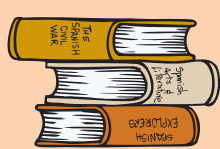


# The FASHION STYLE IN 1960s Timeline

## Importance to understand fashion history and fashion industry.

History provides designers with a deep understanding of their industry's development, allowing them to learn from the past, build upon tradition, make informed decisions, anticipate trends, and create designs that are culturally sensitive and relevant. It serves as a foundation for innovation and progress in the field of design.



## Main influential factors that change how society dressed.

The fashion of the 1960s underwent significant transformations driven by influential factors such as the **rise of youth culture**, **counterculture movements**, and the **women's liberation movement**. The **music and pop culture of the era**, along with **advancements in technology** and the **impact of civil rights activism**, also played pivotal roles in shaping fashion trends. The 1960s witnessed a departure from traditional norms, with a focus on individuality, self-expression, and social change. The fashion choices of this era reflected a rebellious and experimental spirit, embracing daring styles and incorporating diverse influences. The lasting impact of these influential factors continues to shape and inspire fashion today.

## Early 1960s

## 1960-1962

The fashion style during the early 1960s was heavily influenced by the mod subculture and the youthful spirit of the era. The early 1960s fashion style was characterized by a **clean, youthful, and modern aesthetic** influenced by the mod subculture.

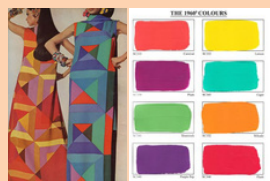
### I. Shift Dresses



### II. A-Line Silhouette



### III. Bold Colors and Geometric Patterns



### IV. Carpi Pants



### V. Collarless Jackets and Box Jackets



### VI. Pillbox Hats



The shift dress, A-line silhouette, bold colors, and geometric patterns were key elements of this fashionable era. The early 1960s fashion set the stage for the transformative fashion trends that would continue to evolve throughout the decade.

### VII. Bouffant Hairstyles



## 1963-1966

## Mid 1960s

The fashion style during the mid-1960s continued to be influenced by the mod subculture but began to incorporate new elements and evolve towards a more free-spirited and bohemian look.

### I. Mini Skirts



### II. Shift Dresses with Psychedelic Prints



### III. Colorful Tights



### IV. Go-Go Boots



### V. Fringe and Bohemian Influence



### VI. Baby doll dresses



### VII. Mod Pantsuits



## Last 1960s

## 1967-1969

The fashion style during the late 1960s underwent significant changes and reflected the cultural shifts of the time.

### I. Maxi dresses and skirts



### II. Hippie and Bohemian Fashion



### III. Bell-bottom Pants



### IV. Crop Tops and Boho Blouses



The late 1960s fashion style was characterized by a fusion of bohemian influences, countercultural elements, and a rejection of traditional fashion norms. Hippie fashion, maxi dresses, bell-bottom pants, and symbolic jewelry all contributed to the expressive and individualistic style of the era. The late 1960s fashion trends reflected a desire for freedom, self-expression, and a rejection of societal conventions.

### V. Fringe and Frayed Details



### VI. Peace Symbols and Symbolic Jewelry



### VII. Platform Shoes



## Comparisons of fashion changes from the previous and next era

1950	V.S	1960
<ul style="list-style-type: none"><li>Hourglass figure with cinched waists and full skirts.</li></ul>	<b>Silhouette</b>	<ul style="list-style-type: none"><li>More straight and boxy shape.</li><li>Less emphasis on defined waistline.</li></ul>
<ul style="list-style-type: none"><li>Knee-length or tea-length.</li><li>more modest and feminine look.</li></ul>	<b>Skirt length</b>	<ul style="list-style-type: none"><li>Skirts becoming shorter.</li><li>Often above the knee.</li></ul>
<ul style="list-style-type: none"><li>Cotton, silk and wool.</li><li>Polka dots, floral prints and gingham.</li></ul>	<b>Fabric and Patterns</b>	<ul style="list-style-type: none"><li>New material, PVC.</li><li>Bold and colorful fabrics.</li><li>Geometric patterns and psychedelic prints.</li></ul>
<ul style="list-style-type: none"><li>Elegance, femininity, conformity to social norms.</li></ul>	<b>Overall Aesthetic</b>	<ul style="list-style-type: none"><li>More youthful, rebellious, individualistic aesthetic.</li></ul>

1960	V.S	1970
<ul style="list-style-type: none"><li>Miniskirts become popular</li><li>Featuring skirts above the knee.</li></ul>	<b>Skirt lenght</b>	<ul style="list-style-type: none"><li>Skirt lengths become longer.</li><li>Rise of maxi dresses and floor-length skirts.</li></ul>
<ul style="list-style-type: none"><li>Capri pants</li><li>High-waisted trousers</li></ul>	<b>Pants style</b>	<ul style="list-style-type: none"><li>Flared and wide-leg pants (Bell-bottom)</li></ul>
<ul style="list-style-type: none"><li>Bright and bold colors</li><li>Geometric prints and graphic designs</li></ul>	<b>Colors and print</b>	<ul style="list-style-type: none"><li>Earth tone (browns, yellow, orange)</li><li>Bold prints (floral and ethnic patterns)</li></ul>
<ul style="list-style-type: none"><li>Youth rebellion, liberation</li><li>Bold and daring style</li></ul>	<b>Overall Aesthetic</b>	<ul style="list-style-type: none"><li>More relaxed</li><li>Bohemian vibe</li><li>A touch of glamour</li><li>A focus on self-expression</li></ul>

## Icon that best represent 1960s.

Who ?



Twiggy (Lesley Hornby)

Why ?

- Revolutionary Style**  
Twiggy's androgynous look and unconventional beauty challenged traditional standards of femininity, making her a symbol of change and rebellion.
- Symbol of Mod Fashion**  
She epitomized the mod fashion movement with her mini skirts, shift dresses, and bold patterns, capturing the vibrant and daring aesthetic of the era.
- Global Influence**  
Twiggy gained international recognition and became a global fashion icon, helping to popularize the mod fashion movement and influencing fashion trends worldwide.
- Cultural Zeitgeist**  
She embodied the cultural shifts of the 1960s, representing the rise of youth culture, women's liberation movements, and the rejection of conservative values.
- Longevity and Enduring Legacy**  
Twiggy's influence has endured over time, and she remains a prominent figure in the fashion and entertainment industries, inspiring generations of models, designers, and artists.

Twiggy became a fashion sensation and an embodiment of the "Swinging Sixties" with her youthful, androgynous look and her iconic short haircut. She was known for her thin frame, large eyes, and dramatic eyelashes, which became her signature features. Twiggy's unique style and her influence on the fashion industry made her an enduring symbol of the 1960s and an iconic figure in pop culture. Her impact on fashion, beauty, and the cultural zeitgeist of the time remains significant even today.

## SELF-REFLECTION

I received this subject in the fourth week, it's about the history of fashion, 100 years period, in 10 year increments, I was assigned the year 1960, so I had to make an infographic on the history of fashion from 1960 to 1969. It was a little overwhelming at first because I had no idea what people liked to wear and what trends they wore at that time, and it took me a little while to find the information. After this project, I learned a lot about what people wore and what the fashion trends were, including how people's fashion changed at that time.

