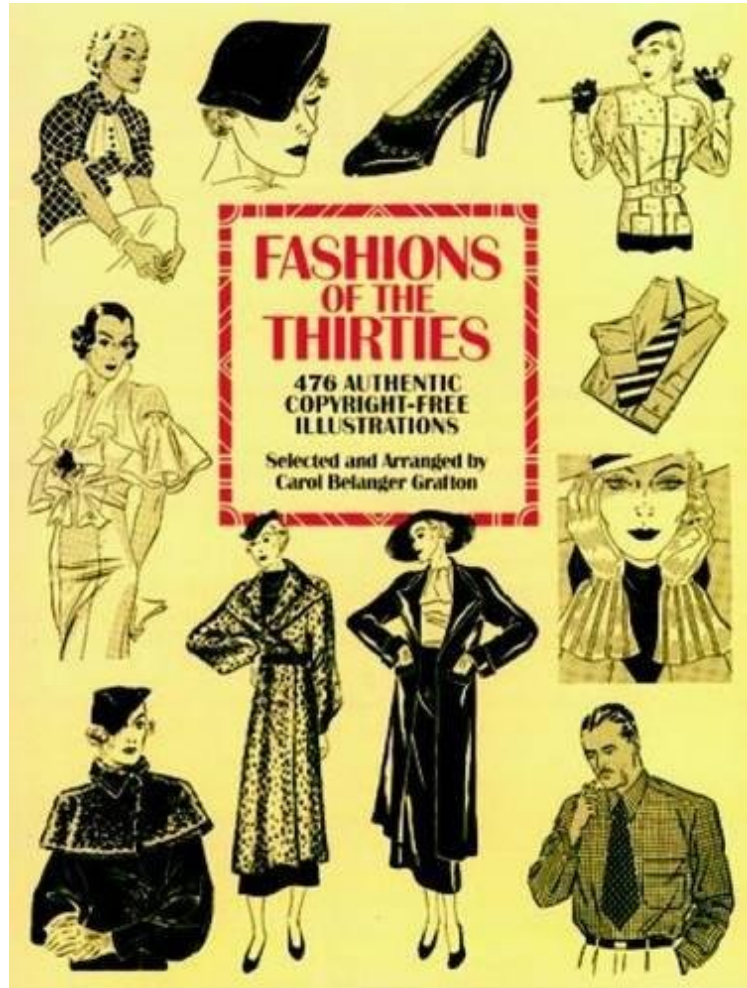


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In the 1930s, the Fashion Review Service offered a wide selection of advertising spots to small clothing and department stores that had no art staffs of their own. The cuts provided an accurate depiction of the latest fashion trends?hemline lengths, use of fur trims, sleek silhouettes, lapel widths, and much more.This volume reproduces hundreds of illustrations from issues of that now-rare periodical. A "must-have" for graphic artists looking for authentic fashions of the 1930s, this collection of more than 470 illustrations depicts, in sharp and easy-to-reproduce detail, formal and casual wear for adults and children of all ages. Among the items shown are stylish dresses, suits, evening gowns, coats, loungewear, fur stoles, handbags, lingerie, jewelry, and hats for women; men's suits, slacks, beachwear, jackets, ties, shoes, and pajamas; and a variety of playclothes and special-occasion outfits for infants, young children, and teenagers.An instant source of period charm for designers, these illustrations will also be of great value to students of fashion and costume history.

From the Back CoverIn the 1930s, the Fashion Service offered a wide selection of advertising spots to small clothing and department stores that had no art staffs of their own. The cuts provided an accurate depiction of the latest fashion trends?hemline lengths, use of fur trims, sleek silhouettes, lapel widths, and much more.This volume reproduces hundreds of illustrations from issues of that now-rare periodical. A "must-have" for graphic artists looking for authentic fashions of the 1930s, this collection of more than 470 illustrations depicts, in sharp and easy-to-reproduce detail, formal and casual wear for adults and children of all ages. Among the items shown are stylish dresses, suits, evening gowns, coats, loungewear, fur stoles, handbags, lingerie, jewelry, and hats for women; men's suits, slacks, beachwear, jackets, ties, shoes, and pajamas; and a variety of playclothes and special-occasion outfits for infants, young children, and teenagers.An instant source of period charm for designers, these illustrations will also be of great value to students of fashion and costume history.Original Dover (1993) publication.