

Women in the 1920s

The 1920's marked a time of changing roles for women. After gaining the right to vote via the Nineteenth Amendment, many women began to experience new social freedoms as well as political influence. At this time, more relaxed standards of dress and fashion were becoming popular amongst women. An iconic embodiment of these changes that became widespread in advertising is the flapper. Young, bold, and energetic women, known as flappers, bobbed their hair, wore scandalous knee-length dresses, wore beaded necklaces, smoked, drank, and possessed casual attitudes towards sex and dating.

However, it is unclear whether women inspired this image in advertising, or advertising inspired these changes in women. Flappers were more extreme and common in advertisements than in regular American life, but the image was still reflective of true social changes that women experienced.

For example, it was not uncommon to see women in Jazz clubs dancing the Charleston, or with men in a provocative manner. What would have been an incredible violation of social and moral norms of the past, was much more acceptable in the 1920s.

