
1970's Fashion

THE DECADE OF DRAMA

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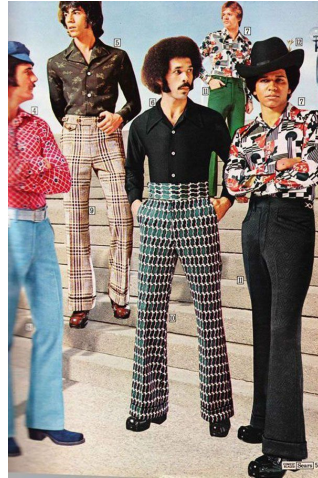
The 1970s was the era of self expression. There were no rules to fashion anymore whereas fashion didn't follow trends as it did in previous decades. Manufacturing technology improved which caused an influx of cheaply and quickly produced clothing which flooded the market. Fashion became more casual and the most common silhouette for both men and women was tight on top and loose on the bottom. Tight shirts and bell bottom pants etc.

The most common items

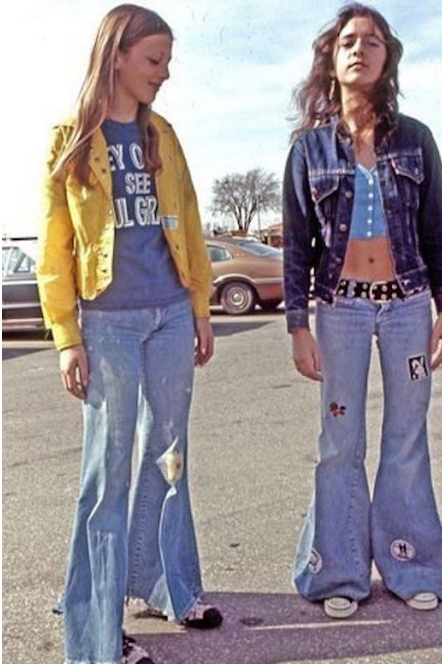
- Bell bottoms
- Mini skirts
- Maxi skirts
- Platform shoes
- Wedges
- Bright colors
- Glitter
- Satin

Common colors and themes:

- Earth tones
- Celebrity influence
- Casual wear
- Athletic wear
- Natural Hair! Body hair included



The Casual Look



Casual wear as we know it, jeans and tee shirts, got its start in the 1970s. The attitude was indifference, anti-conformist casual chic. The Youth Counterculture of the previous decade continued keeping fashion young, hip and casual.

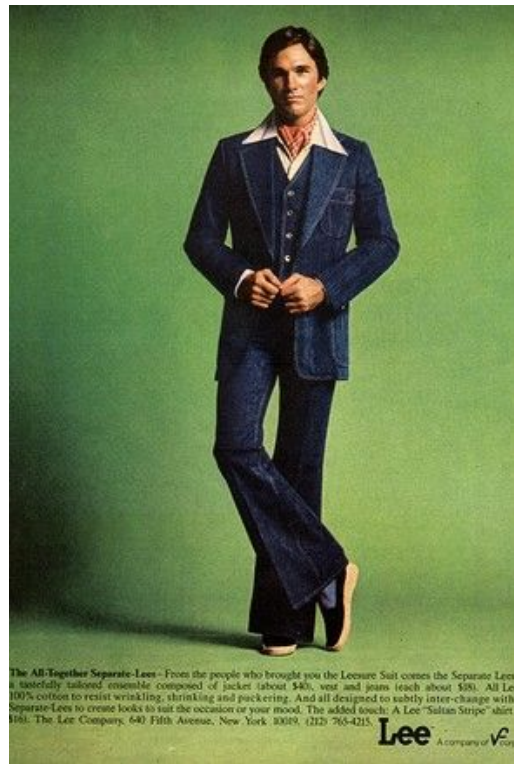


The Wrap Dress

Diane Von Furstenburg made her now-iconic wrap in 1974 after setting out to create a relaxed, silk jersey dress that could suit every woman's body with ease.



Leisure Suits/ Jump Suits





Up-to-Date Jumpsuits Up-to-the-Neckline in Fashion All in Polyester Knit

Both also in Tall Misses Sizes

A LACE-TRIMMED HALTER JUMPSUIT. In polyester interlock knit. Cotton lace bib with tie at back of neck. Contoured empire waist with shirring under bust. Back zipper with hook-and-eye closure. Wide-flare-leg pants. Hand wash, line dry. State size below. Mail, wt. 0.90 lb. Colors: 22 moss green; 62 black. State color number-and-name.

Junior Sizes: 5, 7, 9, 11, 13.	
X 220-3305 D	23.00
Misses Sizes: 8, 10, 12, 14, 16.	
X 220-3313 D	23.00
Tall Misses Sizes: 8, 10, 12, 14, 16.	
X 220-3321 D	24.00

B SPARKLING STONE-TRIMMED JUMPSUIT. In polyester knit. Cape-sleeve jumpsuit has V-neck trimmed with multicolor stone studs. Empire waist. Plain back has zipper with hook-and-eye closure. Gold-tone metallic pin at neckline is detachable. Wide-flare-leg styling. Hand wash, line dry. State size below.

Colors: 78 white; 62 black. State color number-and-name. Mail, wt. 1.10 lbs.	
Junior Sizes: 5, 7, 9, 11, 13.	
X 220-3198 D	25.00
Misses Sizes: 8, 10, 12, 14, 16.	
X 220-3206 D	25.00
Tall Misses Sizes: 10, 12, 14, 16, 18.	
X 220-3214 D	26.00

More Up-to-Date Fashion

C CLUTCH BAG. Of nylon peau de soie. Vinyl-lined. Envelope-style front flap. 11x11x7 1/2. Snap closure. Mailing weight 1 lb.

X 605-1429 A—Silver-tone	6.97
X 605-1437 A—Gold-tone	6.97

D WEDGE-HEEL SLING-BACK SHOES. Of nylon peau de soie. Adjustable buckle on heel-strap. Open toe-plated vamp. Composition outsole and 2 1/4 in. wedge-heels. Sandalback treated. Bimed.) width. Mail, wt. 1.75 lbs.

Sizes: 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, 10. State size	
X 603-5489 B—Silver-tone	Pr. 14.97
X 603-5414 B—Gold-tone	Pr. 14.97
X 603-5539 B—White	Pr. 14.97

See How to Find Your Size in our big Fall '76 Catalog, page 291

Charge It—see page 334

JR&MISS

Celebrity Influencers



Charlie's Angels! The hair, high waist flares, checkered shirts, etc.



Cher! She put out 10 albums during the 1970s and she was EVERYWHERE, from her more is more prints and her epic perms. She was IT

DISCO!

Never acceptable for day wear, night clubs in the 70s had dress codes and if your outfit was not up to par then you were NOT getting in. Glitter, satin, tight everything, gold medallions, HUGE hair, And platform shoes all made disco what it was.





Soul Train

An American musical variety show that aired starting in 1971 hosted by Don Cornelius. It featured R+B, hip hop, funk, jazz, soul, disco and gospel artists. It's most famous for its "Soul Train Line." The fashions of the dancers were just as important as the music.





