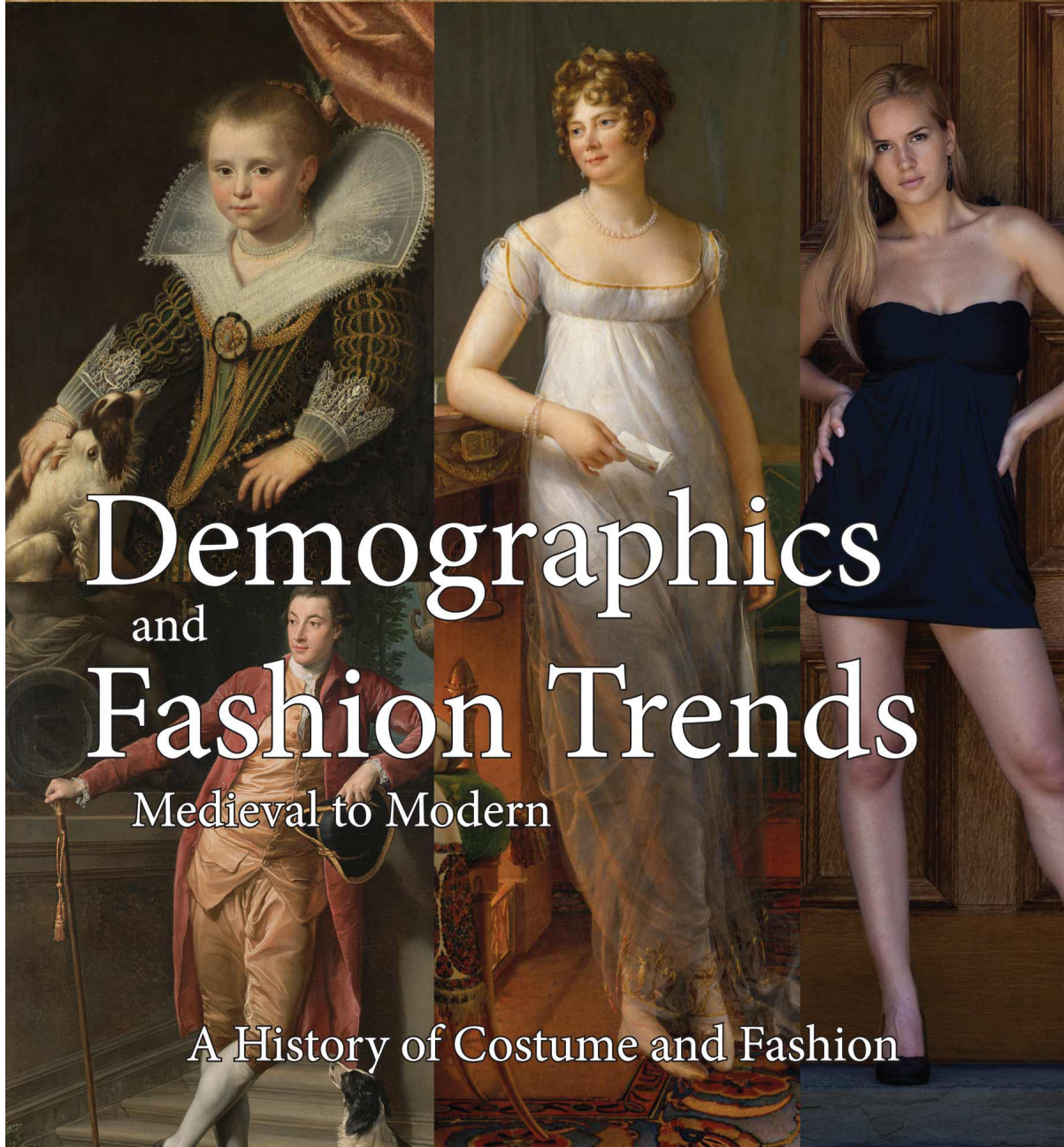


Demographic Wave Series 1

Edward Cheung



Demographics and Fashion Trends -Medieval to Modern-

A History of Costume and Fashion

(DWS) Demographic Wave Series: Volume 1

EDWARD CHEUNG

Longwave Press

Copyright © 2020 Edward Cheung

All rights reserved.

CONTENTS

1. Demographics and Recurring Fashions	1
2. Fashion Before the 1800s	13
• Medieval Fashions	
• Renaissance - Mannerist Wave	
• Baroque - Rococo Wave	
◦ Cromwell - Charles II Wave	
◦ Louis XIV - Louis XV Wave	
• Children's Clothing: Muslin Dresses	
-Fashion of the Next Baby Boom Generation-	
3. Jefferson–Monroe Wave (1790s – 1840s), Jackson Wave (1830s)	45
• Young Population - Neoclassical Style	
• Mature Population – Hourglass Silhouett	
• Children's Clothing: Pantalets	
-Fashion of the Next Baby Boom Generation-	
4. Lincoln-Grant Wave (1840s – 1890s)	77
• Young Population - Bloomer Costume	
• Mature Population – Hourglass Silhouette	
• Children's Clothing: Long-Waisted Dresses	
-Fashion of the Next Baby Boom Generation-	
5. Wilson-Harding Wave (1890s – 1950s)	127
• Young Population - Flapper Style	
• Mature Population – Hourglass Silhouette	
• Children's Clothing: Miniskirts	
-Fashion of the Next Baby Boom Generation-	
6. Johnson-Reagan Wave (1950s – Present)	173
• Young Population - Twiggy Style	
• Mature Population – Hourglass Silhouett	

7. The Body Through the Clothes	185
Style Notes	191
Bibliography	205
Index	207
Acknowledgments	212

About the Author

Edward Cheung has researched demographics for over 30 years. He is the author of *Baby Boomers*, *Generation X* and *Social Cycles: North American Long-Waves*.

The only book on Demographics and Fashion Trends

Over 600 Years of Fashion History linking Demographics
and Fashion Change

Over 500 Illustrations

Everything from Hats to Shoes and All the Garments
In Between and Underneath

Whether they realized it or not, all the mainstream designers, such as Charles Frederick Worth, Louis Vuitton, Paul Poiret, Coco Chanel, Christian Dior, Yves Saint Laurent, Calvin Klein, Ralph Lauren, Alexander McQueen, Tom Ford, and many others, created designs that appealed to the largest consumer demographic group. And when designers such as the House of Worth, Paul Poiret and Mainbocher failed to keep up with the changing demographics, they lost customers and eventually closed their shops.

Demographics is the roadmap to the next Fashion Trend

This book is a must read for fashion designers,
manufacturers, retailers, forecasters, educators, museum
curators, fashionistas, historians, and demographers alike.

[Available on Amazon.com](https://www.amazon.com/gp/product/B085RTHR2W)

<https://www.amazon.com/gp/product/B085RTHR2W>

Softcover printed by Amazon.com