



The Unique Look of Sixties and Beatle Mania

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ABSTRACT

Marked by sweeping social change, the 1960s is a decade that still holds a special significance, seeing traditional hierarchies begin to dissolve and make way for the birth of the modern age. The way people dressed was an obvious sign of shifting attitudes. In the 1960s, many chose, very publicly, to start looking different from the norm. Innovative designers and more informal modes of shopping drew a dividing line between the generations, creating a new market for youth fashion. Our collection tracks the different aspects of this fast-accelerating style revolution, with striking pieces from many of the decade's most influential designers.

Beatles, British rock group that came to personify the counterculture of the 1960s. In 1960 they adopted the name the Beatles. In 1962 they signed a recording contract and replaced Best with Starr (Sutcliffe had left the group in 1961). The release in 1962–63 of such songs as “Please Please Me” and “I Want to Hold Your Hand” made them England's most popular rock group, and in 1964 “Beatlemania” struck the U.S. Beatlemania was the name given to the popular frenzy surrounding the Beatles after the band's first appearances on British television in 1963. When the Beatles appeared on American television in 1964, Beatlemania also erupted in the United States. Mass media created the conditions for the collective frenzy that was Beatlemania.

KEYWORDS: Beatles; Beatlemania; Culture; Look; Style

INTRODUCTION

The Beatles were a rock band from Liverpool which consisted of four members namely John Lennon, Paul McCartney, George Harrison, and Ringo Starr. As their fame and stardom grew the Beatles began to switch genres. They took their talents to the world of pop and psychedelic music.

BEATLEMANIA:

The crossover saw the Beatles become megastars and they soon gained a cult following as they were youth personified. Each member had a larger than life ego. This was then cemented in the history books when John Lennon proclaimed that the Beatles were bigger than Jesus and the genre of rock and roll itself.

By now the charismatic boys from England were transitioning into men. After shows, they would be swarmed by a mob of girls. As the venues and stages got bigger so did the crowds. Boys and girls, men and women of all ages were obsessed with the Beatles. Everyone wanted to be like them. Have their haircut and personalities. This massive obsession over the Beatles became known as “**Beatlemania**”.

WHAT FASHION TRENDS DID THE BEATLES START?

In the late 60s, The Beatles became heavily influenced by Eastern fashion trends, incorporating kurtas, caftans and Persian patterns into their styles. Essentially, they observed the world around them and turned influence into bold fashion statements.

HOW HAD THEY ENTERED INTO THE FASHION INDUSTRY?

The Beatles defined the psychedelic, peace, and love movement of 1967. Men began to dress with a more flamboyant nature, which included floral shirts, velvet. In 1966, the Beatles had a trip to India. That trip hugely influenced their clothing style. During 1966-67, they started wearing Indian tunics. From made-to-measure suits and moptops, to psychedelic suits – style was critical in the success of The Beatles.

THEIR EFFECT ON POPULAR CULTURE:

As time changes so does the sound of music. During the era of the Beatles, this was no different. When the Beatles officially announced themselves to the world, they brought with them a new type of sound. A more modern sound and their viewpoints were completely different from those who came before them. Sonically, the Beatles were innovators in the music industry. The iconic song Strawberry Fields Forever was just supposed to be a regular band song but thanks to John Lennon it became the epitome of what is psychedelic rock today.

The Beatle haircut was a mid-length hairstyle. Collar-length at the back, over the ears, at the sides with bangs. The popularity of this haircut grew with the Beatles. Real hair and plastic 'Beatle wigs'

Were being manufactured. This is just one of the ways how the Beatles influenced appearance outside of their music and the other being fashion. When the Beatles were first introduced to the world, they were wearing black and then grey Edwardian collarless suits. which everyone flocked to and in 1964 it was at its peak. During their psychedelic era, the Beatles would wear brightly colored clothes, paisley suits and shirts, and floral-patterned trousers. When the Beatles traveled to India, they would wear Indian clothes and soon Indian fashion was put on the map and just about everyone would be wearing collarless shirts and sandals. The Beatles were the first band to perform at large stadiums, which is common practice for major artists today.

SIXTIES FASHION:

Marked by sweeping social change, the 1960s is a decade that still holds a special significance, seeing traditional hierarchies begin to dissolve and make way for the birth of the modern age.

The way people dressed was an obvious sign of shifting attitudes. In the 1960s, many chose, very publicly, to start looking different from the norm. Innovative designers and more informal modes of shopping drew a dividing line between the generations, creating a new market for youth fashion. Our collection tracks the different aspects of this fast-accelerating style revolution, with striking pieces from many of the decade's most influential designers.

"THE SIXTIES FASHION TRENDS WE STILL LOVE TODAY"

Every season without fail, some aspect of '60s fashion is referenced on and off the runway. (For updates on the '90s, '00s, and 2010s trends that are still relevant, look no further.) For example, this season, we saw loads of street stylers wearing white boots—a classic item from the era. But that's not where the decade's fashion influence ends. It was a momentous time for fashion and the way we consume it. In the '50s, Dior set the tone for postwar style with its structured hourglass silhouettes. But come the '60s, hemlines rose and waists loosened as the sexual revolution gave way to an onslaught of new fashion possibilities.

LITERATURE REVIEW***1. FASHION HISTORY- THE LOOK OF THE 1960'S***

WRITTEN BY- KALYANI KALA, FASHION BUSINESS MANAGEMENT, ISDI. FACULTY- BELINDA BAWA.

The transition of fashion from one decade to another played itself like a song on repeat. The ruling tenure of trends and brands was going to see a shortening of age, and all of this happened in the 1960's. A decade of opposites yet the one that hosted them both. This means that the 1960's was a decade where both- sophisticated designs inspired from the 50's and rather bold and revolting designs of the new generation were equally famous. This makes the 1960's one of the most decades for fashion. This was the first time that fashion was driven around the youth market and featured a wide number of diversified trends.

Fashion trends in the decade broke many fashion traditions by mirroring social movements that were making headlines in that period. The ideology of designing for only mature and elite members was let down as the influence and need to cater to the teenage and young adult market was increasingly important. More radically innovative fashion styles, like little girl androgynous looks for women, swept away the ruling likes of the sophisticated sweater girls of the sixties.

1960s fashion was bi-polar in just about every way. Bright, swirling colors. Psychedelic, tie-dye shirts and long hair and beards. Women wore unbelievably short skirts and men wore tunics and capes. The foray into fantasy would not have been believed by people just a decade earlier.

It's almost like the 1950s bottled everyone up so much that the late 1960s exploded like an old pressure cooker. Women were showing more skin than ever before. Wouldn't be hard to believe that expose was a word coined in the 60's. For the first time in the 19th Century, London, not Paris, was the center of the fashion world. The British Invasion didn't stop with The Beatles. It swept into all parts of life, especially clothing. Even though this time saw the maximum experimentation in terms of colors, and sizes of clothing, it wasn't seen as a revolutionary period as everything revolved around tweaking the existing.

The 1960's is marked an era of several diverse trends. It was a decade that broke many fashion traditions/rules, mirroring many social movements during this time.

By this time, the trends of fashion started getting influenced by small pockets of young people as that sector received large media coverage and publicity. This in turn, heavily influenced both- Haute Couture of the elite designers and the mass-market manufacturers. Example- the mini skirt, culottes, go-go boots, and more experimental fashions, less often seen on the street, such as box-shaped PVC dresses and other PVC clothes

The main highlights of this time frame were the trends set by famous designers who also surprisingly became more known because of the models. The fan following of models made for a market for the designers. Some of these trends include **Colored tights; 1960s Pant Suits; Shift Dresses; The Go Boots.**

POPULAR LOOKS AND FASHION ICONS OF THE 1960-

MARY QUANT; VERUSCHKA; AUDREY HEBURN; THE SINGLE GIRL LOOK; BABYDOLL LOOK.

2.BEATLEMANIA

WRITTEN BY: - CASS R. SUNSTEIN, HARVARD UNIVERSITY – HARVARD KENNEDY SCHOOL (HKS)

Why did the Beatles become a worldwide sensation? Why do some cultural products succeed, and others fail? Why are some musicians, poets, and novels unsuccessful or unknown in their lifetimes, iconic figures decades or generation after their deaths? Why are success and failure so unpredictable? On one view, the simplest and most general explanation is best, and it points to quality, appropriately measured: success is a result of quality, and the Beatles succeeded because of the sheer quality of their music. On another view, social influences are critical: timely enthusiasm or timely indifference can make the difference for all, including the Beatles, leading extraordinary books, movies, and songs to fail even if they are indistinguishable in quality from those that succeed. Informational cascades are often necessary for spectacular success; in some cases, they are both necessary and sufficient. For those who emphasize social influences and informational cascades, success and failure are not inevitable; they depend on seemingly small or serendipitous factors. History is only run once, so this proposition is difficult to prove. There is no question that the success of the Beatles, and the rise of Beatlemania, involved an informational cascade. But whether and in what sense that success was a product of serendipity, or contingent on factors that are elusive and perhaps even lost to history, is essentially unanswerable. If ‘Love Me Do’ had not been a hit, it is not entirely unfair to wonder whether the Beatles would have enjoyed anything like the spectacular success they had. We may doubt that in a counterfactual world, there might have been Kinksmania or Holliesmania, but research on ‘Lost Einsteins’ suggests that it might be reckless to rule out the possibility that some other band, obscure or unknown, might have taken the place of the Beatles.

3.THE BEATLES WERE FAB (AND THEY WERE FUNNY)

AUTHOR: KATHLEEN KRULL, PAUL BREWER, REVIEWED BY : JANICE FLOYD DURANTE

“... as sweet and as filling as the jelly beans fans flung at the Beatles.”

Give it up, you baby boomers. You had a favorite Beatle, didn't you? You cherished some bubblegum card or poster or magazine photo because it featured John or Paul or George or Ringo.

Veteran children's nonfiction writer Kathleen Krull has teamed up with her husband, author/illustrator Paul Brewer, to bring the band back to the spotlight for a generation too young to have experienced Beatlemania in all its craziness.

“From the time they got together as lads until they became superstars, the Fab Four made music, made history, and made people laugh,” the author relates on the picture book's first page. That last component—the band's sense of humor—supplies a creative spin on the oft-told history of the iconic band that blew in from Liverpool and swept the charts here, there, and everywhere. The authors adopt a breezy, lighthearted tone throughout this spirited romp through Beatlemania. They employ a bevy of jokes, quips and quotes to show how the Fab Four relied on humor to help them cope with life's highs and lows. Entertaining quotes from each musician advance the story and reveal the quirky charm and resilience of each musician. Although adoring fans and ambitious reporters impinged on their private lives, the Beatles showed remarkable creativity in dealing with pesky people. The authors devote a page of engaging Qs and As culled from interviews with each musician. We learn, for instance, that when a journalist told John, “Some people think your haircuts are un-American,” John replied, “Well, it was very observant of them, because we aren't Americans actually.”

When someone asked Paul, “Is your hair real?” he inquired, “Is yours?” George told a reporter if he stopped being a Beatle, he might “train elephants in the zoo.” And in response to the doltish question, “How did you find America?” Ringo quipped, “We went to Greenland and made a left turn. “The star atop such quips is Stacy Innerst's acrylic paintings full of personality, redolent with thick brush strokes, and rich with relevant details. Mr. Innerst, who illustrated the writing team's Lincoln Tells a Joke, again shows what it means to be in synch with the authors' intent. Early in the story, Mr. Innerst shows readers a drum sporting the goofy names the band considered before choosing the one that made them laugh. As the authors describe the band's heady taste of fame, the illustrator depicts a chunky golden hit machine with 45s popping out of a funnel, one smash hit after another.

Later, on the page relating their wildly popular 1964 American tour, Mr. Innerst shows a huge black guitar case displaying the names of the cities where they performed. On top of the curvy case, the Beatles whiz along in a miniature roller coaster. Such touches go a long way in adding crowd appeal to this confection, as sweet and as filling as the jelly beans fans flung at the Beatles. A timeline and bibliography serve to direct young fans to more substantive sources.

4.FASHION REVOLUTION: THE SWINGING SIXTIES

WRITTEN BY:- BRIAN MASTERS

The Swinging Sixties was a youth-driven cultural revolution that took place in the United Kingdom during the mid-to-late 1960s, emphasizing modernity and fun-loving hedonism, with Swinging London as its center. It saw a flourishing in art, music, and fashion, and was symbolised by the city's "pop and fashion exports". Among its key elements were the Beatles, as leaders of the British Invasion of musical acts; Mary Quant's miniskirt; popular fashion models such as Twiggy and Jean Shrimpton; the mod subculture; the iconic status of popular shopping areas such as London's King's Road, Kensington, and Carnaby Street; the political activism of the anti-nuclear movement; and sexual liberation.

Music was a big part of the scene, with "the London sound" including the Who, the Kinks, the Small Faces and the Rolling Stones, bands that were the mainstay of pirate radio stations like Radio Caroline, Wonderful Radio London, and Swinging Radio England. Swinging London also reached British cinema, which, according to the British Film Institute, "saw a surge in formal experimentation, freedom of expression, color, and comedy". During this period, "creative types of all kinds gravitated to the capital, from artists and writers to magazine publishers, photographers, advertisers, film-makers and product designers".

During the 1960s, London underwent a "metamorphosis from a gloomy, grimy post-war capital into a bright, shining epicenter of style". The phenomenon was caused by the large number of young people in the city (due to the baby boom of the 1950s) and the postwar economic boom. Following the abolition of the national service for men in 1960, these young people enjoyed greater freedom and fewer responsibilities than their parents' generation, and "[fanned] changes to social and sexual politics". Shaping the popular consciousness of aspirational Britain in the 1960s, it was a West End-centered phenomenon that happened among young, middle-class people, and was considered "simply a diversion" by some of them. The swinging scene also served as a consumerist counterpart to the countercultural British underground of the same period. Simon Rycroft writes: "Whilst it is important to acknowledge the exclusivity and the dissenting voices, it does not lessen the importance of Swinging London as a powerful moment of image making with very real material effect."

5.THE BEATLES AND THE COUNTERCULTURE OF THE SIXTIES

WRITTEN BY: - DANIELA FRENDÓ

My life revolves around three passions: writing, photography, and traveling. I've been writing about culture on HubPages for four years.

The counterculture of the Sixties signifies one of the most powerful upheavals in Western history, when new ideas were surfacing, and traditional values were being challenged or rejected. The young generation was rebelling against the authorities and seeking freedom and independence from social constraints.

As the Liverpool poet Brian Patten once noted, the ambiance of the Sixties was like "a fizzy electrical storm." Patten's statement can also be borrowed to describe The Beatles' roaring debut in Western countries, particularly in the USA and Britain.

In the early Sixties, bands and artists wishing to sign a recording contract had to be professional and look presentable, while the company's producers would select the songs for them. The Beatles did not meet these prerequisites for the simple reason that they sported long hair and were also known to be quite loud. Furthermore, The Beatles composed and played their own music, and this fact didn't go down well with the music critics of that period. Lennon and McCartney worked separately on songwriting, which was highly uncommon among other bands and artists that preceded them. In order to break away from the traditional structure of music, the band made use of exotic sounds, different scales and sound effects. The song "Within You Without You," which was inspired by Harrison's interest in Indian and Asian culture, is a good example of the band's versatility. Nonetheless, the songs which first attracted the British public to The Beatles were "Love Me Do" and "Please Me."

The band's two great composers experimented with different tones and moods which did not always compliment the melody and rhythm of the music. When compared to the traditional style of music played by the composers and musicians that came before The Beatles, the latter's lyrics sound quite confusing and incoherent to the average listener. The critic and writer Ian McDonald believes that this 'carefree sensationalism' that was expressed in The Beatles' songs was partially responsible for the Sixties' Cultural Revolution. As The Beatles acknowledged the effect, they were having on people who championed liberal values, they continued to produce more songs that encouraged this cultural change. "While My Guitar Gently Weeps" is one of the songs which reflects the band's stance in the political world. Lennon was known to be very aware of what was going on in society and how people were dividing themselves into extreme groups according to their different values. His concern about social conflicts is best illustrated in his solo song "Imagine."

RESEARCH OBJECTIVE:

- Who are BEATLES
- What effect is mean by "BEATLEMANIA"
- What fashion trends did the Beatles start

- How they had entered into the fashion industry
- What is the effect on popular culture
- History behind the sixties fashion
- What are the sixties fashion trends we still love today

RESEARCH METHODOLOGY:

PRIMARY DATA

The methodology for this report includes documentation and analysis of two main information sources. First, an in-depth literature review was completed, covering a broad range of secondary research topics, from the history of importance of sixties and beatlemania fashion, the culture and identity, to the influence of that fashion in current situation. And then I have collected many information from many sites, articles, magazines, books, etc.

SECONDARY DATA

This includes the most valid way to collect much more information from many people in a short time because this follows a set of questions or we can say a survey which is taken to know their personal view on that area. So this could be the simplest way .

- which fashion is most preferable by you?
- Do you really like today's modern fashion if 'yes' why and if 'no' then why?
- Would you like to prefer sixties fashion trends even today ?
- What is the difference between historical fashion and modern fashion?
- If you were a fashion designer then which type of style you would follow?

SCOPE OF THE STUDY:

“Sixties fashion and beatlemania “the title itself has its own elegance and importance even today. The well-known fashion designers of today's modern era too follow the sixties fashion trends or styling. That's why it could be taken as reference for an amazing work. This had a great field. As the decade went on, dress codes, even for the older generation, became increasingly relaxed: tailoring loosened, public figures like Jackie Kennedy began to favour shorter skirts, and fewer people wore accessories like hats and gloves. High-end fashion also embraced the new mood of informality. 60s fashion gave women an opportunity to play with their looks and establish a sense of identity — so it should come as no surprise that this groovy era of experimentation is seeing a renaissance in 2022. But everything else grunge is back in fashion for fall 2022. Fall 2022 is bringing back long cardigans, chunky cardigans, oversized sweaters, biker boots, mini pleated skirts (they were out of style for summer), slip dresses, plaid, baggy cargo jeans, oversized jackets, and low waist. A look back at the era of Twiggy and mod fashion. See the '60s fashion trends that defined the era and that are still making waves today.

SIGNIFICANCE OF THE STUDY:

The 1960s brought more free-thinking attitudes to the world, including fashion. Skirts became much shorter – leading to the creation of the “mini.” Stockings were tossed to the side and pantyhose made an impression on the women of the 60's. Flat boots were worn with very short dresses. It was an important decade for fashion because it was the first time in history that clothing was geared towards the youth market; and featured a wide number of diversified trends. It was a decade that broke many fashion traditions, mirroring social movements during the period. From.

Back to the Beatles, music evolves in periods that change the way we listen, write, and imitate. Their arrival triggered the musical revolution of the Sixties, introducing a modern sound and viewpoint that parted ways with previous decades. The Beatles didn't just change the world sonically, of course. Their style — on stages, album covers and in their personal lives — proved pioneering, influencing the closets of not only their performing peers but also their fawning fans. USA TODAY's Olivia Barker tracks the band's long and winding wardrobe road, from rockabilly rebels to Sgt. Pepper peacocks to natty knights in white suits. The synthetic fabrics of the 1960s allowed space age fashion designers such as the late Pierre Cardin to design garments with bold shapes and a plastic texture. Non-cloth material, such as polyester and PVC, became popular in clothing and accessories as well. As the decade went on, dress codes, even for the older generation, became increasingly relaxed: tailoring loosened, public figures like Jackie Kennedy began to favor shorter skirts, and fewer people wore accessories like hats and gloves. High-end fashion also embraced the new mood of informality.

RESEARCH ANALYSIS:

Designers produced clothing more suitable for young adults, leading to an increase in interest and sales. In the late 1960s, the hippie movement also exerted a strong influence on women's clothing styles, including bell-bottom jeans, tie-dye, and batik fabrics, as well as paisley prints. The 1960s were an age of fashion innovation for women. The early 1960s gave birth to drainpipe jeans and capri pants, a style popularized by Audrey Hepburn. Casual dress became more unisex and often consisted of plaid button-down shirts worn with slim blue jeans, comfortable slacks, or skirts. Traditionally, trousers had been viewed by western society as masculine, but by the early 1960s, it had become acceptable for women to wear them every day. These included Levi Strauss jeans previously considered blue collar wear, and "stretch" drainpipe jeans with elastane. Women's trousers came in a variety of styles: narrow, wide, below the knee, above the ankle, and eventually mid thigh. Mid-thigh cut trousers, also known as shorts, evolved around 1969. By adapting men's style and wearing trousers, women voiced their equality to men.

The fashion scene of London in the 1960's before the emergence of the Beatles was already vibrant and thriving. Time Magazine dubbed London "Swinging London", due to its "hip feeling". The idea of Swinging London emerged after the post war boom, and the 60's were a time of change. According to David Gilbert, "London [metamorphosed] from a gloomy, grimy post-War capital into a bright, shining epicenter of style." Within "Swinging London", there was a youth subculture called the "Mods", which stemmed from modernist, a term used in the 1950s to describe modern jazz musicians and fans." Being "Mod", meant that they were the "people of the future", and ahead of their times. The mod's represented one of the everyday youth counter cultures. The emergence of new clothing during the 1960's drastically affected the style and color of the clothing wore in London, Liverpool and as well as other areas of Britain. Before this fashion revolution, London was a dull area, where everyone wore the same colors, and there was not much variation in clothing style. According to Marissa Klein, "In the 1940's, England had no use for bright fashion." There was no need for bright fashion because England was at war. This revolution got rid of the "Teddy boy" look, which consisted of; Edwardian-style suits, sideburns, and a collarless white t-shirt.

WORK DONE ANALYSIS:

How have the 1960s dramatically impacted and influenced today's society? Today, there are many controversial topics that we are facing today; we have the 1960s to thank for those things. The sixties was one of the most impactful decades pertaining to culture revolutions; it is the decade that brought into play some of the problems and privileges that the present is dealing with now. The sixties brought the gay movement, women's rights, the drug revolution, and has also impacted music as well. One of the most well-known things about the sixties is its music. Bands in the sixties started to break the conservative boundaries by talking about drugs and sex in their music, the drugs. Drugs highly influence music in the sixties with bands such as The Byrds, The Doors, The Grateful Dead, Jefferson Airplane, Strawberry Alarm Clock, and The Beatles. These bands took inspiration from the affects that the drugs had on them with their psychedelic properties. Drugs were also just starting to get introduced and people were highly influenced with positive drug propaganda ("The 60 's"). So, the positivity about drugs were influencing the bands and the bands were influencing the people and the more dugs being bought, the more people heard about them, and the more people heard about them, the more they were used, so basically it was just an endless cycle of drug positivity.

The Beatles are an iconic band that's influenced society in many ways, both directly and indirectly. Their songs, albums, and covers have inspired people to discover their creativity in art. They also influenced society by simply being themselves. The Beatles brought a new trend and helped bridge the cultural gap between young people and adults by making music that appealed to both age groups.

RESEARCH METHODOLOGY ANALYSIS:

As we have discussed Research methodology before in which we have collected information through primary and secondary data. So here I want to discuss the responses that came on the questionnaire survey that I have performed. I have gotten about ten responses.

First of all, from this I want to say that every people are different from each other and have their own way of choices, for example I have asked a question about fashion and I have received good response that everyone loves fashion and being "fashionable". All wants to look smart.

And, many of them prefer to buy their clothes from big malls and markets. Most of them even today love to wear historically fashion designer dresses. Now if we talk about BEATLES, many responses were received from those who do not have any idea about Beatles fashion (as this is a 60's fashion). From this we can say that people are not given information about historical fashion. Beatlemania was the fanaticism surrounding the English rock band the Beatles in the 1960s. The group's popularity grew in the United Kingdom throughout 1963, propelled by the singles "Please Please Me", "From Me to You" and "She Loves You". We can relate this with BTS. Unlike BTS they are known for their songs and bands.

And I would like to highlight one more topic, which is that many people prefer modern fashion. Yes definitely everyone will do the same because today's fashion is also influenced by the old fashion. If we have a look at sixties fashion then, it has more variation than modern fashion.

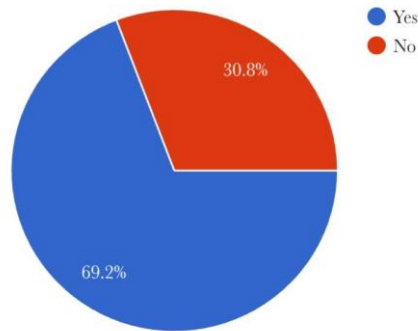
So I want to say that even today's society also would definitely like to prefer sixties fashion, if we would highlight this as a main topic or fashion era. Right now, the 2000s and '90s have the fashion industry in a proverbial chokehold. But the trends that are making rounds from two and three decades ago actually date back even further than that. With one look at '60s fashion, it's apparent that many references we attribute to the Y2K phenomenon go beyond the early aughts. Several of those resurgent '60s fashion trends are worth a second glance. Before Fannie Schiavoni's collections of party-ready

pieces, Paco Rabanne had mastered the artistry of chainmail, while Diana Ross and The Supremes were sporting paillettes and other party sequins long before they become a fixture in the 2023 resort collections. Both trends with '60s origins are just as relevant today. The chain-link belts seen on the runways at Blumarine season after season and Saint Laurent, as well as fashion's consistent penchant for intricate crochet.

TABULATION AND GRAPHICAL REPRESENTATION

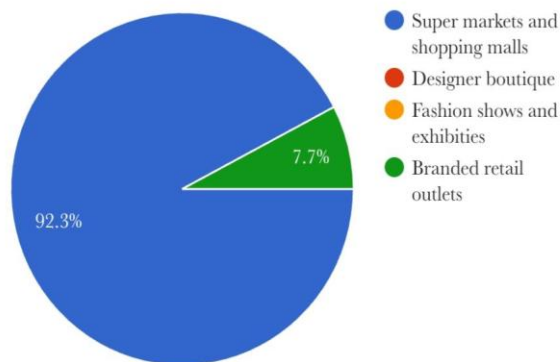
Do you consider yourself "fashionable" ?

13 responses



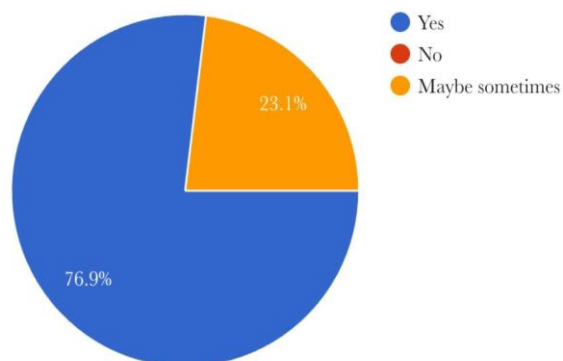
Do you buy clothes considering your body shapes?

13 responses



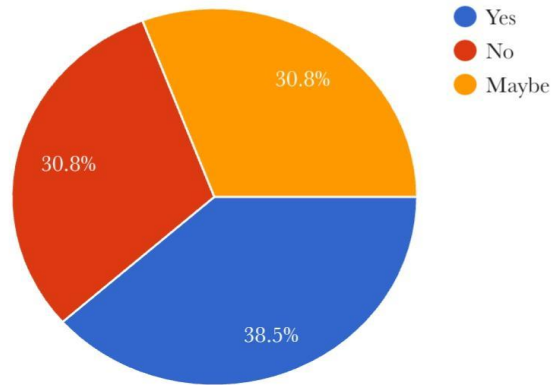
Which are the places you buy most of the clothes from?

13 responses



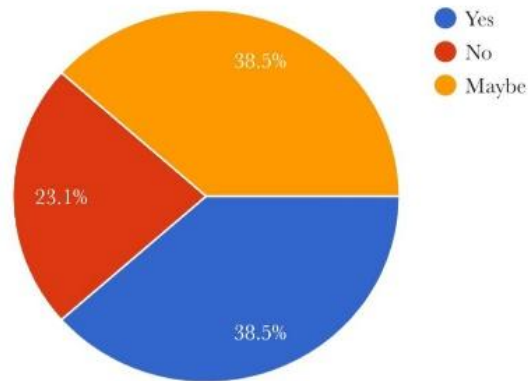
Which of the following 60's wardrobe you will choose?

13 responses



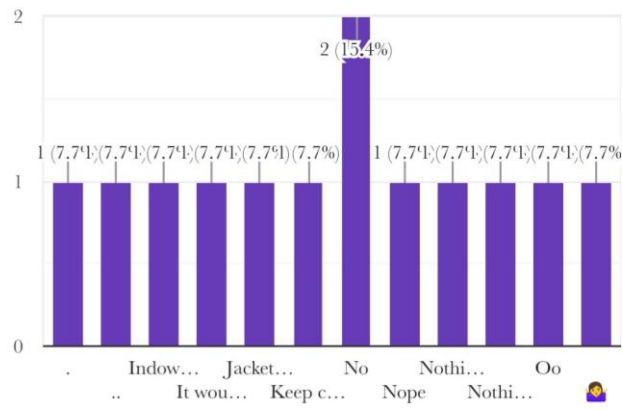
Did you get influenced from historical fashion?

13 responses

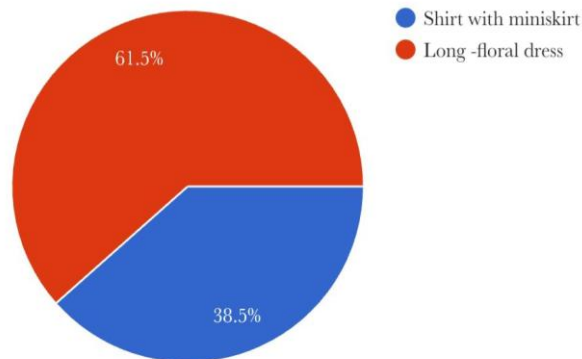


Do you want sixties fashion to be on?

13 responses



13 responses



Did you have any idea about BEATLES fashion?(if yes write a short note)

What would you prefer among following;

Anything you want to suggest about any fashion wardrobe?

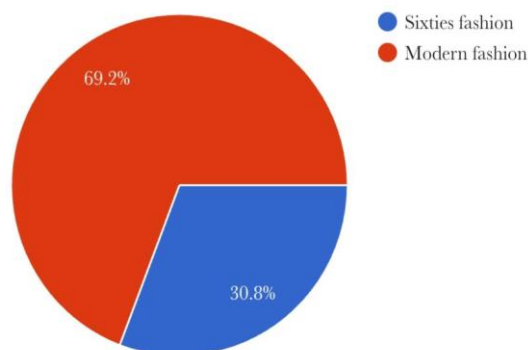
CONCLUSION

If you look back through the past sixty years of fashion, you may notice a pattern.

People may say that the true years of fashion began in the late nineteen forties and went on through the early nineteen sixties. If you look at fashion today, it almost repeated the look from sixty years ago. In each generation fashion trends become based on history and/or important events. In the nineteen forties fashion was being modeled by military wear. World War II caused a drastic change in the way clothes were made and worn. In the nineteen fifties Americans admired the fashion of movie stars and music artists. Media had a strong influence on the world trend. The people of the sixties expressed their personalities and emotions through...show more content...

(Keogh). After viewing hundreds of period photographs, about eighty percent of them feature solid colors, and tight-fitting suits for both men and women. Overseas, leather was restricted to military use, so shoe designers were forced to be increasingly clever. Every imaginable material was to make shoes, reptile skins and mesh were the most successful substitutes. Women everywhere used household items, including cellophane and pipe cleaners, to create shoe decorations. Everything was recycled, giving rise to such advertising, Vogue's "Make Do & Mend" campaign. (Keogh). Shoe factories were told to limit the height of shoe heels to one inch and allowed for only six color choices. For women, nylons stocking was banned.

13 responses



Magazines and beauty salons helped by offering tips on how to paint legs with back seams and tan using makeup. (Keogh). Clothing was also made to be comfortable. Since women were replacing jobs for men in factories there clothing had to be loose fitting and comfortable. In 1947, Dior introduced the "New Look", featuring longer lengths and fuller skirts, they were being to look more like women again. Women's fashion changed to a soft, feminine, and romantic image, this set the stage for fashion of women in the next decade.

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