

Fashion  
& *Wars:*

Ukraine and  
Poland

# Agenda

- A brief introduction
- Ukraine: How fashion changes after a major war reflect socio-economics of that period
- Late *Belle Epoque* fashion in Poland and the First World War's effects on it
- The Second World War and its impact on fashion in Ukraine
- Fashion in Poland during and after the WWII
- Conclusion

# *Introduction*

*What would we like to share?  
Why this topic?*

# Ukraine: How fashion changes after a major war reflect socio-economics of that period

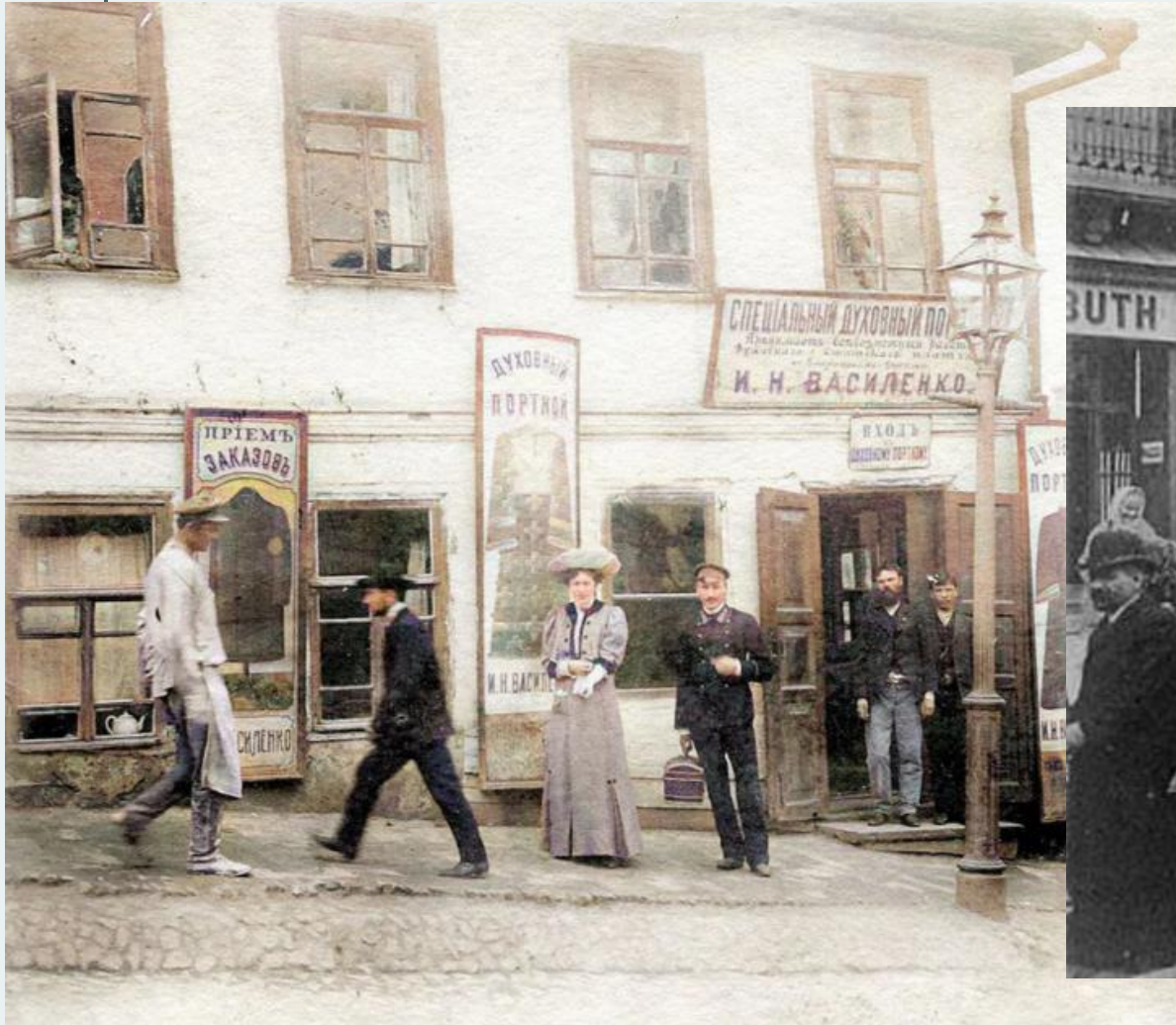
## *Before the War:*

- The beginning of the 20th century is called the heyday of European civilization: everything is developing, technological progress is impressive, and peace has been in place in Europe for a long time. It was a period of wealth, the creation of new cultural movements, scientific discoveries, and social movements.



# Balls in Dnipro





*Andriivskii spusk (app. 1900)*



*Lviv (Lemberg), Rynok square*



*Ladies shopping in Kyiv*

*The monument to Olha of Kyiv*





*Post office in Podol*



*Entrance to park Khreshchatyi*



# The war and its aftermath



Житний рынок. Источник: Соцсети

MyHeritage



*A Galician family, 1917.  
The photo was taken by a soldier from  
the Belgian armored division,  
on the territory of Ukraine in 1915-1918.*



*Lviv, 1920s*

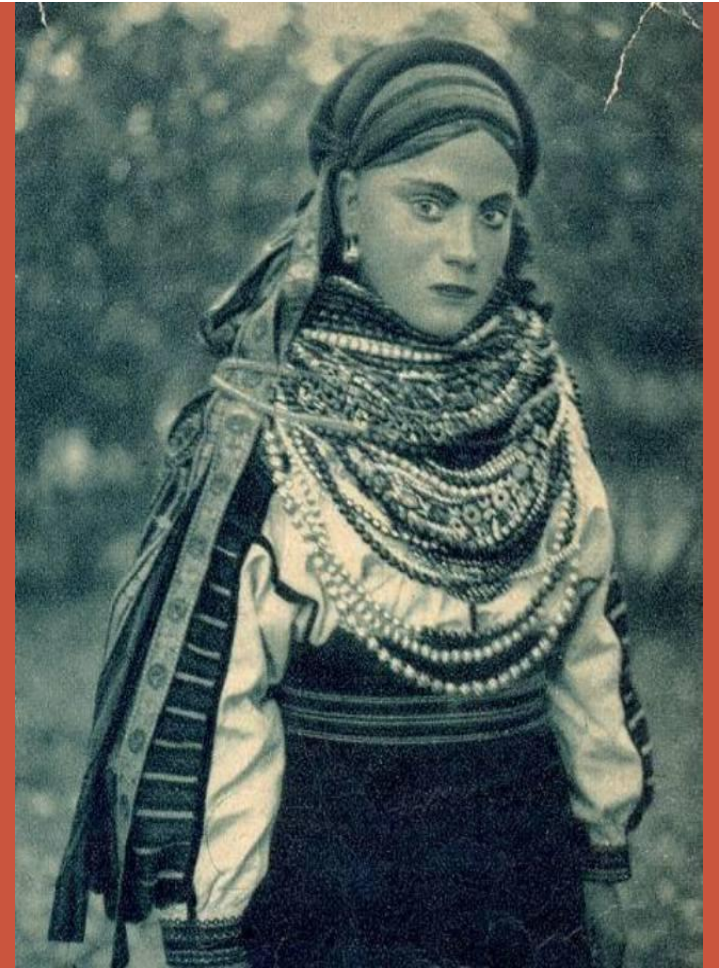


Представники «Джойнту» з діячами Київської Культур-Ліги, 1920.  
Джерело: [ejwiki.org](http://ejwiki.org)

*Kyiv, 1920*



*A wedding couple from Pokuttia. 1920*



*Naddnistrianka. 1930*



*At the bazaar. 1920-30s  
Sloboda Ukraine. Kharkiv region.*

In Galicia, there was more cultural diversity (Ukrainians, Poles, Jews, Germans), which led to the merging of different styles: folk and modern army / military styles. As the majority of Ukrainian still lives in villages in that time, the Ukrainian culture, along with its national clothing, has preserved better in that region







# To sum up:

1. Rapid industrialization and war shortages led to more utilitarian designs, compared to fancy fashion before.
2. War clothing became more popular and continued to be popular even after
3. Soviet ideology in the USSR, which emphasized collective identity and discouraged showing any wealth



# Fashion in Poland at the beginning of 20th century



# Secession fashion



A quartet of actors



"Tygodnik Mód i Powieści"  
("Weekly Journal of Fashion and Novels"),  
1900

# A mix of classicism and orientalism



# Men's fashion



# Fashion for provincial nobility



# Polish attire during the First World War



Women at a sewing room supplying the Austrian military, 1916



Weltkrieg 1914—1915. Labungeines Schwerverwundeten durch Damen vom Roten Kreuz in Dukla, Galizien.

Sisters from the Red Cross in Dukla, 1914-15

# "Guests at the field kitchen" - Kalisz, 1914





# The Second World War and its impact on fashion in Ukraine

- **Simplicity and Practicality**
- **Military Influences**
- **Rationing and Shortages**



Lviv, Ukraine. — Boulevard des Hetmans.

# *What transformation took place in clothing?*



# Footwear



# What kind of jewelry did women prefer?



# Women's headdresses



# Fashion in Poland during and after the 2nd World War.



Polish soldiers during the Warsaw Uprising



Festival of Poland's Rebirth, April 1947, photo from exhibition 'New Start: Warsaw 1945-1955' photo: PAP / Jerzy Baranowski

# Female fashion during the war



Photography from Vilnius photo:  
MIIWS

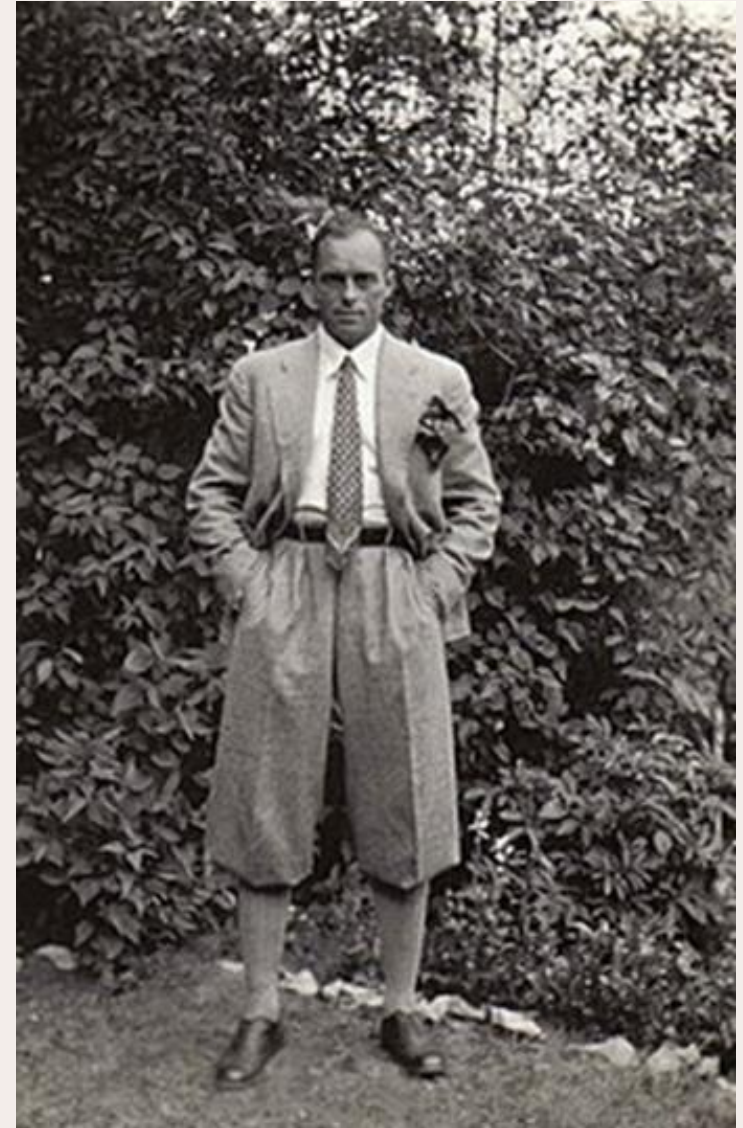


Frame from the movie "Lunacy" by Bohdan Poręba, 1959,  
photo by Andrzej Brustman / Filmoteka / [www.fototeka.n.org.pl](http://www.fototeka.n.org.pl).

# Male fashion during the War



Polish military uniforms for World War II period, source: [www.wroclaw.pl](http://www.wroclaw.pl).



Man in suit and pumps, source: Wiktionary



# Post war fashion



The showcase of "Moda Polska" fashion house projects at the tram depot, 1961, Warsaw, photo by Andrzej Wiernicki / Forum



Fashion photoshoot, photo by Andrzej Wiernicki / Forum.

# Female fashion post war



A model wearing a fashionable women's outfit Warsaw, September 1946, photo: PAP / Jerzy Baranowski



The cover of the weekly 'Moda i Życie' ('Fashion and Life') 1949

# Male fashion post war



Zbigniew Cybulski in "Ashes and Diamonds"



Marek Hłasko - polish writer and M-65 jacket



Thank  
you!