



## Pink and Blue: Telling the Boys from the Girls in America

By Jo B. Paoletti

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**Pink and Blue: Telling the Boys from the Girls in America** By Jo B. Paoletti

Jo B. Paoletti's journey through the history of children's clothing began when she posed the question, "When did we start dressing girls in pink and boys in blue?" To uncover the answer, she looks at advertising, catalogs, dolls, baby books, mommy blogs and discussion forums, and other popular media to examine the surprising shifts in attitudes toward color as a mark of gender in American children's clothing. She chronicles the decline of the white dress for both boys and girls, the introduction of rompers in the early 20th century, the gendering of pink and blue, the resurgence of unisex fashions, and the origins of today's highly gender-specific baby and toddler clothing.

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## **Pink and Blue: Telling the Boys from the Girls in America** By Jo B. Paoletti Bibliography

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### Editorial Review

#### Review

"This is a fascinating piece of American social history, perhaps raising more questions than it answers. It is of potential interest to students and professionals in fields ranging from child development to gender studies to fashion to marketing, as well as to new and prospective parents." —Library Journal

*(Library Journal)*

"Ms. Paoletti has managed to cram a wealth of information in a relatively fluid narrative that scholars will undoubtedly quote and casual readers will enjoy as an engrossing cultural history of parenthood, as well as childhood." —Worn Through

*(Worn Through)*

"Pink and Blue is meticulously researched, with references to paper dolls, old retail catalogs and the arcane field of material culture studies. Her findings are fascinating." —PopMatters

*(PopMatters)*

"A terrific new book...if you're getting flack from someone for dressing your boy in pink or your girl in blue...hit them with a copy of Paoletti's book. When they come to, maybe they'll read it and leave you alone." —CaféMom

*(CaféMom)*

"In Pink and Blue, Jo Paoletti delivers an insightful analysis of the origins, transformations and consequences of gender distinctions in children's dress over the last 125 years.... A must-read." —Daniel Thomas Cook, *The Commodification of Childhood: The Children's Clothing Industry and the Rise of the Child Consumer*

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"Pink and Blue is an interdisciplinary tour de force. Readers will never again take gendered children's fashion for granted." —Susan B. Kaiser, *The Social Psychology of Clothing: Symbolic Appearances in Context*

*(Susan B. Kaiser, The Social Psychology of Clothing: Symbolic Appearances in Context)*

"Pink and Blue challenges the cultural panic over how children's clothing affects gender and sexual identity. Paoletti shatters myths about what girls and boys "naturally" like, and does so with details that will fascinate both the casual and professional reader." —Peggy Orenstein, Author of *Cinderella Ate My Daughter*

(Peggy Orenstein *Author of Cinderella Ate My Daughter*)

"In Pink and Blue, Paoletti presents an interesting portrayal of an important gendered system—a historical perspective that psychologists might otherwise underestimate and undervalue." —PsycCritiques

(*PsycCritiques*)

"The author is skilled in writing to a wide audience." —Journal of Family and Consumer Sciences

(*Journal of Family and Consumer Sciences*)

"Recommended for: Those interested in the history of fashion, gender studies, and gender politics." —

(*forbookssake.net*)

About the Author

Jo B. Paoletti is Associate Professor of American Studies at the University of Maryland.

## Users Review

### From reader reviews:

#### Stephanie Wilkes:

Do you have favorite book? When you have, what is your favorite's book? Book is very important thing for us to find out everything in the world. Each e-book has different aim or perhaps goal; it means that e-book has different type. Some people feel enjoy to spend their time and energy to read a book. They may be reading whatever they get because their hobby is usually reading a book. How about the person who don't like reading a book? Sometime, man feel need book if they found difficult problem or perhaps exercise. Well, probably you will require this Pink and Blue: Telling the Boys from the Girls in America.

#### Lisa Christopher:

As people who live in the particular modest era should be up-date about what going on or data even knowledge to make all of them keep up with the era which is always change and progress. Some of you maybe may update themselves by looking at books. It is a good choice for you personally but the problems coming to an individual is you don't know which you should start with. This Pink and Blue: Telling the Boys from the Girls in America is our recommendation to make you keep up with the world. Why, since this book serves what you want and need in this era.

**Alma Lewis:**

Playing with family in a park, coming to see the ocean world or hanging out with good friends is thing that usually you could have done when you have spare time, subsequently why you don't try point that really opposite from that. One activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition associated with. Even you love Pink and Blue: Telling the Boys from the Girls in America, you could enjoy both. It is good combination right, you still need to miss it? What kind of hang type is it? Oh can occur its mind hangout people. What? Still don't buy it, oh come on its identified as reading friends.

**James Shockley:**

Many people spending their time frame by playing outside with friends, fun activity having family or just watching TV all day long. You can have new activity to spend your whole day by examining a book. Ugh, you think reading a book can really hard because you have to take the book everywhere? It fine you can have the e-book, getting everywhere you want in your Mobile phone. Like Pink and Blue: Telling the Boys from the Girls in America which is finding the e-book version. So , try out this book? Let's notice.

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