



ReFashionized

Fashion Evolution towards Sustainability

Unit 7

1940s and 1950s

The Era Of The Second World War



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

P(1) Coordinator:

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

P(2) Partner:

KAINOTOMIA & SIA EE – Larissa (Greece)

P(3) Partner:

CATWALK PROJECT – Thessaloniki (Greece)

P(4) Partner:

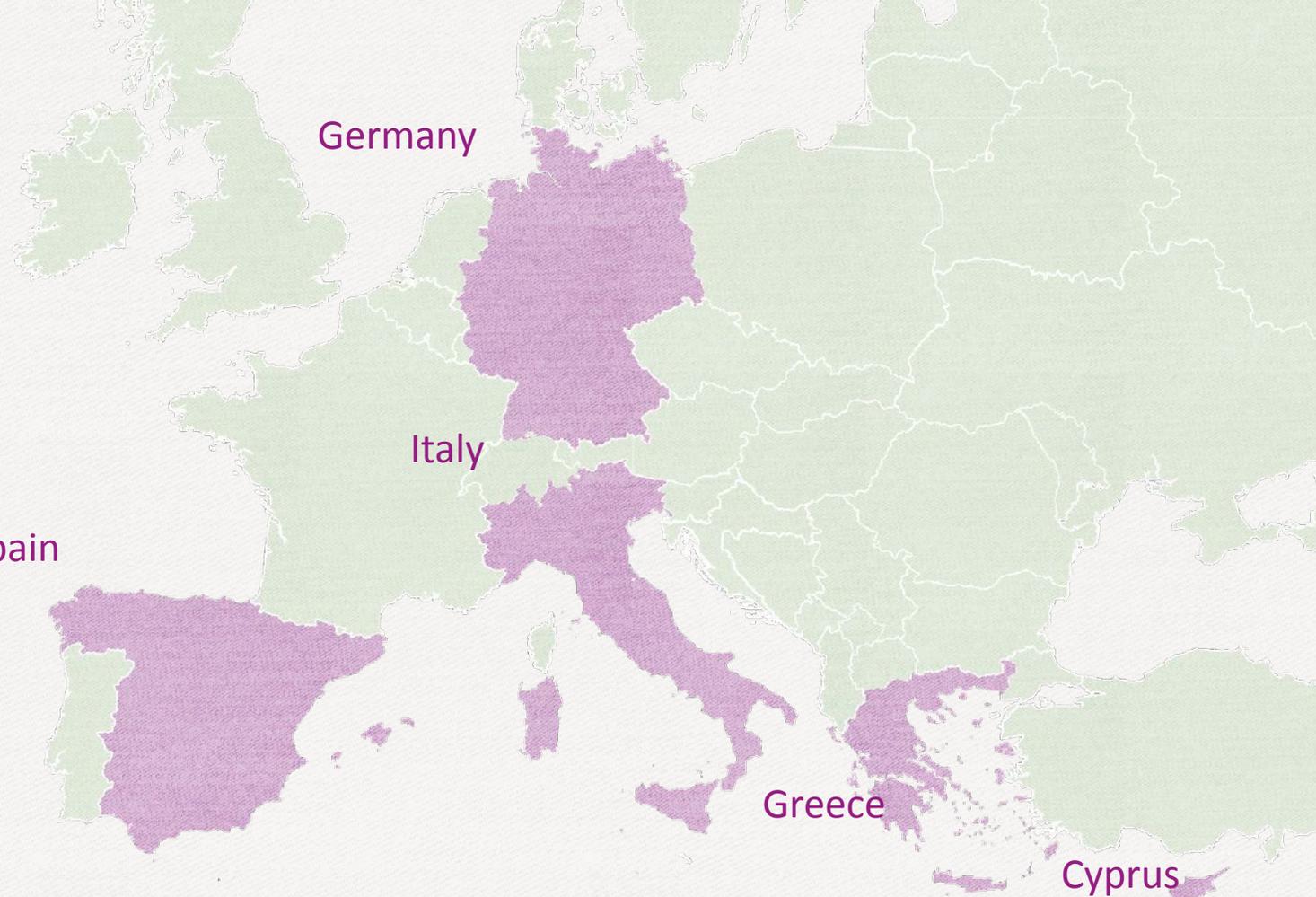
LOTTOZERO – Prato (Italy)

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
Δημοκρατία Τέχνη Πολιτισμός

LOTTOZERO

CELLOCK®
POWER OF INNOVATION AND TECHNOLOGY



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA

1940s and 1950s

The Era Of The Second World War

World War II years

Inspirational 50s

Presentation

Debate

Group
discussion

Revolutionary
Inventions for
Fashion

Star Icons

Discover and Uncover



explore the dynamic relationship between history and fashion during World War II and the post-war era



appreciate the innovation and resilience of fashion amidst historical challenges and societal changes



identify and discuss iconic fashion icons and their influence on popular culture during the 1940s and 1950s



foster critical thinking and reflection among participants regarding the intersection of history, society, and fashion

Fashion Detectives



Source: [Freepik](#)

World War II years

The early 1940s saw a shift towards **function-driven fashion** due to economic constraints and societal responsibility.



Utility look

Source: [FOTO:FORTEPAN / Lissák Tivadar, CC BY-SA 3.0, via Wikimedia Commons](#)



Source: [FOTO:FORTEPAN / Lissák Tivadar, CC BY-SA 3.0, via Wikimedia Commons](#)



Source: [FOTO:FORTEPAN / Lissák Tivadar, CC BY-SA 3.0, via Wikimedia Commons](#)

Women

- Tweeds and plaids
- Bright colours
- Shorts skirts
- Suits
- Boxy jackets
- Flat shoes
- Knitted accessories

World War II years



Source: [Wilhelm Walther, CC BY-SA 4.0, via Wikimedia Commons](#)

Children

Inexpensive materials
Reused clothing



Source: [FOTO:FORTEPAN / Morvay Kinga, CC BY-SA 3.0, via Wikimedia Commons](#)



Zoot suit

Men

- Military uniforms
- Reused clothing
- Zoot suit

“As long as there is a desire for change and a sense of fantasy, there will be fashion.”

Vogue 1940



Source: www.serge-heftler-louiche.com, CC BY 4.0, via Wikimedia Commons



Source: [shakko](https://www.shakko.com), CC BY-SA 3.0, via Wikimedia Commons

Inspirational 50s

Christian Dior's "New Look"

Christian Dior's "**New Look**" collection, including the "**Corolle**" line, symbolized a departure from the austerity of wartime fashion.

Characterized by **feminine silhouettes, rounded shoulders, narrow waists, and longer skirts**, reintroducing extravagance and luxury reminiscent of pre-war styles.

The **cocktail dress** became a staple for semi-formal events.



Contradictions with feminists, criticizing its return to traditional gender roles and societal divisions emerging over access to such lavish styles.

"I create so that each and every woman is the most beautiful."

Christian Dior



Inspirational 50s

Katharine Hepburn

Leisure
High waisted slacks
Button-down shirts

The actress promoted a **relaxed aesthetic, freedom of movement** and **convenience**, which extended to children's and men's fashion.

"If you obey all the rules, you miss all the fun."

Katharine Hepburn

Source: [State Library of New South Wales collection](#), No restrictions, via [Wikimedia Commons](#)

Inspirational 50s

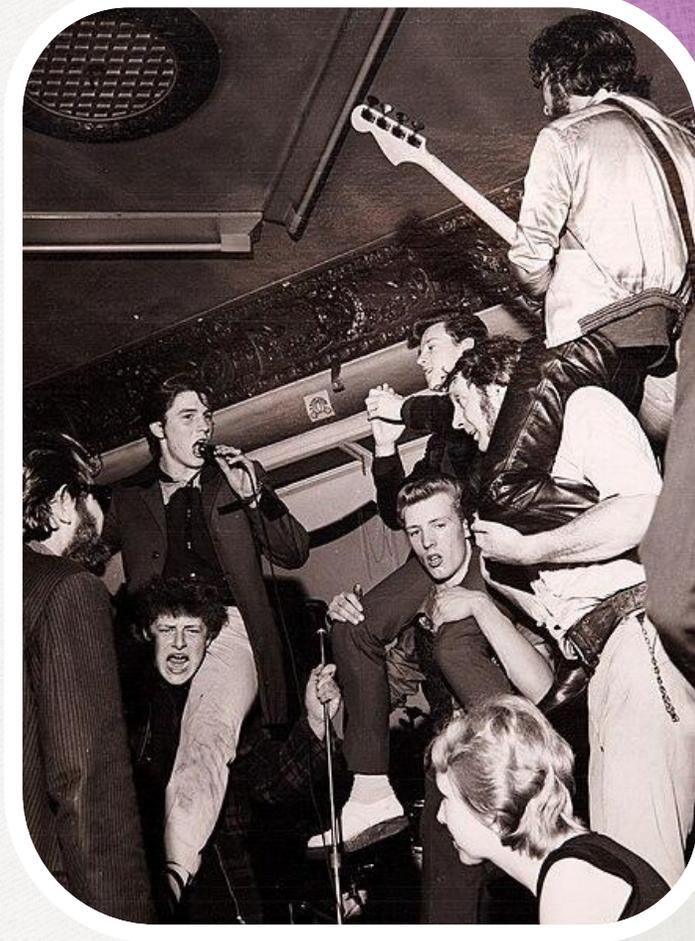
Men's Fashion

Teddy Boys & Youth culture

Jeans and
synthetic
materials

Leather
jackets

Suits



Greased-back
hairstyles

Coloured
shirts

Narrow
trousers

Source: [Southend-on-Sea City Council, CCO, via Wikimedia Commons](#)

Inspirational 50s Children's Fashion

Casual Style

Dressy
trousers

Patterned
flannels

Source: [Deutsche Fotothek, CC BY-SA 3.0 DE](#) via [Wikimedia Commons](#)

Formal Style

White ankle
socks

Shiny black
shoes

Tied ribbons



Charles James' baby designs

Designer Charles James extended his meticulous design approach to baby playsuits, reflecting a growing emphasis on children's fashion during the decade.

Inspirational 50s

Designers of the era

Source: [Los Angeles Times, CC BY 4.0, via Wikimedia Commons](#)



Coco Chanel

“Fashion fades, only style remains the same”



Source: [Larry Bessel, Los Angeles Times, CC BY 4.0, via Wikimedia Commons](#)



Hubert de Givenchy

“If fashion is good, it has no epoch”



Source: [Nationaal Archief, CC0, via Wikimedia Commons](#)



Pierre Balmain

“Good fashion is evolution, not revolution”



Dior vs. Hepburn: Fashion Debate



Source: [Freepik](#)

Revolutionary Inventions for Fashion



Source: [Archives, New Zealand from New Zealand, CC BY-SA 2.0, via Wikimedia Commons](#)

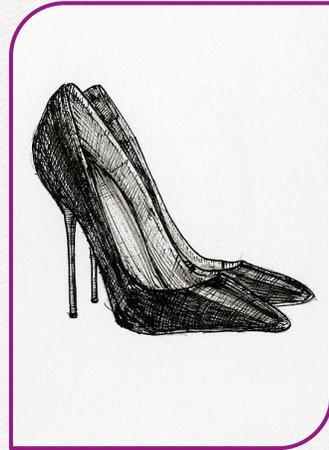
Bikini

- Louis Réard,
- Bikini Atoll,
- Micheline Bernardini
- Revolution of beachwear fashion
- Symbolizing liberation in the post-war era

“The bikini is the most important thing since the atom bomb.”

Diana Vreeland

Revolutionary Inventions for Fashion



Source: [MoMu - Fashion Museum Antwerp, CC0, via Wikimedia Commons](#)

Stiletto heel

- Salvatore Ferragamo
- Charles Jourdan
- Spread throughout Europe and the US
- Staple of fashion footwear



Source: [Erik Liljeroth, Nordiska museet, CC BY 4.0, via Wikimedia Commons](#)

Polyester

- DuPont
- Cheaper than nylon
- Strength and durability
- Popular for clothing, household items, and industrial products

Star Icons



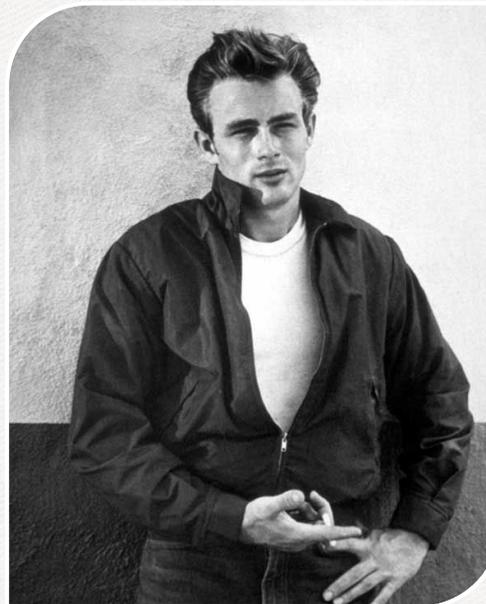
Bette Davis

Source: [In-house publicity still, Public domain, via Wikimedia Commons](#)



Ingrid Bergman

Source: [Nordiska museet \(Nordic Museum\), CC BY-SA 4.0, via Wikimedia Commons](#)



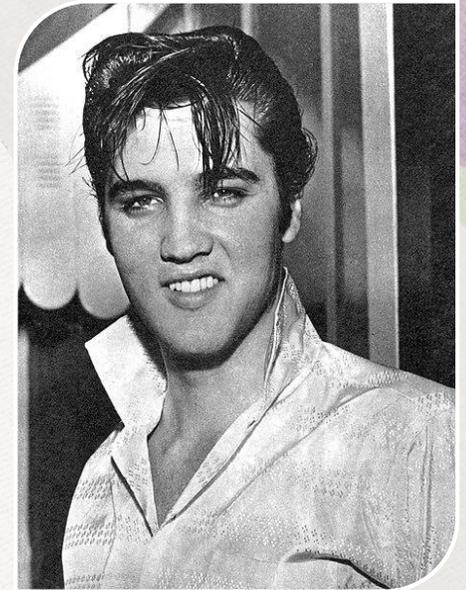
James Dean

Source: [In-house publicity still, Public domain, via Wikimedia Commons](#)



Marlon Brando

Source: [Carl Van Vechten, Public domain, via Wikimedia Commons](#)



Elvis Presley

Source: [Rossano aka Bud Care, CC BY 2.0, via Wikimedia Commons](#)

Star Icons



Audrey Hepburn

Source: [Anefo, CC BY-SA 3.0 NL](#), via [Wikimedia Commons](#)



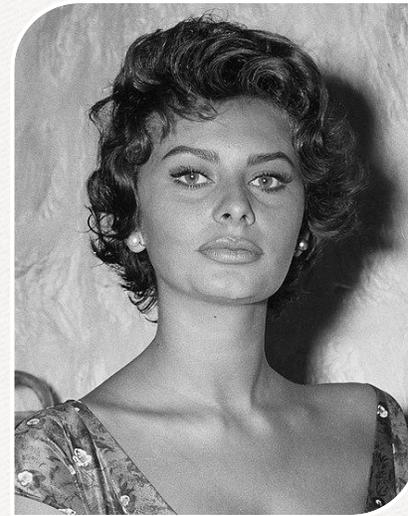
Grace Kelly

Source: [Colouring: Pierre Tourigny from Gatineau, Canada, Public domain](#), via [Wikimedia Commons](#)



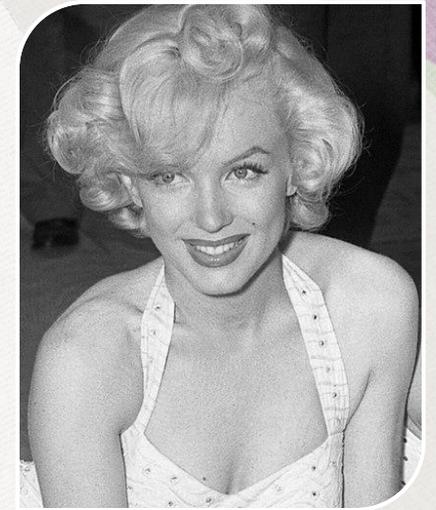
Brigitte Bardot

Source: [ETH-Bibliothek Zürich, Bildarchiv / Fotograf: Comet Photo AG \(Zürich\) / Com_L10-0171-0017](#) / [CC BY-SA 4.0, CC BY-SA 4.0](#), via [Wikimedia Commons](#)



Sophia Loren

Source: [ETH-Bibliothek Zürich, Bildarchiv / Fotograf: Comet Photo AG \(Zürich\) / Com_X-L060-007](#) / [CC BY-SA 4.0, CC BY-SA 4.0](#), via [Wikimedia Commons](#)



Marilyn Monroe

Source: [Los Angeles Times, CC BY 4.0](#), via [Wikimedia Commons](#)

Fashion Time Capsule



Source: [Pixabay](#)

Conclusion

1940S

- **Framework:**
World War II
- **Fashion:**
utilitarian designs and rationing of materials
- **Women:**
utility look
- **Men:**
casual style, zoot suit, military clothing

1950S

- **Framework:**
transition towards elegance and sophistication
- **Fashion:**
Christian Dior's "New Look" vs. Katharine Hepburn's casual style
- **Women:**
tailored dresses and impeccable grooming
- **Men:**
rise of youth culture and Teddy-boys style
- **Innovation:**
bikini, stiletto, nylon

1940s and 1950s Rewind

1 thing you found interesting or learnt!

1 question or aspect you'd like to learn more about!

Interesting!!

It's still not clear to me....



“Fashion has two purposes: comfort and love. Beauty comes when fashion succeeds.”

– Coco Chanel

Source: [State Library of Queensland, Australia, No restrictions, via Wikimedia Commons](#)

The background features a complex, abstract pattern of overlapping, wavy, organic shapes in various shades of purple and green. The colors range from deep, dark purples to light, pale greens, creating a rich, textured effect. The shapes are layered, giving a sense of depth and movement.

Thank you!



ReFashionized

Fashion Evolution towards Sustainability

www.instagram.com/refashionizedproject/
www.facebook.com/Refashionized

The project is co-financed by the European Commission through the Erasmus+ Programme



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project Number: 2022-2-DE04-KA220-YOU-000101981



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).



Jugend- & Kulturprojekt e.V.

KAINOTOMIA
κέντρο διά βίου μάθησης



Catwalk
Δημιουργία Τέχνη Πολιτισμός

LOTTOZERO

CELLOCK®
POWER OF INNOVATION AND TECHNOLOGY



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA