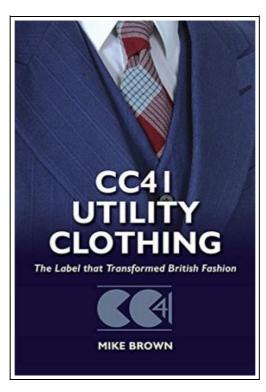
## CC41 Utility Clothing: The Label That Transformed British Fashion (Hardback)



Filesize: 5.42 MB

### Reviews

*This created ebook is great. it was writtern very properly and useful. Its been printed in an exceedingly easy way in fact it is just right after i finished reading this pdf where basically modified me, alter the way i think. (Aglae Becker)* 

### CC41 UTILITY CLOTHING: THE LABEL THAT TRANSFORMED BRITISH FASHION (HARDBACK)



Sabrestorm Publishing, United Kingdom, 2014. Hardback. Book Condition: New. 230 x 164 mm. Language: English . Brand New Book. The Utility symbol, CC41, is one of the most iconic symbols in the history of clothing in Britain; instantly recognisable to anyone who lived in Britain through the Second World War or the immediate post-war years. Clothes rationing began in June 1941 in an effort to cut down the nation s consumption of scarce resources; the Utility scheme was started 3 months later as a method of providing cheap, but well-made clothes for the less-well-off. The scheme was such a success that over the next few years it was extended to cover goods as widespread as shoes, furniture, lighters, pencils and household linen. Mike Brown looks at the background to, and the evolution of, the clothing scheme and the symbol as it changed to include more items of clothing, from underwear to fur coats. He also addresses the often misunderstood subject of Super Utility , and the so-called Dinner plate mark, uncovering the truth behind a subject shrouded in mystery since its introduction. From somewhat hit-and-miss early garments, through to the Couturier scheme , the Utility symbol grew to be a mark of quality and value, which, post-war, slowly deteriorated until many were removed from clothes as a symbol of cheap and cheerful , and often not even cheerful clothes. A fascinating explanation of a little understood scheme with a wealth of knowledge complimented by colour photographs and original illustrations throughout.

Read CC41 Utility Clothing: The Label That Transformed British Fashion (Hardback) Online
Download PDF CC41 Utility Clothing: The Label That Transformed British Fashion (Hardback)

#### **Other PDFs**

				<u>\</u>
	_		_	
	-		-	
	-	-		

#### Meet Trouble: Slipcase

Penguin Putnam Inc, United States, 2013. Paperback. Book Condition: New. 230 x 154 mm. Language: English . Brand New Book. A brand-new series for brand-new readers!Introducing a new series for brand-new readers! Each slipcase includes... Download Book

	$\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ $
_	

#### A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to... Download Book

_	

# Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

Download Book

_	

# Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can download... Download Book

. .....

_

#### Who am I in the Lives of Children? An Introduction to Early Childhood Education

Pearson Education (US), United States, 2015. Paperback. Book Condition: New. 10th Revised edition. 254 x 201 mm. Language: English . Brand New Book. Note: This is the bound book only and does not include access...

Download Book