

# Dressing Modern Frenchwomen: Marketing Haute Couture, 1919-1939

The interwar period (1919-1939) was a time of great change and upheaval in France. The country had just emerged from a devastating war, and the social and economic landscape was in flux. In this context, the fashion industry played a vital role in shaping the image of the modern Frenchwoman.



## Dressing Modern Frenchwomen: Marketing Haute Couture, 1919–1939 by Mary Lynn Stewart

★★★★★ 5 out of 5

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Haute couture, the pinnacle of French fashion, was at the forefront of this transformation. Haute couture houses began to market their creations to a wider audience, using new and innovative strategies. These strategies included the use of fashion magazines, department stores, and exhibitions.

## Fashion Magazines

Fashion magazines were one of the most important tools for marketing haute couture to modern Frenchwomen. Magazines such as *Vogue*,

*Harper's Bazaar*, and *Elle* featured articles on the latest fashion trends, as well as photographs of the latest haute couture collections. These magazines helped to create a desire for haute couture among women who could not afford to buy it.



**Department Stores**

Department stores also played a role in marketing haute couture to modern Frenchwomen. Department stores began to carry a wider range of haute couture garments, making them more accessible to women who could not afford to shop at the exclusive boutiques of the couture houses.

Department stores also held fashion shows and other events to promote haute couture.

**Continuing WITH YOUR**

**THE ROMANTIC DRESS**

**PERSONALITY STYLES FOR PEOPLE WITH CHIC**

**OUR BESTWAY PATTERN SERVICE**

**ALWAYS ASK**

The collage features a large illustration of a woman in a long, flowing, light-colored gown with a dark circular background behind her. To the right, there are several fashion sketches of women in various styles of dresses, some with intricate patterns and details. Text blocks are interspersed throughout, including a section titled 'Continuing WITH YOUR' with a large 'W' and 'Y' in the title, a section titled 'THE ROMANTIC DRESS' with a detailed paragraph of text, and a section titled 'PERSONALITY STYLES FOR PEOPLE WITH CHIC' with a paragraph of text. At the bottom left, there is an advertisement for 'OUR BESTWAY PATTERN SERVICE' with contact information for Miss D. H. Evans in London, W.1. At the bottom right, there is a small advertisement titled 'ALWAYS ASK' with a paragraph of text.

## Exhibitions

Exhibitions were another important way to market haute couture to modern Frenchwomen. Exhibitions were held in Paris and other major cities around the world, and they showcased the latest haute couture collections. These exhibitions were attended by both the elite and the general public, and they helped to create a buzz around haute couture.



### **The Modern Frenchwoman**

The marketing strategies used by haute couture houses during the interwar period helped to shape the image of the modern Frenchwoman. The modern Frenchwoman was seen as a sophisticated, stylish, and independent woman. She was interested in fashion and culture, and she was not afraid to express herself through her clothing.

The modern Frenchwoman was a far cry from the traditional Frenchwoman of the 19th century. The traditional Frenchwoman was expected to be modest and demure, and she was not supposed to be interested in fashion. The modern Frenchwoman, on the other hand, was free to pursue her own interests and to express herself through her clothing.

The marketing strategies used by haute couture houses during the interwar period played a vital role in shaping the image of the modern Frenchwoman. These strategies helped to create a desire for haute couture among women who could not afford to buy it, and they also helped to change the way that women thought about fashion.



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