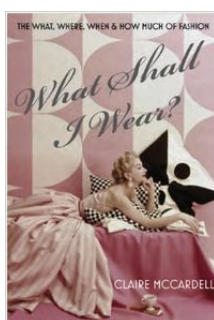


WHAT SHALL I WEAR?

The revolutionary fashion designer credited with pioneering the “The American Look,” Claire McCardell designed for the emerging active lifestyle of women in the 1940s and 50s. She was the originator of mix-and-match separates, pedal-pushers, bareback summer dresses, strapless swimsuits, and feminine denim fashion, and started the trend for ballet flats—a signature Audrey Hepburn look—as a wartime leather-rationing measure. McCardell's fashions were taken up by working women and high society alike. The early episodes of Madmen are packed with fashion showing Claire...



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What Shall I Wear?

Author	Claire McCardell
Original Book Format	Hardcover
Number of Pages	192 pages
Filetype	PDF / ePUB / Mobi (Kindle)
Filesize	4.69 MB

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Reader's Opinions

Review of the first edition. In her day, Claire McCardell was revolutionary. Her idea that fashion should suit the woman was a very new and freeing idea. It's still a freeing idea, but the first edition is not timeless in the specifics. I'd say...

Enjoyable in many ways as a time capsule of how people talked about fashion at a specific point of time. Some of the advice was timeless and some of it became woefully out of date almost immediately after this was published. Finding your own style regardless of trends - yup... that's still solid. Picking footwear to please your husband...