

The history of pink - Video transcript

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00:00 In 1927 **Time Magazine** took a survey of all the major **department stores** across the country. They wanted to know which colors they associated with girls in their **clothing lines**. The answers came back pretty mixed.

00:00 There's also a **catalogue** in 1918 that suggests that little girls should all wear blue because it's a **delicate** and **dainty color**.

00:00 That's **Jennifer Wright**, she's an **author** and often writes about **history** and **fashion** for Racked.

00:00 It was only after the war that pink got the **symbolic association** that we have today.

00:00 In 1953, **Dwight Eisenhower**, the **general** who won **World War II**, becomes **president** and this actually turns out to be a pretty important moment in the **history of pink**.

00:00 It was **Ike's inauguration** and **Mamie Eisenhower** came out in this enormous **rhinestone-studded pink ballgown**, the likes of which you never would've seen during the war when women were wearing much **simpler styles**.

00:01 **Mamie Eisenhower** loved the **color pink**, and she was known for it. She thought that the pink really brought out her **complexion**. She had really pretty **blue eyes**, it was a nice contrast.

00:01 In fact, a quick search of **newspaper headlines** mentioning **Mamie Eisenhower** also reference the **color pink** pretty frequently. And it wasn't just called pink, it was called **"Mamie pink"**.

00:01 And she went around giving quotes like **"Ike runs the country, I turn the pork chops."** But yeah, it was a very **arbitrary decision** that she just loved pink and everybody else decided, OK this is the color that **lady-like women** wear.

00:01 There's a great song in **Funny Face** called **"Think Pink."**

00:01 Where the **lady editor** of the magazine who is very much based off of **Diana Vreeland** sings about how women in America today have gotta think pink.

00:01 And there's a great line in it where she says ***banish the black, burn the blue,*** which are two colors the women would've seen a lot of during the **war years**.

00:02 Around this time, pink became a **popular color**, not only in just **women's clothing**, but also in the **home**.

00:02 This was something a lot of women liked, by the way, it wasn't seen as a terribly **oppressive thing**. But, there were definitely women like **Diana Vreeland** who didn't really want to revert to those **traditional roles**.

00:02 It was at this point where you start to see the **color pink representing women** real and fictional who were **anything but traditional**.

00:02 The **champion racecar driver Donna Mae Mims** is a really good example of this. She had a **pink uniform** and a **pink helmet** and a **pink racecar**.

00:02 There's the **pink ladies in Grease** and the **Plastics in Mean Girls**. The girls who are incredibly **canny** and kind of **terrifying**, brightly explain

00:03 There's a great cover of **Hillary Clinton** on the cover of **People magazine** wearing a **bright pink jacket** and the caption next to it is how we need to **break the highest, hardest glass ceiling as women**.

00:03 So she's pretty much doing the **opposite of what Mamie Eisenhower wanted to do**.

00:03 This isn't just about the **color pink**, it's about how it's used to **define a person's personality** and what we think they're **capable of**.

00:03 She still wants to show people that really, **I'm just a girl, just like you**.