

[Name]

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### Fashion styles of the 70s

Fashions belong to culture and it has changed over time due to the change of education, change of education, income, taste, etc. I have observed that every decade have different fashion style, and its change is almost certain with the change of the decade. There are separate books, newspaper, magazine, etc. which contains information about the fashion of 70s. It is important to understand the fashion of 70s because in that period the fashion was changed radically. The period from 1970 to 1979 was exciting for fashion. This decade also called as "ME DECADE". One of the most iconic decades in fashion is the 70s decade because the changes were really drastic. My goal is to describe the fashion style of the 70s decade.

In order to reach my goal, I have clearly described the fashion of 70s under three parts. The decade consists of three parts such as early in the decade (1970 to 1973), mid of the decade (1974 to 1976), and late of the dace (1977 to 1979) in order to present the changes sequentially.

#### FASHION OF 70s

This decade started to carry over the androgynous hippie, bell-bottoms, and miniskirts. This decade is also called as the birth of anti-conformist, indifferent move toward the fashion that included sneakers, jeans, T-shirts, and sweaters. This decade also had some popular fashion model such as Iman, Jerry Hall, Cheryl Tiegs, Janice Dickinson, GiaCarangi, Beverly Johnson, Margaux Hemingway and Lauren.

*Early decade (1970 to 1973).* In the early of 70s (1970 to 1973), women used military surplus, capes, ponchos, blouses that were folk-embroidered Hungarian, Mexican peasant, and shirts based on Tie dye. Maxi, midis, frayed jeans, gauchos, bell bottoms were the woman's bottom attire (McKnight 8). Tremendously bright color was used only for hippie clothing. At the same time men cloths included tie-dye shirts, bell bottom jeans, tassels, pullover sweaters, corduroy pants, baseball jackets, pleated pants, flannel shirts, storm coats, chunky sweaters, khaki chinos, sports jackets, and matching outfits. Color of men, as well as women dresses, was extremely bright.

*Mid-Decade (1974 to 1976).* In 1974, an elaborate design was most famous among women such as- sports teams, slogans, and their T-shirt was no longer and looser as well as flow. In the mid-1970, casual looks of the women were continued, and women wore Kimonos, cardigans, T-shirts, sweaters and so on. A peasant appearance was adopted by around 1976 that included puffy skirts, capes, and shirts with billowing sleeves. Women were not liked accessories in the mid-1970, and they were adopted minimalist approach for fashion and carried leather shoulder bag and shoes like- knee-high boots, Mary Janes.

In 1975, all Americans wore like clean cut and jumpsuits were the most flared legs. On the other hand, men's fashion was quite informal in the 1970s (Goldberg 53). Men wore sweaters, jeans, T-shirt with an elaborate design and in 1975 the Leisure suit is becoming more attractive to the men. Men wore Oxford shoes, gold medallions in 1975 with leather coats, khaki chinos. Prints, shirts are also trendy, and they used raincoats for rain. The slimmer, European suit was being followed by the American suits around 1975 and also known as higher arm holes, open patch pockets and jacket with slight flare pants (Bolino 59).

*Late Decade (1977 to 1979).* The more baggy fashion was presented in 1977. The women liked trim figures for this reason they are liked looser clothes that are larger in size.

To make this fashionable the unbuttoned, sleeve shirts were being built up. The gold colors are used to make-up. In 1978, the style becomes changed with tight skirts, shoulder pads. The slightly flared pants were used in 1977 and included cowl-neck shirts and embroidered vests design jeans. Women used accessories like- gold jewelry, scarves, flowers, and boots. In 1960, the style hats, belts, boas, and gloves were famous. From early 1960, the disco fashion was prevalent. Women like to wear blazers, tube tops, sequined halter-neck, loose pants and maxi shorts with thick heels. On the other hand, sports cloths are liked by both men and women from the late 1970s like- jumpsuits, Tracksuits, and puffer vest(Retro waste.com). The men were used low-top sneakers, wristbands and so on. Men also influenced by disco style, and they wore three-piece suits that had wide lapels, wide legged and high-rise waistcoats. The wider and bolder neckties were used, and long and pointed shirt collars were becoming fashionable for men (Valdes Marsh 115).

#### CONCLUSION

Understanding changes in fashion are extremely important to know the trend of fashion. It also can serve to predict the future. Fashion for both men and women was described separately under the three subpart of the decade. In the early of the decade fashion was a little bit similar to the 60s, but a change was observed, but in the mid of the decade the fashion for both men and women was totally different than 60s and late in this decade has tended to change into new fashion.

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