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Fashion is a language, a culture and a world all its own. It can be expressed through sketches, price tags and choreographed shows. Over the past century, the world of fashion has evolved drastically while leaving an epic trail of remembrance behind it. Though each era has an identity all its own, the 1960's experienced its own decade long transformation. From Jackie Kennedy's fashion overtaking to some first glimpses of the 70's "Flower Power" era, the 60's have seen major fashion diversity unfold (Phipps). Trends of the time have also recycled themselves by returning in many variations over the past ten years. The fashion era of the 1960's has shaped what fashion is today as well as heavily influenced current trends and ideas.

The 1960's was a time of transformation and triumph. Beginning in '61, styles still reflected much of '59, based off of everyone's favorite icon, Jackie Kennedy. Oval necklines, sleek silhouettes and intricate simplicity resembled much of the well constructed ensembles displayed on nearly all of the early sixties women (Phipps). Slowly, styles began to shift toward silhouettes that accentuated curves. Many styles reflected that of the blossoming fashion icon, Audrey Hepburn. Starting in 1963, the tables began to turn. Fashion was introduced to knee-high skirts, sleeveless dresses and natural, youthful faces. This iconic style was considered the



“sportive look”, or better known as “Mod” (Phipps). A much more modern and sleek approach was taken when geometric patterns walked and rocked those runways. Society had never experienced something like this before! A new youthful look replaced the vivid and shades that had previously graced the streets. Pale lipsticks, hair bows and stockings helped to embrace the sought after feminine and youthful presentation (Phipps). Color-blocking and Pop/Op Art were all the rage. The youth revolution was in full swing. Miniskirts were a must, along with exotic tights, mannish jackets and “costume” jewelry (Phipps). Women were beginning to strut in mens suits, which seemed incredibly empowering. Skirts continued to become shorter and a “fit and flare” attitude engulfed an already youthful image. Twiggy also became a fashion sensation in 1967, displaying a new and fresh look. The next year, everyone seemed to be embracing the idea of individuality. People were creating their own styles, which foreshadowed much of the 70’s fashion attitude. “Hippie” styles evolved from boisterous patterns, exotic pieces and western button ups (Phipps). By the end of the decade, styles became more figure oriented. The desire to look sleek and long became apparent but the feminine idea of individuality was present as well. A “unisex” label was hypothetically placed on many fashions which led the public to enjoy as they pleased. Fashion had made a 180 from the early to late 60’s. The decade became a melting pot of styles to mold the incredible transformations throughout it.

Jackie Kennedy is the label of the early sixties. She created her own identity other than just “The First Lady”. She was a fashion icon. She displayed “French Couture Style” that seemed to become trademarked as her own (Vintage Fashion Guild). She



sported fashions from statement hats to stunning jewelry and high bosomed dresses (Phipps). Her most iconic piece was a pink Chanel suit that she wore the exact day that her husband was assassinated, and later that same day to his funeral (Time). Her style revolutionized fashion forever, and her fashions continue to be displayed and recognized today as the one and only, “Jackie Kennedy style.”

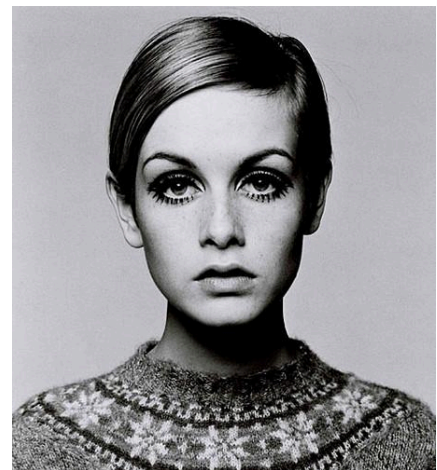
Yves Saint Laurent’s initial genius is what you’re looking at on the racks of many



department stores today. He became the head honcho of Christian Dior in the early sixties (Kane). His instant rise to popularity, as well as incredible designs, earned him one of the top spots of the most popular designers of the decade. He helped introduced styles of the safari jacket, the Mondrian shift dress and the peacoat. Those styles are returning rapidly in today’s media,

except for the timeless peacoat, which has always seemed to remain popular (Kane).

Leslie Hornby, also known as Twiggy, was (and still is) the pint sized game changer. At merely 17 years old, she was plastered on magazine covers in feminine shift dresses, low kitten heels and chunky jewelry (Time). She seemed to define the iconic “Mod” look. She was the “ideal” at the time, which also meant that she began the still implemented “skinny model” trend. It seemed that everyone wanted to be her, especially teenage girls of the time, who



mimicked her makeup while attaching a pin to their lip to help them achieve a pout that was just right. With her unique makeup and pouty model face, she was a torpedo that had been itching to be launched.

Fashion trends are all formed into one large recycling unit that are altered during each revolution. The science behind determining fashion trends is captivating. Fashion forecasting is the duty of predicting the weather of fashion (Mitchell). Fashion forecasters use the wonders of social media, designers and communication between retailer and wholesalers to determine what will be needed for sales (Mitchell). Also, historical references are made to help predict future trends, as trends tend to repeat themselves often (Mitchell). Designers seem to base many of their ideas off of previous trends (sometimes unknowingly) to create the many variations that is the mosh pit of 21st century fashion. The decade of the 60's is a big repeat offender in what's trending today. Many trends have been introduced and seemed to stick like glue since they were first introduced. The peacoat, leopard print, the miniskirt and the "little black dress" have continued to remain classics among the public. Also, Certain style tid-bits have been altered to mold current designs today. It seems that the memory of 1960's fashion will continue to live on and prosper, in any way that it can. It's true that when you take 'something old, something new, something borrowed OR something blue,' you really can create magic.