

F From her Cleopatra-bobbed hair to her tall, slender silhouette, Berlin's "New Woman" embodied simplicity and functionality. During the 1920's, the Weimar woman discovered accessibility to city jobs, relaxed sexual mores and emerged as a powerful consumer.

Clothing reflected a "boyish" ideal, exemplified by "the flapper" and "the garconne". To achieve this, traditional ideas of femininity were challenged. Hips and breasts were de-emphasized, hemlines raised and tubular, low-waisted dresses became the fashion norm.

Clothing and accessories reflected the Art Deco movement and advances in modern technology. For the first time women could apply make-up in public, their rouge and eyeshadow compacts following the stylistic trends.

The Store Window allowed Weimar's New Woman to envisage herself in modish cloche hats, flapper dresses, Egyptian-style jewelry and fanciful shawls. It was a place to glimpse desirable fashions and a place to be seen by those venturing past.

