

# The 1930s

The 1930s opened in depression and ended in war. After the stock market crash of '29, Americans turned to the fantasy world of glamorous Hollywood movies and the exciting new big band 'swing' music to help them forget their troubles.



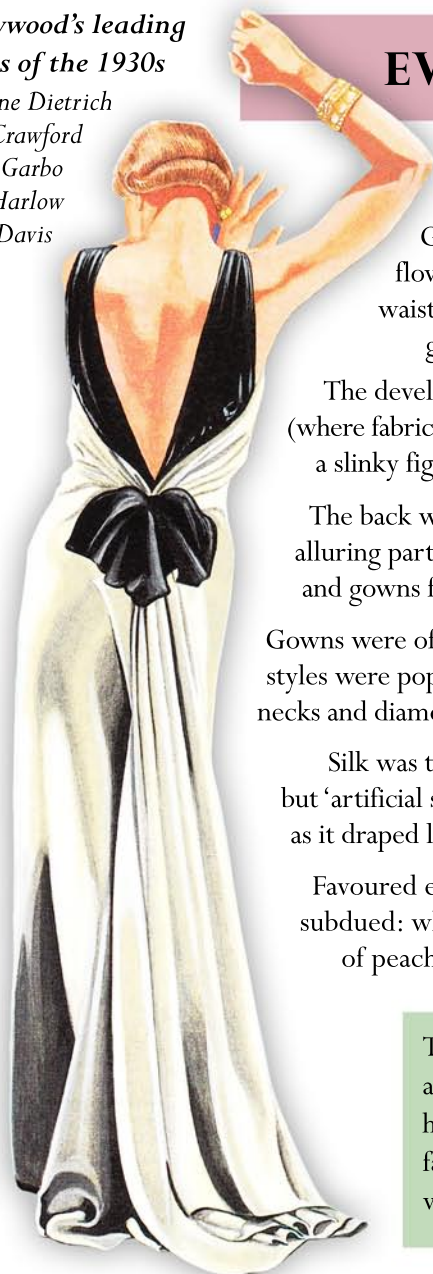
"Sweet" dance bands were popular in the early '30s until the Benny Goodman Orchestra's appearance at the Palomar Ballroom in 1935 – their "hot" new rhythms and daring swing arrangements made swing fever sweep the nation, inspiring musicians and dancers alike.



Hollywood's now-famous "Golden Era" started in the 1930s. Big screen stars were idolised for their clothing as much as for their performances. Fred Astaire and Ginger Rogers were popular and pioneered the new style of musical song-and-dance films.

## Hollywood's leading ladies of the 1930s

Marlene Dietrich  
Joan Crawford  
Greta Garbo  
Jean Harlow  
Bette Davis



## EVENINGWEAR STYLES FOR WOMEN

Gowns featured long flowing lines with defined waists and Art-Deco inspired geometric detailing.

The development of the bias-cut (where fabric is cut on an angle) created a slinky figure-hugging silhouette.

The back was considered the most alluring part of the body to show off, and gowns featured plunging backs.

Gowns were often sleeveless. Halterneck styles were popular, as were draped cowl necks and diamond 'sweetheart' necklines.

Silk was the most desired fabric, but 'artificial silk' (rayon) was often used as it draped like silk but was less costly.

Favoured eveningwear colours were subdued: white, black or pastel shades of peach, pink, green and blue.



### Accessories:

Costume jewellery, especially rhinestones and pearls.

Long evening gloves.

Hats, either cloche style or elaborately decorated headpieces worn high and at an angle, often featuring fruit, feathers or even birds.



Shoes often featured Mary-Jane or T-bar style straps with dainty curved heels in either closed toe or open 'peep-toe' varieties.

The classic 1930s film star look had thin highly arched eyebrows with smoky eye makeup and heavy lashes, plus dark red lipstick and lots of face powder. Hair was chin-to-shoulder length worn swept back from the face in waves.

