

**Claire McCardell**

**By Kiara Martinez**

The fashion designer Claire McCardell redefined the American look of women's apparel in New York. She was the first to pop over dresses for women in World War 2 in 1942. Many designers did something similar to the popover dress but for their fashion runway. Other designers, such as Norman Norell were desired by Claire McCardell.

## Biography

Claire McCardell was born in 1905 in Frederick, Maryland. She went to Hood College and she went for two years before transferring to Parsons school. She earned her degree in fashion design in New York City in 1928. She spent a year in Paris as a model. Then she landed a job as a salesperson and was designated as an assistant with Emmet Joyce on Fifth Ave in Manhattan. Then by the late 1920s, Claire worked as an assistant with Robert Turk. By the early 1930s, Claire worked alongside Townley frocks. He was the chief designer. When Robert Turk died, Claire moved up as the chief designer alongside Townley frocks. Throughout her career, in the 1940s, she has been working creatively on her own design pieces and wearing it to work and that's how she got noticed at work. After creating over a hundred designs, she was recognized as an ideal American woman. Sadly, Claire McCardell passed away in 1958, after being diagnosed with cancer the same.

Claire McCardell redefined the fashion industry in America. The idea was the "American look" in the late 1930s and 1940s. She created an American look from her design that represents the look. She created the string-tied empire line dress, the popover dress, and the draped bathing suit. She reconstructed the American look and also she created the futuristic dress. Claire McCardell deconstructed old clothes and made them into new modern looks. Those designs were realistic modern-day American look. People want to break away from the old era of fashion. She was a brilliant designer and she designed her first hoodie, ballet flat, leather skirt, and wraparound skirt. When she was at the height of her career, she passed away the same year that she was diagnosed with cancer.

In conclusion, I enjoy writing about Claire McCardell. I learned so much about her and designs. She redefined the American look. Claire McCardell was great designer in America. I can't wait to design my own clothes and make history as well.

#### References

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