

1960's Fashion was much like the 1920's in how revolutionary it was. It started out as conservative as the the 1950's were and ended in the most liberal way.

From Jackie Kennedy's perfectly tailored suits and pill-box hats, to micro mini skirts and the hippie movement.

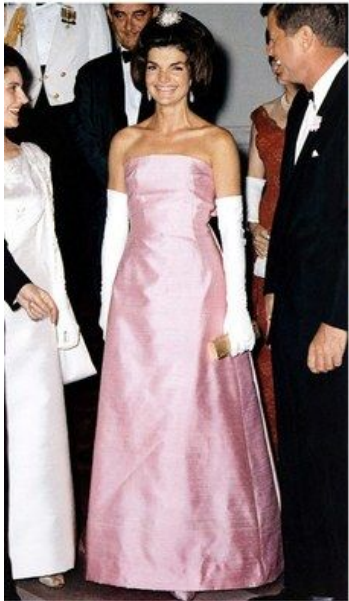
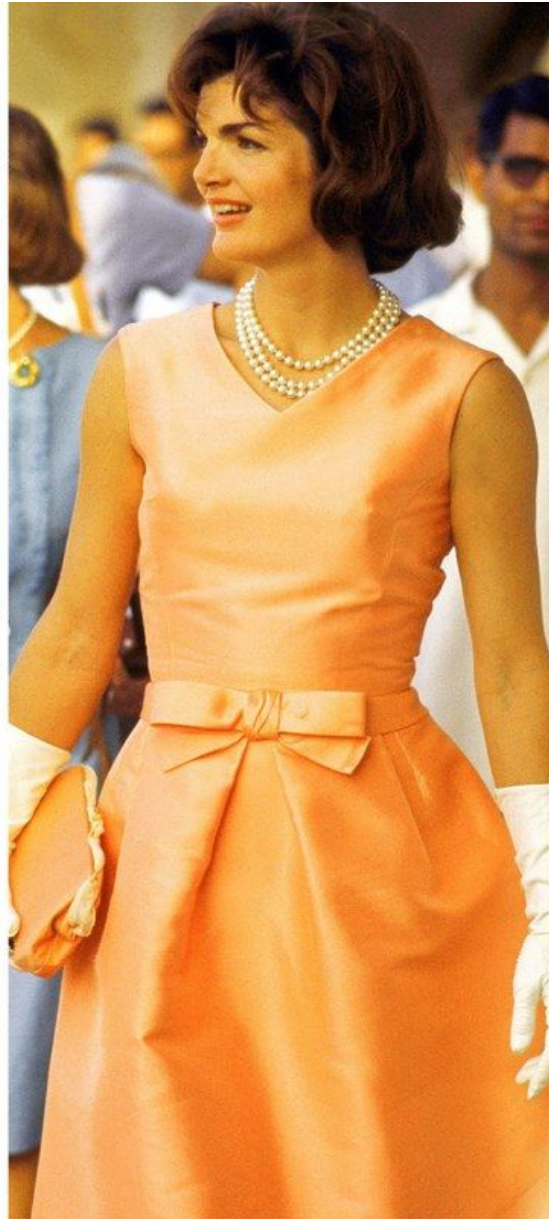


Keeping the Status Quo- Early 1960's

Jackie Kennedy's style was clean, simple, well fitted, with perfectly matched accessories. She wore dresses without collars and jackets that buttoned only with one large top button. She wore sensible low heel shoes (although many women still preferred high heels). She was the last woman to wear hats, a pillbox hat, as a necessary fashion.

Jackie O' put a lot of care into her look, and women in the USA and abroad copied her style with enthusiasm. Sadly, after her husband's assassination, Jackie was no longer in the public eye. Women had to find a new 1960s fashion idol to be inspired by.





Marilyn Monroe

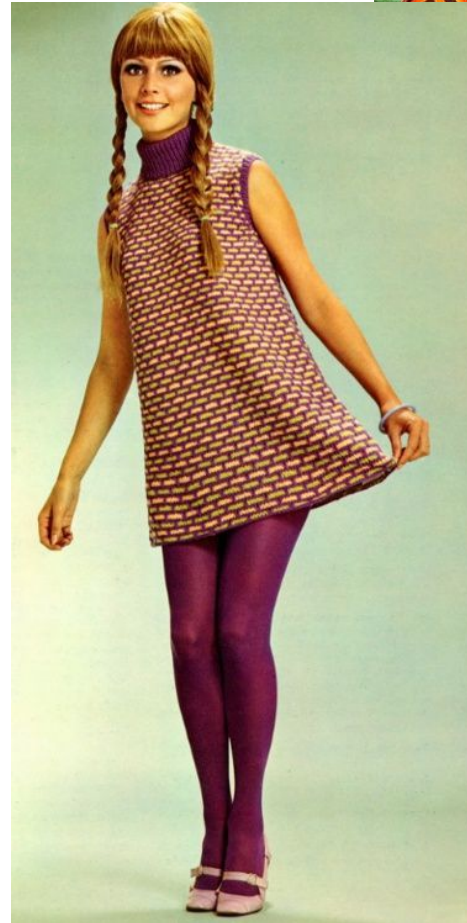


Return to Youth

Oversize collars, bows, and delicate trim miniaturized women and made them appear smaller. Shapeless **mini dresses** de-emphasized a woman's natural form. Kitten heel pumps, Mary Jane strap shoes and flat sneakers. The babydoll look.

After growing up in the '50s as "little adults" the youth embraced their fond early childhood memories and fashions.

Half the American population is under 25 during the 1960's





Hippie Movement- Late 1960's

The Vietnam War resulted in the hippie movement

- Psychedelic, loose, natural and the romantic. No real rules.
- The Counterculture Movement was anti-war and promoted peace and an acceptance of alternative lifestyles.
- The rise in psychedelic drug use was a direct result of the desire for escapism during these times.
- This affected fashion through the shift towards tie-dye, and the bright patterns. Fashion became loose and casual.
- Clothes were of **extreme proportions**. Hats were big and floppy, vests hung down to the knee and coats to the floor.
- “**Ethnic details**” - beading, embroidery etc

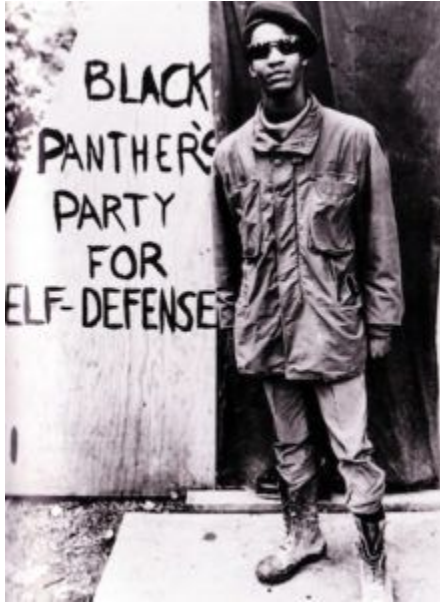






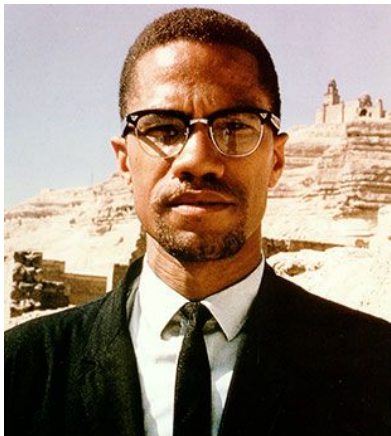


Civil Rights Movement in Fashion



Black Panthers

The **Black Panther Party** (BPP), originally the **Black Panther Party for Self-Defense**, was a political organization founded by Bobby Seale and Huey Newton in October 1966



Dashiki

The **dashiki** is a colorful garment for women and men worn mostly in West Africa. It covers the top half of the body. It has formal and informal versions and varies from simple draped clothing to fully tailored suits.



AFRICAN DASHIKI

Great new style idea from Africa, the famous DASHIKI. 100% fine cotton, with all the glowing colors GUARANTEED color-fast. Dramatic sleeves, stretching a full 20 inches! Choose it in Black or Cream background for the most colorful garment you ever wore!

\$452 Black background.

\$453 Cream background.

Sizes S,M,L. \$14.95

each, ppd., or \$2. de-

posit on C.O.D., you

pay postage. Satisfac-

tion guaranteed. See

our collection of

dramatic apparel and

imported footwear.

WRITE
FOR
FREE
CATALOG

Eleganza

1921 Manley St.,
Brockton, Mass. 02403

It was a symbol of affirmation, it stood for "black is beautiful," and signaled a return to African roots, and insistence on full rights in American society

DASHING DASHIKIS FROM ELEGANZA!

SOLD BY MAIL ONLY

World's largest collection of dramatically styled apparel and imported footwear, sold by mail only.

Everything about this authentic Dashiki is designed to make you look your best—from the handsome square neck, to the enormous dramatic patch pockets, to the huge flowing sleeves that stretch a full thirty-six inches! Beautifully glowing pattern GUARANTEED color-fast. Choose it in Black or Cream background for a garment SURE to catch every eye.

\$452 Black background.
\$453 Cream background.
Sizes S,M,L. \$14.95 each.
Two for \$28.90.

Imported Footwear
Slack suits
Sport shirts
Dress shirts
Slacks
Jackets
Vests
And many others.

WRITE FOR FREE CATALOG

HOW TO ORDER
To order, simply pick your style and mail check or money order for the amount—we pay the postage. For C.O.D. shipment, send \$2.00 deposit for A.C.H. item—pay the postage. Your satisfaction is GUARANTEED—any item may be returned for full refund. No C.O.D. to APO, FPO.

Eleganza
1921 Manley Street, Brockton, Mass. 02403

Admiring glances will come your way as you step out in this brilliantly colored, boldly patterned African print, 100% true colors, with an authentic African design, in many bright colors as shown. GUARANTEED color-fast. Extra fine, with richly decorated, full sleeves.

Order by S373. Sizes S,M,L. \$52.95.

Admiring glances will come your way as you step out in this handsome Dashiki, rich and royal in the original purple! #1115—the luxurious touch of this fancy shirt held at waist, sleeves and neck. Made of 100% rayon, with blend of 88% rayon and 12% cotton. Wash to shrink. 21 inches across.

\$453 Purple. \$453 Chocolate Brown.
Sizes S,M,L. \$12.95 each. Two for \$25.90.



Men's Fashion



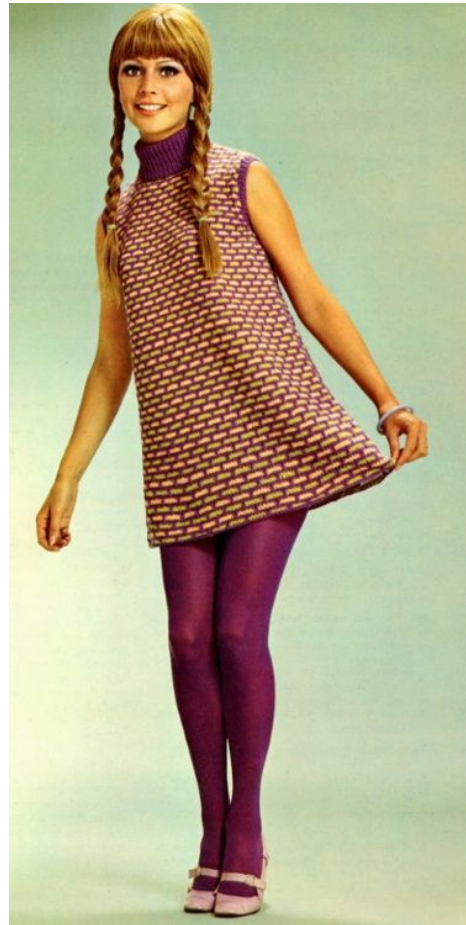


So, the 1960s had 3 main fashion looks that spanned the decade and reflected the social attitudes of the time.

Early 60s, continued Dior's "New Look" and the boxy slim silhouette.



Mid- 60s
The mini skirt!
Youth Culture



Late 1960s
floating, Romantic,
loose fitting
Hippie style

