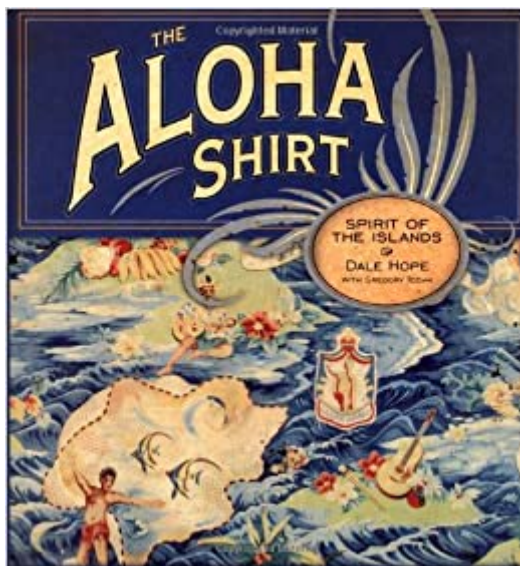


The book was found

# The Aloha Shirt: Spirit Of The Islands



## Synopsis

The Ultimate Coffee-table Book on the World's Most Famous Souvenir: the Hawaiian Shirt

The Aloha Shirt: Spirit of the Islands is the most colorful and complete book published on the most enduring souvenir ever invented: the Hawaiian shirt. First developed in the early '30s as a "tourist attraction," Aloha shirts have their roots in the graphic, comfortable clothing that South Seas islanders have been wearing for hundreds of years. Around 1935, a small-but-daring group of clothing manufacturers in Honolulu hit on the same good idea simultaneously: to make wildly colorful, "air-conditioned" short-sleeved shirts for tourists that would give them an immediate sense of relaxation, and going "Hawaiian." The shirts were also, as one clever Waikiki marketer observed, "Postcards you can wear." So it has been for more than sixty years, with countless Hawaiian- and Japanese-print shirts designed and sold for the pleasure of millions of people. The Aloha Shirt traces the splashy history of Hawaiian shirts from their beginnings right after the Great Depression through their popularity with World War II American servicemen and into the "Golden Era" of Hawaiian tourism and garment manufacturing from 1935 to 1955. As the book points out, Aloha shirts have been the favorite leisure wear of everyone from twenty-something surfers to presidents such as Harry Truman and Dwight D. Eisenhower. Elvis Presley chose Aloha shirts as the main costume for his movie, Blue Hawaii. Today, Aloha shirts are more popular than ever. From California to Tokyo, hundreds of manufacturers are turning out modern-day shirts costing from \$15 to more than \$100. It's a half-billion-dollar-a-year industry. And shirt collectors at New York auction houses and on eBay on its Web site now pay thousands of dollars for a single rayon "silkie" that cost less than a dollar in 1935. Lavishly illustrated with hundreds of full color, never-before-published shirt images, vintage black-and-white photographs, and priceless examples of period "Hawaiiana," the book features separate chapters on the innovative artists, risk-taking manufacturers, and silky fabrics behind the success of the world's most famous shirt. The Aloha Shirt is both a dazzling, fun-to-browse art book, and a fascinating chronicle of the world's love affair with Hawaii.

## Book Information

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## Customer Reviews

Cultural icon and bon vivant Homer Simpson has opined that the only people who wear Hawaiian shirts are gay guys and big, fat party animals. Hope and Tozian put the lie to Homer in a lush, loving look at aloha shirts and the industry that provides them. Part fashion history, part cultural exploration, the marvelously well illustrated tome examines the rise of Hawaii's image as a tourist's paradise, a perception engineered by far-sighted folks intent on making a buck. After reviewing competing claims as to who "invented" the aloha shirt, Hope and Tozian delve into the manufacturers that made it a perdurable icon of carefree relaxation. Amidst all the knockout threads on display, they sprinkle color pictures of vintage labels and the coconut buttons the authentic shirts sported. Languidly informative and pretty as a hula dancer, this is a book to please anyone interested in Hawaiian tourism and culture, in fashion, or in big, gorgeous picture books. Mike Tribby  
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Dale Hope's timely opus may well be the definitive book on the aloha shirt...It is a delightful and informative read... -- Punahou Bulliten Fall 2000  
Hope has blended his love of Hawaii and knowledge of textiles into a coffee-table book that appeals to anyone who's ever worn a Hawaiian shirt. -- Santa Cruz Sentinel October 22, 2000  
If you think of Hawaiian shirts as gaudy garb for a luau, take a peek at author Dale Hope's gorgeous new book. -- Willamette Week November 2, 2000  
Prior efforts include The Hawaiian Shirt by Tommy Steele, and now Dale's The Aloha Shirt takes it further to become the final and complete word on the topic. -- Surfer's Journal Vol. 9, No. 4, Fall 2000

Magnificent piece of Pacific history.

My wife and I first saw this book in Hawaii, and decided to order it after we returned home. Great for

the collector, and anyone with an interest in exotic fashion or design.

For a friend who loved it!

Love it. So many fun facts to know and tell about not only the aloha shirt, but the surfers, the entertainment celebrities and the history that made the Hawaiian islands.

Bought this after a visit to Baileys Antiques in Waikiki (home of the greatest collection of new and vintage shirts in the world) The book provides pictures and text describing the history and evolution of Aloha Shirts and makes a great general reference as well as a fine coffee book.

I love this book! I'm just starting out on my Hawaiian shirt collecting so this is an excellent resource to fall back on. I highly recommend it for anyone in the Aloha shirt business! Great, colorful pictures as well as a great story telling history behind this book!

A very fine history and overview of a very unique garment.

I used this book to inspire my second graders for an art project. We printed tropical flowers on paper and then cut it up and turned it into Aloha shirts. They were SO EXCITED to start after looking at all the fantastic pictures in the book. We loved the pages with the shirt labels with company logo's. We even added that to our paper shirts. Huge success because of the book!!!!

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