

Fall of 1929 Coats

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By Patti Jones

“The outlook for fall is pretty black”. Remember, the stock market has fallen, but Macy’s was promoting the color black in all of their departments. This is a quote from *R.H. Macy & Co* “...in ready-to-wear and accessories, black soleil millinery, calf-skin bags and pumps, black kid pull-on gloves, crepe frocks with touches of white...the new mode finds complete expression in the sophistication of black.”

Back in 1929, as winter approached, black coats were a popular apparel item to be ‘in the mode.’ Coats shown for daytime wear during this period were often trimmed in various real and fake furs to highlight the cut and style of the coat. Below are four coats that were all designed in black. Please note that the coats were expensive and probably not bought by the average Model A era woman.

- (A) This progressive coat has a 1930 style belt and the coat wraps around the thighs. It is trimmed with wolf and sold for \$115.00.
- (B) The button closing at the hip gives a fitted look to this coat. Note that it is shorter in the front than the back. The cost was \$74.75.
- (C) A very unusual style coat that has a jutting flair to the side in front, with no apparent closures. It is trimmed in lapin (rabbit fur) and was sold for \$89.50.
- (D) This lapin trimmed coat was considered a “coat classic of 1929-1930”, according to the coat shop at Gimbel Brothers. There was no price given.

