

This Ain't No Disco: Take a Subtle Approach to the Seventies

References to the decade were everywhere on the runways. Do you know how to work them into what you're wearing this fall? No? It'd be a lot cooler if you did.

THE SEVENTIES WERE A high point in sartorial daring, so the fashion world references that era often—like, all the time, and with the subtlety of a laugh track. But at recent shows by Marc Jacobs, Maison Margiela, Gucci, and J.W. Anderson, themes from the Me Decade were interpreted with some actual nuance (leisure suits be damned).

The latest infatuation echoes the culture at large: *Mad Men* finished off in a sea of sideburns and shaggy hair, Paul Thomas Anderson's *Inherent Vice* (based on the book by Thomas Pynchon and set in 1970) took us on a madcap tour of Los Angeles, the Rolling Stones rereleased *Sticky*

Fingers, and soon we'll see extensions of the seminal franchises *Rocky* and *Star Wars*.

But just because the influences are all around us doesn't mean working them into your wardrobe is easy. The key is to maintain balance. "If you buy a suede jacket, wear it with something you already have," says Gordon Richardson, the design director of Topman, whose fall runway was heavy on wide legs and shearling. "It becomes costume when everything you own references the seventies." In other words, there's a fine line between doing it right and looking like fat Elvis. Read on to learn how.

—Jon Roth



THE DOUBLE-BREADED BLAZER

Then: Guys like Serge Gainsbourg, pictured above with partner Jane Birkin, projected swagger with a strong silhouette.
Now: Modern Janes will appreciate you in a jacket with more modest lapels (and a lighter-weight construction).



Sweater (\$450) by **Maxwell Snow**. Pants (\$895) by **Burberry Prorsum**. Sneakers (\$70) by **Adidas Originals**.



Sweater (\$975) by **Brioni**. Pants (\$1,100) by **Ermenegildo Zegna Couture**. Shoes (\$600) by **Fratelli Rossetti**. Socks (\$9) by **Uniqlo**.



Sweater (\$360) by **Officine Generale**. Pants (\$325) by **Gant Rugger**. Sneakers (\$65) by **Adidas Originals**.

THE CORDS

Then: "The poor man's velvet" was a popular alternative to denim and chinos.
Now: Dress it up in suit trousers instead of the five-pocket jeans that used to define how we wore cords. **CONTINUED →**

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→ CONTINUED

THE TURTLENECK

Then: Lady-killers like Robert Redford (bottom) wore turtlenecks layered under shirts and jackets.

Now: Go full Redford. Opt for a refined (not chunky) one and treat it the way you would a crewneck tee.

Jacket (\$4,000) by **Louis Vuitton**. Shirt (\$305) by **CWST**. Turtleneck (\$750) by **Lanvin**.



Jacket (\$3,950) by **Bottega Veneta**.



THE TRUCKER JACKET

Then: From Kris Kristofferson (left) to *High Plains Drifter*, suede dominated in an era obsessed with the West in music and film.

Now: The leather adds polish to staples like the trucker jacket.



1/
Jacket (\$1,220) by **Kolor**. Sweater (\$175) by **Alex Mill**. Pants (\$90) by **Club Monaco**. Sneakers (\$200) by **New Balance**. Socks (\$9) by **Uniqlo**.

2/
Coat (\$1,695) by **Bally**. Shirt (\$690) by **Maison Margiela**. Jeans (\$68) by **Levi's**. Shoes (\$630) by **Church's**.

3/
Coat (\$5,850) by **Brioni**. Suit (\$1,795) by **Calvin Klein Collection**. Shirt (\$495) by **Burberry Prorsum**. Tie (\$200) by **Gucci**. Shoes (\$770) by **Dries Van Noten**.

THE BLANKET STRIPE

Then: Heritage brands such as Pendleton and Hudson's Bay Company made jackets using popular blanket patterns. **Now:** Coats from designers like Bally and Brioni have a more subdued palette yet still pack a graphic punch.

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