Shoe Shopping (1959)

Abstract

By the end of the 1950s, the Federal Republic was the second most powerful economy in the world after the United States. This period saw the beginnings of a widespread consumer society in which ever larger segments of the population were able to participate. The pathway from a postwar economy of scarcity, in which everything was in short supply, to a consumer society of plenty, in which everything was coveted, extended into the 1980s. This photo shows a fashionable customer buying new shoes in a Hamburg shop. Photo by Will McBride.

Source

Source: Customer in an expensive shoe store (Hamburg). Date: 1959. Photo: Will McBride. bpk-Bildagentur, image number 30002113. For rights inquiries, please contact Art Resource at requests@artres.com (North America) or bpk-Bildagentur at kontakt@bpk-bildagentur.de (for all other countries).

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