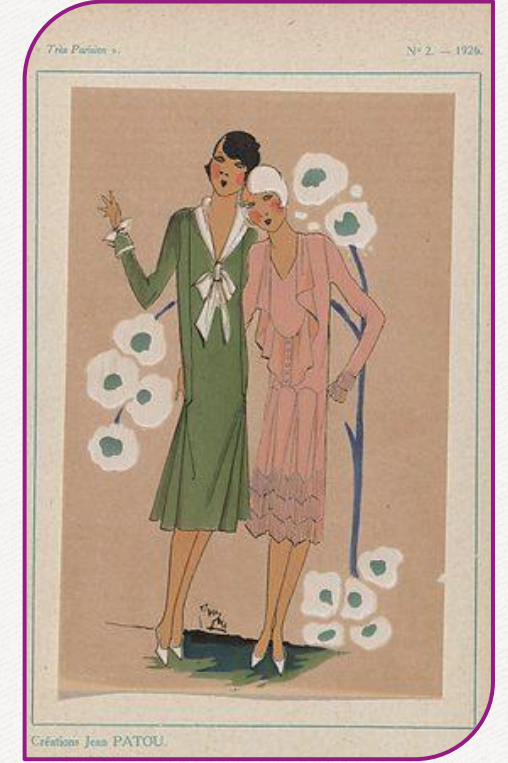
Evening ensemble
spring/summer 1923
by Jeanne Lanvin

Source: [Wikimedia commons](#)



Simultaneous dress
by Sonia Delaunay

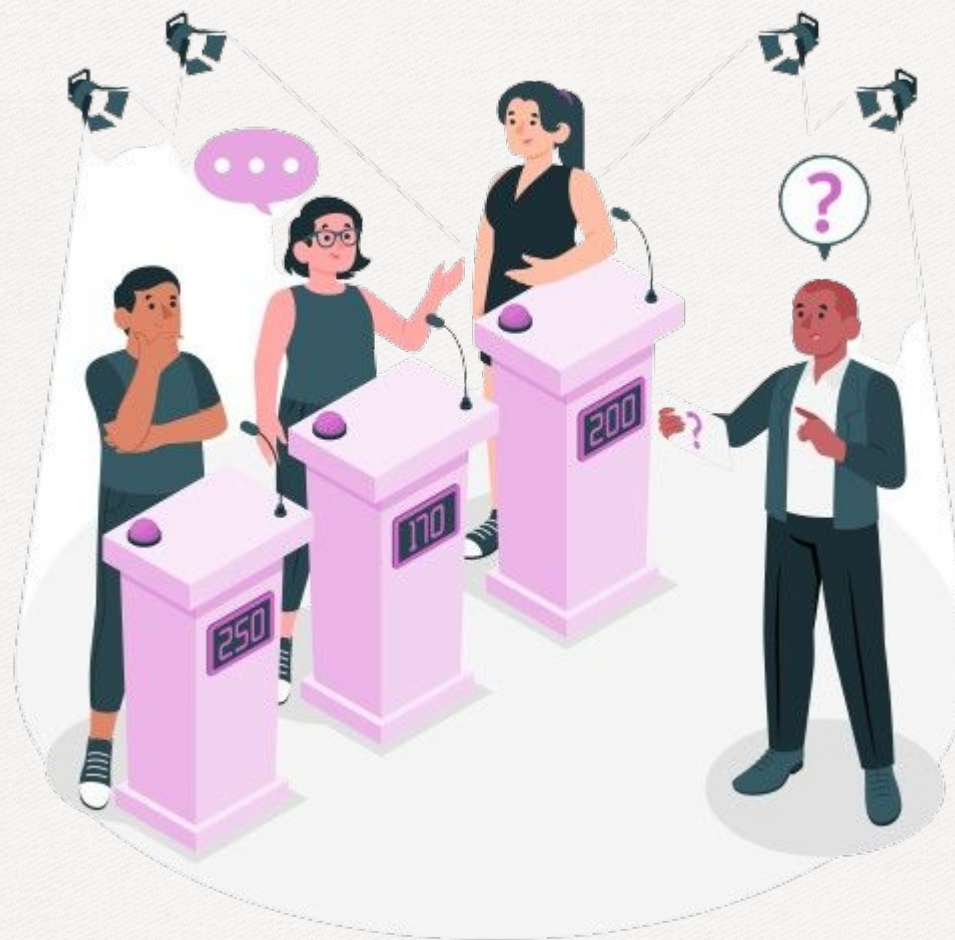
Source: [Wiki Art](#)



Très Parisien, 1926
by Jean Patou

Source: [Picryl](#)

True False: It's time to debate!



The Austerity of the 30s

The **Great Depression** lasted from 1929 to 1939, resulting in widespread poverty, high unemployment rates, and social unrest.

Far-right parties benefited from the economic stagnation and general discontent, paving the way for the ascent of fascism in Italy and Nazism in Germany.

Despite efforts, such as the New Deal plan, the American economy had not fully recovered by the decade's end, and the specter of **World War II** cast its ominous shadow.



Source: [Wikimedia commons](#)



The statue represents one of the most symbolic moments of the Great Depression: the breadline. Often funded by privates, free food was distributed to unemployed or people particularly affected by the Great Depression.

Source: [Wikimedia commons](#)

Chic on a budget -

Introduction

Femininity and Conservatism



Source: [Wikimedia commons](#)

Conservatism

Low paid jobs
for women

higher
waistlines

accessibility

toiles



Source: [Freepik](#)

Chic on a budget

Hollywood and Fashion Trends

During this time, fashion was profoundly influenced by films and specifically **Hollywood**.

Stars like Greta Garbo, Marlene Dietrich, and Bette Davis were just some of the fashion icons of those years.

The growth of the **beauty industry** and makeup allowed ladies to emulate their favorite stars at a minimal expense.



New **affordable fabrics** were purchased to embellish and **adapt short skirts** of the Roaring Twenties to the modest style of the Thirties.

The silhouette is emphasised with **broad shoulders** or shoulders pads and **puffed sleeves**.

“Hooverette”, an apron-style garment, emerged as home wear.

The evening dresses took on **long hemlines** and new fabrics like **metallic lame** were introduced.

Chic on a budget

Men's fashion in the '30s

Men's fashion became more democratic, accessible, and **less formal**.

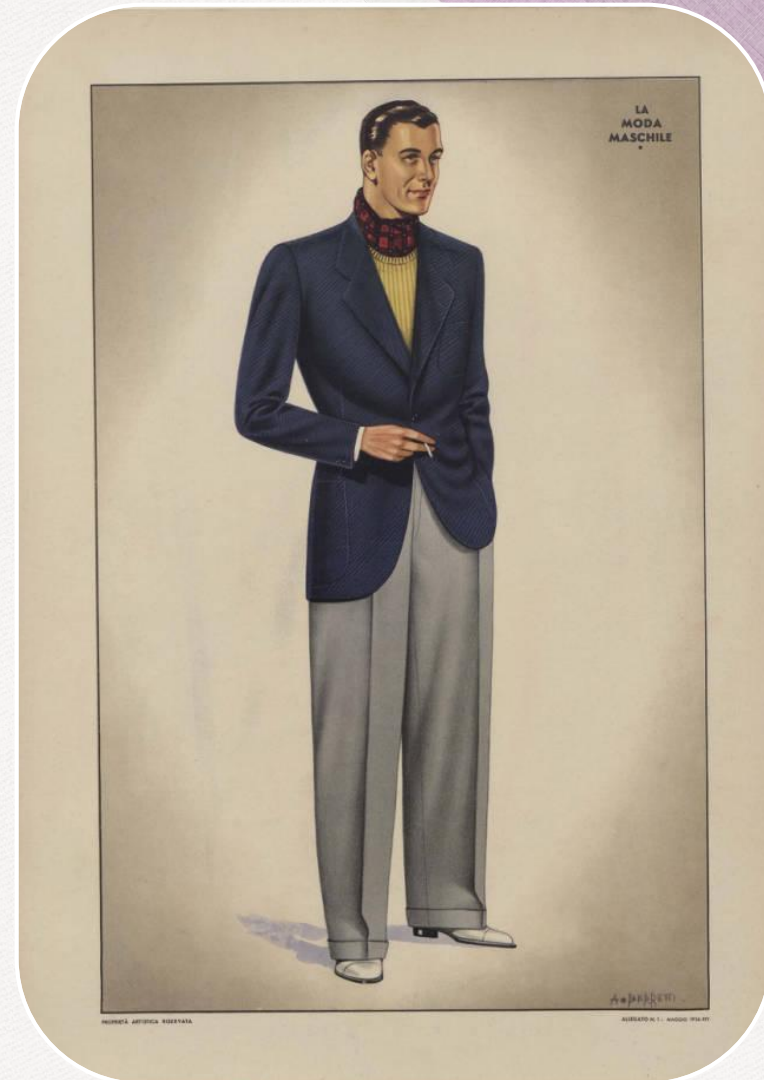
A more **casual style** emerged, characterized by knitted sweaters and soft-collared shirts.

Blazers and sports jackets with flannel trousers and open-necked gained popularity, borrowed from sporting pursuits.

In the mid-to-late 1930s, new materials like **sharkskin**, a synthetic fabric, became fashionable for suits.

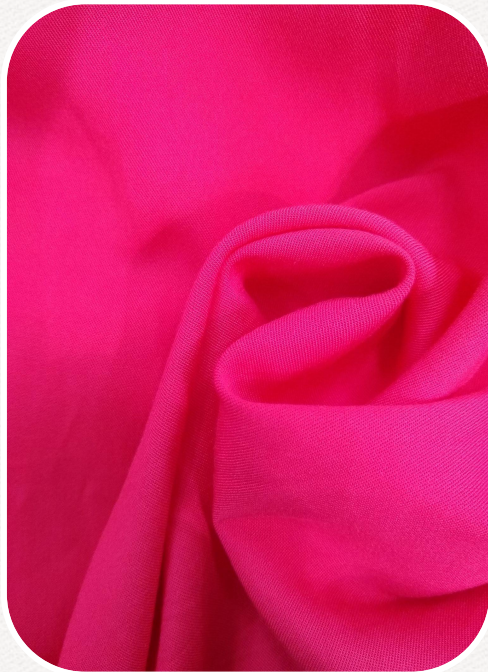
"I find men's clothing fascinating because sometime between, say, 1930 and 1936 a handful of basic shapes were created and still prevail as a sort of scale of expression, with which every man can project his own personality and his own dignity."

Yves Saint Laurent



Source: [Metropolitan museum of art libraries](#)

The innovations and trends of the 30s



Rayon, easy to dye, soft and accessible.

Source: [Wikimedia commons](#)



Zippers, inspired by Hollywood, they revolutionized fashion and social norms.

Source: [Wikimedia commons](#)



Bias cut, introduced by **Madeleine Vionnet**, consists of cutting fabric at a 45-degree angle creating soft flowing dresses.

Source: [Wikimedia commons](#)



Bold geometric shapes influenced by **Art Deco** emerged and **floral pattern** became more prevalent.

Source: [Wikimedia commons](#)

Fashion icons in the '30s



Source: [Wikimedia commons](#)

Greta Garbo popularized the trousers and she is considered one of the first fashion icons to **promote the androgynous look**.

Bette Davis marked the history of cinema, becoming the **first actress** (and also compared to her male colleagues) to receive **10 Academy Awards nominations**.



Source: [Wikimedia commons](#)



Source: [Wikimedia commons](#)

Wallis Simpson is known for being the wife of former king Edward VIII, she became famous for her **unconventional style**, a mix between **glamour and sensuality**.

Josephine Baker was a symbol of the **Jazz Age**, but a fashion icon widely known for the famous **"banana skirt"** and for embracing **menswear**.



Source: [Wikimedia commons](#)

Thirties Gallery



Conclusion

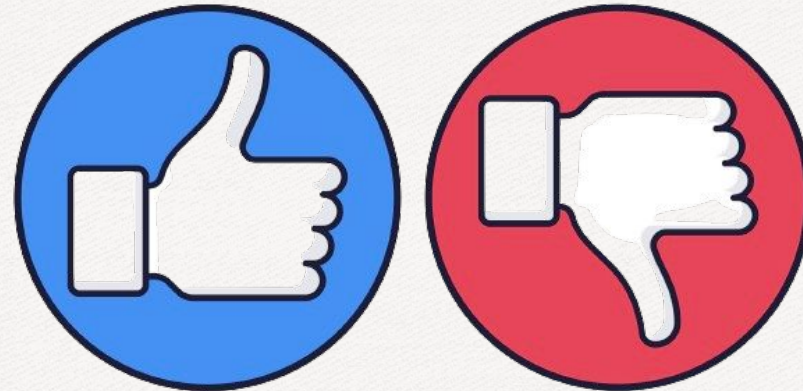
1920s

- **Framework:**
The end of World War I, economic prosperity, right to vote for women, mass media, Jazz music and consumerism
- **Fashion and society:**
the flapper and la garconne
- **Freedom in fashion:**
loose silhouette and short hemlines
- **Men attire:**
less formal suits and sportswear
- **1920s trends:**
comfortable fabrics and adornments

1930s

- **Framework:**
The Great Depression, social unrest and poverty, the rise of far-right parties
- **Fashion and society:**
conservatism, Hollywood and fashion icons
- **Austerity in fashion:**
feminine silhouette, long hemlines, broad shoulders
- **Men attire:**
casual style, blazers and sports jackets, sportswear inspiration
- **1930s trends:**
hooverette, zipper, bias cut, toiles, bold prints

Thumbs Up - Thumbs Down



mmh, not
bad this
workshop!

Well, I would
have preferred....



“In difficult times fashion is always outrageous”.
– Elena Schiaparelli - fashion designer



The background of the slide is an abstract composition of overlapping, semi-transparent shapes in various shades of purple and green. The shapes are organic and flowing, creating a sense of movement and depth. A central white rectangular box is positioned in the middle of the slide, containing the text "Thank you!".

Thank you!

ReFashionized

Fashion Evolution towards Sustainability

www.instagram.com/refashionizedproject/
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