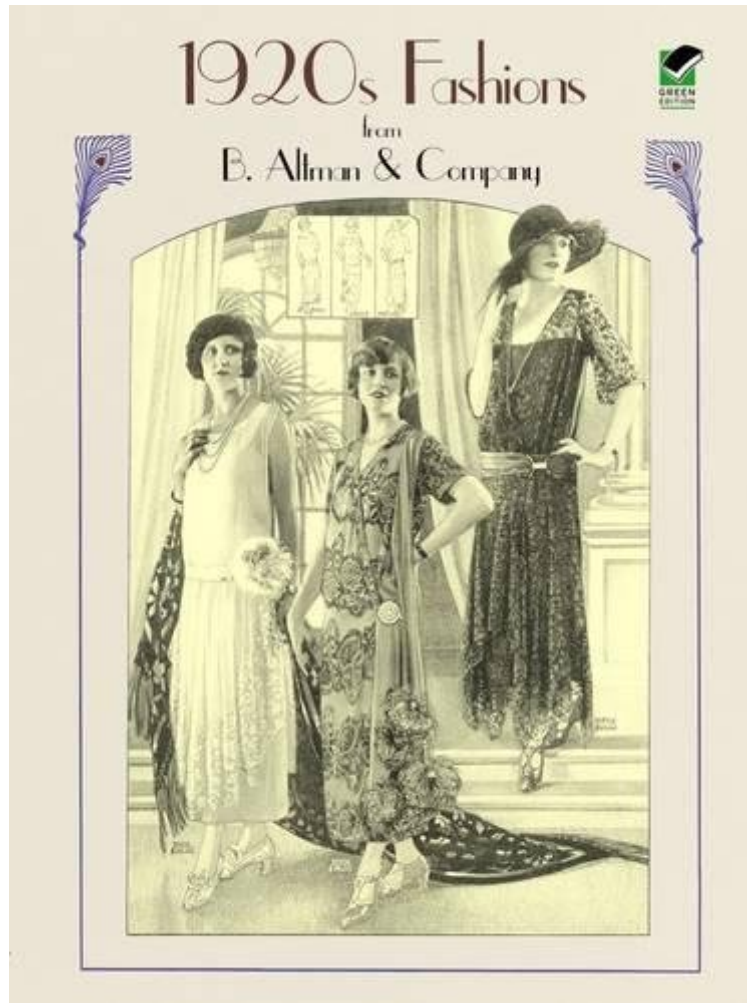


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B. Altman Co.

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B. Altman Co. : 1920s Fashions from B. Altman Company (Dover Fashion and Costumes) before purchasing it in order to gauge whether or not it would be worth my time, and all praised 1920s Fashions from B. Altman Company (Dover Fashion and Costumes):

7 of 7 people found the following review helpful. Charming reference but Kindle edition is too low res By HyacinthAs other reviewers have mentioned, this is an interesting (if short) cross-section of clothing for sale from the upscale B. Altman Company catalogs during the 1920s. As someone researching fashion in the early 1920s, I appreciated the chronological ordering and the original product descriptions detailing price and materials. There were three problems with this otherwise pleasing collection. The first and biggest is that the graphics for the kindle edition are not high

enough resolution. Text is illegible at normal kindle display size, and if you blow it up to a larger size (awkward to do in many kindle applications) the font is extremely fuzzy. A second, smaller irritation was the fact there are no dates on the illustrations (which would have been easy enough to include). The third issue I had was the brevity of this collection (128 pp.) Because it contains a little bit of everything, riding outfits, fur coats, undergarments, night-robos, baby accessories, the space devoted to adult clothing of the sort one might see at the theater, dining out, or an informal party ends up being quite small. For the early twenties, there was one illustration of "frocks" one of "skirts" and one of "gowns," which felt unnecessarily skimpy. A few more illustrations of what people wore between the undergarments and fur coats would have been appreciated. All in all, this is a fun book to browse through and provides a *slightly* better window into 1920s clothing than you can easily find on the internet. In my opinion, a larger selection and higher resolution images would have cinched an enthusiastic five stars.

0 of 0 people found the following review helpful.
Very useful for the costumer or anyone interested in 20's fashions
By zero347
This book is great because it provides actual catalog photos and not just drawings. It also includes undergarments, pj's, shoes, outerwear and stockings which are harder to find pictures of. I enjoyed seeing what regular people like myself might have purchased from the department store rather than Hollywood's rendition of the time or just the clothing of the very wealthy. Also of interest are the models and what "good looking" was back then compared to those you would see in catalogs now. If anything, I would have like to have seen more as the book is quite brief.

23 of 24 people found the following review helpful. Real 1920's fashions
By B. Weaves
This is the real deal. It's what people really wore, not the weird fashion illustrations (although I enjoy looking at those, too). It's interesting to see how modern some of the items are. I'd love to wear the shoes, coats and bags, and a few of the ladies sweater suits today. On the other hand, some of the clothing is incredibly oldfashioned. The ladies undergarments are a scream. You buy them by your chest size in inches. Notice that there is no "cup size" because these are designed to squash you flat into a tube. See item 4546: "Bust Supporter and Diaphragm Confiner of a strong quality of pick silk tricotine . . . giving a very flat appearance when worn with a very low top corset. Sizes 34 to 46. \$5.00

Also, some of the pictures are actually photographs and the models are very "chinky." The models are decidedly shorter and chubbier than today's models, and the flat chests make their chins look even bigger. It's interesting to see how the definition of "pretty" has changed over the decades. This is great inspiration for anyone interested in vintage clothing or clothing design, or just fun if you love fashion.

Svelte flappers in smart frocks and chic hats personify the style of the jazz Age, and this outstanding resource features hundreds of such deliciously distinctive images. Featuring selections from hard-to-find fashion catalogs published by the well-known but now-defunct B. Altman Company, this volume offers a sumptuously authentic record of the delectable fashions of the 1920s. Over 700 illustrations, detailed descriptions, and prices for a vast array of upscale women's clothing and accessories include knitted sportswear, sophisticated satin evening dresses, one-piece bathing suits of wool jersey with parasols and rubber bathing caps, cloche hats of straw, felt, and silk, and elegant shoes, ranging from sporty buckskin oxfords to satin slippers and pumps. A selection of dress and casual attire for children appears as well. Profusely illustrated and brimming with detailed information, this volume represents not only a first-rate record of the everyday fashions of the late 1920s but also an intriguing look at the mail-order advertising of the era. Fashion enthusiasts, historians, and all lovers of nostalgia will rejoice in the perennial appeal of these stylish images.