



1900's Mother Daughter Photo Project

PORTRAITS AS IF WE WERE THERE

Photography by Kelley Hurwitz Ahr
Featuring Kelley Hurwitz Ahr and Asa Ahr

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CATHERINE PERRY

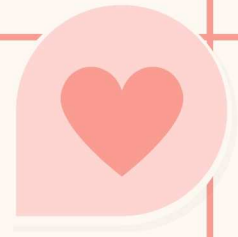
Dedication

My mom, Catherine Perry, was the inspiration for this project, and she looked forward to seeing the final results from each photoshoot. Unfortunately, I was unable to complete the series before she passed away unexpectedly in September 2021.

I dedicate this magazine in her honor.

*"I want people to see the dress, but focus on the woman."
- Vera Wang*

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THE HISTORY

And the Why

This project was inspired by finding a picture of my mom in a fabulous beehive. Soon after, I found a 1960's looking dress at Goodwill, and I was struck with an idea. What would it look like if my daughter and I took a photo together as if we were in the 1960's? From there, we decided to try every decade throughout the 1900's. Our first shoot was in March 2020, and we had no idea how the world was about to change due to the pandemic. Many of the other photography projects I had in mind had to wait, but this particular photo series was not slowed down by COVID-19, because it could be done at home with family members. We finished the last series in February 2022. What started off as a casual, fun photoshoot turned into a two year history lesson on fashion, photography, and history.

Kelley Hurwitz Ahr

by.

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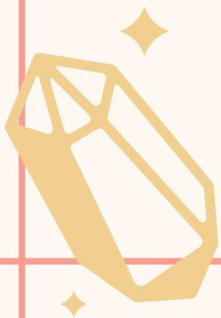




Table Of CONTENT

1910's WWI Era	04	1950's The Era of the Boom	17
1920's Roaring 20s	07	1960's Swinging 60's	19
1930's The Great Depression	10	1970's The Me Decade	22
1940's The War Years	13	1980's Go Big or Go Home	26
		1990's Grunge and Casual	29

1910s

THE WWI ERA

"THE WAR TO END ALL WARS"

Fashion during this era was impacted by people moving to cities and away from farming communities. Suddenly, people had more money available for clothing, and magazines helped spread information regarding fashion trends. Clothes were less restrictive but still feminine and flowing; dresses tended to be ankle length. New jobs were open to women outside of the home, despite not having the right to vote, yet.





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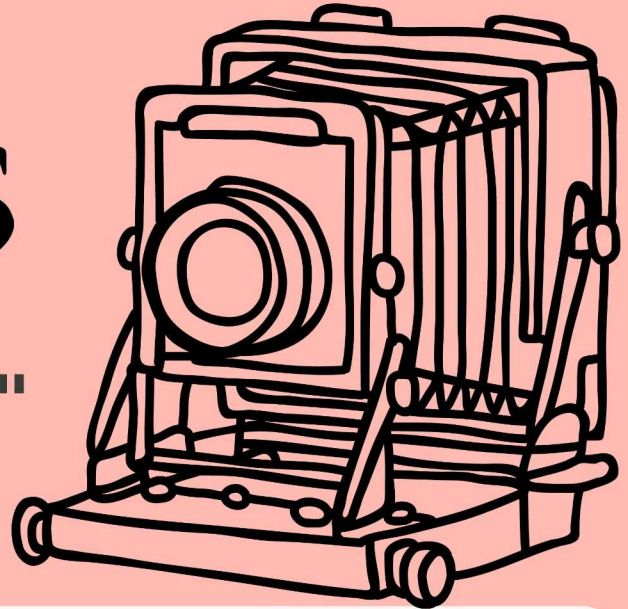
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1920's

"THE ROARING 20S"



Jazz and Art Deco were the rage. The nation's wealth doubled, and people lived in cities more than rural areas. The disposable income led to an increased interest in fashion. People bought the same items coast to coast partly due to advertising and chain stores. Dresses became simple with less layers; they were knee-high and lighter. Flappers did "unlady like behaviors" and prohibition led to alcohol being consumed behind closed doors. Women often wore their hair short in a bob cut, which was less feminine than in the past.





61

81



1930's

The Great Depression

Reacting against the trends of the 20's, the 1930s saw a dramatic shift in clothing styles. Clothes became sleeker and more streamlined. Although the Great Depression led to people having less extra income for clothing, trends continued. The newer fashions did not use as much fabric, which reduced the overall cost. The fabrics chosen tended to be less expensive (i.e. cotton and rayon) and worked well for the flowing lines that were popular. Hemlines were usually ankle length.





THE WAR YEARS

1940's

Depression turned into prosperity during this decade; however, clothing was rationed during the war as materials were needed for the military. Fashion designers had to be innovative and developed clothing that required less fabric. Dresses were simple and fitted; the waistline was usually slim.

Comfort was important, as well, since women were working hard at home while the men were overseas. Companies became skilled at producing clothes for less money, and clothing prices fell after the war.

Women often wore curls in their hair called "victory rolls" which is associated with the pin up models of the time.

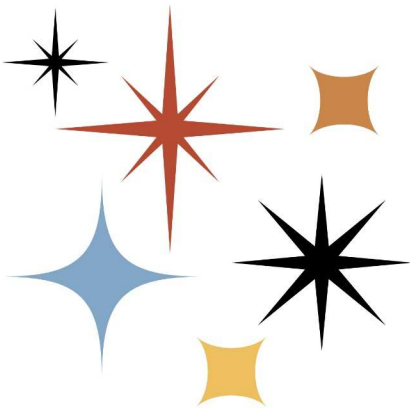
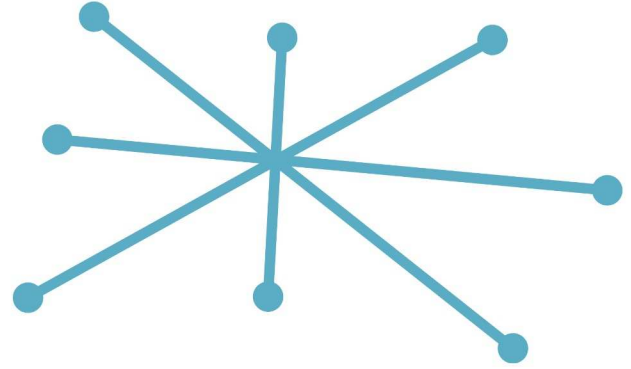






1950's Postwar Era

The economy boomed, people moved to the suburbs, and rock and roll dominated. The depression and the war were in the past, and people had grown tired of the clothing restrictions during wartime. People returned to wearing luxurious clothing, and clothing manufacturers had figured out how to mass produce quality clothing for less money. The ever-growing middle class could now afford nice clothes.¹

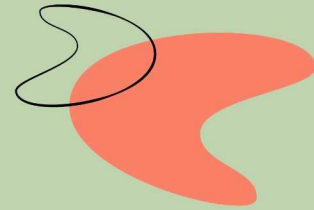


Women's fashion emphasized softness and femininity. Dresses often had tight waists with flaring skirts and rounded shoulders, though trousers and more comfortable clothes became popular with women. Hats, shoes, and accessories were perfectly matched.

¹ Encyclopedia of Fashion







The Swinging 60's

The 1960's broke many fashion traditions, as there was a rejection of the culture that was developed during the 50's. Youth influence defined the styles. Clothing became more casual and involved bright colors and swirling patterns. Miniskirts were born and women showed more skin than ever before. "The way people dressed was an obvious sign of people's shifting attitudes". V&A.ac.uk

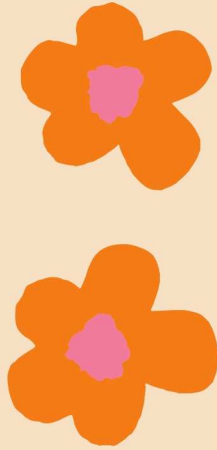
The 1960's were one of the most tumultuous and divisive decades in world history, marked by the civil rights movement, the Vietnam War and antiwar protests, political assassinations, and the emerging "generation gap." - History Channel



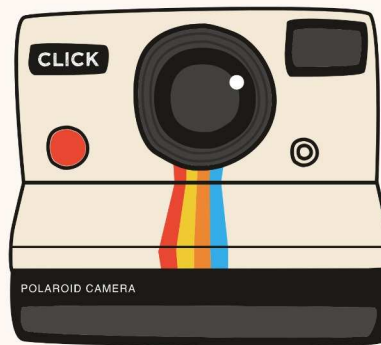


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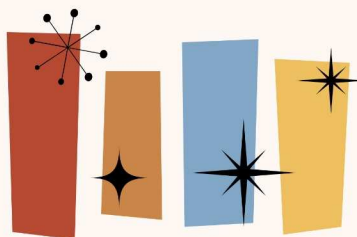
1970'S



THE 'ME' DECADE

Tom Wolfe noted that the dominant concerns of most people had shifted from issues of social and political justice to a focus on individual well-being. Taste in clothes became more individualized as a part of this culture - people could wear whatever they wanted. The 1970's is known for the rise in bell bottoms and disco.

Platform shoes, tie dye, peasant blouses, and string bikinis were all in fashion.







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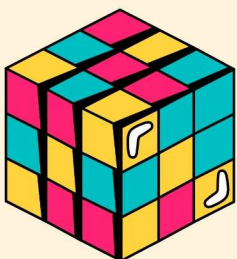
80's



Gen X

Fashion in the 1980's was more influenced by the entertainment industry than political or world events. Blockbuster movies, music, and MTV played large roles in clothing choices. Clothes tended to be bright and vivid. Hair was often "big" and heavily styled. Bright and heavy makeup was worn. Lacy gloves, rubber bracelets, and large headbands were popular.

Women had much more confidence in the workplace and had advanced in careers. Shoulder pads were often added to work clothing.





Austin Bowl-o-Rama



My T-shirts from childhood

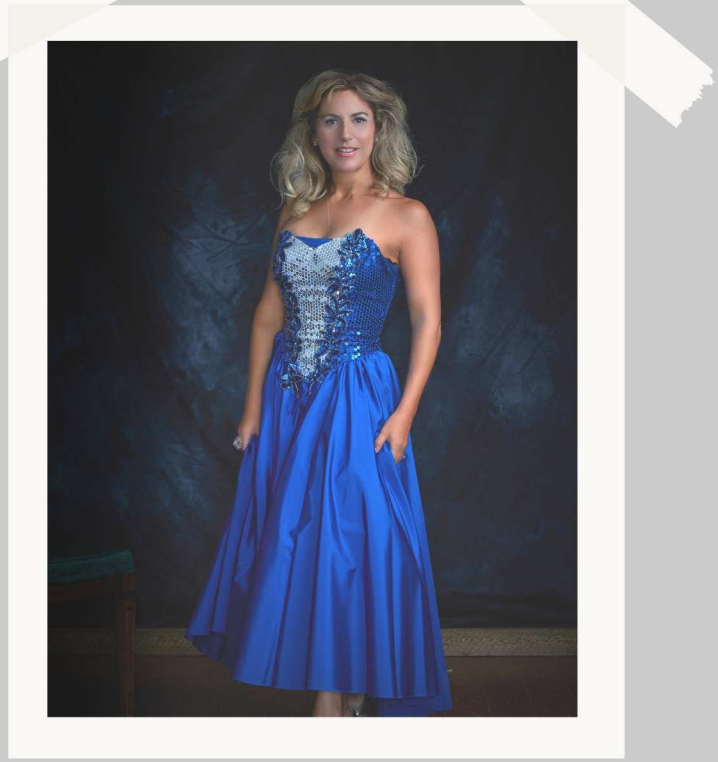
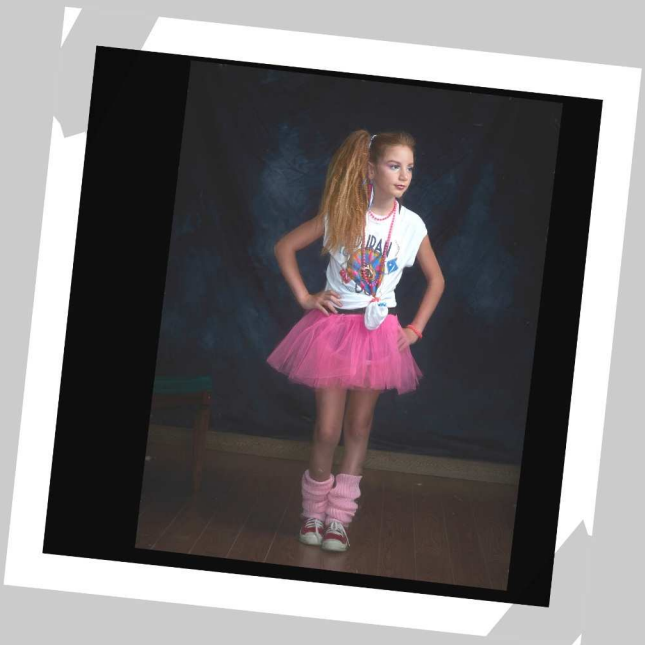


Canva Stories



fun fact:

This is my actual prom dress from 1988!



THE NINETIES

90'S

Oh!

As if!

Clothing was "low maintenance" as a contrast to the 80's. High waisted jeans were popular, and hair was pulled back in scrunchies. The TV show "Friends" influenced fashion including miniskirts, overalls, and plaid patterns. Grunge music out of Seattle created a trend for flannel shirts and ripped jeans. In general, clothing choices were made based on comfort with minor variations in style.¹

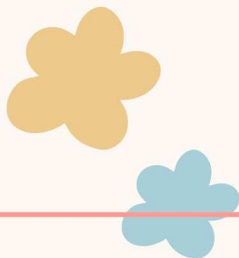



FINAL THOUGHTS

1900's PORTRAITS

What started off as a fun idea inspired by a photo and a Goodwill dress turned into a two year project to capture the look and feel of each decade in the 1900's. The experiment is not intended to be a deep dive into the history of each decade or an exact replica of the fashion at the time, but instead, an overall glimpse into what a mom and daughter portrait might have looked like. The complexities of the fashion trends are beyond the scope of our purpose. The initial goal was just to have fun with it, but it turned out to be far more educational than I could have imagined. I started off asking "what" questions (i.e. "what clothing do I need for the shoot?", "What hairstyles were popular?", "What props are needed?"), and while finding out "what" I needed, I stumbled into "why" fashion trends changed based on the cultural environment at the time. The impact of wars, poverty, pop culture, wealth, technology, transportation, communication, and politics all had huge impacts on fashion. The clothes, makeup, and styles reflected the topics that were important to people at that time. Fashion made a statement, and it was not all about "looking good". This project also pushed me as a photographer to research and develop new skills. Every photoshoot had a different lighting setup; various lenses were used as well as backdrops and stage set up. All the choices were made on purpose with a particular goal in mind.

The clothing items used were mainly found on Ebay, Etsy, antique stores, and Goodwill. I asked questions about the items, when possible, in order to confirm that it was appropriate. I made an effort to stay away from costumes even though that would have been much easier. The older clothing items were much more expensive, so I purposely looked for items that were damaged/ripped to reduce cost. The clothes did not have to look perfect in the shoot, because I could hide and cover as needed. The clothes oftentimes did not fit quite right, either. That also did not matter because they did not necessarily have to be zipped all the way, and fabric could be held together with clips. Thanks for participating in this journey with me, and I'll catch you on the next adventure.




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THANK YOU EVERYONE!


I want to thank my daughter, Asa, for being such a willing model and another daughter, Jacy, for being a fantastic photography assistant. Thanks to my friend, Mike Johanns, for helping me with the 1970's shoot.

I also had the help of fantastic hair and makeup artists for the following shoots: 1920's, 1940's, 1970's and 1980's. They researched the eras and recreated with their vision - they are artists.

Hair: Mikey Brown
 @THE.HAIR.MAGE

Makeup: Madelyn Sue Reeder
 @beautybymadalynsue
www.beautybymadalyn.com

I learned so much from the following book: *Fashion Since 1900: The Complete Sourcebook* by John Peacock

Many of the costumes and props came from Sammy's House Antiques in Del Rio, Texas.  @sammyshouse.antiques

Exciting news! We are renovating a historic building in Brackettville, Texas for an art gallery with the plan to open sometime in 2022 or 2023. Updates will be made on the website and instagram accounts.

Kelley Hurwitz Ahr



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