

Public Abstract

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Title:The Development of the Junior Wear Industry 1926-1930

The junior size category was a popular topic of discussion among apparel industry members in the latter part of the 1920s. Industry members believed it was important to define the meaning of the term *junior* and for whom the apparel should be designed and sized. In the beginning, the discussion appeared drawn out and inconclusive. The social and cultural environment of the 1920s, however, led to the realization that in order to define *junior* it must emerge in its own category instead of as a subset of the juvenile apparel industry. This study examines the debate over *junior* in the social cultural context of the 1920s. This research focuses on the development of junior fashions from 1926 through 1930 to interpret articles found in *Womens Wear Daily* that discuss the need for changing the concept of junior apparel to appeal to not only the junior girl but also women of all ages that fit this category. This research clarifies when the concept of *junior is a size, not an age* began and how it affected the fashion industry. The results of this research establish that *junior is a size, not an age* which, although not stated explicitly, could be implied as early as February 4, 1926 in *Womens Wear Daily*. The search for the definition of *junior* led to the emergence of a new size category that has grown, evolved, and maintained a strong presence today in the ready-to-wear apparel market.