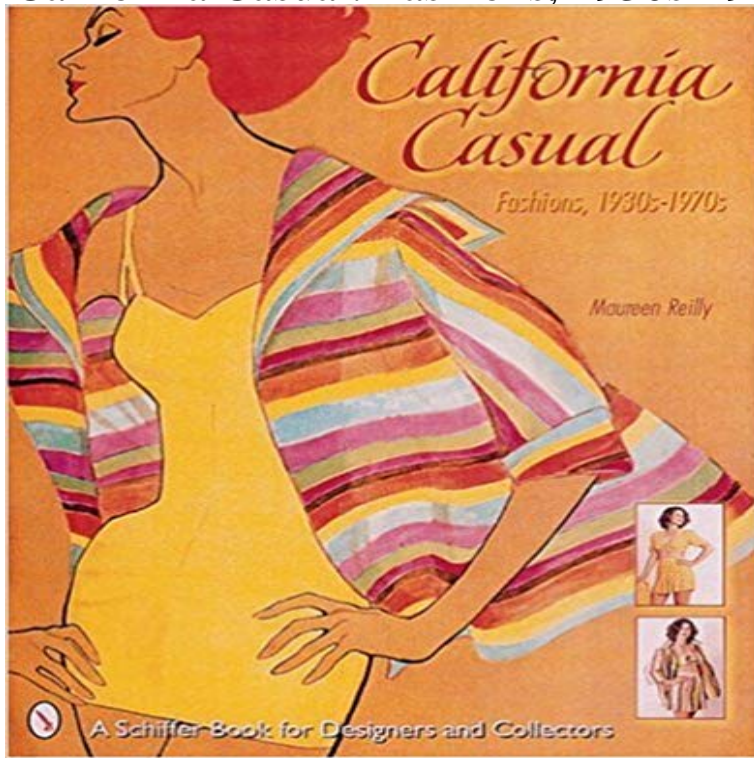


California Casual: Fashions, 1930s-1970s (Schiffer Book for Collectors)



Casual clothing, swimwear in particular, is strongly associated with the California lifestyle, and the design and manufacture of casual clothing has long been the foundation of California's garment industry. This book explores that industry as it developed in California from the 1930s through the 1970s, with emphasis on clothing and textile designs suffused with the sunshine spirit. Included are fashions from major swimwear companies such as Catalina, Cole, and Rose Marie Reid; sportswear from leaders like Koret and Alice of California; and a wonderful chapter paying tribute to that most western of fabrics, blue denim. More than 330 photographs and advertisements illustrate the colorful, cheerful, and charming nature of vintage casual clothing. Collectors, designers, and fashion historians will appreciate the profiles of California artisans and their influence on fabric technology. Includes price guide and a helpful glossary of fashion and fabric terminology.

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