



1930 JEWELRY

February 2018

Background on 1930 Jewelry

- In 1930 the stock market crashed, and with it prices of clothing and accessories dropped dramatically.
- A dress that cost \$24 in 1928 cost only \$4 in 1931.
- Budgets were being stretched very thin, and clothing designers had to make cutbacks in design and material quality.
- Sometimes a new dress would be out of the question but a new brooch or pendant was affordable to revitalize an old outfit. The new jewelry put smiles on the faces of women during hard times.
- Rich looking 1930s women's jewelry was necessary to making a poor dress look like a million dollars.
- Short sleeves made bracelets tremendously popular.
- Art Deco is the decorative style that reached its peak between the two world wars.

Jewelry Trends

- Jewelry designers, who sold to Hollywood were mimicked and mass produced, looked to the latest modernistic (now called Art Deco) movement for design inspiration. Unlike the 1920s when jewelry was long, thin, light and delicate, 1930s styles returned to heavier origins in the Victorian style. Shapes were angular — squares, rectangles or ovals set in black and silver settings. The main difference between Victorian and 1930s jewelry was in the variety of colored gemstones offered: ruby red, amethyst purple, topaz orange, emerald green, aquamarine blue, as well as black onyx.
- Throughout the decade designs shifted from dark and heavy to silver, white, ivory, and clear diamond sets. Even gold set gemstones came back in fashion by the end of the 1930s, something that hadn't been seen since before 1900.



1930s Eisenberg Ice jewelry ad

Sparkle Jewelry Styles

- One of the most prevalent styles of costume jewelry during the 1930s was sparkle – the more sparkle, the better! This trend was interpreted and utilized in a few different ways – the ‘white on white’ style and ‘paste’ being two of the most popular.
- One of the reasons that sparkle became so popular during the 1930s was the rise of the silver screen. Increasingly, more people were going to the movie theaters to see the latest releases – which would be in black and white.
- This meant that clear gems and jewels stood out on the movie screen more prolifically than colored stones and gems. Costume and set designers realized this, and so began bejewelling their stars in densely concentrated sparkling stones.



Stars & Moon Shapes

- During the art deco period, stars and moons were frequently seen in jewelry and accessory designs. Chanel was so inspired by star motifs, that she designed jewelry in the early years of the decade with beautiful clusters of shooting stars.
- This picture of Hedy Lamarr shows her in costume for the 1941 film 'Ziegfeld Girl', a movie which was set in the 1920s. Hollywood's fascination with star and moon shapes continued for the next few decades, but remains a style typical of the art deco era.



Necklaces

- Necklaces brought attention to the long line at the neck and upper chest.



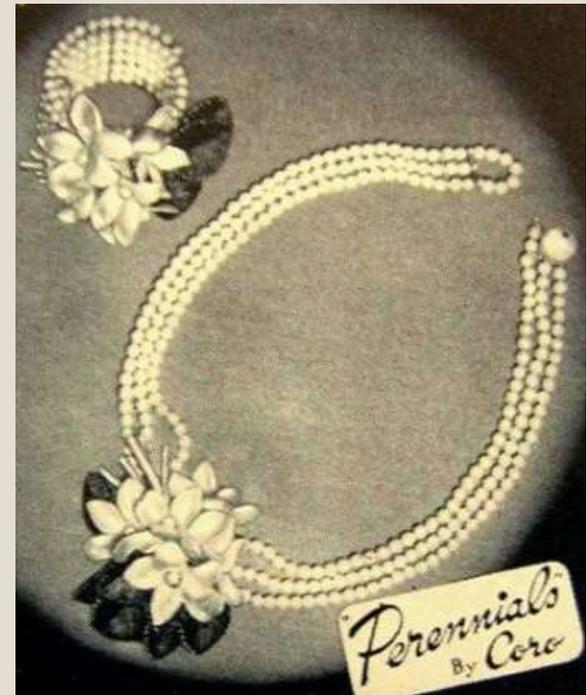
1930s fashion: Compare to my bookcover on DEADLY ATTRACTION. ...



Antique 1920 s luxury pearl necklace by JeanneDanjouJewelry ...

Pearls

- Pearls have been popular for centuries, and even today are still a favored choice of jewelry. Given a new lease of life by Chanel in the 1920s, long strands of pearls suddenly became popular once again. Pearls were not only present in necklaces, but also in brooches – sometimes incorporated with the ‘white on white’ paste style, earrings and bracelets. Pearls really are a timeless jewelry item and can be worn in so many different ways – perhaps proving way they are still so popular.



1939 Coro pearl jewelry

Comparison



Pendant from Grandma



Art Deco Siberian Amethyst
Pendant 1930s - Antique
Jewelry... #jewelryantique

Bracelets

- The bracelets of this decade were varied, sometimes sparkling with paste set as imitation diamonds, or sometimes as a simple bangle style. The actual fit of bracelets tightened during this era, mostly due to Hollywood.
- Movie studios did not want their actresses creating the unwanted sounds of bangles and bracelets clanking together. Therefore, bracelets were worn tighter on the wrist to minimize movement.



An Art Deco diamond bracelet, French, 1930s. The pierced... [#ArtDeco](#)



1930 Bracelet

More Bracelets



French 1930's Art Deco
Sapphire Diamond Gold
Platinum Link...

...



An Art Deco tutti frutti
bracelet, by Cartier, circa
1930...

...



Elegant Art-déco diamond
sapphire bracelet C. 1930...



Art Deco platinum and
diamond bracelet, about
1930... [#diamondbracelets](#)

...

More Bracelets



1930s Art Deco Diamond
Platinum Bracelet



Wide Silver Cuff Bangle
Vintage 1930s Hinged
Bracelet



Cartier - An Art Deco
diamond bracelet, circa 1930.
The... #Cartier #ArtDeco



DIAMOND BRACELET, 1930s
interlaced ribbon design set
with... #diamondbracelets

Earrings

- Earrings of the decade were clip-on or screw-on, an important feature to note if shopping for true vintage. The practise of piercing ears dropped dramatically out of favour in first few decades of the 20th century. It was not until the 1950s and 1960s that pierced ears gradually became socially acceptable again.



Vintage clip-on flower earrings 1930's beaded clip-ons



Art Deco Diamond Sapphire Earrings Circa 1930's Vintage Blue... #VintageBeginsHere

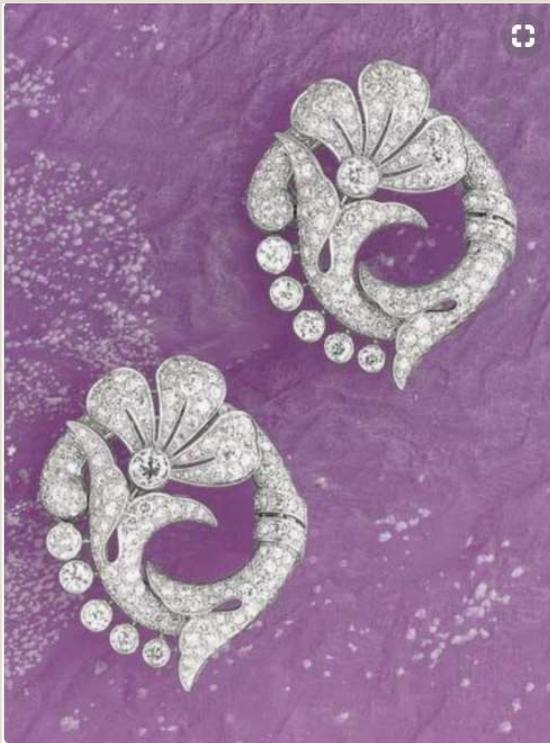


Preowned Vintage Early 1930s Miriam Haskell Faux Pearl...
polyvore.com



Art Deco jade earrings, 1930s

More Earrings



12k Yellow Gold Real Shell Carved Cameo Earrings 1930s



BIG Vintage 1930s Art Deco Chinese Japanese Carved Bone... #Handmade



Cartier Platinum, Diamond & Cabachon Sapphire Ear Clips...



Vintage 1930's Art Deco Crystal Earrings

Rings



Diamond and emerald art deco ring, c. 1930



c1930s Art Deco 1.5ct Old Cut Diamond Platinum Toi At Moi...



1 Carat Vintage Art Deco Engagement Ring | Circa 1930... #vintageengagementrings



Art Deco sapphire and diamond cluster ring, circa 1930.



\$849.00
1930s Art Deco Filigree Diamond Ring



Spectacular 1930's Antique Diamond Engagement Ring Platinum...

Dress Clips

- The purpose of dress clips were merely ornamental.
- They were worn on dresses, furs, and accessories including hand bags and shoes.
- They became popular after World War I.



Vintage 1930s - Matching Pair of Clear Diamanté Dress Clips...



Vintage Brooch Dress Clip Duette 1930s Art Deco Crystal... #Unbranded



Art Deco ruby and diamond clips, by Cartier, circa 1930.

Hair Clips

- As women began waving and curling their hair into the new styles of the decade, there was a growing desire for decorative hair clips and combs.
- Many of these were in the popular sparkle style, featuring paste set into geometric art deco shapes and styles. Women wanted to add sparkle and shine wherever they could, and of course the hair became the perfect place to do so.

Vintage Jewelry Styles - 1930s

House of Fraser

Plasticland

Accessorize

1928.com

1928.com

Accessorize

Hair Clips

VintageDancer.com

Finish your 1930s waves with one of these beautiful vintage inspired clips or combs.

Current Jewelry



- Found last month at Walmart

Grandma Treasures



1927 Wedding Ring

Found out diamond was removed from Grandpa's ring and put in this ring when he proposed



Pins that were Grandma's



More Grandma Treasures



Grandma's pocket watch – graduation present



I believe it is made of ivory

Antique Show Treasures



Early 1900 Jewelry



Where you can find information on 1930 Jewelry?

- Your relatives jewelry box
- Pinterest
- Warman's Vintage Jewelry – Leigh Lesher
- Estate Sale
- Antique Shops
- Flea Markets
- Walmart
- Vintage Dancer
 - <https://vintagedancer.com/1930s/popular-jewelry-styles-1930s/>



Our goal is to share our love of the Model A's and the history of a simpler time.

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