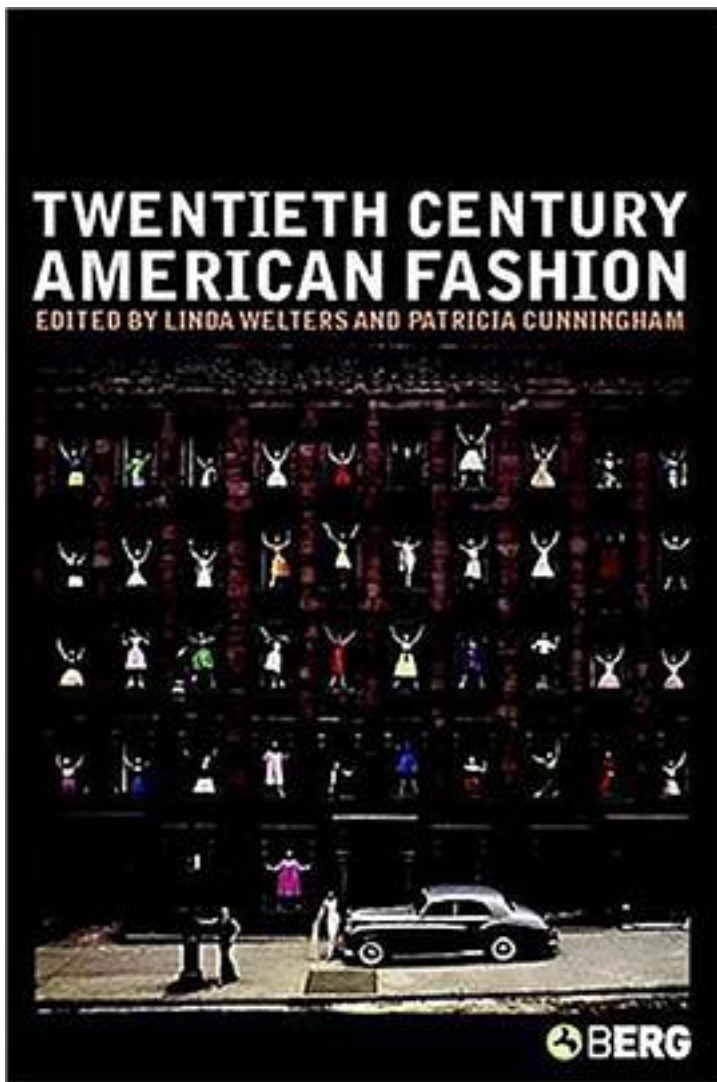# Twentieth-Century American Fashion

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Americans began the twentieth century standing in Europe's sartorial shadow, yet ended by outfitting the world in blue jeans, T-shirts and sneakers. How did this come about? What changes in American culture were reflected in fashion? What role did popular culture play? This important overview of American fashion in the twentieth century considers how Americans went from imitating British and French fashion to developing their own sense of style. It examines such influences on dress as class, jazz and hip hop, war, the space race, movies, television and sports. Further, the book shows how gender, psychology, advertising, public policy, shifting family values, the American design movement and expertise in mass production profoundly influenced an American style that has been exported across the globe.

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