

BOOTH WESTERN ART MUSEUM

PRESIDENTIAL FASHION IN THE USA

While **wigs** became fashionable in Europe in the mid 1600's, George's hair was **natural**! He did **powder** his hair and style it with curls and a tail in accordance to late 18th century fashion.

The **cravat** originated from military neck wear. These often were made of **fabric trimmed in lace**. They helped keep men warm and necks clean from dirt.

Artist Ross Rossin looked to Washington's prized **dress sword** as inspiration for this painting. As a **military leader** Washington often was seen with a sword at his side.

Breeches and **stockings** replaced hose in the mid 1500's. Breeches allowed for **easy movement** while **horse-back riding**.

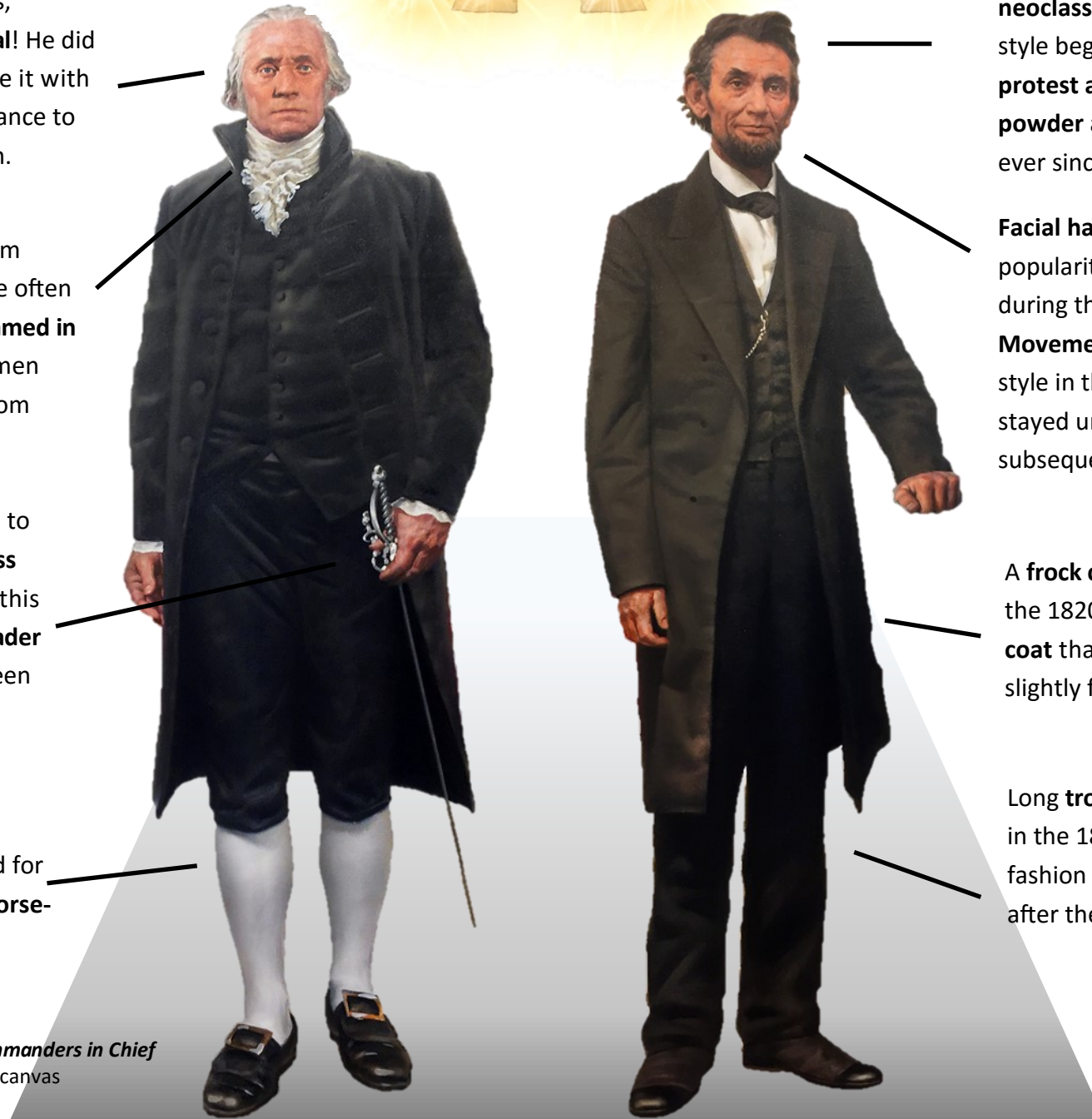
Details from Ross Rossin, *Commanders in Chief Project*, 2019, 13 x 24', oil on canvas

Short, un-powdered hair became popular during the **neoclassical movement**. The style began late 1700's after a **protest against tax on hair powder** and has been popular ever since!

Facial hair regained popularity in the 1800's during the **Romantic Movement**. It fell out of style in the 1890's and stayed unpopular during the subsequent **World Wars**.

A **frock coat** was popular from the 1820's-1920's. It is a **long coat** that, when buttoned, is slightly fitted at the waist.

Long **trousers** became popular in the 1820's, mimicking the fashion of the working class after the **French Revolution**.



With the rise of **WWII** and **fabric rationing** practicality and **simplicity** became popular in men's dress. Specifically, Men no longer were expected to wear a **vest** or **waistcoat** under their jacket.



The **neck-tie** replaced the bow-tie in the 1920's. The neck-tie's popularity rose with **comfort** becoming a focus in men's wear. Early neck-ties were thin, but became thicker and more **colorful** by the 1930's.

The **pocket square** was a practical bit of fashion begun in the early 1900's — a colorful accessory and useful as a **handkerchief**. With the invention of disposable tissues this fashion began to decline in the 1980's.



Although they are dressed casually, three former presidents can be seen here expressing their love for the United States through a simple accessory! Since the 1970's modern presidents and presidential hopefuls can often be seen wearing a flag pin on their left lapel, or over their "heart".



Presidential Fashion has changed so much over the last 240+ years!
What do you think presidents will be wearing 50 years from now?