

AMERICAN FASHION TREND IN THE ROARING TWENTIES AS REFLECTED IN THE MOVIE “THE GREAT GATSBY”

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ABSTRACT (10 PT)

This research is entitled American Fashion Trend in Roaring Twenties as Reflected in the Movie “*The Great Gatsby*”. This research aims to find out the fashion trends and economic conditions in America in the 1920s or also called the Roaring Twenties through the movie *The Great Gatsby*. In this research, the researcher explain what fashion trends were happening during the Roaring Twenties and how the economic conditions of American society during the Roaring Twenties.

This research uses qualitative research methods because the research results emphasize meaning, are descriptive, and focus on the process. This research uses two theories: fashion theory and economic growth theory to explain fashion trends and economic conditions in America in the 1920s through the movie *The Great Gatsby*.

The research results are as follows: Fashion trends in men and women have changed shape from the previous era. These changes occur in clothes, jewelry, accessories, shoes, hairstyles, hats, and makeup. Economic growth conditions are divided into 5, namely: The traditional society, the preconditions for take-off, the take-off, the drive to maturity, and the age of high mass consumption. However, America did not experience the preconditions for take-off because the majority of Americans are immigrants. So there is no change in its traditional society.

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1. INTRODUCTION (10 PT)

Lifestyle is a person's lifestyle in the world that is expressed in their activities, interests and opinions. Lifestyle describes "the whole person" in interacting with the environment. Lifestyle also shows how people live, how to spend money, and how to allocate time in their lives, it can also be seen from their daily activities and what interests are their needs in life. (Kotler, 2002:192)

One of the interesting lifestyles is fashion. Fashion is very important and influences the lifestyle in every century. Clothes are things that must be owned by every human being. Every human being needs clothes to protect himself from heat, cold, and also to protect the parts of the body that must be covered. Fashion cannot be separated from the development of the world, over time fashion increasingly has many variations and trends in every century. “Clothing is a symbol of the soul. Clothing cannot be separated from the historical development of human life and culture.” (Thomas Carlyle)

Etymologically, fashion is related to the Latin *factio* which means “to make”. Therefore, fashion is associated with a person's activity. However, now it has experienced a narrowing of meaning because now fashion is more towards the fashion worn by humans such as clothes and accessories. Fashion is not only to be enjoyed but can also be a means of communication. “Fashion and clothing existing in the gaps or spaces between conceptual oppositions, are themselves undecidable in terms of these oppositions. They are not simply decidable in terms of public/private, subject/object, appearance/concealment, modesty/seduction, individual/group and so on.” (Malcolm Barnard)

The 20th century is a time when one of the developing American fashion trends. The trend that emerged in the 20th also called the Roaring Twenties or Jazz Age is very distinctive and full of luxury. Social and economic changes occurred in this century. Between 1920-1929 there was rapid economic growth and made American society at that time a consumptive society. There are some symbols that stand out the most in roaring twenties. The emergence of flappers is women who dress in bob hair, wear short skirts, drink alcohol, and smoke cigarettes. The emergence of mass production, one example is the production of Ford cars with light credit so that it attracts people to buy it. The emergence of jazz music that accompanied the luxurious life of the people at that time. The emergence of a prohibition on alcoholic beverages which caused people to stockpile on alcohol before the ban was implemented. The emergence of "Culture Civil War", is the war between the inhabitants of big cities and residents of small towns, Protestants and Catholics, white and black people, and "New Women" with advocates of old-fashioned family values. (History.com)

Besides the film version which successfully depicts the life and atmosphere of the roaring twenties, the earlier version of the novel is equally impressive. There are five reasons why *The Great Gatsby* became the great American novel. First, it's the most American stories. Because the story in *The Great Gatsby* depicts the events during the roaring twenties and the unique storyline. Second, the romance of the roaring '20s. During the roaring twenties, there were lots of drastic changes like flappers, cars, sex, glamorous parties, hedonism. The third is it remains relevant, characters that are complicated but can convey the story in a way that is fresh and easily accepted by new readers. Fourth is crazy love, for Gatsby, Daisy is not a married woman. Rather a Daisy is an object, something that is missing, and Gatsby wants it back. Fifth is imperishable prose, according to Nilsson, Fitzgerald has a perfect ear and not a single sentence is soft. (Donahue, Deirdre. USA Today. 2013)

2. METHOD (10 PT)

The researcher explains 3 points that included the method of research. The first is the source of data that contains main data and supporting data, the second is the technique of collecting data, and the last is a technique of analyzing.

A. The Source of Data

1) Main Data

The main data of this research is a movie as object research. The movie that the researcher used are “*The Great Gatsby*” from Google.

2) Supporting Data

The supporting data that support the main data are taken from some books, journals, internet sources, the other undergraduate thesis, and Google.

B. Technique of Collecting Data

1) Watch the movie “*The Great Gatsby*” on Google

2) Download the movie from Google

3) Watch the movie repeatedly and paused in every important scene

4) Screenshot the important scene and dialog

5) Write the required information or dialog from the movie

C. Technique of Analysis Data

In analyzing the data, the researcher uses qualitative research method. The technique of analyzing data is an important stage in a research, because it will be used to conclude the results of this research. The researcher used screenshot of images taken from the movie to explain fashion trends and economic conditions. After collecting the data, the data will be analyzed using two theories from two disciplines.

3. RESULTS AND DISCUSSION (10 PT)

A. Fashion Trends In Roaring Twenties

In the film *The Great Gatsby*, the fashion trends seen are divided into two categories, namely women's fashion trends and men's fashion trends.

1. Women's Fashion Trends in 1920s

a. There are three clothes worn, namely:

1) Day Dresses

Women's day dresses in this era were very different from previous eras. Dresses that do not shape the curves of a woman's body and are left hanging from the shoulders down. Every year the hemline on dresses continues to change until it reaches knee level. The trendy motifs at that time were floral motifs and the trending colors were pastel colors.(1920s Fashion and Music)

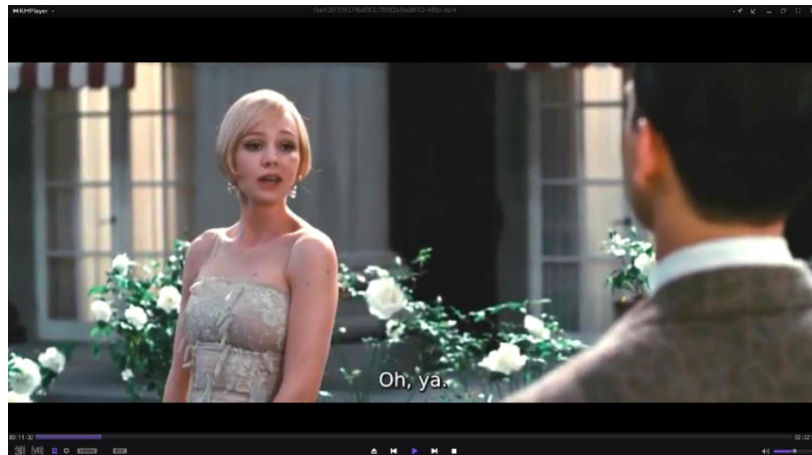


Picture 3.

1 Day Dresses

In the film *The Great Gatsby*, the top of the dress is patterned with leaves and flowers. Meanwhile, at the bottom there is a leaf-shaped tassel so it looks more real.

(The Great Gatsby min 00.08.31)



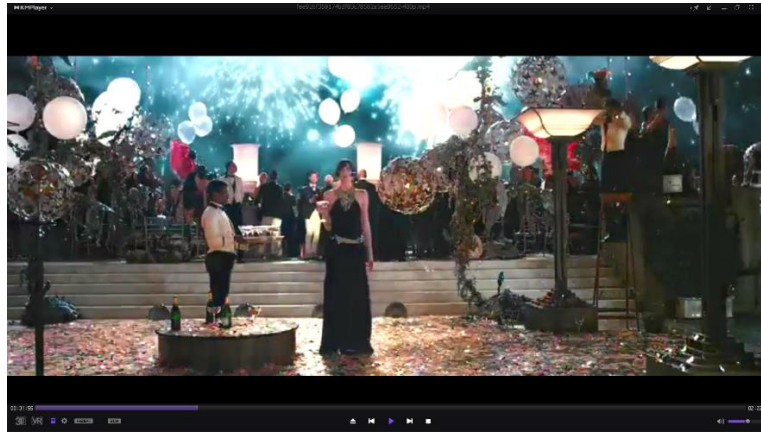
Picture 3. 2 The Details of the Dress

The picture above shows the details of the top which has a floral and leaf motif combined with beige furring fabric. Fashion trends during the Roaring Twenties often showed arms and shoulders.

(The Great Gatsby min 00.11.32)

2) Evening dresses

Evening dresses in this era are a picture of that era of prosperity, elegance and lots of money. The expensive materials and accessories create an elegant impression. The waist shape and hemline are almost the same as the day dress. The difference is in the materials.(1920s Fashion and Music)



Picture 3. 3

Evening Dress

Evening dresses are usually also worn to attend parties. Evening dresses that were a trend in the 1920s were black dresses with a straight bottom shape so they looked simple but elegant. Looks more luxurious combined with jewelry.

(The Great Gatsby min 00.31.55)

3) Flapper dresses

This dress is a characteristic that stands out when one hears about the Roaring Twenties. Skirts that are only knee length so that your calves are more visible. In the 1920s, this form of skirt was too high. As time went by the hemline rose, so the use of stockings became popular too. (Fashion Gone Rogue. 2023)



Picture 3. 4

Flapper Dress

In this part, the flapper dress is worn by anyone and worn to attend a party. *(The Great Gatsby min 00.25.13)*



Picture 3. 5

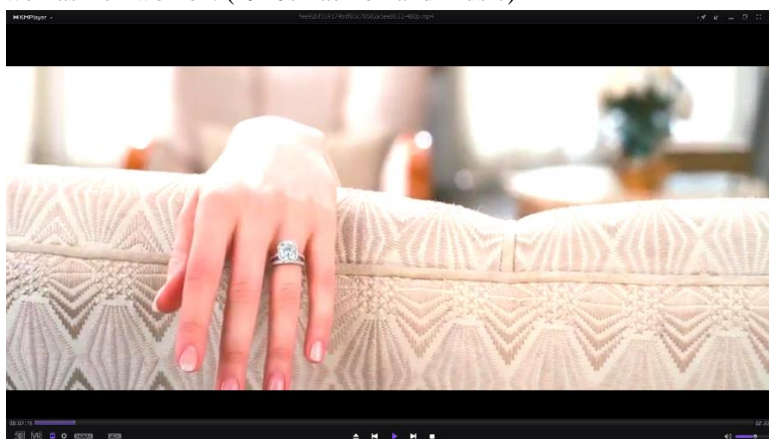
Other Styles of Flapper Dresses

Even women during the roaring twenties were not shy about exposing their sensitive parts such as their breasts. The looser morals made women at that time drink and smoke like men did.

(The Greats Gatsby min 00.24.55)

b. Jewelry

In the 1920s, jewelry used bright colors that reflected the spirit of the jazz era. Jewelry in that era also featured many themes of Egyptian culture and art deco. Long pearl necklaces, bracelets made of colored metal or plastic, green or silver, hairpins, jewels attached to hats, the emergence of tiaras used by nobles and popular people as well as rich women. (1920s Fashion and Music)

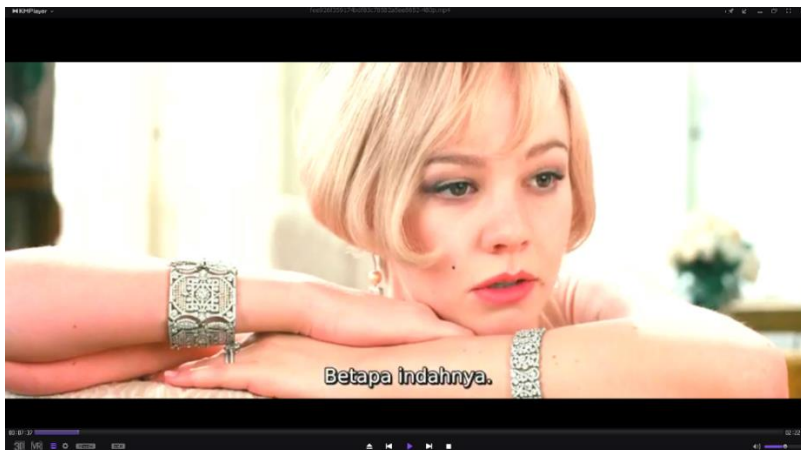


Picture 3. 6

Fancy Diamond Ring

In the 1920s, wearing jewelry was mandatory for women. As in the picture above, wearing a large and luxurious diamond ring.

(The Great Gatsby min 00.07.15)



Picture 3. 7

Diamond Bracelets

Using jewelry such as bracelets and luxurious diamond earrings further shows that they are capable of looking glamorous.

(The Great Gatsby min 00.07.32)

c. Hats

Hats are a trend that also played an important role in the fashion trends of the 1920s. Almost all women who left the house wore hats because it had become the standard of beauty in that era. The hat that was popular at that time was called a Cloche hat. Bell-shaped has a sleek appearance and usually adds a ribbon to add a sweet impression. Even some designers at that time added brooches, jewelry and scarves. (Glamour Daze. 2022)



Picture 3. 8

Cloche Hat

Wearing a hat was mandatory for women in the 1920s. The embroidery in the picture above gives a cheerful impression and makes it more beautiful.

(The Great Gatsby min 00.18.13)

b. Shoes

Shoes in the 1920s were also an important fashion trend. No dresses are divided into day and evening dresses. Shoes are also available for day and night. (Glamour Daze. 2022)



Picture 3. 9

Day Shoes

For daytime shoes on a cuban heel with an ankle strap and a pointed toe.

(The Great Gatsby min 00.53.15)



Picture 3. 10

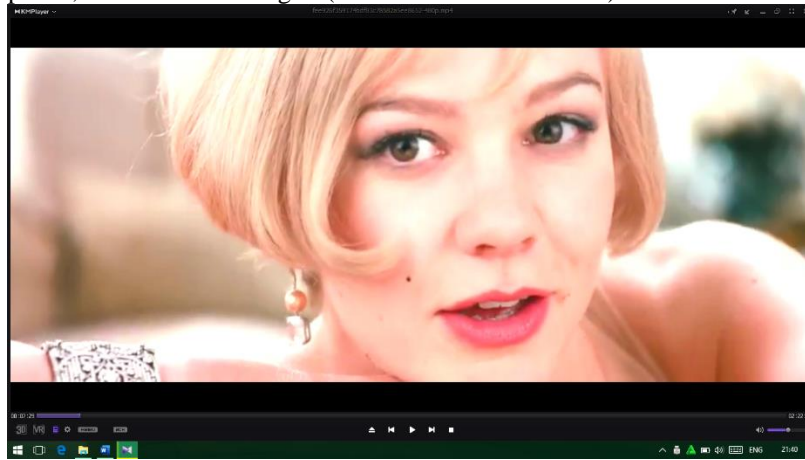
Evening Shoes

For evening shoes, the heel has the same cuban shape but is thicker. Made from silk satin or velvet and decorated with black or white lace or brocade.

(The Great Gatsby min 01.01.31)

c. Hairstyles

In the 1920s women chose to cut their hair short. This haircut style is called a bob. There are various types of bob styles, such as slightly wavy, the ends are shaped like plants, and some are straight. (1920s Fashion and Music)



Picture 3.

11 Bob Hairstyles
(*The Great Gatsby* min 00.07.29)



Picture 3. 12

Short Curly Hairstyles
(*The Great Gatsby* min 00.16.13)

d. The Raise of Makeup

The rise of facial makeup was also a characteristic of the roaring twenties era. Women started wearing lipstick day and night. Blushing red cheeks. The trend is cupid-shaped lips and eyebrows that are just in a line. (Glamour Daze. 2022)



Picture 3.

13 1920s Makeup
(*The Great Gatsby* min 00.19.20)

2. Men's Fashion Trends in 1920s

a. Clothes

In the 1920s men's clothing was quite simple. If in the previous era the clothes worn had stiff collars with formal 3-piece suits, in this era it is simpler, namely using soft

collars and jackets with one or two buttons. Meanwhile, the shape of the trousers is looser so they are comfortable to wear. (Fashion History 2018)



Picture

3. 14 Men's Clothes (*The Great Gatsby* min 00.06.11)

b. Accessories

Accessories that were popular among men in the 1920s were pocket watches, scarves and ascots. (1920s Fashion and Music)



Picture 3.

15 Scarf Usage

The picture above is an example of the use of scarves in the 1920s.
(*The Great Gatsby* min 00.25.22)

c. Shoes

The shoes style in this era was called oxford. With high polish so it is shiny, and black with a little white or brown. These shoes are usually worn at formal events. (1920s Fashion and Music)



Picture 3.

16 An Example of the Shoes that Jay Gatsby Wears.
(*The Great Gatsby* min 00.56.28)

d. Hats

Hats were considered a sign of a man's self-confidence in the 1920s. Trendy men's hats worn in the 1920s were fedora hats, trilby hats, straw boater hats, panama hats, gambler hats, derby bowler hats, and top hats. (1920s Fashion and Music)



Picture 3.

17 Straw Boater Hat
(*The Great Gatsby* min 00.17.03)

e. Hairstyles

The typical hairstyle for men in the 1920s was very simple. The shape of the cut is short and a bit long at the top. Hair is styled with a comb using hair tonic or hair oil. (1920s Fashion and Music)



Picture 3. 18 Men's Hairstyles
(*The Great Gatsby* min 01.12.34)

B. Economic Condition During Roaring Twenties

Walt Whitman Rostow explains there are five stages of economic growth described in his book entitled "*The Stages of Economic Growth 1959*", namely:

1. The Traditional Society

In this era, people live with limited technology so that whatever they produce is also limited. Their way of life is still relatively primitive so their activities to produce food are in agriculture. Some of them always have innovations that emerge but don't understand how to make it happen. In the political field, in each region the supreme power is held by the landowner. (Rostow 4)



19 Gatsby's Family Home When He Was a Child.

The picture above tells about the condition of Gatsby's family when he was still a child. Technological limitations are the reason food and agricultural production activities are limited. So that is the reason why Gatsby's parents were poor farmers in North Dakota. (*The Great Gatsby min 01.08.22*)

2. The Preconditions for Take-off

The preconditions for take-off are the transition stage from traditional society to the next stage. According to Walt Whitman Rostow, the United States did not experience the preconditions for take-off. Because, the majority of the population of the United States are immigrants. So the traditional community system has not changed.



20 The Immigrants

The picture above is of immigrants from Africa working at an industrial dump in New York. Although in the film *The Great Gatsby* it is not explained where this person came from. However, Africans had migrated to the United States since 1619 and were made slaves by white Americans. (*The Great Gatsby min 00.15.00*)

3. The Take-off

According to Rostow, at the beginning of this stage there were drastic changes in various ways, namely political revolutions, advances in innovation, and new markets. These changes will create innovations and increase investment. The higher the investment, the more accelerated the growth of national income so that it can exceed population growth and increase per capita income.

A country's ability to mobilize domestic sources of capital to increase domestic savings also plays a major role. England and Japan became countries that had reached the take-off stage without asking for capital from abroad at that time. Because the development of the leading sector in each country is different.



21 The Rapid Rise in Shares
(*The Great Gatsby* min 00.03.36)

Picture 3.



22 Mining Activities
(*The Great Gatsby* min 00.14.51)

Picture 3.



Picture 3.

23 Development of the Railroad Network

Cotton textiles became the leading British sector at that time. Meanwhile, in the United States, France, Germany, Canada, and Russia, the leading sector is the railroad network. In Sweden, the leading sector is timber, Japan is in the form of silk, and Argentina is an importer of consumer goods. Rostow's conclusion is that in order to achieve the take-off stage, it is not just one sector that is used as a benchmark for other countries. A country cannot just imitate the pattern of development of other countries. (Rostow 7-8)

(The Great Gatsby min 00.15.12)

4. The Drive to Maturity

In this stage towards maturity, Rostow explained that society has effectively implemented modern technology. There are new leading sectors that are ready to replace the old leading sectors which will soon experience a setback. The following are countries that have experienced technological maturity, namely, the United States 1900, Germany 1910, France 1910, Sweden 1930, Japan 1940, Russia 1950, Canada 1950. Of course, changes in each country are different. (Rostow 8-11)



Picture 3.

24 Use of the Telephone as a Work Support Tool *(The Great Gatsby min 00.04.36)*



Picture 3. 25 Use of Cars as a Means of Personal Transportation
(*The Great Gatsby* min 00.35.37)

5. The Age of High Mass Consumption

The age of High Mass Consumption is the last stage of economic growth theory according to Rostow. In this stage, society pays more attention to consumption and welfare issues. People's purchasing power to meet their needs is already very high. This stage has three objectives, namely, increasing power and influence on the world stage, increasing the security and welfare of the state, increasing the private consumption of society in the form of goods and services in bulk. In the 1920s, the United States became one of the countries that had experienced a stage of high consumption. People migrated to the suburbs, mass car manufacturing, electric household appliances production, and other sectors developed. (Rostow 11-13)



Mass Production of Alcohol

Picture 3. 26

The loosening of morals that occurred in the 1920s was the main reason for the production of alcohol as the main ingredient for making liquor. Although alcohol was banned and considered illegal, people in the 1920s did not consider such regulations important. Liquor is still sold freely and is a mandatory drink at large parties.
(*The Great Gatsby* 00.03.52)



Picture 3. 27

Mass Production of Cars

Mass car manufacturing became one of the hallmarks of the Roaring Twenties. People's luxurious lifestyle makes cars an important object to support their lifestyle.

(The Great Gatsby min 00.03.32)

In this part, explains American fashion trends during the Roaring Twenties and economic conditions in the 1920s. The form of fashion in the 1920s experienced changes that were very different from previous eras. Moral changes underlie the formation of new fashion trends.

4. CONCLUSION (10 PT)

Based on the results of finding and analysis, the conclusion is that the researcher found two problems in the film *The Great Gatsby*. The first point is the American fashion trend in the 1920s or also known as the Roaring Twenties. The second point is the economic condition of society during the Roaring Twenties.

The first point is the American fashion trend as reflected in the film *The Great Gatsby*. Fashion trends in America during the Roaring Twenties were very different from previous times. New trends emerge in men's and women's fashion. For women, the clothes they wear are shorter and they are not embarrassed to show their legs. Long dresses are still used as evening dresses. Use of luxurious jewelry. The shape of the hat is shaped like a bell. Shoes with pointed toes and thick Cuban heels. Bob hairstyle with curled ends. As well as the use of makeup. For men, clothing is simpler than the previous era, namely suits with one or two buttons. Accessories in the form of a scarf. Shiny shoes in black, white and brown. More diverse hats. Hair style is short on the sides and a little longer at the top, combed using hair tonic or hair oil.

The second point is the economic condition of American society in the 1920s as reflected in the film *The Great Gatsby*. According to Rostow, there are five stages of economic growth, namely the traditional society, the take-off, the preconditions for take-off, the drive to maturity and the age off high mass consumption. However, Rostow argued that America did not experience a transition from traditional society to the preconditions for take off stage because the majority of Americans were immigrants. So America did not experience the preconditions for take-off and only experienced four stages of economic growth.

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