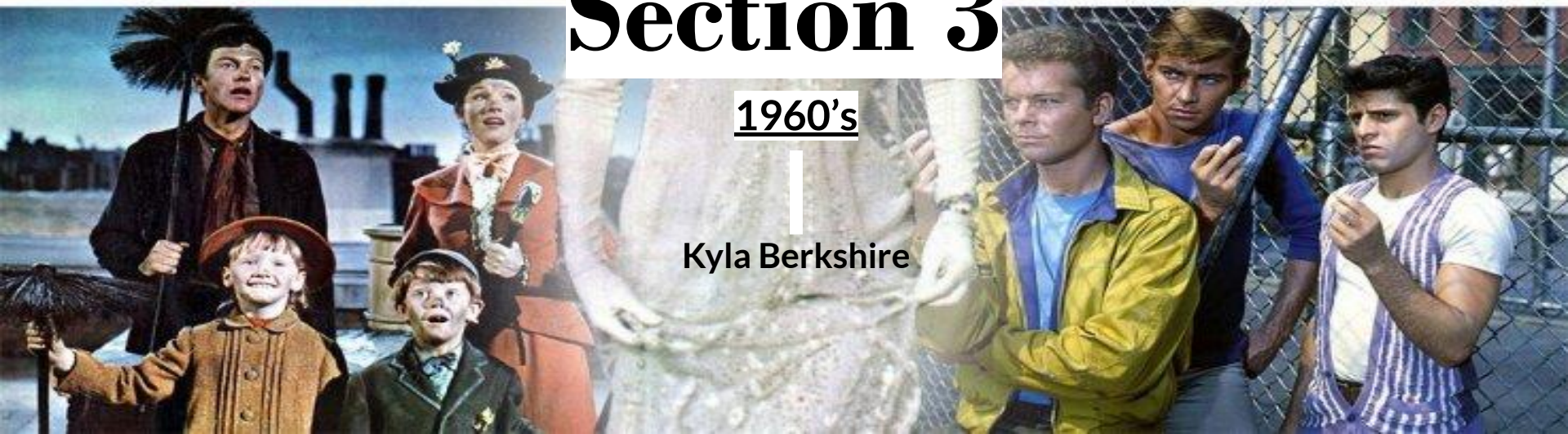




Morgue File: Section 3



1960's

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Kyla Berkshire

Introduction- 1960s

The 1960's were a time of immense social change and revolutionary advancements that changed our generation today. **Baby boomers** had become young adults and consistently were the voice for change and equality for women and African Americans. They protested the **war in Vietnam** and popularized music from artists like the **Beatles, Rolling Stones, and the Motown artists**. Because of the large population of young adults, style was changing into a more youthful look. **The Hippie Movement** turned the 1960's into a time of peace, love, and happiness, with young adults standing for what they believed in. **The Civil Rights Movement** continued through the 1960's and **The Black Panther Party** was created to better the lives of Black Americans and protested segregation in schools, restaurants, transportation, and stores. The ethnic look of fashion became popular due to **James Brown's** release of "I'm Black and I'm Proud." **Andy Warhol's** objects were highlighted by the **Pop Art Movement** and actress **Edie Sedgwick** became his muse.



Introduction- 1960s

The theme of the **Space Age** became popular due to the race between the United States and the Soviet Union and encouraged the theme of future and “now” within fashion. Designer **Andre Courreges** solidified this new futuristic style of the 60’s. **Feminism** became incredibly popular due to authors like **Betty Friedman and Helen Gurley Brown** who wrote stories about the challenging goal of femininity and sexuality for women in the 1960’s. Due to this, women start to feel comfortable dictating fashion and wearing something other than what men find attractive. However, couture was becoming less relevant to the young adult population.

Emillio Pucci designed a collection in homage to **Jackie Kennedy** and her love for air travel. **Yves Saint Laurent** popularized the first women’s tuxedo called the “**Le Smoking**.” **Mary Quant** is credited with the development of the **Carnaby Look**. The **youthful, modern style** of the 1960’s included peter pan collars, mary janes, and short skirts known as the “**mini skirt**.” This was used to showcase the **straight and slim silhouette** of the 1960’s.





Jumpsuits

Pant ensembles became popular during the 1960's and jumpsuits became highly popularized due to Mod styles. Actress Diana Rigg from *The Avengers* popularized fitted jumpsuits known as the "catsuit." This also impacted one-piece ski suits during this time.

WOMEN'S DAY

WEAR

Vinyl Raincoats

Soft polyvinyl chloride became popular for jackets as plastic became a popular use for fashion. This can be seen on vinyl raincoats that usually hit above the knees and reflected the bright colors and straight silhouette of the 60's.



The Museum at FIT

1960's



Le Smoking

This was one of Yves Saint Laurent most popular looks designed in 1966 that was the first women's tuxedo. It represented a black and white pantsuit and was inspired by the 1920's aesthetic.

WOMEN'S EVENING WEAR

Mini Skirts

This hem length became popular during the mid 1960's when skirt lengths shot up three to four inches above the knee. Mary Quant is credited with this term after naming the style after her Mini Cooper car. These were often worn for cocktails and dancing during the evening.



1960's



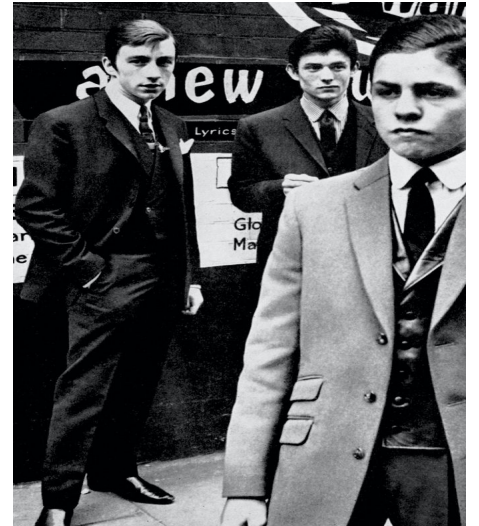
Denim Jackets

Denim was made popular by artist Bob Dylan and the hippie movement of the 60's. They were often customized with embroidery, patches, and flag motifs that represented a statement on politics.

MENSWEAR

Bouffant

The Mod Look was more conservative and traditional and represented a trim, clean cut suit. It normally included tight pants, shirt, tie, and jacket with short hair. This look can be seen in the TV show, Mod Squad in the 1960's.



1960's



Geometric Five-Point Cut

This hairstyle was created by hairdresser Vidal Sassoon and required no hairspray. It was cut into points at the nape of the neck, in front, and behind the ears. This hairstyle was worn by model Grace Coddington.

ACCESSORIES

Bouffant

This hairstyle, also known as the “Beehive” hairdo was popular at the beginning of the decade and used teasing, setting, and hairspray to achieve height and volume. This was popularized by Dusty Springfield’s hairdo.



1960's

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