

The image features two thick black L-shaped brackets. One is positioned in the top-left corner, and the other is in the bottom-right corner, framing the central text.

**THE EARLY 20<sup>TH</sup> CENTURY  
& THE '20S**

# Pre-World War I America

## “The Age of Optimism”

- In 1900, the American population was over 76 million.
- Majority now lived in urban areas.
- Half a million immigrants entered the country each year.
- There were only 45 states.
- Average weekly wage was \$12.00 (22 cents/hour)

Edwardian Era(1901-1910)/ The Gilded Age  
(1870s-1900) / Belle Epoque (1895-1914)  
AKA - The end of the “leisured class”



# The Biltmore Estate



Called “his little summer escape” by George Vanderbilt

(son of Cornelius)

Built 1880s, height of the Gilded Age

Largest private home in the US, has 250 rooms

# Compare to Downton Abbey



In the early 20<sup>th</sup> Century (the early 1910s into the 1920s, the Crawley Family (the Earl of Grantham and his brood) live in a huge manor house known as Downton Abbey and have an entire legion of serving staff at their beck and call, but times are changing and the era of lords and ladies living in leisure is coming to an end. As the series comes to a close, the staff of the house has dwindled to less than a quarter of what it once was and lands have been sold to keep the family on solid ground.

# Women

- The Final Phase of the 19th Century: The “Health” Corset  
Edwardian: 1900-1910



Victorian versus  
Edwardian silhouette





## ■ Edwardian, 1900-1909

- *'pouter pigeon' bust, hips thrust back = S-bend or 'kangaroo stance'*
- *The female anatomy routinely stood at an angle of 33 degrees*
- *There are many reports of waists between 18 and 14 inches – even 12 inch waists are mentioned in connection to these “health corsets”*
- *Constricting dress & number of flounces and frills were testimony to the leisured life of the wearer*

## ■ Undergarments

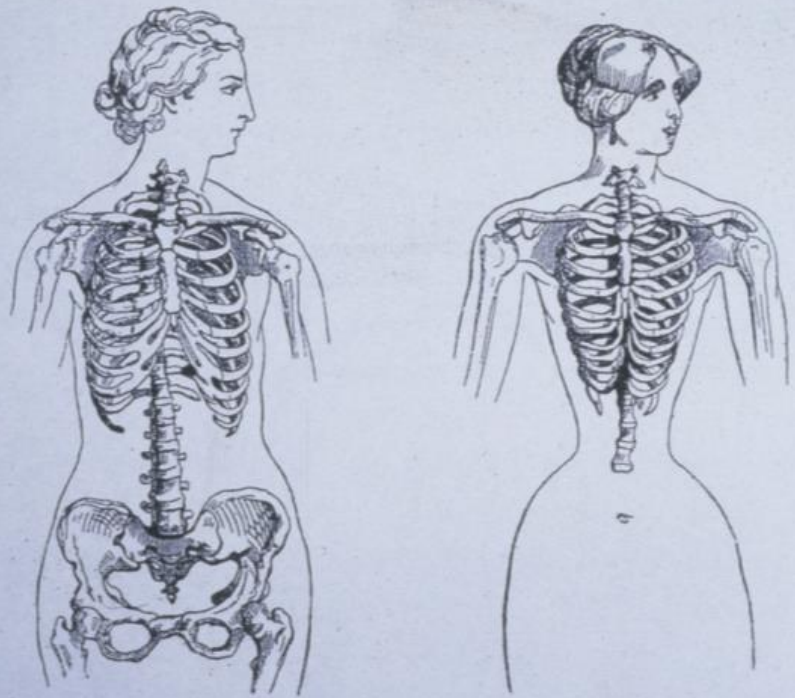
- *The brassiere (AKA “bra”) first appeared in 1904 and gradually became a basic essential undergarment.*
- *Corsets were still worn*
- *Corset covers and drawers were paired together*
- *Ribbons woven through eyelets was a popular trim for the frilly petticoats drawers worn as undergarments.*

## ■ Outerwear

- *Dresses were one piece*
  - *bodices and skirts sewn together at the waistline*



Kent State University



Early fans

**FANTASTIC FAN**  
Evening fans were large and elegant, often made of silk or leather. This embroidered silk fan decorated with tiny spangles is typical of the period.



**THE "W" SHAPE**  
Corsets of the early 1880s were designed to lean the bust forward and thrust the hips back. The overall effect was of a large bust, tiny waist, and pronounced derrière. This look is known as the "W" shape.

**RIGHT GRACE**  
These Gibson Girl style ladies appeared in a 1907 fashion illustration and typify the extravagant evening wear and constricted "W" shape of the early 1880s. Lingerie-type fabrics and yards of billowing lace ruffles were much in evidence. Because a different outfit was required for each occasion, the wealthy woman changed her clothes several times a day.



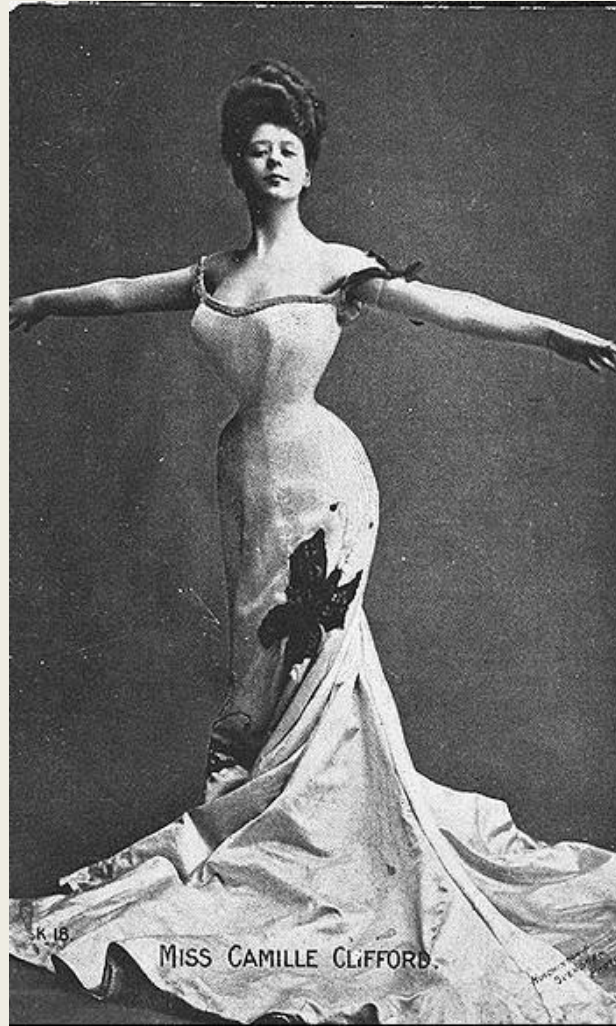


# Charles Dana Gibson (1867–1944)

- American graphic artist
- Created the "Gibson Girl"
  - *Iconic representation of the beautiful, independent American woman at the turn of the 20th century.*



- Stage actress and model for the “Gibson Girl” illustrations Camille Antoinette Clifford
- In the early 1900s she won U S\$2000 in a magazine contest sponsored by illustrator Charles Dana Gibson to find a living version of his Gibson Girl drawings
  - *his ideal woman had an 18” wasp waist and wears the health corset*



# The Triangle Shirtwaist Factory fire in New York City, 1911

Resulted in the fourth highest loss of life from an industrial accident in U.S. history



- One of the deadliest disasters that occurred in New York City –until the destruction of the World Trade Center 90 years later
- 146 garment workers died from the fire, smoke inhalation, or falling or jumping to their deaths
- Most of the victims were recent Jewish and Italian immigrant women aged sixteen to twenty-three
- Led to legislation requiring improved factory safety standards and helped spur the growth of the International Ladies' Garment Workers' Union which fought for better working conditions for sweatshop workers.
- The factory was located in the 23–29 Washington Place, now known as the Brown Building
- The factory normally employed about 500 workers, mostly young immigrant women, who worked nine hours a day on weekdays plus seven hours on Saturdays, earning between \$7 and \$12 a week

# The Delphos Gown

- finely pleated silk dress : 1907-1950
- by Mariano Fortuny y Madrazo (1871–1949)
- Inspired by, and named after the classical Greek statue, the Charioteer of Delphi. Patented, 1909
- **Evening gown**, 1920s; robe textile demonstrating Fortuny's unique dying and printing processes Mariano Fortuny ; Pale-pink pleated silk with pink silk cord and glass beads.
- Mary McFadden, inspired by Fortuny



# 1910-1920 Innovations

- Orientalism and Opulence; Rational dress (liberated from the corset)
- Paul Poiret (1879-1944)
- 1910: Women's Wear Daily begins publication
- 1911: Cubists exhibit in Salon des Independents in Paris
- 1912: Paul Poiret designs costumes for Le Minaret in which he uses hobble skirts
- 1914: outbreak of World War I
- 1917: the United States enters World War I
- 1918: World War I ends
- 1919: Women's suffrage is achieved: This major victory of the feminist movement also included reforms in higher education, in the workplace and professions, and in healthcare

# The 1910s & 1920s Fashion & Lifestyle Changes for Women

- Drove cars, went to work outside the home in increasing numbers, active sports such as swimming and bobsledding
- Businesses employing more women: especially as “typewriters”
- Women’s club memberships were increasing
- Clothes needed for these activities helped to push and modify existing styles
- WWI: Filled jobs that soldiers had left behind. Became auto mechanics, worked in factories, directed traffic



■ Paul Poiret( 1879-1944)

- *In America, called “The King of Fashion”*
- *The fashion industries first great modernist*
- *Worked for House of Worth:1901-1903*
- *“Am I a fool when I dream of putting art into my dresses, a fool when I say dressmaking is an art? For I have always loved painters, and felt on equal footing with them. It seems to be that we practice the same craft, and that they are my fellow workers.”*



- Paul Poiret & Madeleine Vionnet share the credit for liberating women from their corsets
- One of the first “Celebrity Fashion Designers.”
- Threw costume balls with fashion shows. Most famous was “One Thousand and Second Nights,” June 1911
- Famous Because He:
  - *Originated the narrow silhouette*
  - *Fashion for the un-corseted figure*
  - *Eliminated the petticoat*
  - *Popularized culottes and minaret tunic*





# Orientalism

- Imitation or depiction of aspects of Eastern cultures in the West by writers, designers and artists.
- Refers to artists in the 19th and 20th centuries who used artistic elements derived from their travels to non-European countries in North Africa and Western Asia

## Leon Bakst (1866 - 1924)



- Rebellion to the Victorian World
- Russian painter, scenery, and costume designer
- Revolutionized the arts he worked in
- 1908: he made a name as a scene-painter for Diaghilev with the Ballets Russes
- Ballet Russes:
  - one of the most influential ballet companies of the 20th century
  - ground-breaking artistic collaboration among choreographers, composers, and artists
  - Their influence, in one form or another, has lasted to this day
  - Paris premiere, 1909
  - London premiere, 1911



- Bakst used color inspired by oriental influence
- Much of his work showed oriental influence
- Bold hues and sharp contrasts with highlights of embroidery and heavy appliqué
- The idea behind the clothes was that women would look like harem slaves. To emphasize this he put women in turbans and harem pants
- To complete the outfits there were exotic Eastern inspired jeweled slippers

# Poiret Follows Bakst's Lead

Fancy dress costume, 1911





Paul Poiret, 1912, opera gown



1912, opera coat

Poiret, coat, 1912; 1922: Near, Middle East, and Far East influences=dramatic power



# Draw The Figures Below for Your Notes:

■ Revolutionaries

Directoire/Empire Fashions

