

Images:

1996.0009.X116593 [http://ucr.emuseum.com/view/objects/asitem/items\\$0040:77192](http://ucr.emuseum.com/view/objects/asitem/items$0040:77192)

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Post Text:

All dressed up and nowhere to go? Take a picture and tag us!

These two images from the Atlantic City's Easter Fashion Parade show some late 19th Century Easter finery from the 144-year-old parade which began in 1876. Atlantic City's Easter Fashion Parade is one of the oldest in the U.S., similar fashion parades were (and are) held all across the country. It was thought that wearing new clothes on Easter brought good luck for the rest of the year. New Jersey natives paraded the Atlantic City Boardwalk in their best, Sunday best on foot and in wheeled carriages. This social event was about being seen and showing off! In addition to being shown in films like *Easter Parade* starring Judy Garland and Fred Astaire, writer Phillip Roth and other scholars like Leigh Eric Schmidt have suggested that the Victorian middle class trend of Easter fashion parades and church Easter decorations, increased religious observance of the day and helped bring it into the secular and cultural preview. Due to their focus on appearance and apparel Easter Fashion Parades have been both celebrated and critiqued for all 144 years that they've been held.

Both of these photos are by stereoscopic image company Underwood & Underwood and are part of our Keystone-Mast Collection.

#Easter, #EasterFashionParade, #AintNoFashionLike19thCFashion, #WheeledCarriages, #ShowUsYourHat, #Keystone-Mast, #UCRCHASS, #UCRARTS,

Notes/Sources:

Schmidt, Leigh Eric. "The Easter Parade: Piety, Fashion, and Display." *Religion and American Culture: A Journal of Interpretation* 4, no. 2 (1994): 135-64. Accessed April 7, 2020. doi:10.2307/1123847.

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