

“Fall is Just Around the Corner”

By Patti Jones, Model A Restorer's Club of Arizona

As Winter is fast approaching, I'd like to show the styles of women's daytime coats from 1928-1931. During the Model A era, women's fashion styles changed dramatically in just those 4 years. Paris and New York were the style centers that dictated the most up to date chic styles that the modern era woman would wear. Generally, 1928-1929, the styles were boxy and straight across the bottom hems with no distinct waistline in dresses. Also, during these two years, dress hemlines were shorter than the early 20's. When the stock market crashed in 1929, so too did the hemlines. They became a little shorter, and many styles had uneven hemlines, or handkerchief sides to give the styles more flair.

Coats in 1928-1929 had hemlines that generally were straight across the front. Some did have thin belts, but some followed the dress fashions of 1929 by having flairs on either side of the coat. Many coats during our era had no buttons but were held shut by the wearer. Furs often trimmed the collars and sleeves in a wide variety of skins. Intricate detailing on the coat was often done with piping, trims, pleats, embroidery, etc. Also note that these coats are just barely covering any dress worn under it.



1928-1929

Compare the 1928-29 coat lengths to the 1930-31 lengths. By 1930, coat hemlines dropped drastically...at least 3 inches from 1928-1929. Waist bands in dresses were beginning to be shown in many fashion houses as well as coats during 1930. Fur trimmed coats continued on in 1930, as well as in 1931. Cape collars were starting to become popular in coats, just like the bertha collars in many of our dresses. Fabrics like wool, tweed, plush, and twill were used for winter coats. Being for winter, coats tended to be fully lined, many in heavy silk satin for warmth. Heavier coats often had padded inner linings for those colder climates. Style, detailing, and fur enhancements continued in 1930. Full fur coats were also very popular during all 4 years, but there were very few styles that were belted. Most used buttons or hook and eyes to keep the fronts closed.



1930

In 1931 it appears that hemlines dropped even further, possibly another 2 inches. Belts became wider and bolder in appearance on coats. Raglan/dolman sleeves were becoming more prevalent in fashions as well as coats. Fabrics still remained the same in all 4 years as well as coats being trimmed in all kinds of animal pelts.



1931

Matching your “Outer Wear” year to your major garment will enhance your outfit when being judged. Remember that “texture” is key. An example would be a heavy fabric of your major garment would go with any of these coats. A wool, heavy crepe and velvet would be suggested. A fine silk, georgette, or light crepe would be too light for these heavy winter coats.

Montgomery Wards, Spring/Summer 1929

Altman, Fall/Winter 1930

McCall's, May 1930

McCall's Style News, November 1931

Cowie Fur Company, 1931

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