

1930's

# The Depression Era

## • Bias Cut Dresses

- Became popular for evening wear. Very feminine.
- Cutting fabric on the bias allowed the fabric to drape easily with more flow.
- Because it required several more yards of fabric, not many could afford these gowns because of The Depression.

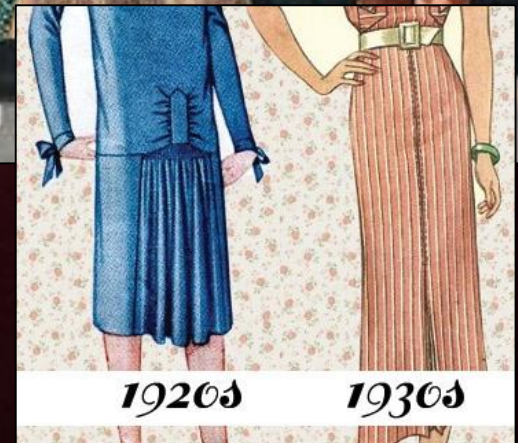


1930's

# The Depression Era

- **Waistline Restored / Hemlines Dropped**

- **Waistlines in clothing went back to the natural waist.**
- **Hemlines dropped back to lower calf/ankle length.**



# 1930's The Depression Era

- **Hand-Me-Downs / Flour Sack Clothing**

- Because of The Great Depression, clothes were “recycled” and reused as children made do with hand-me-downs.
- Women used flour or feed sacks as material to sew new clothing.

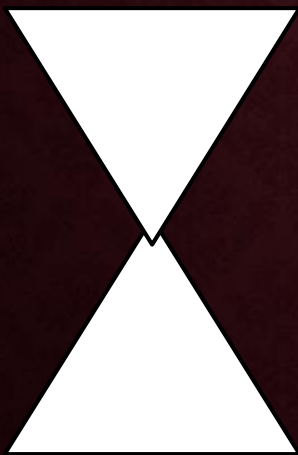


1930's

# The Depression Era

- **Silhouette**

- Hourglass



1930's

# The Depression Era

## • Men's Fashion

- Double Breasted Suit
- Padded Shoulders
- Glen Plaid Fabric

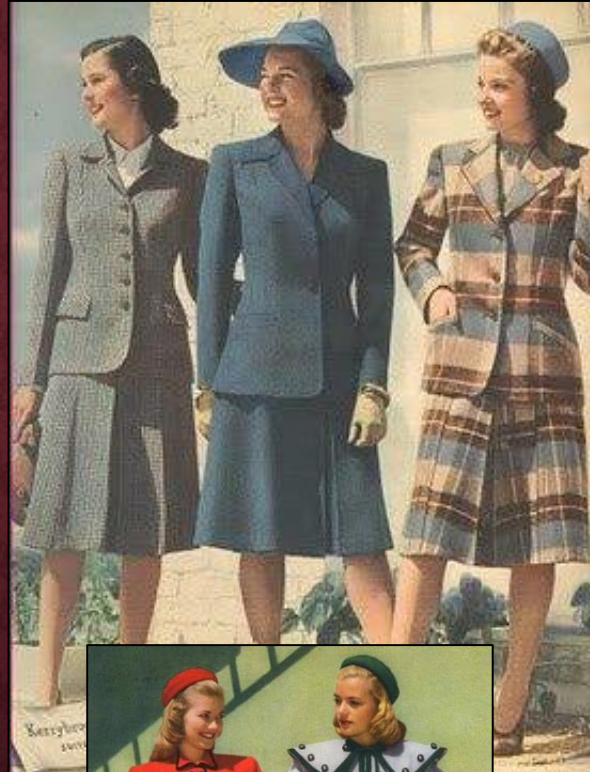


1940's

# The WWII Era

## • Convertible Suits

- Women were able to mix-and-match pieces.
- Popular for day wear, office wear or even evening wear when dressed up.
- Many women would even wear a suit as their wedding attire.



1940's

# The WWII Era



## • Slacks

- When women began working in factories during WWII, wearing pants for safety became a necessity.
- Soon, they became acceptable when at home for activities like gardening and yard work.



1940's

# The WWII Era

## • No Silk or Nylon Stockings

- Before the war, stockings were a necessary part of every woman's wardrobe.
- Because of the war, silk and nylon became very expensive or were commandeered for the war effort.
- Women would use make-up to paint their legs and draw lines down the back to simulate stocking seams.



**We Borrowed Their "Nylons"  
to Make Tires for the Navy**

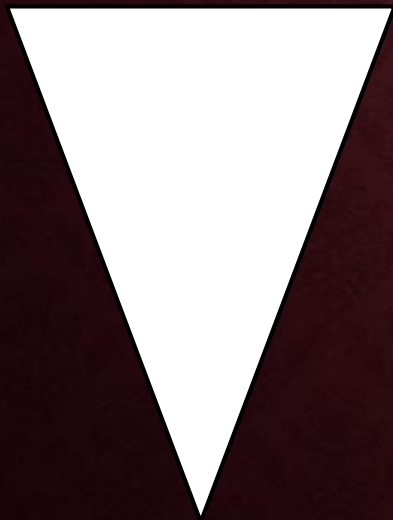


1940's

# The WWII Era

- **Silhouette**

- **Inverted Triangle**



1940's

# The WWII Era

## • Men's Fashion

- Military Influence
- Bomber Jackets
- "Victory" Suits with No Vest, Cuff or Pocket Flaps
  - Government put strict limits on materials used for clothing.

