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# Everyday Fashions Of The Sixties As Pictured In Sears Catalogs (Dover Fashion And Costumes)



## Synopsis

This compilation from a style-conscious decade features scores of illustrations with their original captions specifying colors, sizes, prices. Items include apparel for men, women, and children â” from lingerie and playclothes to bridal ensembles, Madras jackets, and vinyl slicker coats.

Introduction. Over 300 black-and-white illustrations.

## Book Information

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Average Customer Review: 3.9 out of 5 starsÂ Â See all reviewsÂ (20 customer reviews)

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## Customer Reviews

There's often a difference between how we imagine or remember the Sixties & how they really were. I remember that they looked more like what's in this book: Jackie Kennedy, Patty Duke, Leslie Gore, Carnaby Street & San Francisco filtered through Sears & delivered to middle class America. It all got pretty silly toward the end of the decade. But something important was happening in women's fashions. Clothes became more comfortable & hair styles more simple, if that's what one chose. But the choice was there. That transition is captured by these amusing & thought-provoking catalogue pages. It's a wonderful book for crafters of costumes & doll clothing, art students, pop sociologists & anyone who enjoys seeing how the times were a changin' through the mediums of clothing, hair, bust size & retail pricing. Very few color pix, though. Bob Rixon

purchased to use as a resource for developing a course on 20th century visual (consumer) culture.a fun quick overview of everyday American fashion in the 1960's. would love it more if it had more

color photos, and a larger assortment of men's clothing options (it definitely focuses on women's clothing) , but it's a great quick reference.

Vibrant color was one of the most important aspects of fashions of the 1960's. Sadly, the color is a missing aspect of this otherwise wonderful volume. However, if you are looking for a trip down memory lane, *Everyday Fashions of the Sixties as Pictured in Sears Catalogs* is a great way to recapture the era. It brought back fond memories of my school days. If you are not a Baby Boomer, you might be very surprised to realize that many of the styles we wore were much more conservative and flattering than the media's reinterpretation of 60's style. (Oh! How I want those shoes!) Highly recommended for fashion research or pure entertainment! I'd give it another star if there was more color!

Biggest problem is that while the photos are gorgeous, none are in color -- Only color pix are the inside covers!!! No wonder the book is so low-priced - the only reason I'm not returning it. I would not have bought this book if I had known photos were b&w.

I was very disappointed. Although fashions are fun to look at, it would have been great to see the pictures in color. The clothing colors in the '60s were so vibrant -- seems pointless to print this book in black and white. Very disappointing when I opened it up to see only the front and back covers in color. Should have read all the reviews.

This book, except for the covers, is entirely black and white reproductions of catalog pages. This is disappointing as the colors of the sixties were distinctive.

I bought books for the 40's, 50's and 60's. This one was the most disappointing. All of them lacked the men's clothing I was researching - but this one was also a bit skimpy on all fashions. 30 pages less than the other two, and fewer garments per page. Back in the 1970's I bought a book of reprints from Sear's catalogs of the 1930's, its an inch thick! I use it a lot. The Olian series is OK. better than nothing.

Great book for those interested in sixties fashion. No interpretive text or historical context-- this book is purely an assemblage of some of Sear's catalog most enduring and representative patterns of sixties attire. Ripped straight from the catalogue pages, this book is just filled from cover to cover of

catalogue models and accessory displays. And its not just young women's clothes as the cover may allude-- it ranges from womens, teens, childrens, to mens clothes. My main criticism is that the cover is misleading-- only two pages of the book are actually in color, the rest are black and white. While I like the idea of black and white photos on the semi-gloss pages (which is a very mod scheme anyway), most of the photos are more fuzzy and gray than crisp black and white. That's just not what you'd want from a 60s fashion book. Half of fashion interest in the sixties is the bold use of color and pattern never seen before the period. I felt it was also short in length, so that with the lack of color was a disappointment.

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