

BY

# BLAST INTO THE PAST

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From the fluffy skirts to the Jordan's found in almost every teenage boy's closet, fashion trends have come and gone. Starting the journey from the 1950's till now fashion has changed drastically, yet some styles make a comeback.



<http://www.retrovaste.com/1950s/fashion-in-the-1950s/1950s-fashion-for-teens-styles-trends-pictures/>

## The 1950's Fashion for Women's



<https://www.pinterest.com/ipaawa/1950s-fashion/>

With the biggest economic boom taking place during the 1950's it spurred the rise of consumerism. At the end of World War II all the men were sent back to work,

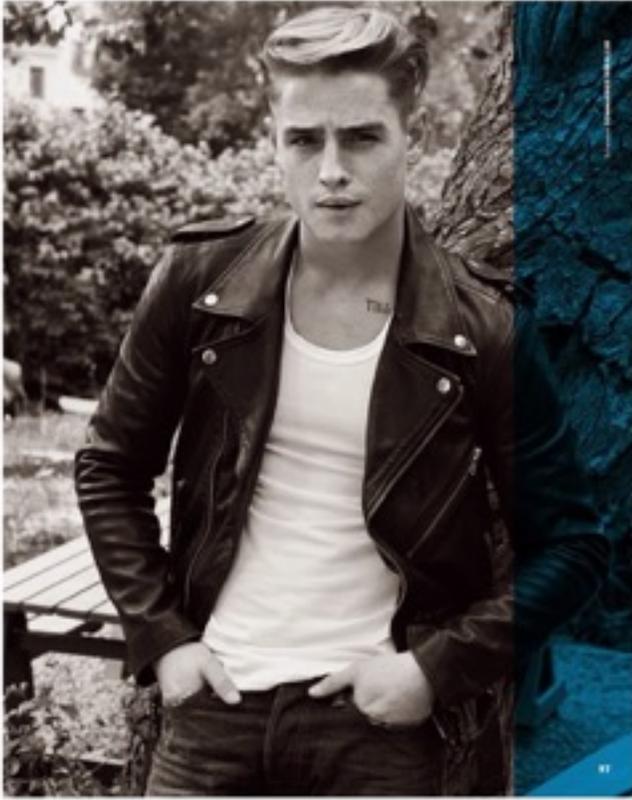
leaving the women to be the primary consumers. In almost all of the advertisements in catalogs were geared towards women. Descriptions of clothes included subtle cues that certain clothing and fashionable looks would help women either please their husbands or help them find one. Even the descriptions of men's clothing indicated that women would most likely be choosing and purchasing the clothing for their husbands. There was also a particular way that women were expected to look, a thin waist with defined hips and a larger but very defined bust. Corsets and bustier tops were standard beauty. Latex and nylon slimmers were also heavily marketed towards women.

## 1950's Fashion for Men



<https://www.pinterest.com/explore/1950s-men's-fashion/>

Men's fashion changed very little over the decades. Their clothing was suits, sport coats, slacks, sweaters, or casual wear all in similar fabrics and styles. Occasionally bold patterns emerged for casual wear, but business clothing remained largely unchanged during this time. Work clothes for laborers was inspired by the military, because a majority of the men at the time had served in the armed forces or were still a part of the military.



<http://www.whynotmodels.com/read/patrick-o%E2%80%99donnell-for-kult-magazine-november-2014>

## Time for a Change

Nearing the end of the 50's the conservative style dies down and a more rebellious look rises. Men would wear leather jackets, studded boots, and bolder patterned shirts and sweaters (picture to the left). Women would wear sexier silhouettes with tighter skirts, shirts and dresses (picture below). Going into the 1960's, fashions started to reflect the upcoming diversity and individuality that would become the main focus behind the fashion revolution during the next decade.



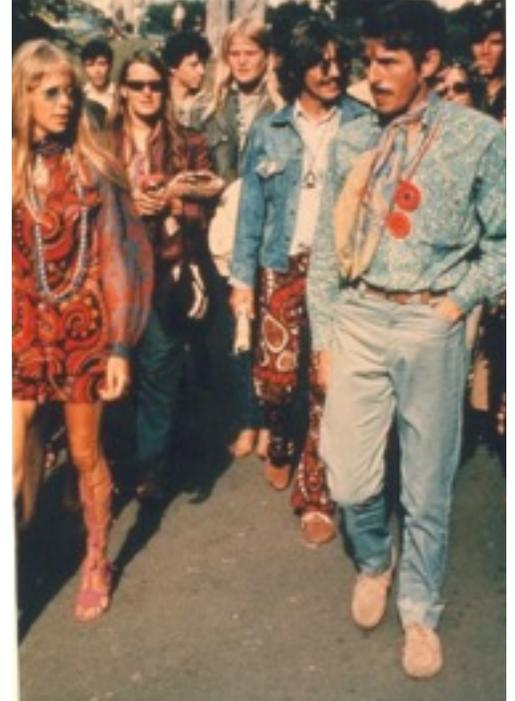
<http://www.fanpop.com/clubs/grease-the-movie/images/1948129/title/grease-photo>

## The 1960's

The 1960's is more casual and formal. Mixing and matching clothing became easier. Television and music were a big influence on what people wore. More people started to own television causing an increase in views. By seeing their favorite actors and music performers fashion has been exposed on a daily basis. Many of the most popular genres were associated with specific fashion trends that emerged at the same time; Mod to British Invasion, Hippies to Psychedelic and Folk rock, and so on. Music fans copied their favorite artists in the same way TV viewers looked for trends in their most loved programs.

## Hippie Fashion

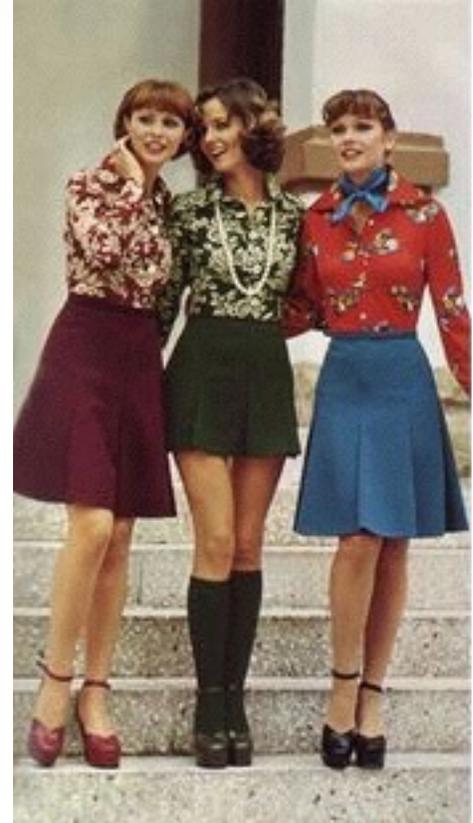
The “Hippie” style resurrected from the West Coast during the 60’s and spread across the US. Hippie fashion included: long "maxi" skirts, bell-bottomed jeans, flowing fabric tops, peasant blouses, paisleys, florals, bright tie-dyes, and Eastern, Indian, Native American, and African motifs. This fashion represented a rebellion against consumerism. Clothes and accessories were often handmade or purchased from flea markets.



<http://www.mintagevintage.com/fashion/1960s/how-date-vintage-clothing-1960s/>

## The 70’s

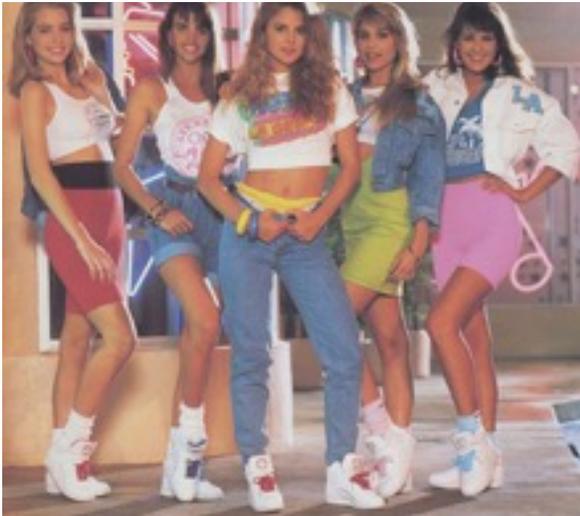
In the 70’s, fashion was more about self expression. During this time people dressed more to please themselves than other people. Some trends included: flared or "bell-bottom" pants, tunics, leisure suits, and overalls, exotic prints, polyester fabrics, checks, bright colors, embroidered details, and satin, corduroy and velvet textures. “Hippie” was also popular during the beginning to middle of the decade. Men’s fashion hasn’t really changed throughout the decade. However the shape of suits have. Suit jackets with flared collars and pants started becoming popular. The “White Suit” was made popular because of John Travolta in Saturday Night Fever. Disco style also became popular during this time. Fur, faux and real were used in men and women jackets. The furs are dyed to accent jackets for women.



<https://www.pinterest.com/explore/70s-fashion/>

## The 80's

Fashion was quickly changing and becoming more diverse during this decade because of increased globalization of the world and pop culture trends. Changes in technology and the expansion of cable television and networks like MTV meant that TV,



<http://www.80sfashion.org/>

Movies, like the Breakfast Club and St. Elmo's Fire, and Music celebrities' fashion was more accessible to fans and viewers. With an increased obsession with celebrities it brought fashion into the forefront of pop culture. The fashions and styles during the decade represented more distinct groups than before. In the past usually only one or two styles were popular at a time, however in the 1980s, several different styles were all sharing the popularity at the same time.

Popular things seen during this time period were: big teased hair or spiral perms for women, mullets or more clean-cut styles for men, baggy and oversized tops, leggings, high-waisted jeans, ripped and acid-washed denim, tight exercise clothing for everyday (leg warmers and spandex), headbands, shoulder pads,

boxy silhouettes, large bold prints, and colorful pastels and brights. The middle class expanding and the birth of a large group of upwardly mobile young professionals known as "Yuppies" was a big change during the 80's. This group suddenly had more disposable income than ever and was known for their focus on wealth and conspicuous consumption. Fashion was a way for these young business people to display their wealth and became a very important part of their lives (Fashion and Accessories).



Hip hop was getting popular nearing the end of the 80's. This style included track suits, sportswear brands like ADIDAS and Nike, gold chains and rings. Some artists that were representative of this style were Run-DMC, LL Cool J, and Salt-n-Pepa.

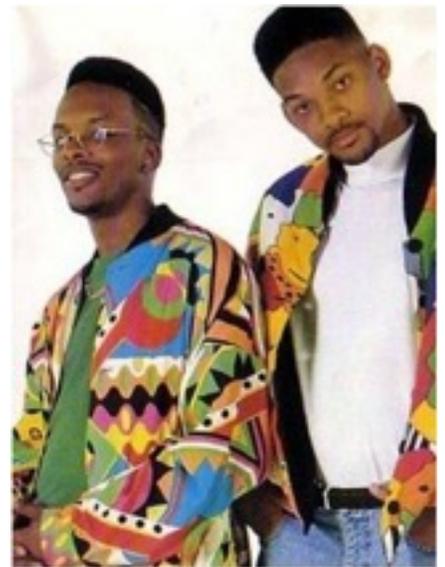
## The 90's

Grunge vs. color. During the 90's hip-hop music was popular in the early 90's as well as grunge music. Thrift stores were selling out of flannels left and right. Grunge style included ripped jeans and shirts, tight spandex jump suits, acid wash denim, band T-shirts, big hair for men and women, mullets, make-up for men and women, and leather. By the late 1990s hip hop style was arguably the most popular among young people.

Trends in the 90's included: overalls, mood rings, bike shorts, bleached hair, chain wallets, neon windbreakers, bandanas, ripped jeans, combat boots, mantanks, turtlenecks, slap bracelets, and jelly shoes.



<http://onthisdayinfashion.com/?p=7759>



<http://eraofthe90s.weebly.com/fads.html>

Clothes aren't the only thing to come back into style, makeup and hair does as well. For example, the top knot hair style, seen on Audrey Hepburn in *Breakfast at Tiffany's*, and cat-eye eyeliner, on Edie Sedgwick who was known for her winged-liner (Top Trends). Fashion has definitely changed over time, however quite a few styles some how come back and become popular again. Some give us the feeling of nostalgia while others make us cringe. Guess history does repeat itself.

