



1930 MEN'S FASHION

May 2018

Agenda

- Overview
 - Overcoats
 - Suits
 - Pants
 - Shirts
- Hats
- Model A Era Image On the Cheap
 - Examples
- Where you can find Vintage Clothing?

Men's Fashion Guide



- In the 1930s, the appearance of an athletic body became the ideal men's shape. Clothing reflected this new shape with extra broad shoulders, thin waists and tapered legs.
- Initially, inspiration for menswear came from British Guard Officer's overcoats. Their shoulder line spread past the natural shoulder to line up with the bicep. Shoulder pads helped keep the angular shoulder shape. The coat then angled down to the waist creating a V shape from neck to waist. Sleeves repeated the V shape by starting out very roomy at the shoulder and narrowing down to the wrist.
- Even more V shapes appear on 1930s men's topcoats and suit coats with the appearance of very wide pointed lapels. Covering half the width of a man's chest, the lapels extended down to not the first, but the second set of a 4 button double breasted closure. The elongated lapels again emphasized the V shape.

Overcoats



- Overcoats had one unique feature that suit jackets didn't share: the pockets were large, square and positioned rather high on the coat and closed with a button. Notice how big and baggy the topcoat appears. It's designed to beef up the man inside and make him appear larger and more masculine.

Suits

- Suits were cut to add the illusion of both height and width.
- Jackets were long with wide padded shoulders and wide lapels.
- Double-breasted suit was especially good at adding width.
- Both single- and double-breasted remained popular throughout the entire decade.
- Most suits came with a matching 6 button vest, with or without lapel. Most were single-breasted vests, but a few still chose the more formal double-breasted waistcoat. They were not required to be worn, and typically only were worn by older gentlemen or savvy dressers.
- There was a break from men wearing matching pants and suit jackets year round. Now men had the choice to mix colors and patterns. It was both for fashion and economy — the depression was in full swing and men needed to make a few suits look like a big wardrobe.



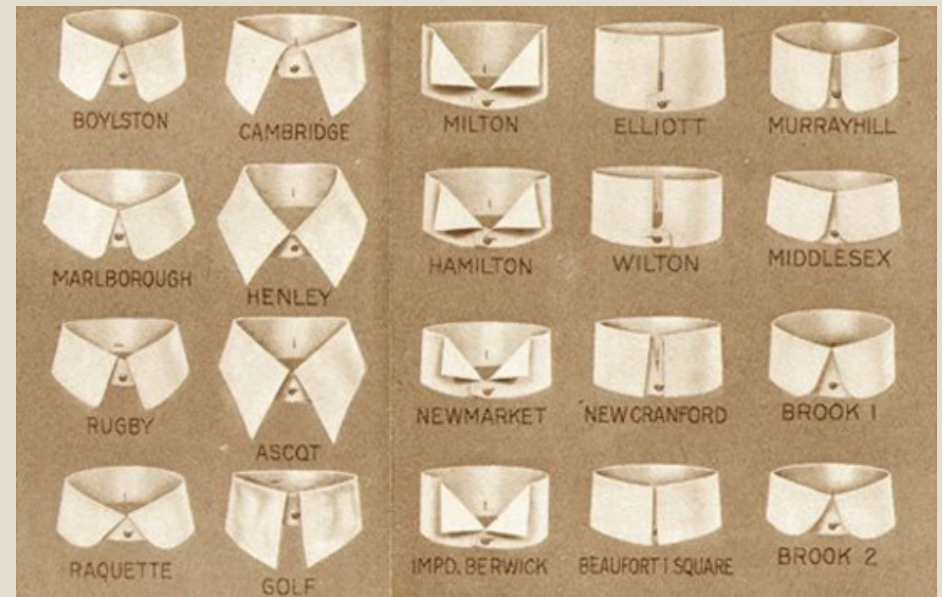
Shirts

- Dress shirts were not very different in the 1930s than they are today. They buttoned down with French cuffs and a straight pointed collar. Because suits' lapels were wide, so were shirt collars. Dress shirt colors came in tonal stripes, plaid, checks, windowpane, and solid pastel or medium tone colors.
- While the classic button down dress shirt remained a staple in a '30s man's wardrobe, a new casual shirt started to make headlines. The Polo shirt came into vogue, and they haven't left the fashion world since.



Shirt Collars

- In the early '20s, the stuffy detachable collar was still the norm.
- By the mid 1920s, men's collars were now mostly attached and not all white. First, shirt cuffs started to be made of the same material as the shirt, and later the collars matched, too. The look of a striped shirt and white cuffs and collars was the most common throughout the twenties. The all one color shirt was seen in casual day shirts but was too informal for men's dress shirts until the late '20s.
- The casualness of soft, colorful, day shirts contributed to a popular working class look- the unbuttoned collar!
- The Americans loved this style. Collage kids copied it, too — even the rich preppy kids — whose fathers strongly disapproved.



Pants

- Trousers also spread farther up the waist, about 3 inches or so above the naval, and hung down in long column-like shapes.
- All had button flies as zippers were not used until mid-thirties.
- Pant legs cuffed at the bottom for more casual wear and were straight hemmed for more professional attire.
- A strong pressed pleat down the center completed the look.
- Trousers had buttons inside the waistband both in the front and back for suspenders.
- Formal suit pants matched the suit jacket. They came in solid colors like grey, brown and navy blue, as well as patterns of stripes and plaids. For casual wear, pants had more diversity. Larger plaids, stripes and checks were popular with the youth. Lighter tans and white were perfect for summer, while darker shades of deep navy, chocolate brown and black were ideal for winter.



1930 Style Men's Hats

- New vintage style 1930s men's hats complete the man of the golden Hollywood era. Men's hat styles included the fedora or trilby, homburg, derby or bowler, ivy cap, walking hat, and boater. Fedora hats came in bright colors- hunter green, medium blue, brown, and grey. Other felt hats were usually black or grey. In summer most men wore straw hats such as the panama, straw fedora, straw gambler, and straw skimmer.



Buying 1930 Inspired Hats

- Lucky for us most of these styles of hats can be purchased today. Granted, many don't have all of the details vintage 1930s hats do but the overall shape and colors are present. One minor difference is that you won't find Petersham ribbon on modern hats. Instead you will always see grosgrain ribbon used.

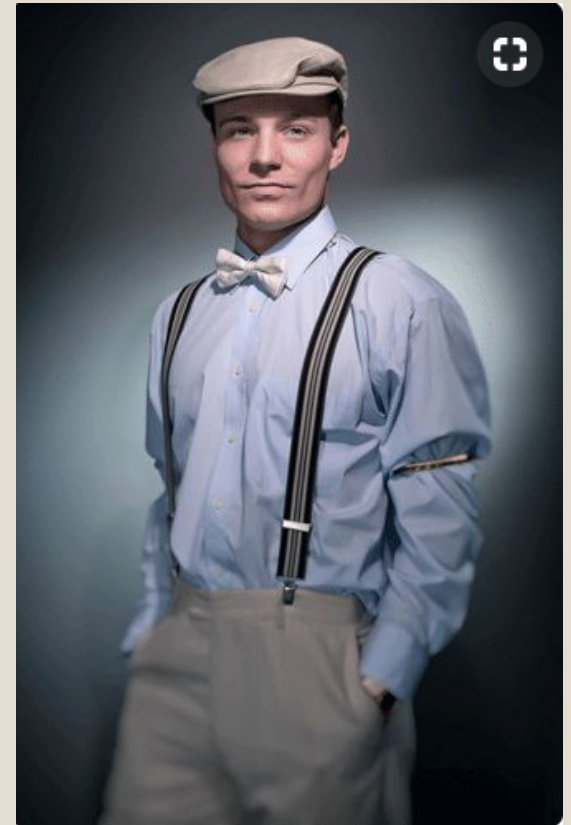
- What is the difference between Petersham and Grosgrain ribbon?

Both ribbons are ribbed and have a matte finish, but there is one really big difference, the edge finish.

Grosgrain ribbon has a sealed edge, and Petersham has a scalloped edge that is woven in one with the rest of the ribbon.

Hats

- Flat Caps, also known as Ivy caps and newsboy caps among other names, became popular in the 1920s and remained popular throughout the 1930s. Everyone from young boys to working class men and casually dressed upper class men wore Ivy caps.
- Tweed and Herringbone patterns were the most common. Another popular more business-like hat was the classic Fedora. Classic, ageless style fedoras came in all shades of black, grey, tan, and greens, usually to match your suit or at least not clash with it. Straw hats in the same shape as felt hats were worn in late spring and summer.



Impact of Hollywood

- The golden age of Hollywood immortalized the polished good looks of a well dressed man. The hat was not just an accessory it made the man who he was. Gangster or hero, ladies man or comedian, 1930s men's hats had a style for everyone.
- Formal attire required the silk top hat while the Homburg or Fedora has worn by most business men. The round derby or bowler continued to be worn by men yet diminished in popularity by the end of the decade. For casual days or working classes the cap, both wide 8 panel or slim ivy caps were the ideal choice.



Humphrey Bogart

1930 Fedora or Trilby

- One of the most popular hats for men in the 1930's was the fur felt hat also known as a Trilby or Fedora. The fedora is nearly identical with the Trilby having a slightly shorter crown. These hats are worn in Hollywood movies by both the smart and handsome detectives and the rough and dangerous gangsters. Indiana Jones wears one too.
- Popular colors: dark brown, tan, grey, black, olive green, medium blue
- Tall crown
- Made of fur felt
- Featured a deep crease down the center top of the hat that angled toward the back of the head
- Front pinch or crown sides were indented
- The narrow brim was turned up all the way around or on the sides only
- A wide Petersham band wrapped the hat
- A flat Petersham bow was placed on one side of the hat band
- Matching Petersham ribbon bound the hat brim
- Sometimes they were worn tilted to one side

1930 Homburg

- The hat most gangsters preferred was the Homburg. A slightly more formal hat than the fedora it's popularity was revived in The Godfather movie resulting in it being nicknamed "The Godfather Hat." 1930s Homburg hats featured:
 - Most popular color was grey followed by black.
 - Made of fur felt
 - Tall crown with center crease
 - Wide brim in the first half of the 30's and narrower in the second half.
 - Curled brim with matching Petersham ribbon and band in the same color as the hat. A few versions had lighter color trim with a dark band.



1930 Bowler or Derby Hat

- A carry over from the past four decades the classic Bowler Hat also called a Derby was just as popular as ever in the 1930's. The traditional hard top felt was replaced by softer more breathable felt in the 30's. Other details of 1930's bowler include:
 - Most popular color: Black
 - Tall and round crown
 - Narrow curled brim often curled higher on the sides
 - Petersham ribbon binding on brim
 - Matching black Petersham ribbon on crown with a flat side bow



1930 Ivy Hat

- Another carry over from decades past is the casual cap called an Ivy or driving cap today. The 1920's style newsboy cap with an 8/4 panel design was still worn in the early 1930's but eventually gave way to a more sleek and fitted Ivy style. Some other details are:
- Colors: Brown and green tweeds, plaids, and herringbone patterns. Solid colors were less common
- Almost always made of wool, even in summer
- Worn flat on the head or off to one side
- Flat Ivy style with a triangle shape from ear to the base of the head
- Modern Ivy caps don't have the triangle shape
- Another style had a peaked cap design that tilted to one side

1930 Walking Hat

- Another nameless style hat of the 1930's is often called a walking hat, walker hat, tweed hat, or bucket hat today. This style hat came back in the 1960's making little distinction between the two decades. These hats had:
 - Tweed herringbone plaid, and check patterns
 - Turned down wide brim (60's hat had a slightly narrower brim)
 - Unstructured crown, rounded, usually no creasing
 - Thin self fabric band and flat bow



1930 Straw Boater or Skimmer Hat

- The last hat to carry over from the 1920's was the straw boater. A nice summer time hat this was the last decade of its popularity.
 - Made of hard woven straw
 - Shallow crown and flat top
 - Very wide striped silk band with flat double bow in sport team colors. Sometimes band was pleated horizontally.
 - Wide brim (Skimmer had a slightly narrower brim)
 - Worn for summer and sporting events
 - Worn straight or tilted to the side

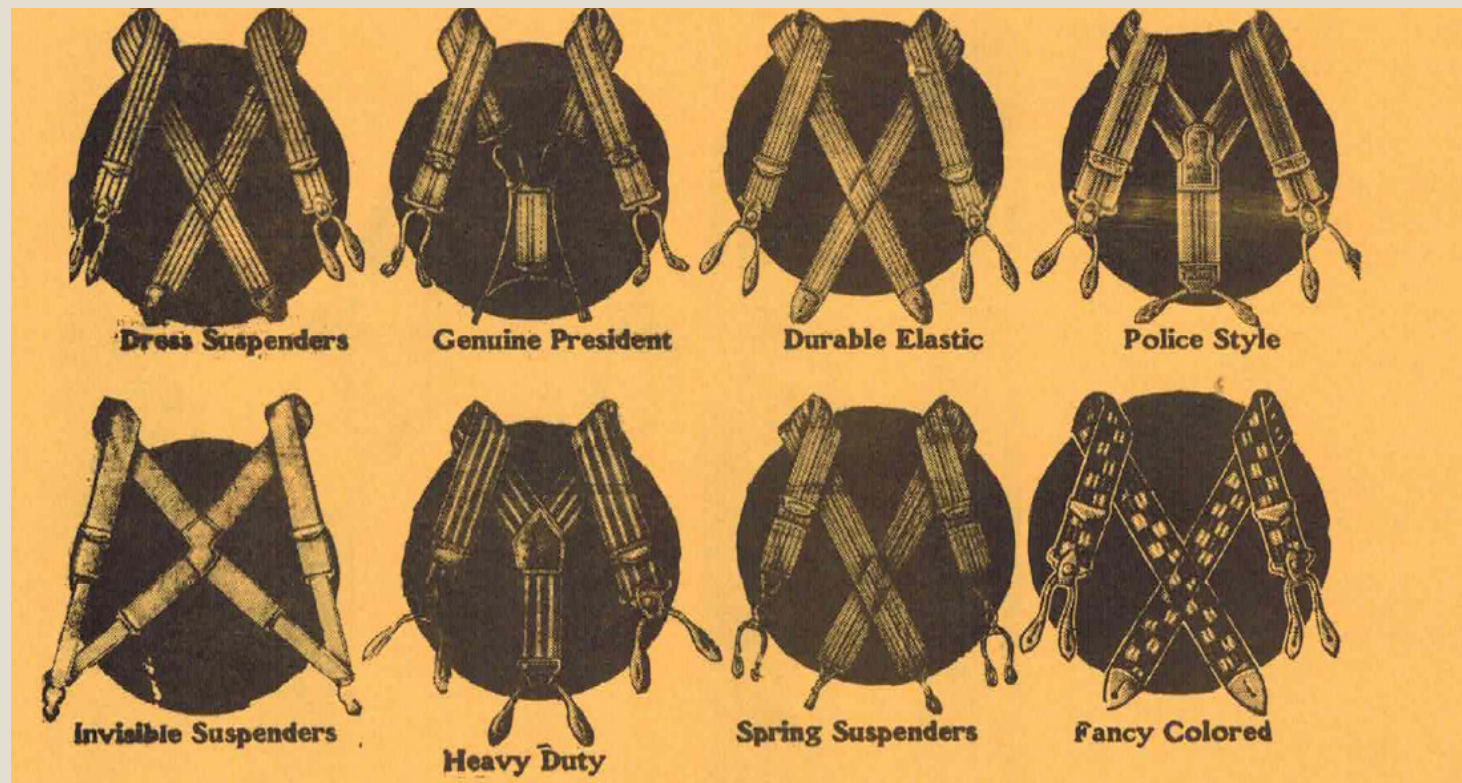


Maurice Chavelier wearing a Boater Hat

Suspenders

Suspenders (braces) came in a variety of designs and colors. 38" to 44" long and about 1 3/8" wide. They had leather ends to fasten to suspender buttons on trousers.

Dress suspenders, worn with formal wear, were white and narrow.





MODEL A ERA IMAGE ON THE CHEAP

Sports Outfit

- Flat Caps, also known as Ivy caps and newsboy caps
- Dress shirt
- Tie
- Knickers
 - Cut off, add elastic
- Sweater
- Argyle socks
- Shoes



Service Station Attendant

- Hat
- Work Shirt
- Tie
- Coin changer
- Coveralls
- Patches ~ Gas, Name



Gas Station Pictures



Mechanic

- Cap
- Shop coat
- Patches



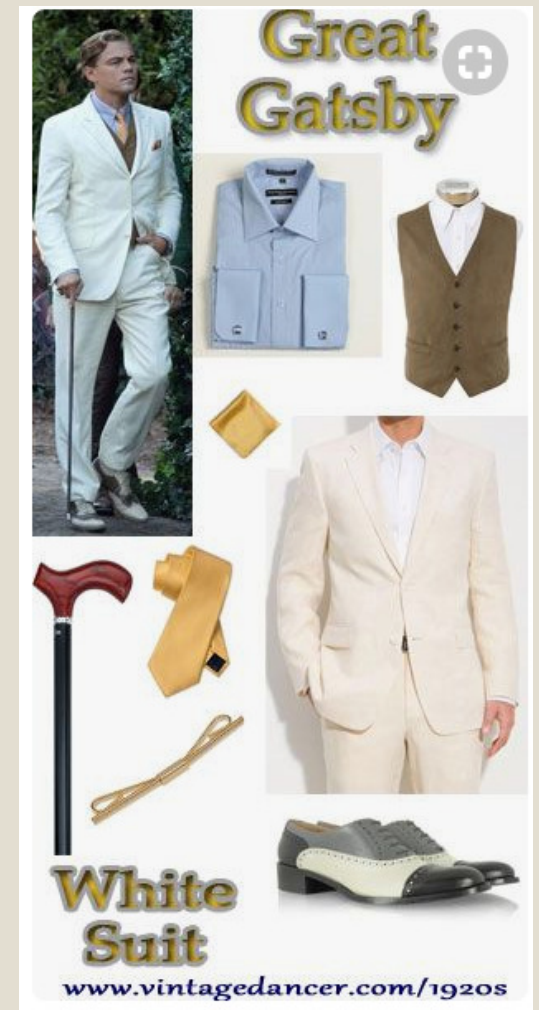
Workwear

- Ivy cap
- Shirt
- Blue jean bib overalls
- Gloves
- Work shoes



Gangster

- Suit
- Shirt
- Tie
- Vest
- Cuff links
- Gloves
- Cane
- Wing tipped oxford shoes



Another Idea

- White shirt
- Arm Garters
- Suspenders
- Slacks
- Bowler Hat



Roaring 20's

- White Shirt
- Vest
- Suspender
- Bow Tie
- Wing Tipped Oxford shoes
- Homburg Hat
- Flat Cap or Ivy Cap



- Where you can find information on Men's Fashion?

- Old Pictures
- Catalogs – We have a DVD with two Men Fashion catalogs on them
 - Bond Street -31 pages
 - Styles Correctly Designed for Men and Young Men
 - Purchased from MAFCA for \$11
- Estate sales
- Antique sales
- Swap meets
- The Restorer Magazine
- Model "A" News Magazine
- Amazon (Amazon.com)
 - Arm Garters ~ \$5
 - Hats ~ Boater \$56
 - Suspenders ~ \$10
 - Cane ~ \$13
- Etsy (Etsy.com)
- Vintage Dancer
 - <https://vintagedancer.com/1930s/1930s-style-hats/>



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