



SUBMITTED TO: Ma'am Fatima Naufil

Muskan Ali Saleem | History of Fashion & Textiles | 04-may-2020

Bonnie Cashin was an American designer. She is considered to be one of the pioneering designers of American sportswear. She created practical, uncomplicated clothing that catered to modern, independent woman. She was born on 28th sept 1907 in Oakland, California. She died on 3rd February 2000. She was a daughter of the famous and proud parents, **Carl Cashin** the photographer and **Eunice Cashin** a dress maker. 19-year-old Cashin was given the title of "the youngest designer to ever hit Broadway. She first designed sportswear for the fashion house Adler & Adler from **1937 to 1943**. Working for Twentieth Century Fox from **1944 to 1949**, Cashin created clothes for some films, including *Laura (1944)* and *The Keys of the Kingdom (1944)*. She started her own company, Bonnie Cashin Designs, in **1952** and was one of the world's most prominent designers during the following two decades. (Originally published in the Britannica Book of the Year. Presented as archival content.)

- 1937-1943 Alder&Alder
- 1943-1949 Hollywood Costumes
- 1950 Bonnie Cashin Designs
- 1953 new collection for silks
- 1962 designed for Coach
- 1970 The Knittery
- 1985 Retired

Cashin is one of the most innovative designers America ever produced . Many people are unaware, Cashin was a mega talent. A star designer in USA who dressed Marlene Dietrich, who later sold her clothes at liberty in London and at Herme's in Paris. Bonnie Cashin claims fashion! She once said "Fashion is now. Fashion is acceptance. Fashion is popularity. A large part of my work is anti-fashion. It is the future. It is conjecture. It has not yet been accepted. "According to *New York Fashion: The Evolution of American Style*, the California-born designer started out by making ballet costumes for local companies while in high school. It was only a short time later when traveling that her talent was spotted. Louis Adler, of wholesaler Adler & Adler, approached the young Cashin about designing. For Cashin's first collection, she made every garment out of kidskin in vibrant colors, making her the first designer to attempt such a feat. Cashin was greatly inspired by travel and garb worn by different peoples around the world, such as the poncho found throughout many South American countries. She transformed the traditional version, giving hers a neat collar and a placket secured with hardware that ran down the center. Loose layers like the poncho, referred to by Cashin as 'layering' or 'layered dressing,' were first seen in print in 1952 according to *Rennolds Milbank*. Cashin's story is not just about reclaiming a past, it also carries a potent message for our present: "to have a new idea, to be original, to innovate and change the course of your industry — to do something that is truly new — you can

still do that today."Cashin designed Coach from 1962 to 1974. Her approach to handbags was as keen as her approach to clothes, reductively designing tools for "carrying things" instead of decoration or status.

COACH X BONNIE:

Coach hired Cashin as their first designer in hopes of transforming the brand from a manufacturer of briefcases and tame leather goods into the accessories behemoth it is recognized as today. At Coach, Cashin was the first to make leather accessories in bold colors—coral, teal, crimson, canary yellow—which have subsequently become Coach staples that dominate store shelves decades on. Her innovations include the use of hardware on apparel: industrial zips, latches and turn locks cast in glistening brass.



Vogue - April 1950
Poster Print by Cecil
Beaton at the Condé
Nast Collection



Laura(1944) by Otto
Preminger (1944)
with Costumes by
Bonnie Cashin



The Golden Year
Collection.
MARLENE DIETRICH