



A CULTURAL  
HISTORY OF  
FASHION  
IN THE  
20TH AND 21ST  
CENTURIES

*From Catwalk to Sidewalk*

SECOND EDITION

RONNIE ENGLISH

# **A Cultural History of Fashion in the 20th and 21st Centuries**



**Figure 0.1** Filming *Portraits in Fashion* for Prestige Ltd (Textiles), Australia, early 1950s, with models Elly Lukas and Max Wyman in foreground. Photo: Gerard Herbst. Collection: Powerhouse Museum, Sydney. The magic of haute couture was captured in this photograph, which highlights the careful construction of an image that exudes glamour, elegance and wealth.

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Bonnie English

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**Dedicated with love to**

**my beloved daughters, Sarah and Katie,  
and to my parents, Edna and Bruce,  
to whom I owe everything.**



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## Preface

Yes, it is bigger and better! This book now encompasses a broad overview of 150 years of fashion and provides an excellent foundation for students of all ages. Being adopted as a textbook by the world's leading fashion schools and institutions, this version adds a detailed and up-to-date look at fashion over the past ten years. The four new chapters and additions of *A Cultural History of Fashion in the 20th and 21st Centuries: From the Catwalk to the Sidewalk* look closely at the key issues facing fashion designers and the fashion industry globally since the turn of the second millennium. It provides a comprehensive overview of changes that have resulted from sociopolitical upheavals, economic downturns and a growing social consciousness of the role that industry plays in the world around us. It considers the impact of eco-fashion, e-commerce, social networking and the emerging Asian markets upon business sustainability and enterprise. It reinforces the words of Coco Chanel: 'A fashion that does not reach the streets is not a fashion.' I hope you will enjoy this updated version.