



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:

Lavonne Ouellette:

Why don't make it to become your habit? Right now, try to prepare your time to do the important act, like looking for your favorite guide and reading a book. Beside you can solve your condition; you can add your knowledge by the book entitled Pink and Blue: Telling the Boys from the Girls in America. Try to the actual book Pink and Blue: Telling the Boys from the Girls in America as your friend. It means that it can to get your friend when you experience alone and beside that course make you smarter than before. Yeah, it is very fortunated to suit your needs. The book makes you far more confidence because you can know every thing by the book. So , we should make new experience in addition to knowledge with this book.

Deborah Ayers:

Have you spare time for a day? What do you do when you have much more or little spare time? Yes, you can choose the suitable activity intended for spend your time. Any person spent all their spare time to take a go walking, shopping, or went to typically the Mall. How about open as well as read a book called Pink and Blue: Telling the Boys from the Girls in America? Maybe it is being best activity for you. You already know beside you can spend your time along with your favorite's book, you can smarter than before. Do you agree with its opinion or you have other opinion?

John Casteel:

Spent a free time to be fun activity to do! A lot of people spent their free time with their family, or their friends. Usually they doing activity like watching television, about to beach, or picnic inside the park. They actually doing same every week. Do you feel it? Will you something different to fill your own free time/ holiday? May be reading a book is usually option to fill your free of charge time/ holiday. The first thing that you will ask may be what kinds of book that you should read. If you want to try look for book, may be the reserve untitled Pink and Blue: Telling the Boys from the Girls in America can be excellent book to read. May be it could be best activity to you.

Daryl Radford:

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