



Fashion & Merchandising Fads (Haworth Popular Culture)

Frank Hoffmann, Beulah B Ramirez

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Fads by nature and by definition are hard to capture, yet Hoffmann and Bailey have captured over one hundred of the passing fashion fancies and merchandising miracles during America's short history in their latest collection of fads, *Fashion & Merchandising Fads*. Life devoid of fads is impossible to imagine, and the fads that do enter our lives become vehicles for amusement upon retrospection. How long any fad stays in vogue is anybody's guess, but Hoffmann and Bailey have again found those fads that somehow took root and flourished, if only for a short period of time, in America. Concise entries describe each fad from its beginning to its demise and its devout followers. Readers are sure to recognize many of the trends and fads collected in *Fashion & Merchandising Fads*. A browse through the contents will have readers smiling as they remember

- Alex, Stroh's Beer-Drinking Dog and "Baby On Board" Stickers
 - Barbie Dolls and Celebrity Perfumes
 - Convertibles, Digital Watches, and Drive-In Banking
 - Garfield, G. I. Joe, and Handbags for Men
 - Knickers and Matchbox Cars
 - The Model T and the Mustang
 - Paper Dolls and Rubik's Cube
 - Silly Putty, the Slinky, and Synthetics in Clothes
 - Top Hats, the Trilby, and Twiggy
 - VCRs, Yuppies, and Zubaz
- Each fad featured in *Fashion & Merchandising Fads* is examined thoroughly and concisely by the authors. They look at the historical setting, how the trend became popular, and the people most fascinated and involved with the trend. References follow each entry to make further reading on each fad a relatively easy task for those intrigued by fads. As fads enter and encompass society for a period of time, this collection of fads, arranged alphabetically, is sure to captivate readers from beginning to end, or, in a world of fads, from the A-2 Flight Jacket to the Zipper.

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