

the leading fashion retailers of the time, Montgomery Ward, played a pivotal role in shaping the fashion trends that defined the twenties. With their iconic Dover Fashion and Costumes collection, Montgomery Ward provided individuals with the opportunity to express their unique style and indulge in the glamour of the era.

The Rise of Montgomery Ward

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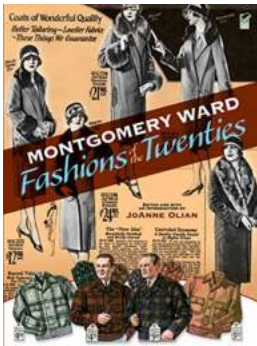
EDITED AND WITH
AN INTRODUCTION BY
JOANNE OLIAN

The "New Idea"
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Unrivaled Economy
A Quality Usually Found
at Higher Prices

Record Value
Well Tailored
For Free

10G224
All Wool
Suede
\$3.98



Montgomery Ward Fashions of the Twenties (Dover Fashion and Costumes)

by Kevin Vost (Kindle Edition)

★★★★☆ 4 out of 5

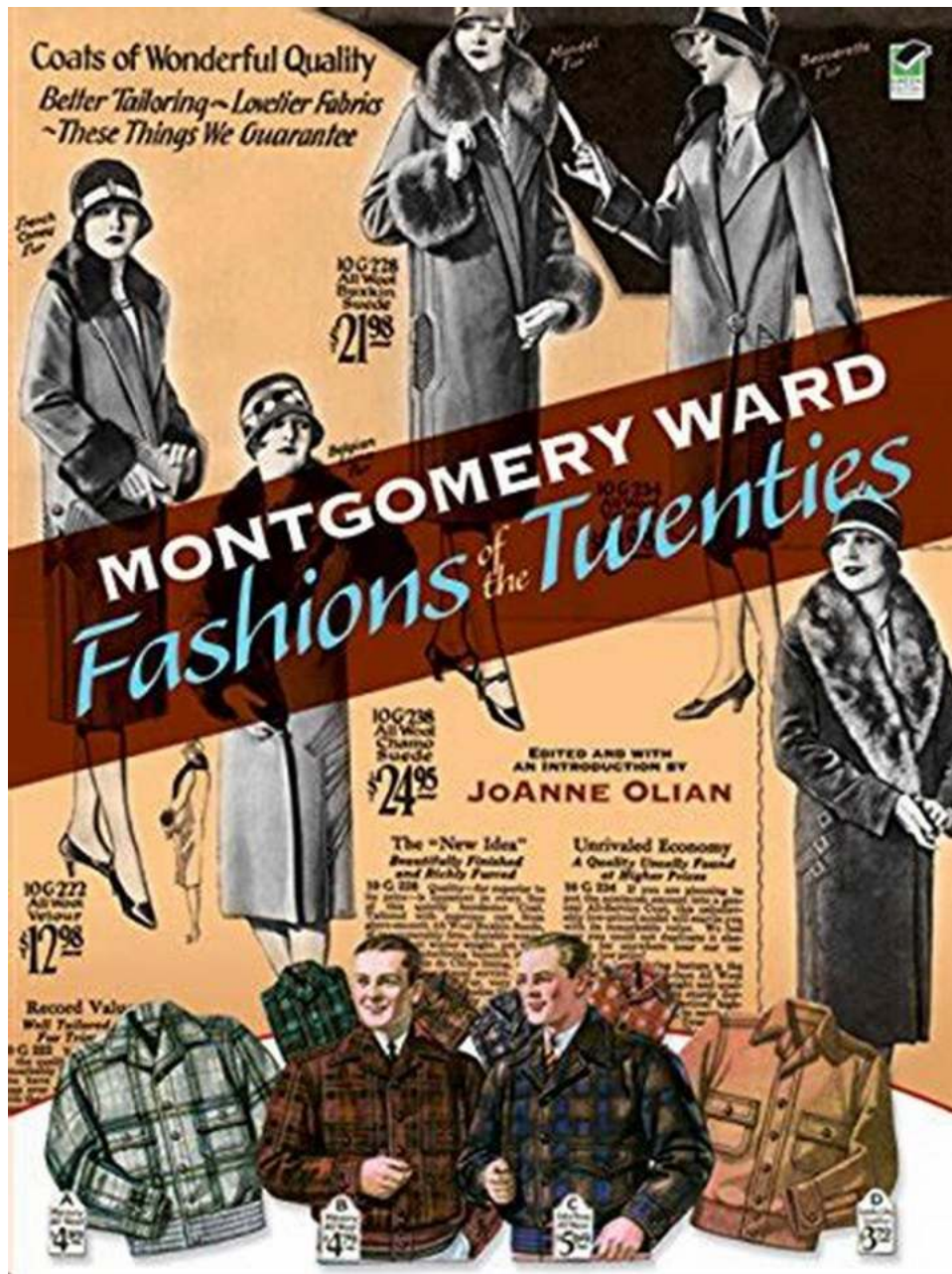
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Enhanced typesetting : Enabled
Print length : 144 pages
Lending : Enabled
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Established in 1872, Montgomery Ward quickly gained popularity as a mail-order retailer known for its quality products and exceptional customer service. By the early 1920s, the company had become a household name, catering to the fashion needs of both men and women across America.

Montgomery Ward recognized the changing dynamics of the fashion industry during the twenties. With the rise of flapper culture and the desire for unconventional clothing, the company seized the opportunity to offer unique fashion options that embraced the spirit of the era. From elegant dresses and stylish suits to accessories and footwear, Montgomery Ward's Dover Fashion and Costumes collection captured the essence of the roaring twenties.

The Iconic Dover Fashion and Costumes Collection



The Dover Fashion and Costumes collection offered a wide range of clothing options for both men and women, allowing them to explore their personal style and adapt to the changing fashion trends. With its attention to detail and commitment to quality, Montgomery Ward became the go-to destination for fashionable individuals seeking outfits that symbolized the lavishness and exuberance of the twenties.

For women, the collection featured flapper dresses adorned with intricate beadwork and fringe details, reflecting the flamboyant and carefree attitude of the era. The drop-waist silhouette, popularized during the twenties, was a prominent feature in many of Montgomery Ward's designs, allowing women to embrace a more relaxed and unrestricted style.

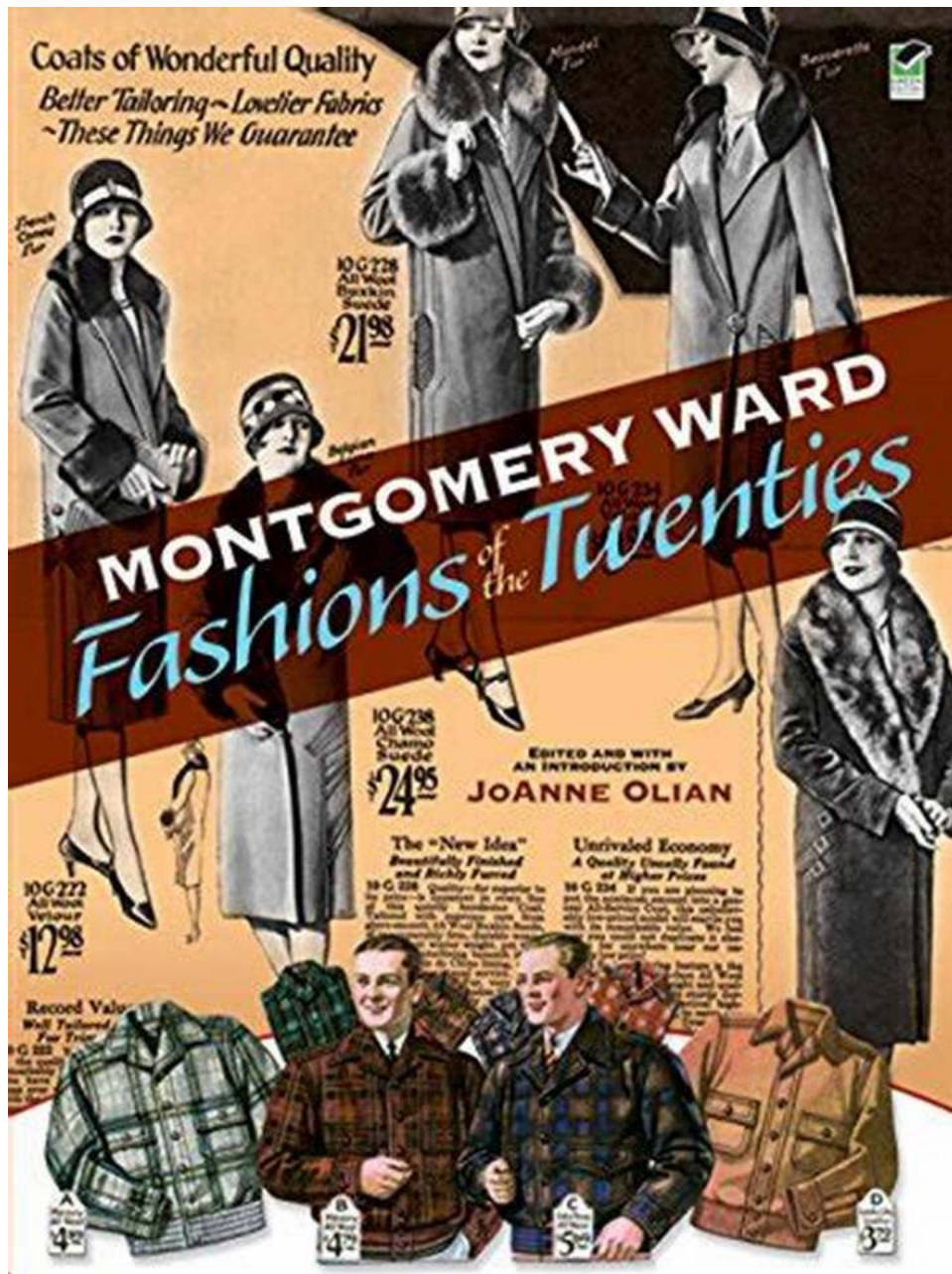


Meanwhile, men could enjoy the sophistication offered by Montgomery Ward's tailored suits, complete with wide-legged trousers, contrasting vests, and

structured blazers. The Dover collection embraced the trend of high-waisted pants, allowing men to achieve a polished and dapper look that reflected the elegance and refinement of the era.

Accessories and Footwear

No outfit is complete without the right accessories and footwear. Montgomery Ward understood this and provided a wide array of options to complement their stunning clothing collection. From feathered headbands and sparkling hairpins to stylish bowties and suspenders, the Dover Fashion and Costumes collection allowed individuals to express their unique style and attention to detail.



When it came to footwear, Montgomery Ward offered both comfort and style. From strappy heels and T-strap shoes for women to leather oxfords and brogues for men, the collection offered versatility and elegance in every step.

Reviving the Twenties Fashion

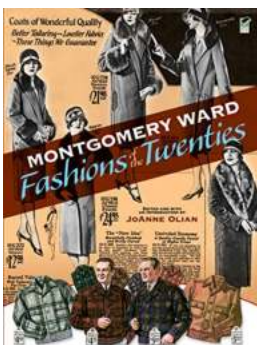
Although the twenties fashion might seem like a distant memory, its influence can still be felt in today's fashion industry. The glamour and charm of the era have

inspired countless designers and fashion enthusiasts to incorporate elements from the twenties into their contemporary designs. Montgomery Ward's Dover Fashion and Costumes collection serves as a valuable resource for anyone looking to recreate the opulence and extravagance of the roaring twenties.

With the revival of vintage fashion trends, many individuals are turning to Montgomery Ward's collection to find authentic and stylish twenties-inspired clothing. Whether it's for a themed party, a special occasion, or simply to channel the glamour of the era, the Dover Fashion and Costumes collection offers a wide variety of options suitable for modern-day fashionistas.

The Montgomery Ward Dover Fashion and Costumes collection embodies the spirit of the roaring twenties and continues to serve as a testament to the transformative power of fashion. Through their exquisite designs, Montgomery Ward allowed individuals to express their personality and embrace the newfound freedom of the era.

Today, the collection remains an invaluable resource for fashion enthusiasts and vintage lovers, bringing the glamour and elegance of the twenties to life. So why not explore the world of Montgomery Ward's Dover Fashion and Costumes and embark on a fashionable journey into the mesmerizing era of the twenties?



Montgomery Ward Fashions of the Twenties (Dover Fashion and Costumes)

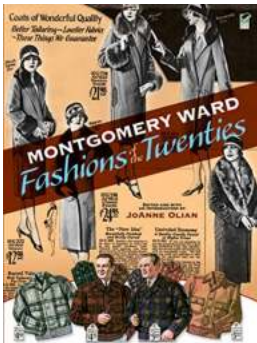
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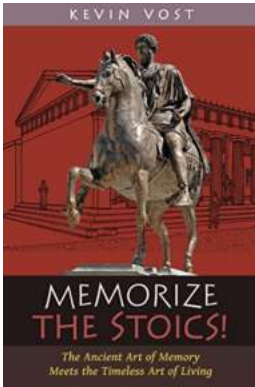


What were they wearing during the Roaring 20s? This chic collection presents a comprehensive view of Jazz Age fashions with hundreds of sepia-tone illustrations and captions. Selected from a 1927 Montgomery Ward catalog, these images form authentic reflections of the era's everyday and formal apparel. For the ladies, the catalog abounds in "rage of Paris" chemise dresses, feather-trimmed cloche hats, and casual wear. Gentlemen's suits appear here as well, along with attire for work and leisure and children's clothes for school, play, and special occasions. Sixteen pages of color illustrations offer vivid portraits of '20s styles, and an informative by fashion historian JoAnne Olian explains the period's trends. Collectors, designers, and fashion mavens will prize this charming style archive.



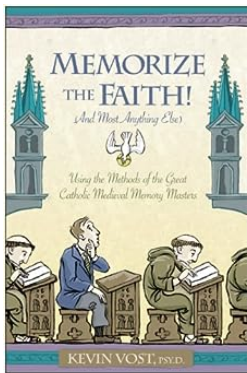
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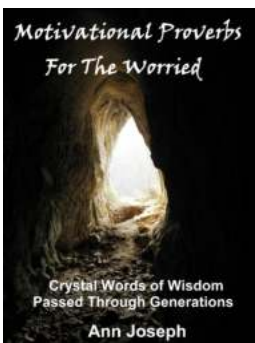
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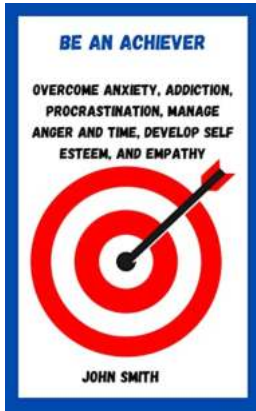
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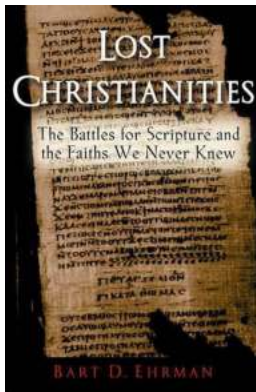
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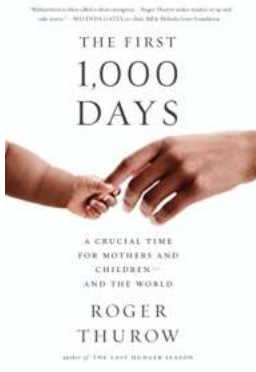
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