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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Understanding Children's Clothing -- Dresses Are for Girls and Boys -- Pants Are for Boys and Girls -- A Boy Is Not a Girl -- Pink Is for Boys -- Unisex Child Rearing and Gender-Free Fashion -- Gendered and Neutral Clothing since 1985.
Sommario/riassunto	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.