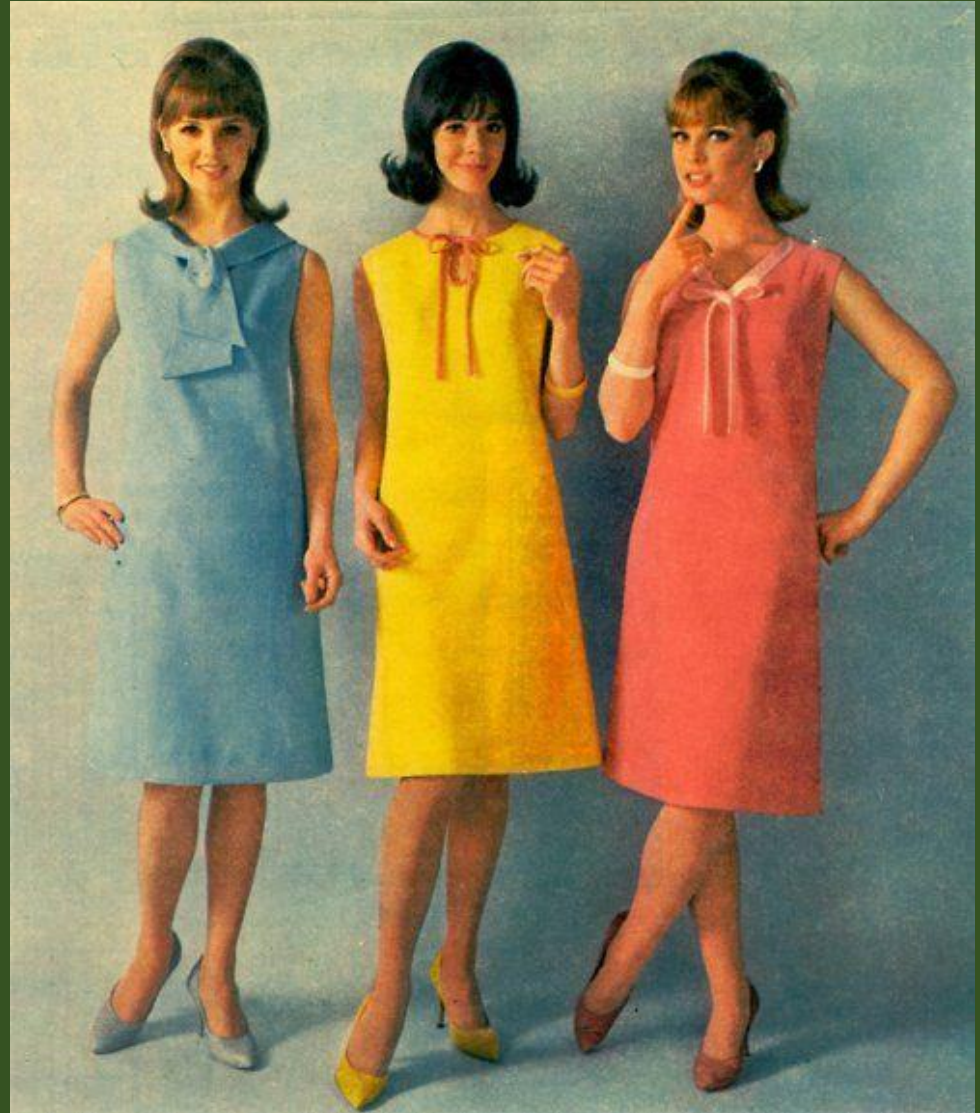


# Fashion History

1960's – Present Day

# 1960's A-Line

- The 60's opened with the simple A-line dress.
- The **tubular** silhouette was very popular at this time.
- Most dresses were very simple and so accessories were both expressive and bold.



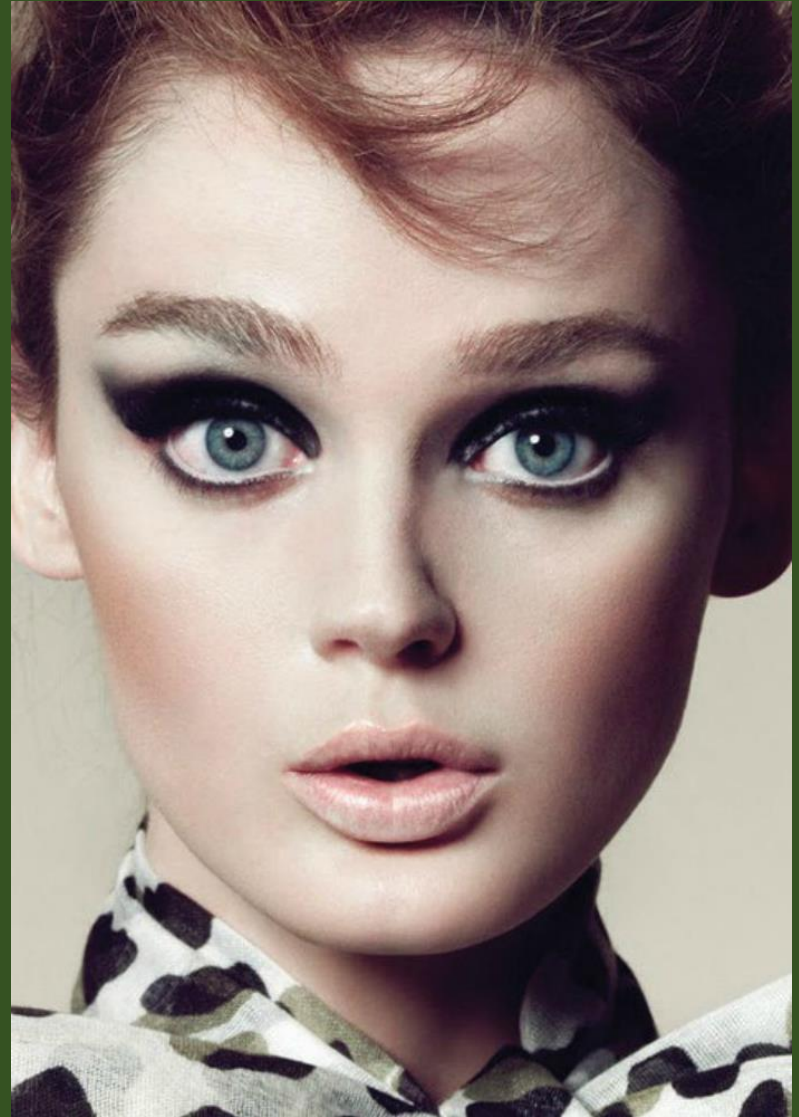
# 1960

- A major fashion breakthrough of the late 60's was the tailored **pantsuit**.
- It was seen everywhere and was chic, elegant, comfortable, and convenient, not to mention practical.



# 1960's- makeup

- Eyes were lined with black, shadowed with frosty white, and topped off with a full set of false eyelashes. Lips were painted light to white.





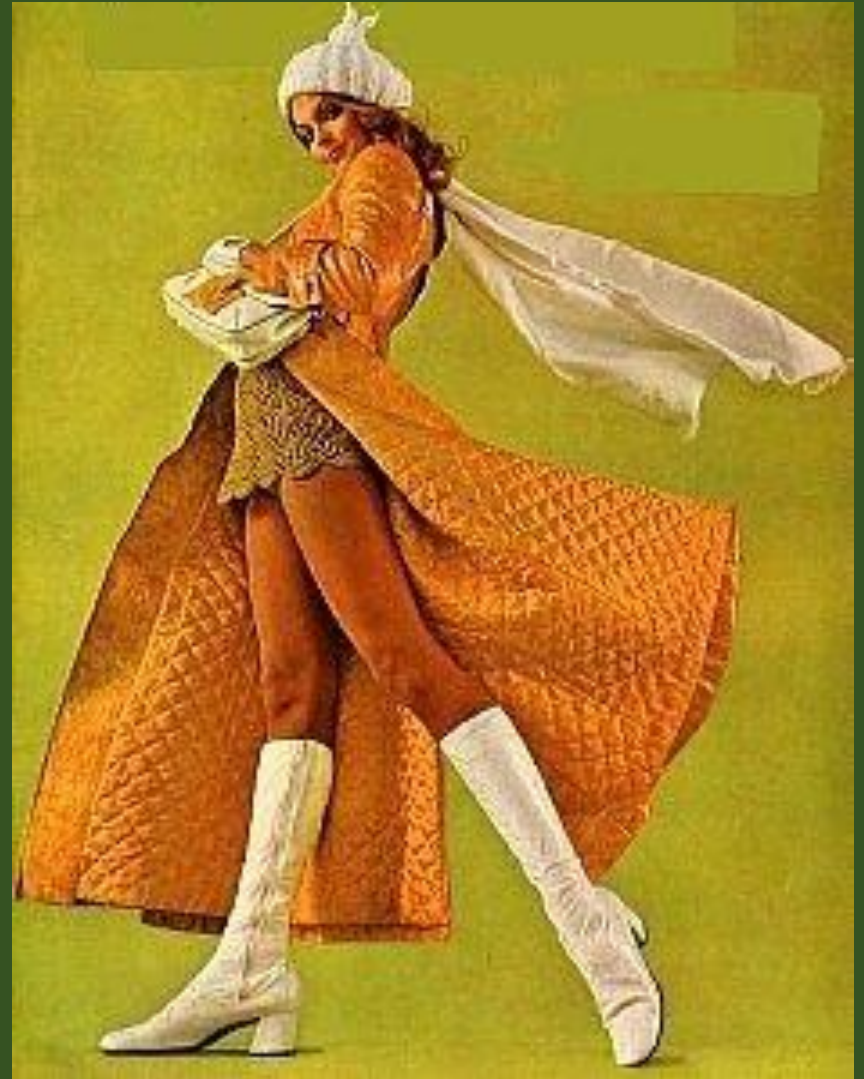
# Twiggy

- Twiggy was the top model.
- She was long and lean, which was a break from the fleshed Edwardian beauty seen in some form up through the 1950's



# 1960

- Everything seemed to go.
- The length could be mini, micro-mini, midi, or maxi.
- Even mixing these lengths was fashionable; a mini skirt with a maxi coat or vest.
- Maxi coats and sweater coats were really practical in cold climates for the mini skirt wearer.



# The Invention of the MINI skirt

- The **mini skirt** was one fashion that hit early in the 60's.
- It was the design of Mary Quant from Wales. She is regarded as the mother of the mini and high boots.









# 1960's

- The 1960's was a time of action, violence, protest, rebellion, experimentation, and counterculture.
- Dramatic events took place during this decade and dramatic changes in fashion occurred.
- During these years two sets of fashion developed side by side: fashion for the **young** and fashion for the rest of **society**.





# Women's Liberation

- The Women's Liberation Movement caused women to burn their bras and wear men's clothing.
- Unisex Clothing became popular into the 70's
- Girls turned to pants because they preferred the long, clean, "liberating" line.
- Boys wore embroidered shirts and beads because peasant embroidery and bright colors offered a liberation from the notion of what had been masculine taste for 150 years.





KNIT TOP AND  
CORDUROY PANTS  
DIP INTO

## DUSTY TONES

These soft muted pales  
are the newest colors  
going. Pick your  
favorite, then  
pair up an outfit.

**THE TOP.** Pullover polo shirt in  
clinging nylon jersey. Placket front,  
two pockets, in-or-out square-cut  
bottom. Machine wash, warm.  
Misses' sizes S-18-10;  
M12-14; L16-18.  
Please state size later S, M or L.  
V7 C 7938F - Dusty sage green  
V7 C 7939F - Dusty rose  
V7 C 7940F - Dusty turquoise  
blue  
Shipping weight 8 ounces . . \$9.00

**THE PANTS.** Straight legs fin-  
ished with cuffs, front pockets;  
belt loops. Fly-front zipper. In  
velvety-soft cotton corduroy . .  
machine wash, warm. Belt not  
included . . it's sold below. Buy  
it the easy way—order by phone.  
Misses' sizes 10, 12, 14, 16, 18.  
V7 C 1117F - Dusty sage green  
V7 C 1118F - Dusty rose  
V7 C 1116F - Dusty turquoise  
blue  
State size. Shipg. wt. 1 lb. . . . \$7.00

**THE BELT.** Camel tan webbed  
cotton with light brown vinyl  
tab-front. Gold-color metal circle  
buckle with adjustable-fit clip.  
About 1 1/4 inch wide.  
88 C 8199 - Shipg. wt. 6 oz. . \$3.00

ORDER YOUR USUAL SIZE . .  
if in doubt, see Big Book for charts

128/Sears PCBK  
S&AE



# 1960's Civil Rights Movement

- The Civil Rights Movement sparked an impressive move to **ethnic** fashion.
- Blacks and whites alike found interest in the African colors and prints.
- Afro hairstyles were worn by most African Americans and some whites used perms to get the Afro hairstyle.



# The Calm of the Sixties: Jackie Kennedy

- Jacqueline O. Kennedy also stood out at this time to represent a more conservative fitted dress favored by many women.
- The pillbox hat became a popular accessory







# Movies about the 60's

- Breakfast at Tiffany's
- Forest Gump

Forrest Gump





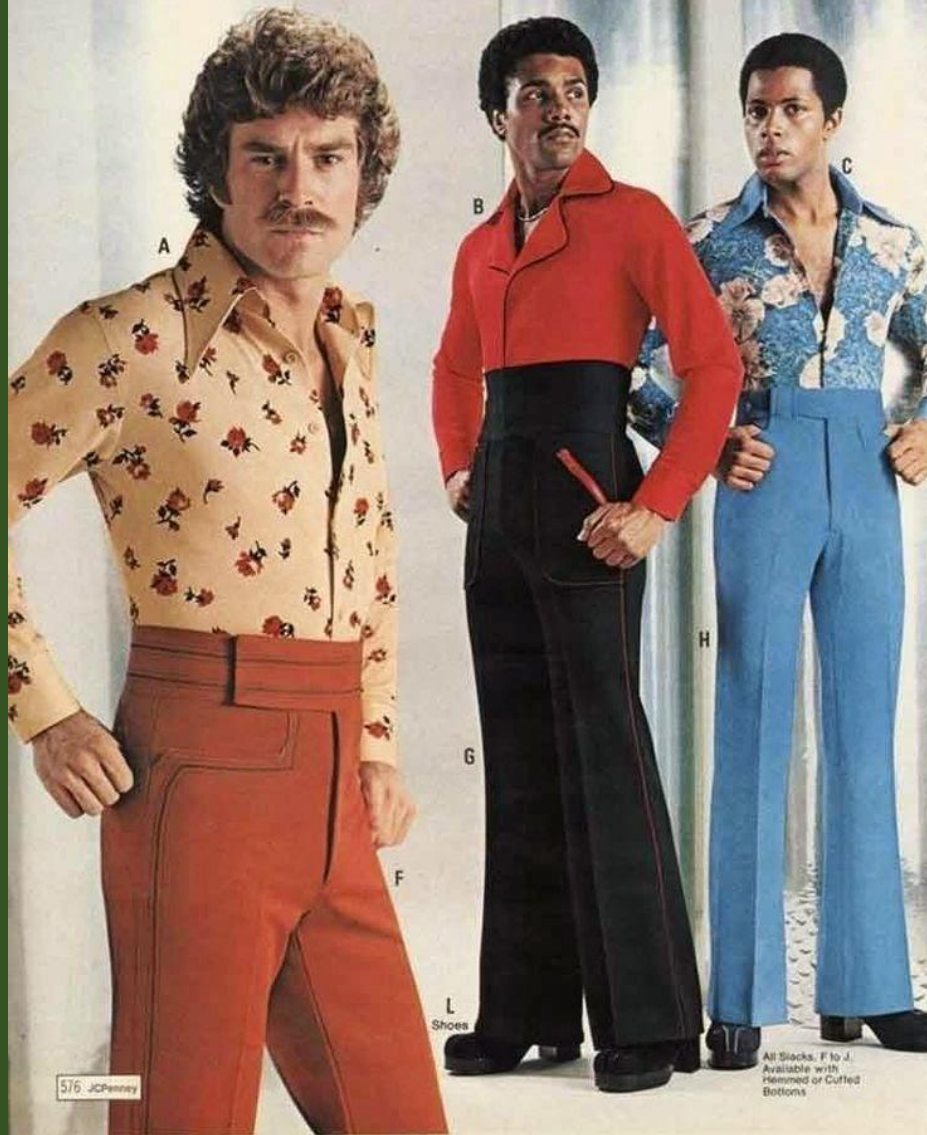
# 1970- The hippy to Disco Era

- Fashions in the 70's were extremely flexible.
- Most people dressed to identify with their particular lifestyle rather than fit into any fashion mold sent from Paris or anywhere else.
- Bell bottom jeans were very popular creating the “triangle” silhouette.



## SUPER STYLES...

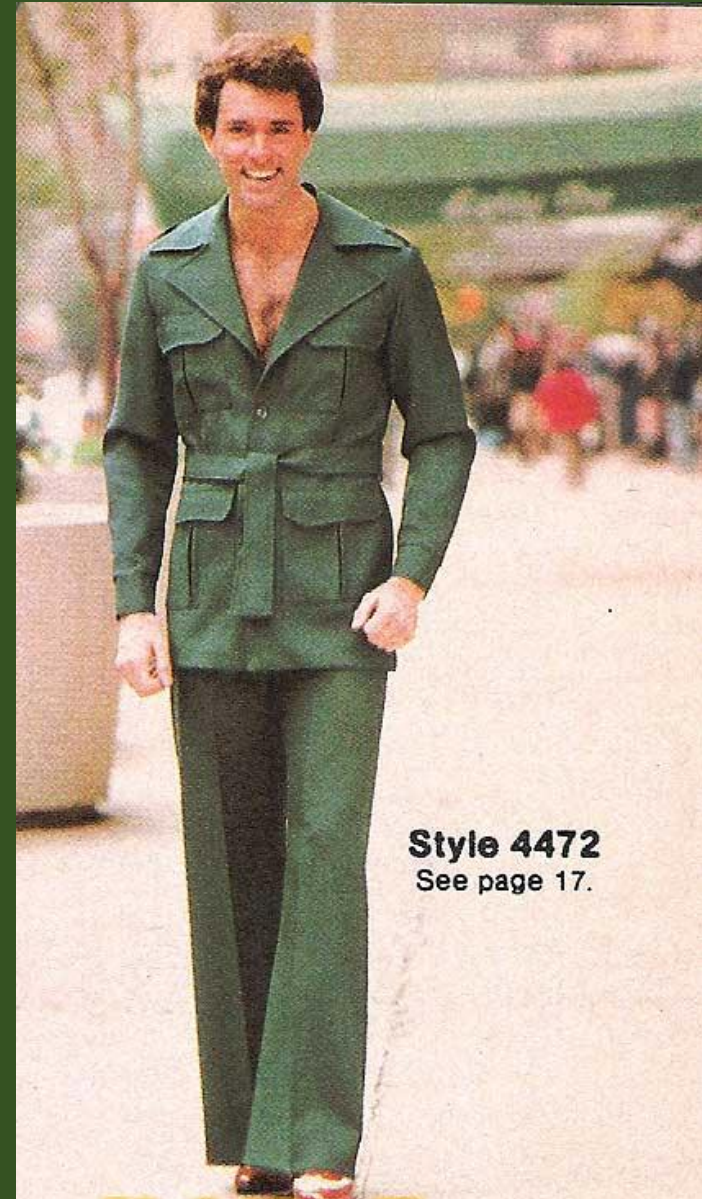
A Striking Collection of High Fashion Coordinates





# 1970's: Polyester

- Polyester was a very popular fiber.
- Some men's suits were fashioned in 100% polyester and marketed as the wash and wear suit.
- It was very casual with buttons down the front, patch pockets, and bell bottoms.
- It was comfortable and easy to care for, as well as being wrinkle-resistant.



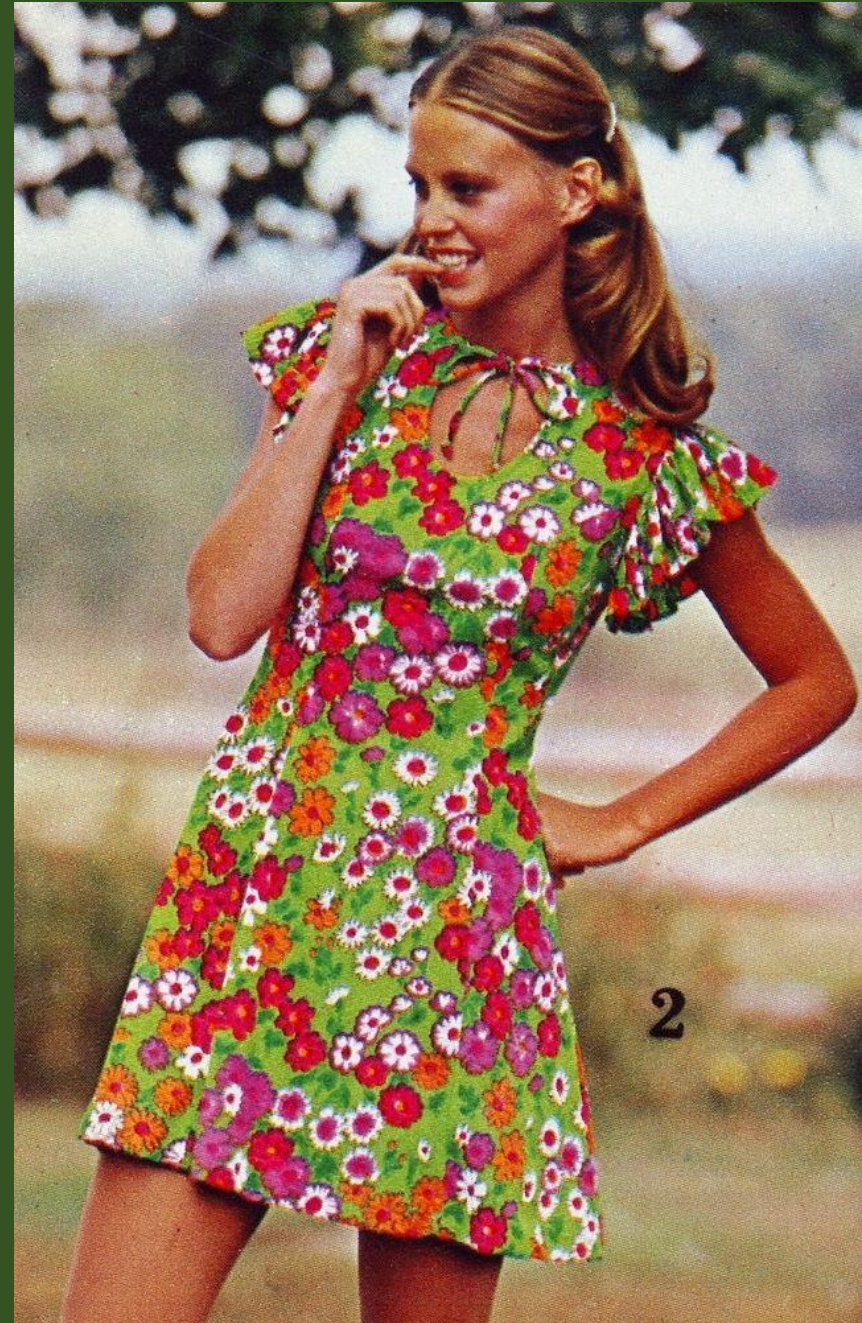
# Hippy to Disco Era







Platform shoes and Floral print were all the rage in the 70's



# 1980's: The Fitness Craze





# 1980's Fitness Craze

- Spandex was in; comfort and function were paramount.
- Men and women hit the gyms, spas, and athletic centers in droves creating a big market for athletic clothes that were not only functional but attractive and flattering.



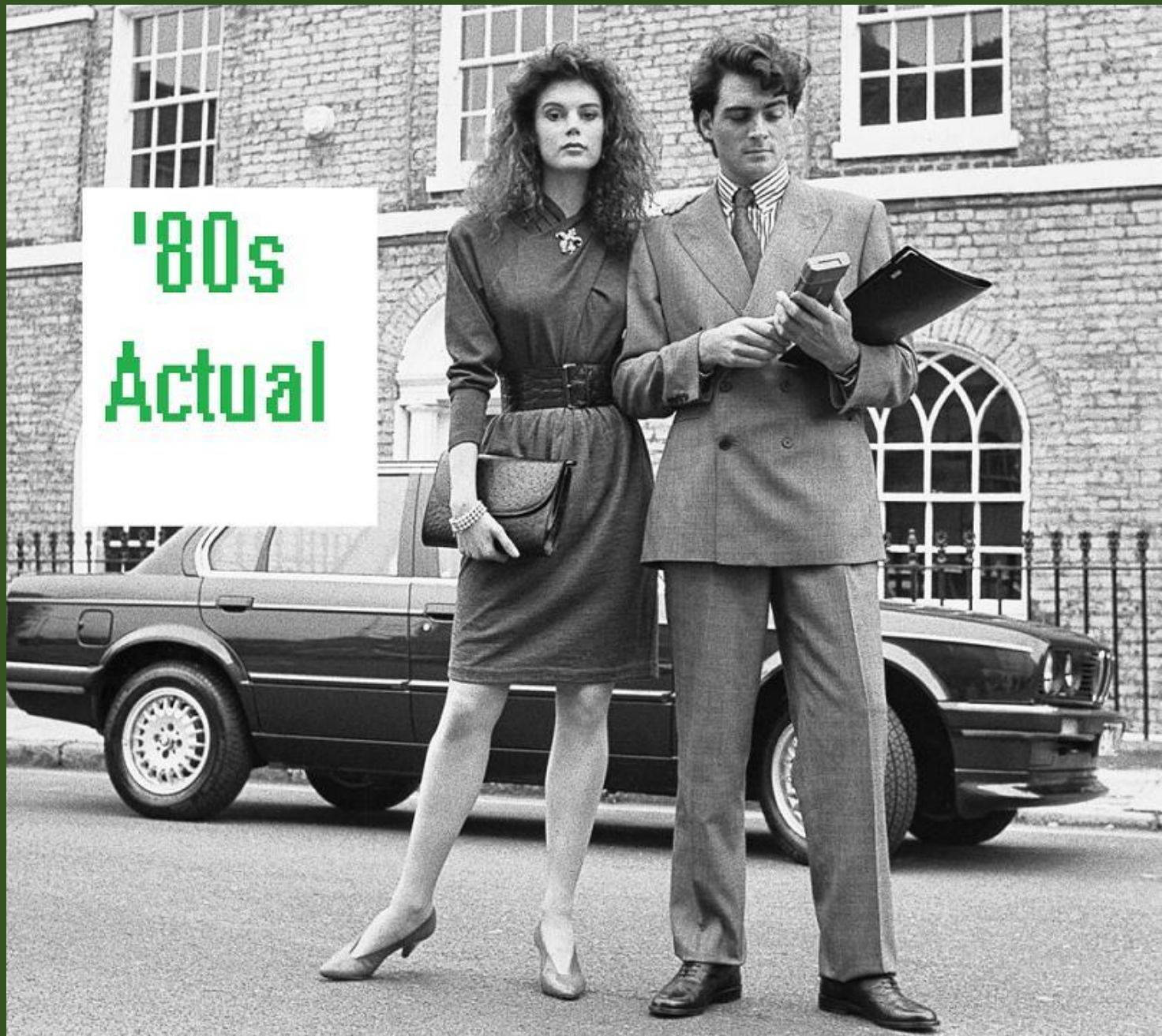


# The Yuppie Era

- Yuppie was a term used to describe a young professional person working in a city.
- Example: Melanie Griffith in Working Girl



'80s  
Actual



# 1980's

- Fashions focused on many music stars styles.
- Rock star, Madonna, release a video in 1985 wearing ripped jeans, lace, and lacy bustier.
- That launched the camisole craze worn with jeans, pants, or skirts and jackets.







# 1980's Brand Names

- Brands began to cover all clothing. The **name** on apparel was usually more important than the item itself.
- Guess? Jeans hit the stores in 1981.
- Swatch watches hit big in 1983.







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**MEMBERS ONLY**<sup>®</sup>

"When you put it on...something happens to you."

*Larry Gatlin and the Gatlin Brothers*

Take a tip from the Gatlin Brothers.  
Get into MEMBERS ONLY.  
You'll look good and feel different.  
But remember, it's only MEMBERS ONLY  
if it says so on the pocket.

The advertisement features three men, the Gatlin Brothers, standing in front of a pool table. They are wearing bright, colorful jackets (yellow, red, and blue). The background shows a band performing on a stage.





# Inverted Triangle Silhouette





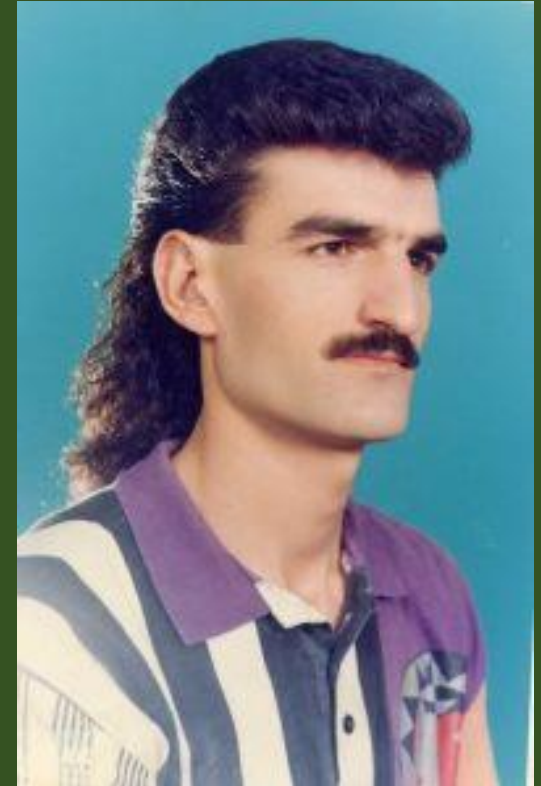
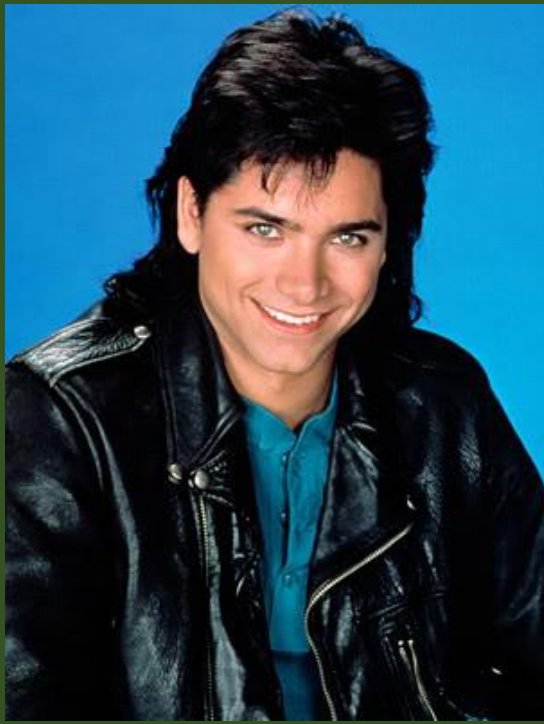






Photo Credit: [Carole Julius](#)



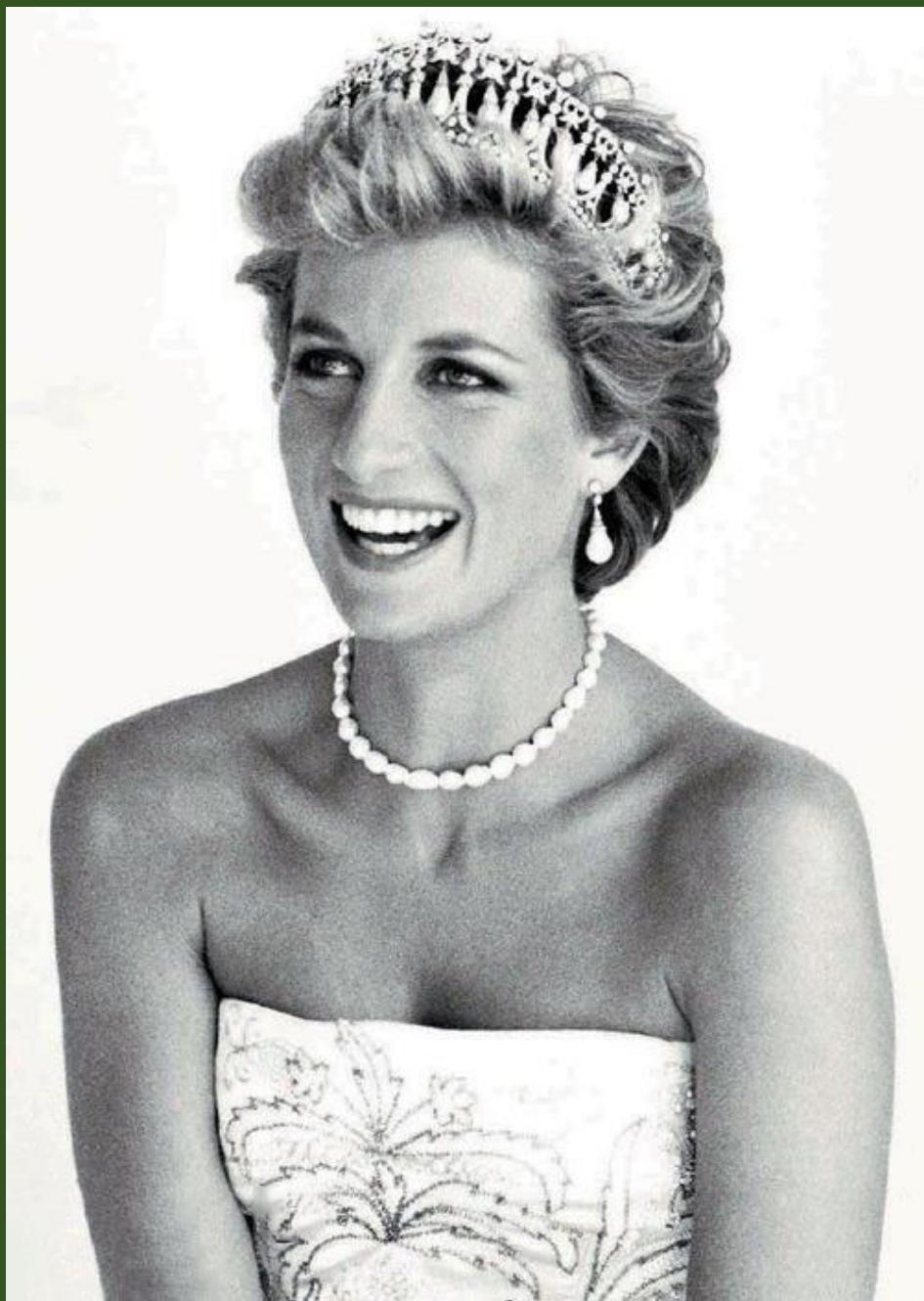


# 1980's Looking Toward a Princess

- Princess Diana of Wales was the worlds top cover girl.

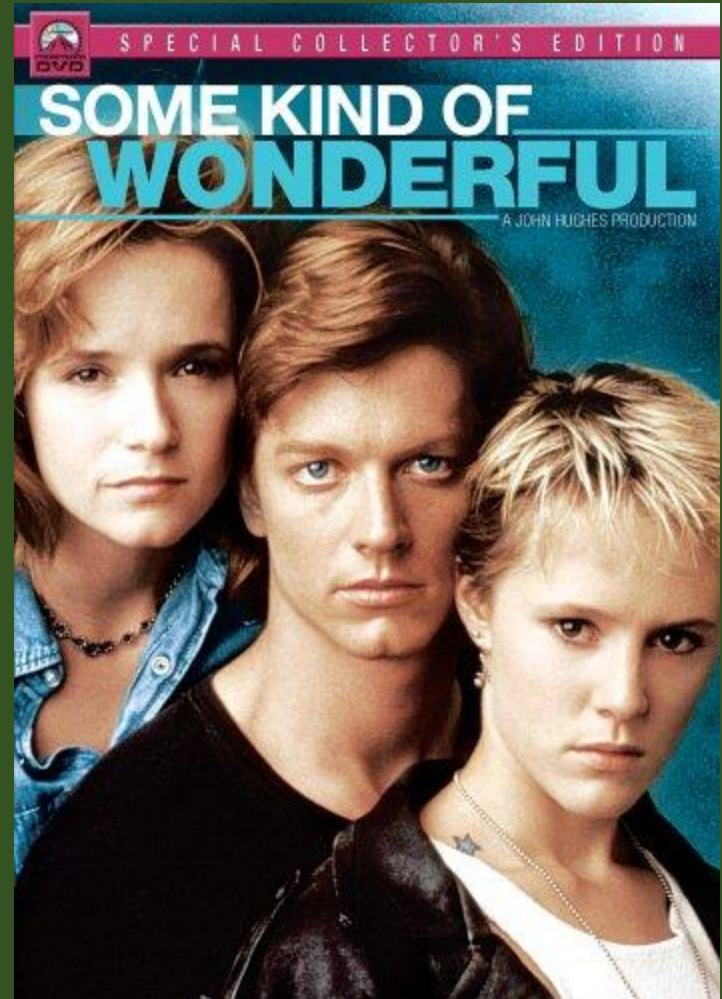
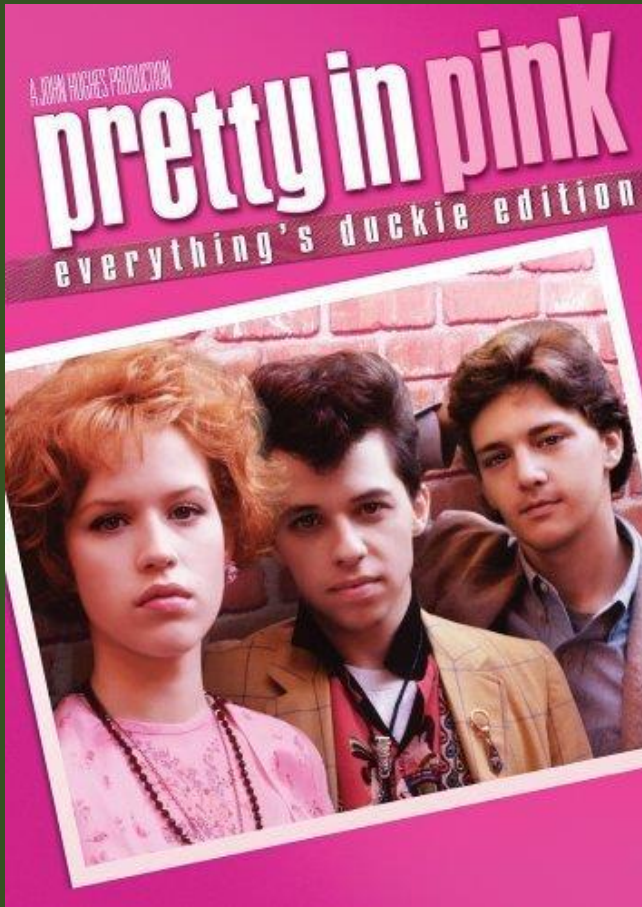






# Movies from the 80's

- Some Kind of Wonderful
- Pretty in Pink



# 1990's: The Dot Com Era

- a period of extreme growth in the usage and adaptation of the Internet by businesses and consumers.
- During this period, many Internet-based companies, commonly referred to as *dot-coms*, were founded,





# 1990's Grunge

- The rejection of fashion- **Grunge!**



# 1990's The Mid Drift



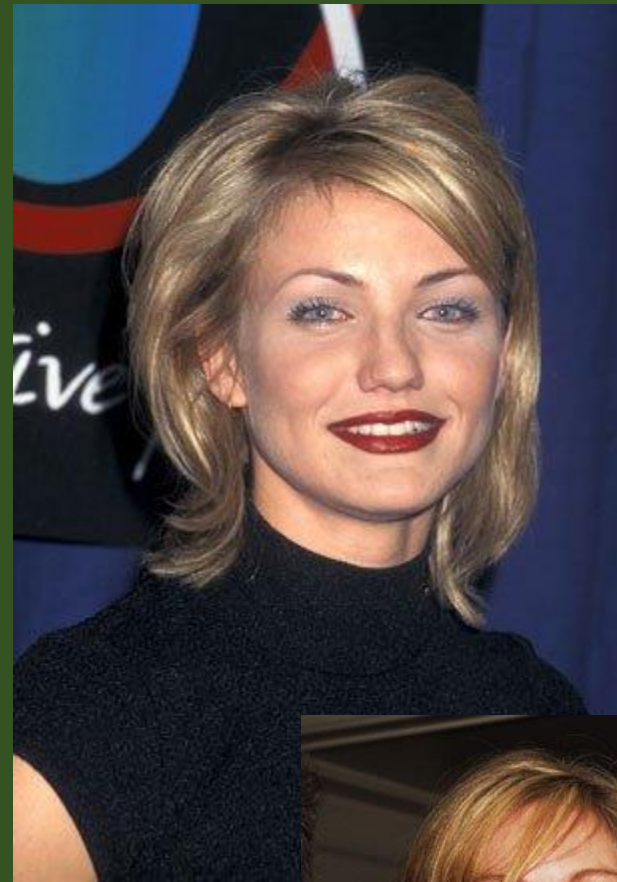


# Tubular Silhouette

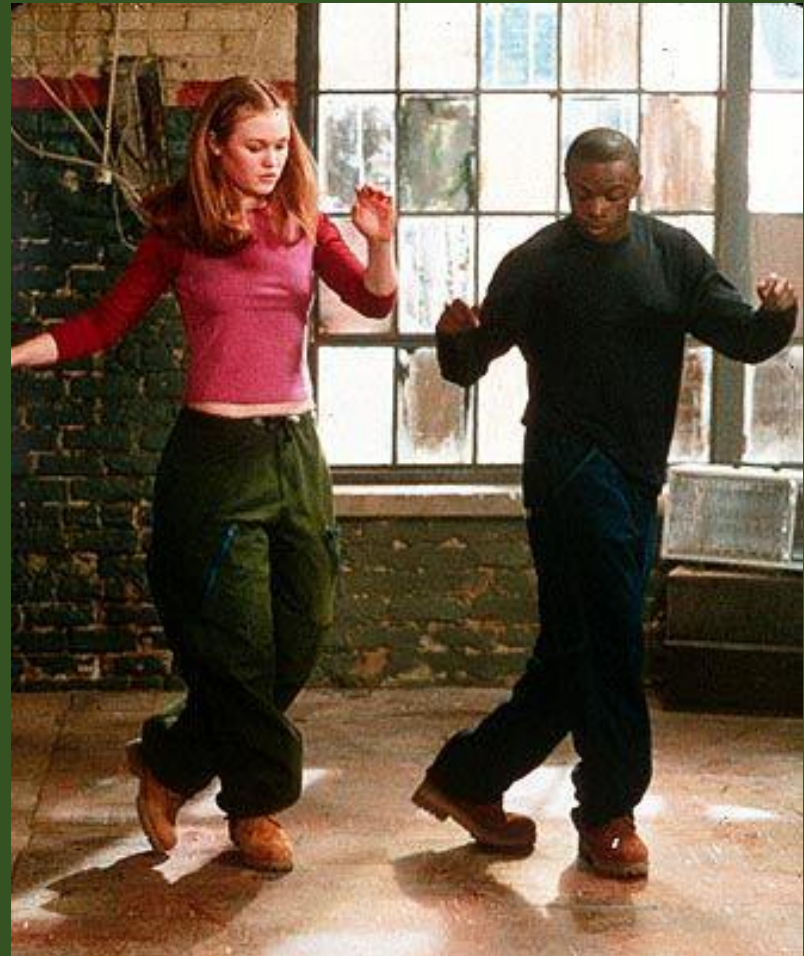
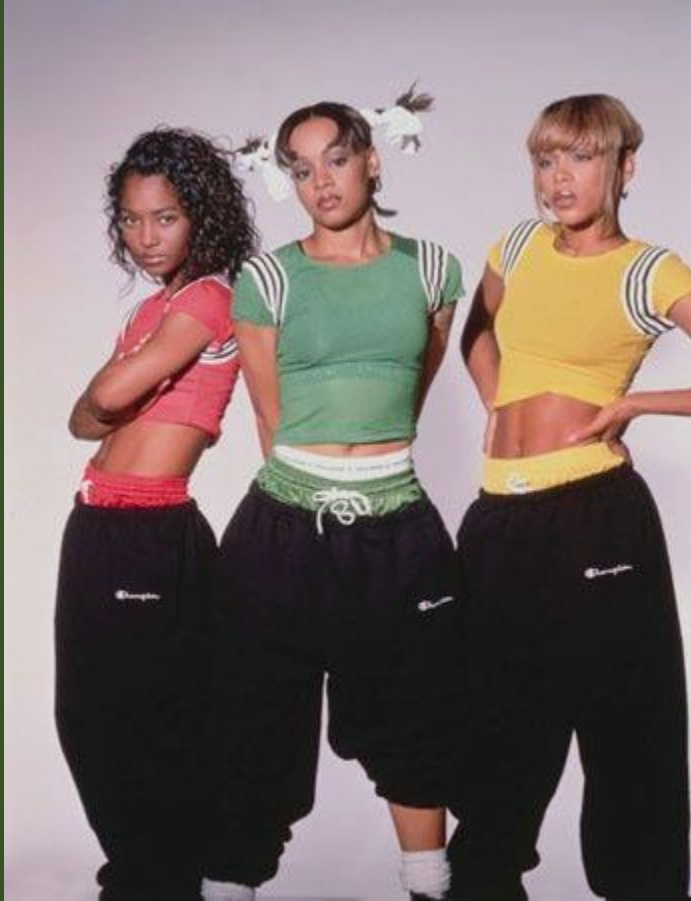




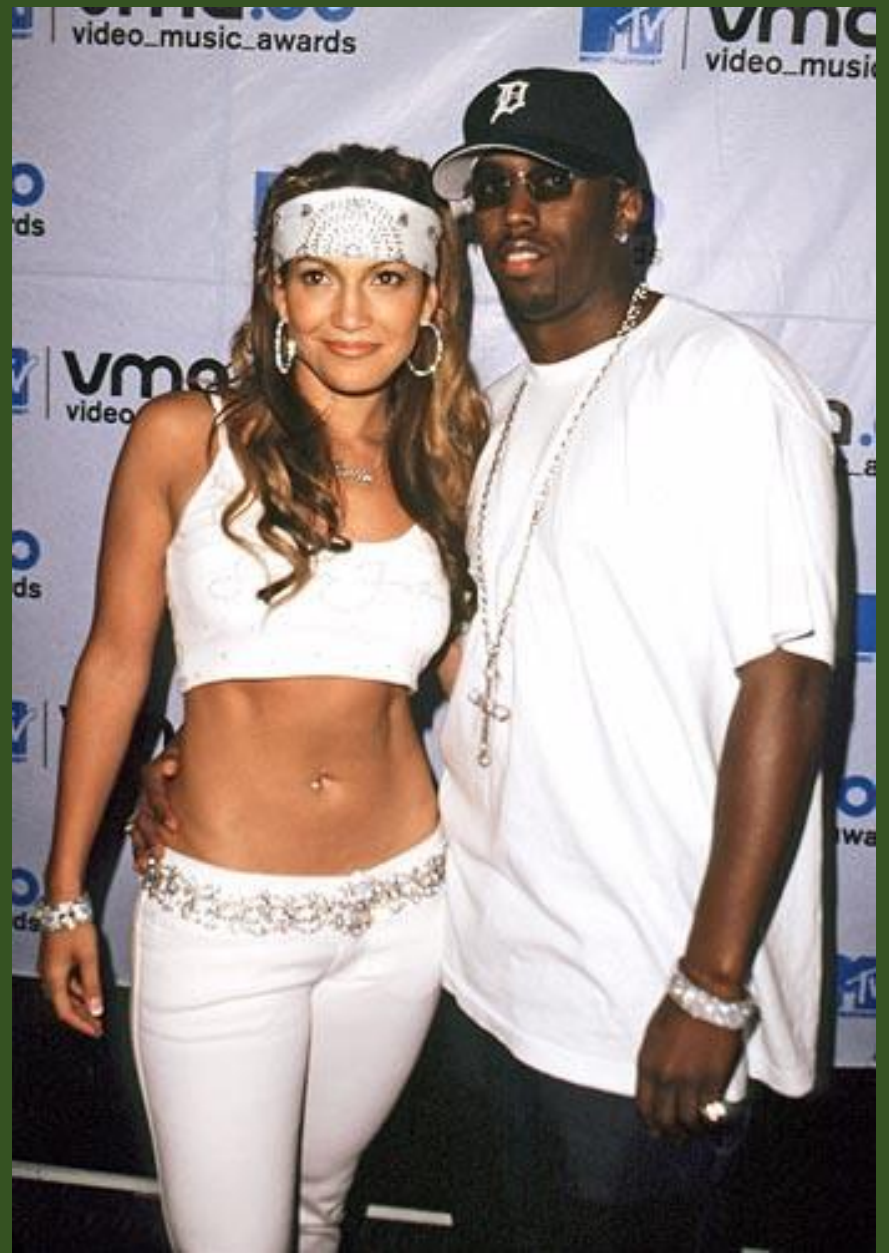




# 2000's Hip Hop Style



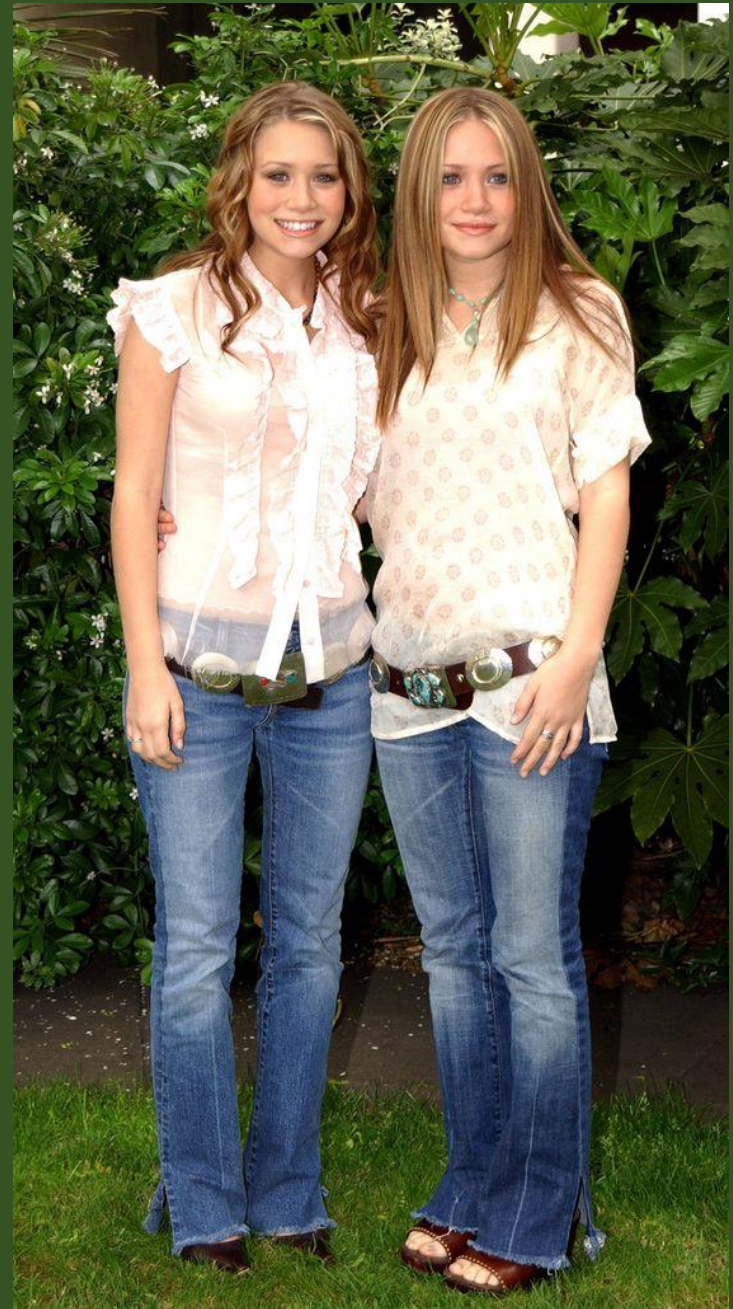


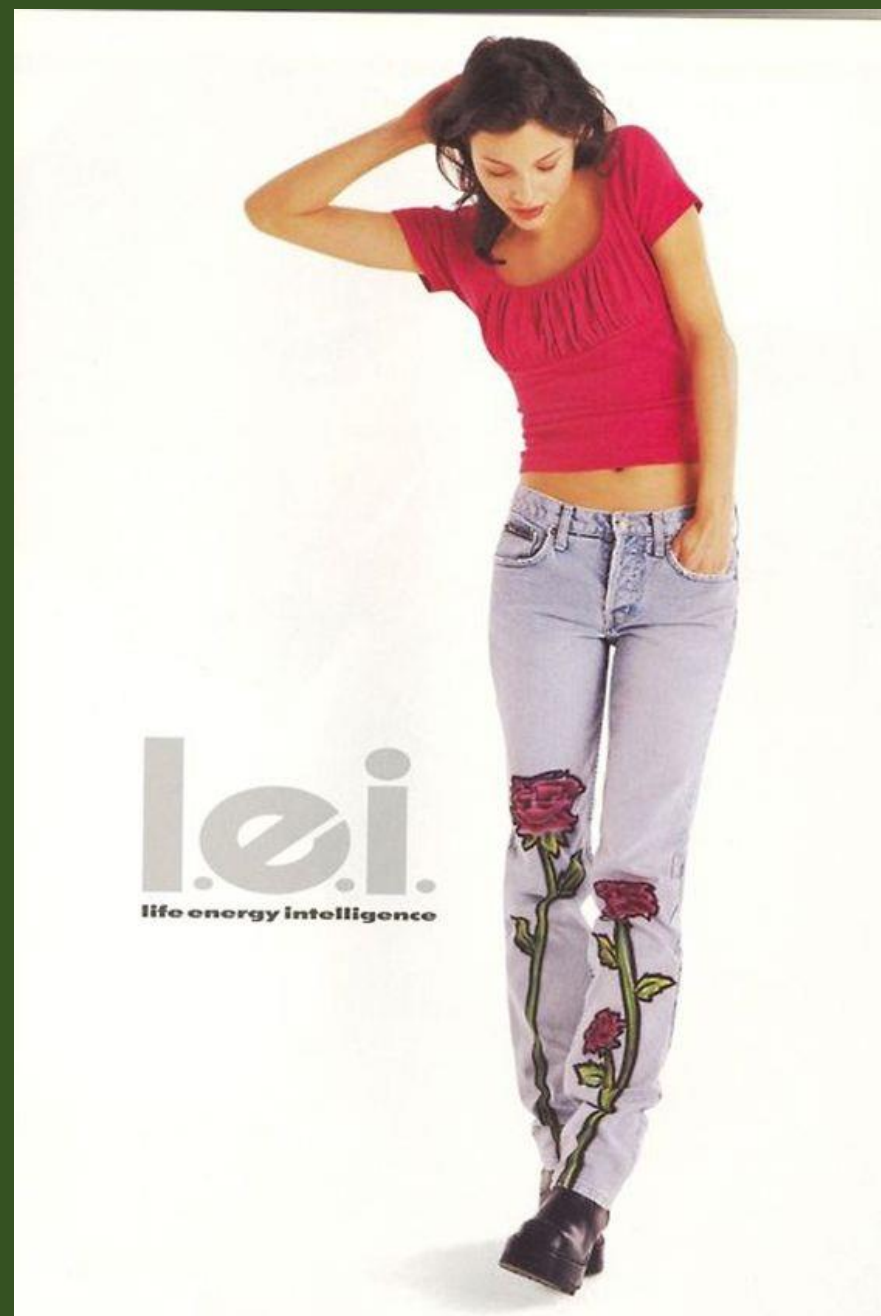


# 2000's: The War on Terrorism

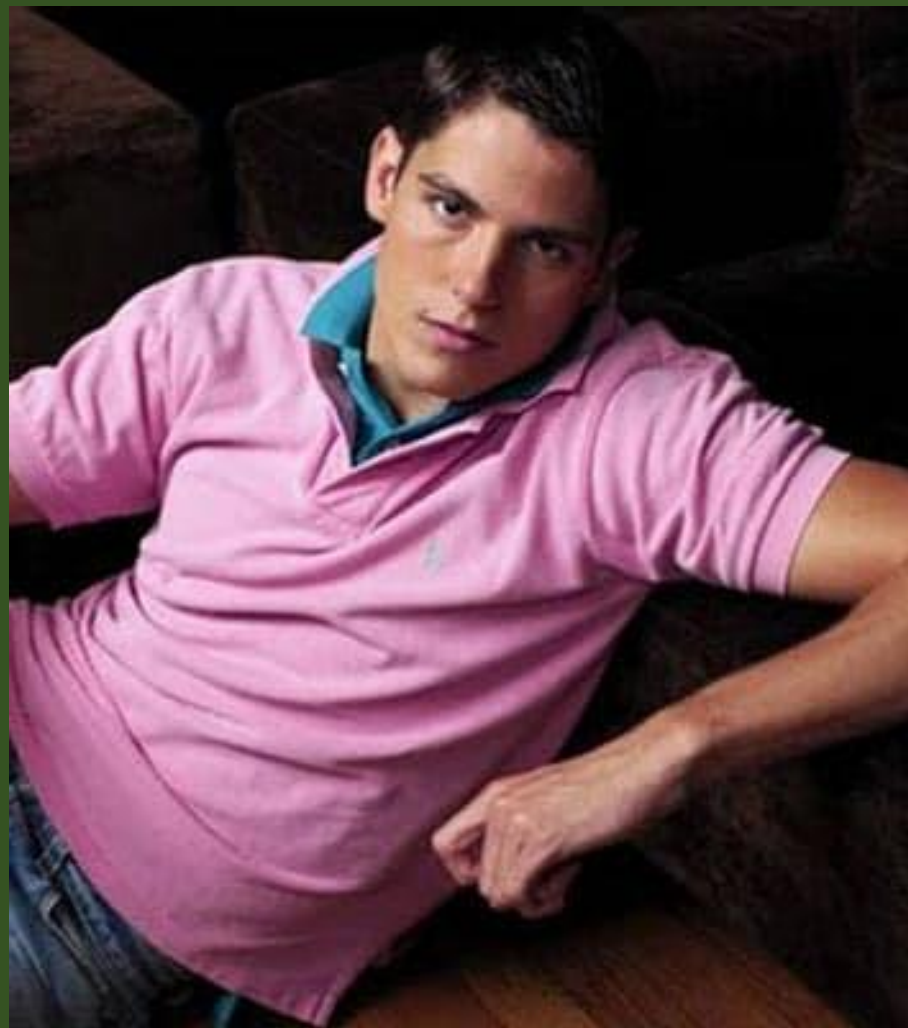
- At the start of the 2000's, fashion was influenced by technology. Metallic fabrics and futuristic styles were popular. Political events such as 9/11 caused fashion to become more conservative.
- Americans returned to the classic American style. This style is khaki pants, polo shirts, and suits. Pastel (light and soft colors), dark blues and greens are classic colors. Brands like *The Gap* and *Ralph Lauren* specialize in the classic American style, popularized in the 1980's.

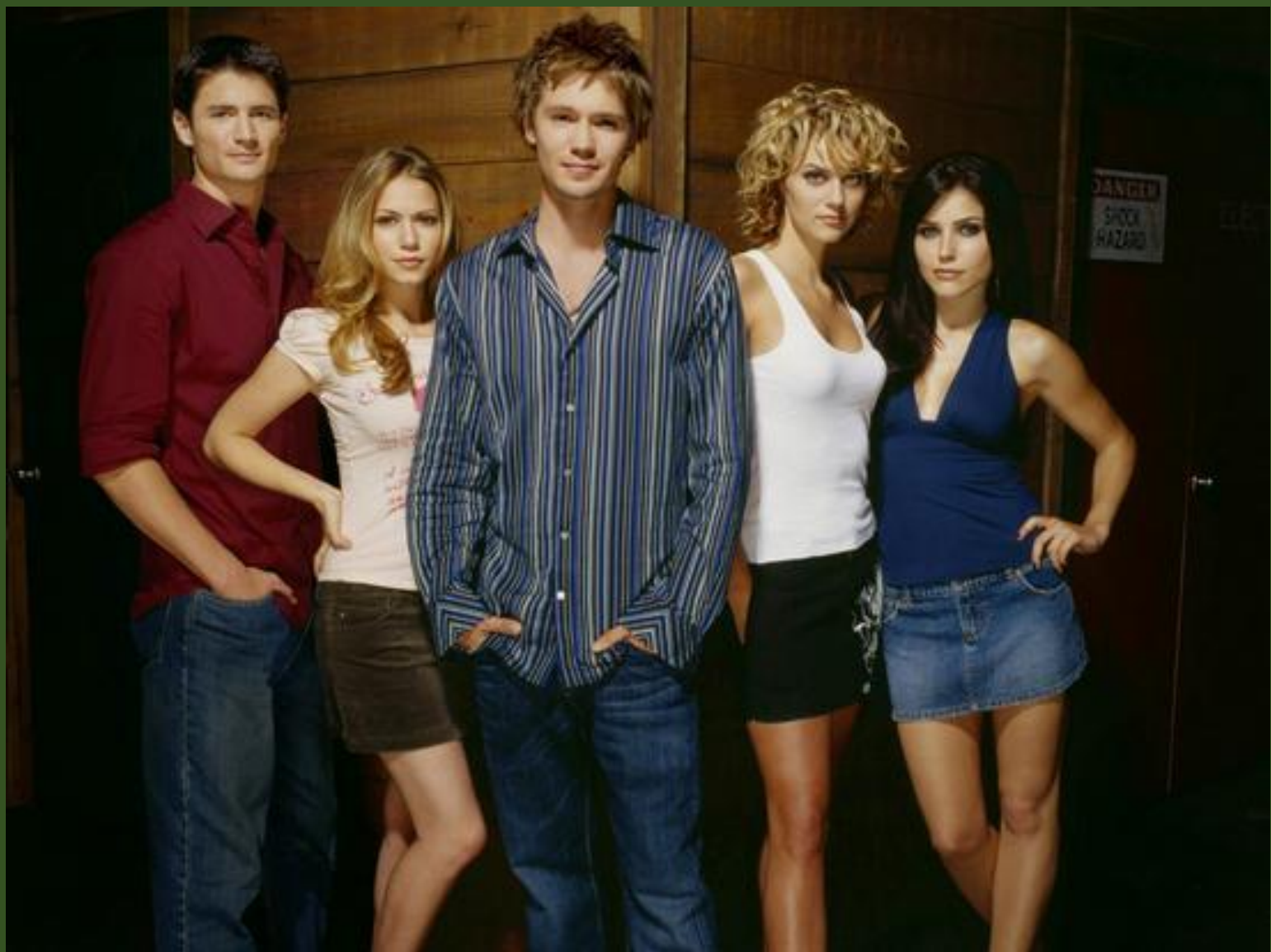












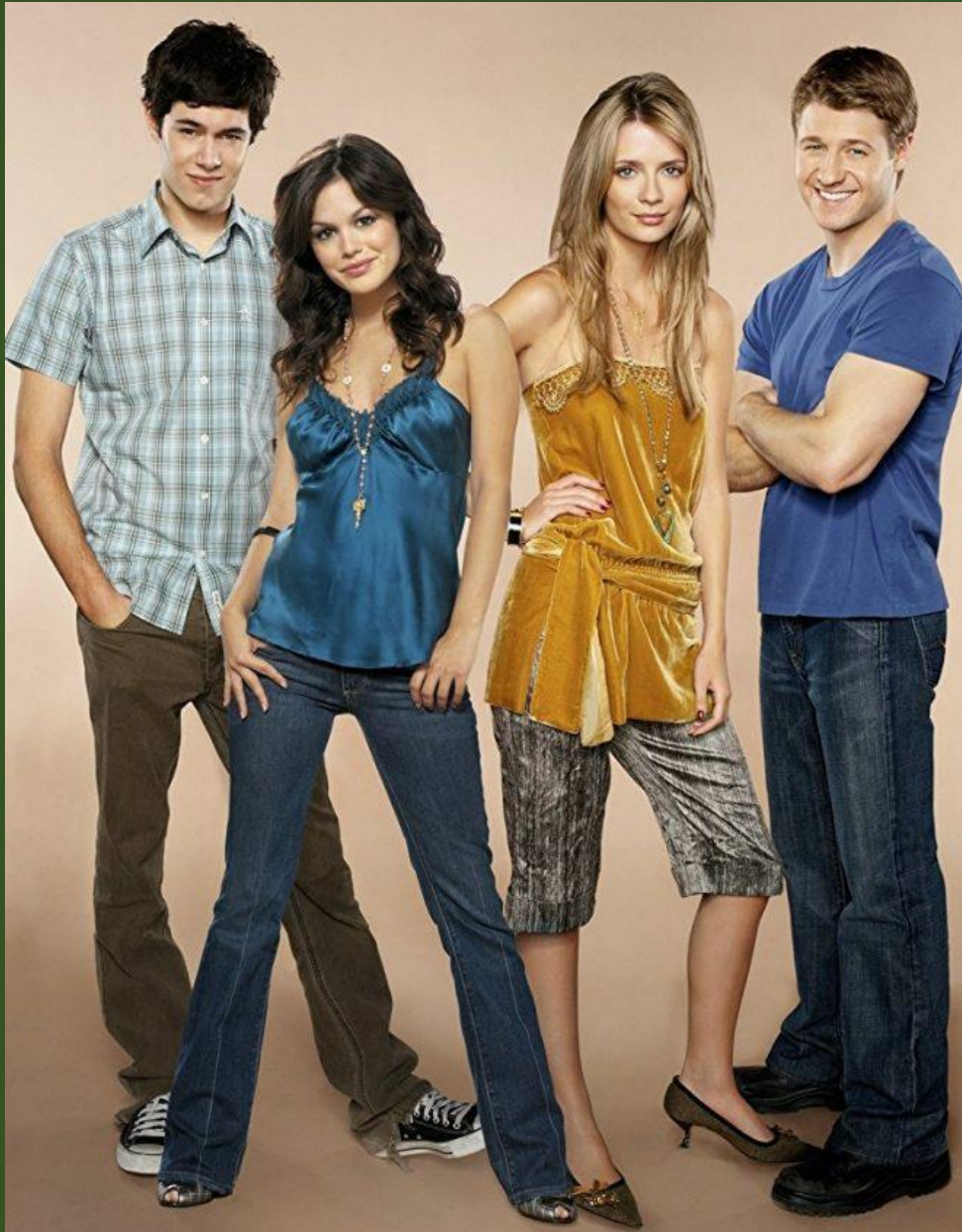




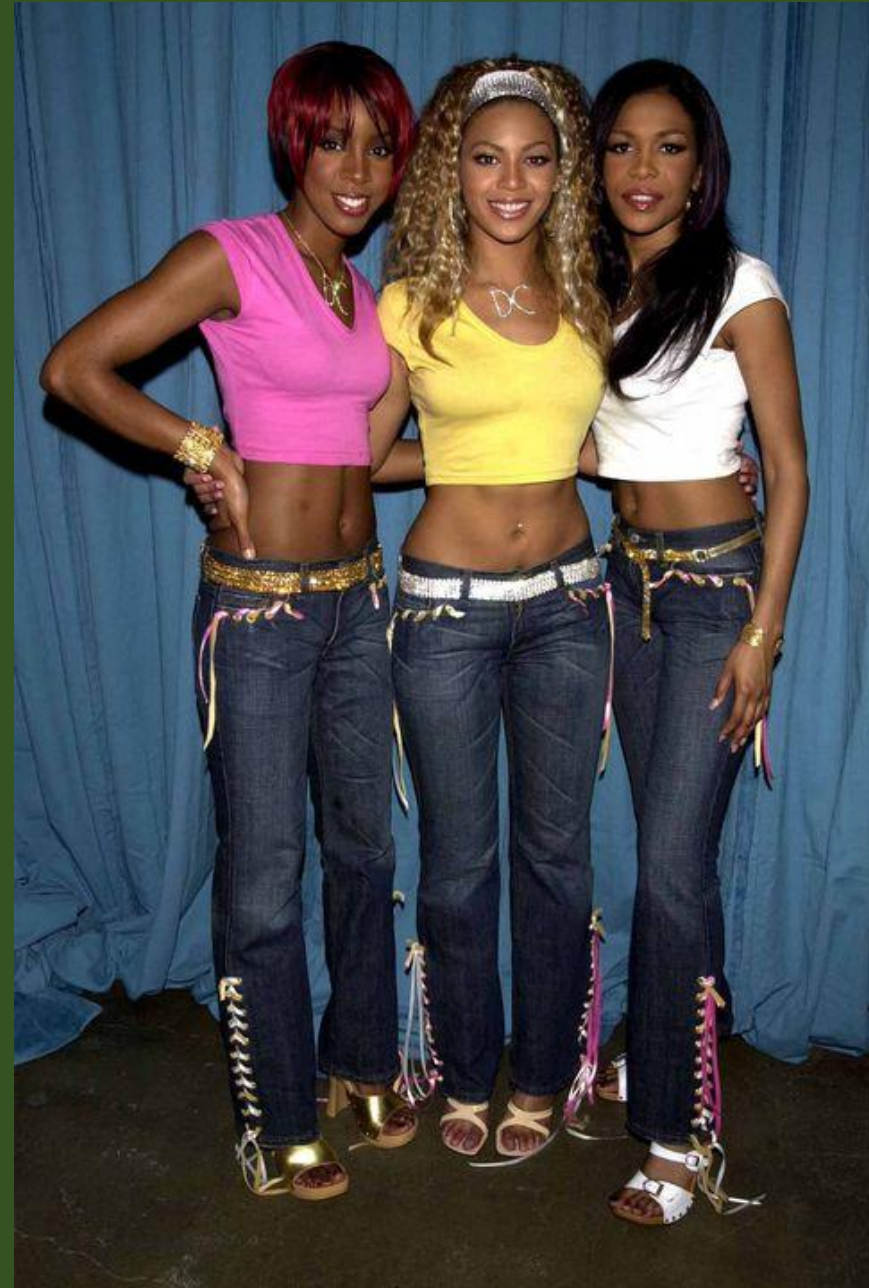












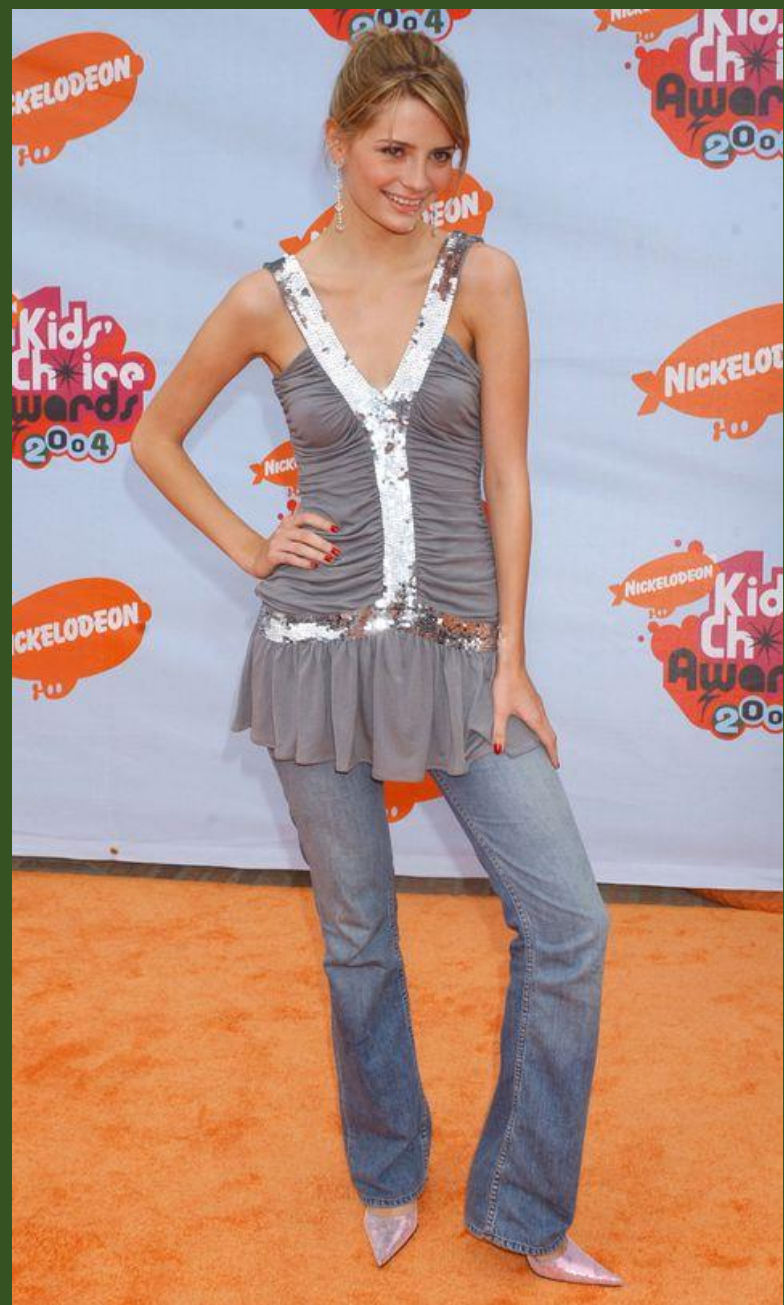




















# 2010's













Leggings!



Hipster Style!



# 2015





# Current Fashion Trends





















# Fashion Predictions

- What predictions can be made about the years to come?
- What trends are already beginning?



# Assignment

- Pick a piece of paper from the bucket
- The paper will tell you the decade that you have been assigned.
- You need to create a design that is based on that decade.
- After your design is complete you will need to type up no more than 1 page of information on that decade.
- Explain why fashion was the way it was during that time.
- Include any famous celebrities or public figures that may have influenced fashion at that particular time.
- Include things that were going on in society at that time that influenced fashion.
- You may include any other interesting facts that you find.
- You will email the finished paper to [MHOBBS@dsdmail.net](mailto:MHOBBS@dsdmail.net) and I will print it off for you and you will glue it to the back of the black cardstock that your design is mounted on.