



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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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*

(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." —

(*forbookssake.net*)

About the Author

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

Users Review

From reader reviews:

Christa Nisbet:

Book is to be different for every grade. Book for children until adult are different content. As we know that book is very important for all of us. The book Pink and Blue: Telling the Boys from the Girls in America has been making you to know about other knowledge and of course you can take more information. It doesn't matter what advantages for you. The book Pink and Blue: Telling the Boys from the Girls in America is not only giving you much more new information but also for being your friend when you truly feel bored. You can spend your spend time to read your guide. Try to make relationship using the book Pink and Blue: Telling the Boys from the Girls in America. You never sense lose out for everything should you read some books.

Christopher Sanchez:

The book Pink and Blue: Telling the Boys from the Girls in America has a lot info on it. So when you check out this book you can get a lot of help. The book was written by the very famous author. The author makes some research ahead of write this book. This specific book very easy to read you can obtain the point easily after reading this article book.

Chris Moore:

Reading a book being new life style in this year; every people loves to learn a book. When you read a book you can get a lot of benefit. When you read publications, you can improve your knowledge, simply because book has a lot of information upon it. The information that you will get depend on what kinds of book that you have read. If you would like get information about your study, you can read education books, but if you want to entertain yourself look for a fiction books, these kinds of us novel, comics, and soon. The Pink and Blue: Telling the Boys from the Girls in America provide you with new experience in studying a book.

Joel Padilla:

In this time globalization it is important to someone to get information. The information will make anyone to understand the condition of the world. The healthiness of the world makes the information much easier to share. You can find a lot of sources to get information example: internet, newspaper, book, and soon. You can observe that now, a lot of publisher that print many kinds of book. Often the book that recommended to you is Pink and Blue: Telling the Boys from the Girls in America this reserve consist a lot of the information on the condition of this world now. This book was represented how do the world has grown up. The vocabulary styles that writer use to explain it is easy to understand. Often the writer made some exploration when he makes this book. Honestly, that is why this book suited all of you.

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