

Era Fashion Competition from a Historical Perspective

By Maxine Dust

The following information regarding the evolution of era fashion competition was acquired following discussions with Edie Jones, Patti Jones, Pat Watson and the author's own recollections.

Recognizing that many other people have been involved with this process as well and have their own memories of these events, this data is presented to the best of the author's knowledge. MAFCA's publication "*The Restorer*" has been publishing era fashion information since 1962 and could also furnish additional data.

1962

San Francisco, California was the site of MAFCA's second biennial convention and also the site of the first era fashion competition. Chairperson-**Edie Jones**.

Edie Jones and husband **Bill** were involved with the very beginning of MAFCA. She was always interested in fashion and did extensive research on era clothing. Their MAFCA chapter in San Jose participated in that first event. Edie became the first chairperson of the newly formed Era Fashion Committee (EFC) in 1975, a position she held for 14 years. She also wrote the column for "*The Restorer*" following the first columnist, Lois Rather. Fern Davis writes that column today.

Patti Jones was a member of that San Jose chapter and also participated in the early beginnings of era fashion competitions. She and Edie were in business together buying and selling era clothing from 1975-1979. Patti has continued this interest in era fashions and competitions.

1963

Regional competitions for era fashions started in this year.

1974

Early fashion competitions such as that held on the Queen Mary in Long Beach, California, site of the MAFCA convention were essentially comparisons of the entrant's clothing as compared to the other competitors' and what really looked "correct."

1975

Comparison to other entrants started to change in 1975 when Edie Jones began working on the Era Fashion Guidelines. Eventually the point system similar to that used for car judging evolved. Today, entrants are judged solely on their own ensembles. The first "*Fashion Guidelines*" manual was published in 1988 and revisions are added from time to time.

1976

At the MAFCA convention in Nashville, Tennessee, fashion show judges were local antique dealers. This too changed over time until judging standards were achieved and tests developed for persons interested in judging to test their knowledge of era fashions. This occurred in the late 80's.

Reproduction Fashions

Pat Watson and **Maxine Dust** were early advocates of reproducing era clothing using original patterns. They reproduced era fashions in the fabrics and sewing methods that were available in that time period. **Pat's** professional background enabled her to take part in a video on reproduction of era fashions .She is also the owner of an extensive original era pattern collection available for borrowing under certain conditions.

Maxine has produced nurses' garments from 1929 and 1930, which she and daughter **Lee Anne** modeled in 1982 at the Minneapolis MAFCA convention. This marked one of the early presentations on specialty garments in the era fashion time period.

1990

Reproductions of era fashions gradually gained acceptance. **Lee Anne Dust** was chosen "Best of Show" in the San Diego convention in a bias cut 1930 satin evening gown.

2006

A new fashion book called "A Book of Fashion Facts" was released in July. It will add additional information and act as another resource to help those persons wishing to know more about Era fashions. It is available along with "The Fashion Guidelines" through MAFCA headquarters.

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