



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

By Jo B. Paoletti

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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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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*

(Daniel Thomas Cook, The Commodification of Childhood: The Children's Clothing Industry and the Rise of the Child Consumer)

"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." —

(*forbooksake.net*)

About the Author

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

Users Review

From reader reviews:

Mary Crist:

The book untitled Pink and Blue: Telling the Boys from the Girls in America contain a lot of information on it. The writer explains the woman idea with easy means. The language is very clear and understandable all the people, so do definitely not worry, you can easy to read that. The book was published by famous author. The author provides you in the new time of literary works. You can actually read this book because you can keep reading your smart phone, or device, so you can read the book throughout anywhere and anytime. If you want to buy the e-book, you can start their official web-site as well as order it. Have a nice learn.

Danny Saleem:

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Margaret Burman:

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