

Running Head: Lingerie of the 1940s Pin-up

HISTORIC COSTUME FINAL PROJECT: LINGERIE OF THE 1940S PIN-UP

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LINGERIE OF THE 1940S PIN-UP

To Display the various popularized pin-up girls during the 1940s and 50s, the DMA will employ “patriotic girls” to promote the pin-up lingerie exhibit’s opening day throughout the DFW area by passing out oversized postcards. These postcards will also be mailed out as inserts in the local lifestyle magazines, such as *FD Luxe*, *D Magazine* and *PaperCity Dallas Magazine*. Each oversized postcard will display the same image of three cartoon Varga Girls posing in lingerie as the front with the headline, post, to emphasize the theme. Also on the front will be an easy-to-scan QR code. The text will describe the nature of the exhibit, where it will be hosted and the dates. For the back of the postcards, a different pin-up girl from the 40s and 50 era will be on displayed, and will have an explanation describing the importance of the pin-up lingerie being exhibited by the DMA. The postcards will also explain the demonstrations being put on by the exhibit and the sponsors. After this brief but informative explanation for the exhibit and quick mention of the demonstrations being held, the postcards will direct the reader to the exhibit’s website to inquire for more information.

The iconic “American Girl” during the 40s era was a symbol similar to the Statue of Liberty, which was put on during the campaign of entertainment by Ella Logan, a popular Broadway star. The actress finished her show by telling the GIs she wanted to bring them the spirit of wives, sweethearts and mothers from home. The “American Girl” reminded the soldiers of home and became the emblem for American life to soldiers under the pressure of combat (Scott, 2009). In addition to allowing the DMA the opportunity of showing the public different pin-ups throughout the era, the usage of oversized, vintage-like postcards are reminiscent of how life was for the soldiers and how the pin-up girls affected their morale during the war. These postcards can also double as miniature pin-up posters, which is how the pin-up girl got her name at the start of their hype.

These postcards allow the DMA to maximize the goal to get as much of the public aware of the importance pin-up girls in lingerie played for women’s movement during the 30s, 40s and 50s.

Author Maria Buszek of *Pin-up Grrrls: feminism, sexuality, popular culture* stated, “...The history of the pin-up genre has maintained the aura of feminist awarishness with which its early subjects imbued the genre at its origins” (Pin-up Grrrls, 2006, p. 362).

Front

Post:



For more
on the
exhibit
scan here



The Dallas
Museum of Art
hosts
Lingerie of the
1940s Pin-Up
Exhibit

February 14th-June 1st, 2013

Back

POST: Lingerie of the 1940s pin-up



Betty Grable

PIN-UP GIRLS: A girl or woman whose glamorous qualities make her a suitable subject for a pinup. Pin-ups grew progressively from the roaring 20s, an era of rebellious strife and a reversal of order. From the 20s era evolved a time of broken boundaries and birth of sexual appeal. Cartoonists depicted women in detective magazines nearly in the nude. *Esquire* magazine was established in 1932 and was the layout for the birth of the Pin-up. From the iconic cartoonist, George Petty, of *Esquire* magazine to the famous Pin-up model Bettie Page, the timeline of pin-up icons represent the beginning of risqué lingerie and the popularity of keeping photos of women in their undergarments. In order to understand the history of pin-up garment happenings in history, such as the era of the "Petty girls" that fashioned sheer, barely there undergarments, WWII pin-ups such as Betty Grable and 50s icons such as Sophia Loren who appealed the bullet bra are being exhibited February 14th-June 1st at the DMA.

After the phenomenal explosion of pin-up popularity during the 40s and post war era 50s, new waves of opportunity and beginnings for women gave way. Inspirational pin-up icons throughout the 1930s, 40s and 50s consisted of women of women and icons that marked risky, sexual appeal and newfound freedom of attractiveness throughout the 1940s and 50s era.

This new liberation of women also gave way to the beginning of the famous Playboy magazine. While *Esquire* magazine moved to New York, Hugh Hefner, an *Esquire* copywriter, remained in Chicago to start his own magazine, *Stag Party*, which later became the infamous Playboy magazine.

The history of the pin-up genre has maintained the aura of feminist awareness with which its early subjects imbued the genre at its origins.

Demonstrations: The DMA will be holding a Pin Up Girl 101 class. The museum goers will be able to pick up some neat tricks to bring out their inner pin-up girl.

Just like Dita Von Teese! Our viewers will go through phases to morph into a pin-up girl and at the end be part of a mini photo shoot, hosted by, *Allure Pin Up Studio*. Be the pin-up you've always wanted among those who lived it!

Join the DMA team starting February 14th for demonstrations like this one and many more great pin-up opportunities. For more information please visit

www.dm-art.org/view/pin-uplingerie/index.htm.

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Ava Gardner

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Mission Belle Painted on WWII
fighter plane

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