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The tumultuous events during and after two world wars changed society forever. The new status of women no longer prepared to be tied to the home, a major re-adjustment of the class system, the pill and new sexual mores. Clothes and fashion played an important role in perceptions of social advancement, and man-made textiles supplied modern fabrics inexpensive enough to open up mass markets. They provided the easy-care demanded by the new consumer society. Written in an easy-to-read style this book covers the history, invention and textile technology of the main fibres including rayon, nylon, polyester and acrylics. Fashion, textile, and high street retailer stories are closely entwined within that history. Anecdotes and illustrations add period character.