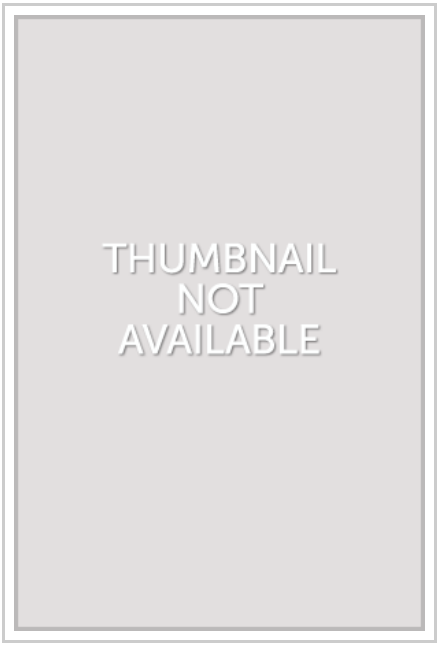


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Pink and Blue: Telling the Boys from the Girls in America (Hardback)

By Jo Barraclough Paoletti

Indiana University Press, United States, 2012. Hardback. Book Condition: New. 234 x 152 mm. Language: English . Brand New Book. Jo B. Paoletti s journey through the history of children s clothing began when she posed the question, When did we start dressing girls in pink and boys in blue? To uncover the answer, she looks at advertising, catalogs, dolls, baby books, mommy blogs and discussion forums, and other popular media to examine the surprising shifts in attitudes toward color as a mark of gender in American children s clothing. She chronicles the decline of the white dress for both boys and girls, the introduction of rompers in the early 20th century, the gendering of pink and blue, the resurgence of unisex fashions, and the origins of today s highly gender-specific baby and toddler clothing.

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