FOR IMMEDIATE RELEASE

Contact: Diane Hutsell, Executive Director McMinn County Living Heritage Museum 423-745-0329 www.livingheritagemuseum.com dhutsell@birch.net

Vintage Vixen: The Evolution of Women's Clothing from the 1920-1950s

January 11, 2010-Athens-In fashion history, time rarely stands still for long. The Living Heritage Museum explores the rapid evolution of women's clothing in Vintage Vixen January 18-February 12, 2010. Begin with the flapper fashions of the 1920s that embraced all things modern to the return to a more genteel, ladylike appearance in the 1930s as fashion magazines, and later the movies, disseminated information more quickly. Learn how World War II influenced women's fashion which became more restrained to match the economic atmosphere until a new look and new approach to fashion evolved in post war American as women longed for frivolity in dress and desired feminine clothes that did not look like a civilian version of a military uniform.

###