



# A STUDY OF 1960'S FASHION

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**Abstract:** The study has been undertaken to do an intensive research on fashion trends of 1960's. History is particularly convoluted with Fashion. Each epoch has perceived many alterations. The trends of post-World War 2 are still prevalent in our modern fashion. 1960's Fashion has bestowed our fashion industry with many popular terms, style & design. In our fashion history, hippies of 1960's were the first ever culture who presented the practice of use of second hand clothes. Second hand promote concept of recycling & sustainability. In this research, we aspire to discuss about the impact of 1960's fashion culture on modern fashion trends. The research aims to highlight the development of Baby Doll dress and its popularity by Model Twiggy. After conducting the research, a collection of Fashion apparel inspired from 1960's Baby Doll dress has been developed for a Kids wear Range for spring summer 2023.

**Index Terms - 1960's, Retro , Hippie culture, Baby doll dress, Twiggy, recycling, sustainability, social change.**

## 1.0 INTRODUCTION

Fashion is something we deal with every day. One can find a lot of changes and evolution in the history of fashion. Fashion can affect the economy of a country or the whole world. It can sway politics, serve as an art form and can affect someone's personal life. Needless to say, fashion is arguably being one of the biggest factors that affect and that can be affected by the society. Characterized by extensive communal variations, the 1960s is a decade that has a special impact. This is the time period when traditional hierarchies began to close and make way for the birth of the modern age. There are few people who know little about swinging 60's

Worldwide the industry of textiles & clothing value is over \$1 trillion & ranked the second largest economic sector. This sector is considered to be one of the major reasons of Environmental effluence. Every year research studies highlight that the textile & apparel manufacturing works wastage and timeworn apparels are creating a lot of filth and polluting our environment. The apparel waste, including affluent from dyeing & finishing chemicals, fabric wastes etc are mainly damaging our whole environmental system. But, we cannot stop manufacturing the apparels. Clothes is one of the most basic needs of a human being. fast fashion is responsible for regarding this issue & it makes huge scrapheaps. Though fast fashion is responsible for waste or pollution on the other hand, it also has a recycling & second hand use process.

1960's popularly called the Swinging Sixties is known for key swings in culture, politics, music, and very much in Fashion. Amid second-wave feminism and the assassinations of major world leaders like John F. Kennedy and Dr. Martin Luther King Jr., the unbridled decade had a direct connection with how people chose to express themselves through style.

Our modern-day scuffles reflect the '60s trends in so many. Miniskirts, fringe, bold florals, crochet, tie-dye and more were birthed from this decade. 1960's was a decade where both- classy designs inspired from

the 50's and rather bold and revolting designs of the new generation were correspondingly famous. This makes the 1960's one of the most relevant decade for fashion. This was for the first time that fashion was driven around the youth market and featured a wide number of differentiated trends.

The fashion movements in the decade broke many fashion customs by mirroring social movements that were making legends 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 progressively imperative. More profoundly pioneering fashion styles, like little girl androgynous looks for women, swept away the ruling likes of the sophisticated sweater girls of the sixties. The 60's was epoch of disparities and experimentation also. The era brought hippies, space age, folk music, and principally the Beatles. Many Fashion quirks materialized during this time which were reasonably innovative.

## 2.0 OBJECTIVES OF THE STUDY:

Objective of the present study is to identify, understand and discuss the Fashion of 1960s and its relation to society. It also aims to study the relation between lifestyle and Fashion of this decade. Based upon the study, a collection is to be developed

## 3.0 DATA & SOURCES OF DATA:

The data has been collected from various websites and books

## 4.0 FINDINGS

1960s is being considered a great era to be young. The biosphere observed the prospering of youth fashions and culture in this decade. The commercial boom after the war started to add value the lives of Western young people. As an outcome, they started to adopt new trends and modernize themselves. The fashion business existent at that time was not able to handle the shifting demands and as a result the youth market gave rise to new fashion designers and inventive fashions. Thus, fashion in 1960s divided the age groups. The young people had additional cash and this signified extra self-sufficiency to imagine and create positive ideas. Globalization also casted its own effect and made the world a smaller place.

By 1966 Mary Quant was producing short waist skimming mini dresses and skirts that were set 6 or 7 inches above the knee. Quant identified that London girls were looking for newness hence were willing to try her new bold short mini skirt and this fashion trend actually took off because it was so different; and to wear it well, you had to be youthful to get away with an outfit that was so controversial, particularly among adults. The Quant style was soon known as the Chelsea Look. The silhouettes of Quant were simple, neat, clean cut and young. They were made from cotton gabardines and adventurous materials like PVC used in rain Macs. They almost always featured little white girly collars.

The highpoints of this decade were psychedelic prints, highlighter colors, and mismatched patterns. The hippie movement later in the decade also exerted a strong influence on ladies' clothing styles, including bell-bottom jeans, tie-dye, and batik fabrics, use of Traditional & paisley prints. Some of the major trends of 1960 s are as follows

**4.1 The Hippies-** There are few people who know little about hippie culture & their movement. There is very little which is known about the hippie people and their lifestyle & how they created their own Fashion statement. The study conducted has revealed that they have a strong relation to sustainable fashion. Worldwide the industry of textiles & clothing value is over \$1 trillion & ranked the second largest economic sector. This sector is considered to be one of the major reasons of Environmental effluence. Every year research studies highlight that the textile & apparel manufacturing works wastage and timeworn apparels are creating a lot of filth and polluting our environment. The apparel waste, including affluent from dyeing & finishing chemicals, fabric wastes etc are mainly damaging our whole environmental system. But, we cannot stop manufacturing the apparels. Clothes is one of the most basic needs of a human being. fast fashion is responsible for regarding this issue & it makes huge scrapheaps. Though fast fashion is responsible for waste or pollution on the other hand, it also has a recycling & second hand use process

## 4.2 Baby Doll Dress

The babydoll dress is an outfit with an empire waist and a skirt ending above the knee level. Whether affianced as 40s nightwear or in 90s punk performance, the babydoll has always been in some way considered to be symbolic of female liberation

The Early baby Doll dress was a frock like a measurement of stove-pipe with a deep frill at the bottom. Almost an epoch earlier than this that distinguished Designer Paul Poiret had freed women from the corsets, avoiding tiny waistlines for empire cuts. In 1940s lingerie designer Sylvia Pedlar of Iris Lingerie shortened her nightwear as a response to wartime fabric shortages and that was the time that babydoll truly come into public parlance. It soon became relevant for nightwear to show glance of the knee. then in 1956 filmic release of Tennessee Williams' Babydoll featuring a 19-year old nymphet wearing the style made it popular and virtually common, already considered identical with political, physical and sexual freedom.

In 1958 , Balenciaga transmuted the style into couture with his intricately constructed, lace-tiered pieces known as the "Baby Doll Dresses." Preceding the empire cut for a trapeze line drop waist, the Designer pre-empted the 60s trend for mod applications of the style with structured form but a slack fit. With all this the Designer transformed the dress from nightwear into a new, unconventional outline that became one of Balenciaga's most renowned styles. Concurrently, Givenchy who was a newcomer in the Industry but a colossal supporter of Balenciaga also implemented this new style as the "sack dress

The two couturiers were a perfect example of a mid-century evolution of fashion design as their dresses symbolised liberation for the women they dressed besides just being a silhouette.

The baby doll dress of the 1960s was made legendary when the doll-like Twiggy modelled it. This dress was designed by taking the inspiration from the feminine and fluid fabric that is recurrently used for clothing dolls. The dress was not only short but flirty too. It was predominantly a gratifying dressing design for women who were thin. Twiggy presented a fuller shape by modeling the dress. It is also worth-mentioning that baby doll dress was also meant for not-so-thin, larger-bodied females. This style was chic, playful and comfortable.



<https://images.fineartamerica.com/images/artworkimages/mediumlarge/1/twiggy-in-baby-doll-dress-justin-de-villeneuve.jpg>



<https://byronsmuse.files.wordpress.com/2015/08/1960s-twiggy-13.jpg?w=584>



Sketch for a baby doll dress and the final garment, 1959 Courtesy of Archives Balenciaga, Paris



Twiggy, 1966 Photography by Popperfoto

As mini-skirts were debuted, hemlines got shorter, and boots got taller. Similarly, baby doll dresses usually gathered past thighs'-mid. Twiggy was demonstrative of the fashion industry at that time and she modeled dresses that demonstrated her rebellion against habitual fashion in the 1960s. Baby doll dress was one of them. Which was beautifully designed to fit around the body loosely. The design of Twiggy's baby doll dress was emphasizing on the young-looking nature of this dress.



[https://www1.pictures.itsrosy.com/mp/lfm6ydXW1\\_Fx.jpg](https://www1.pictures.itsrosy.com/mp/lfm6ydXW1_Fx.jpg)



<https://weltentanzler.com/wp-content/uploads/2020/06/babydoll-trend-der-60er.jpg>

Baby doll dresses of 1966 were full and splayed in tent silhouette mostly with cutaway armholes halter neck. They textures comprised of transparent tulle, lace or chiffons plain or tree bark mounted over a matching lining or could be made of crinkled cotton crepe fabrics. Lace of all types with crocheted effects over nude linings were often seen. The Beatles style Black polo neck were often worn under check pinafore dresses. The dresses were usually solid colors of red or purple, black and white wool material. Black patent accessories complimented all these combinations.

short little colored gloves with a hole cut out to reveal the back of the hand were popular Along with the gloves, colored plastic beaded raffia knit bags and plastic colored bangles made of Bakelite and other materials, chandelier hoops made of large sequin discs were all high fashion accessories that lasted about 5 years.

Velvet mini outfits with lace-collars and corresponding cuffs, wide tent dresses and culottes had been dominant. This was when the “angel dress” made its appearance on the fashion scene. A micro-mini dress with a flared skirt and long, wide trumpet sleeves, it was usually worn with patterned tights, and was often made of crocheted lace, velvet, chiffon or sometimes cotton with a psychedelic print such as those designed by Emilio Pucci. The cowl-neck “monk dress” was one more religion-inspired dress. Scanty chiffon baby-doll dresses with spaghetti-straps were used for evening wear.

### 4.3 The rule of the boutique

Within few years the boutique scene had detonated. Young people collected to witness vivacious new stores at London's Kings Road. These now shops sold inexpensive separates meant for Fashion conscious, busy, urban consumers allowing their customers to combine items in imaginative ways. The slim-fitting, brightly coloured clothes produced by London designers became hugely influential throughout the UK, Europe and USA – serving to highlight 'Swinging London'. Several designers right from Mary Quant to Marion Foale and Sally Tuffin created style statements through miniskirts, eccentric day wear, fun dresses and code-breaking trouser suits for women.

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### 4.4 Fascination towards Manmade Fibers

The 1960s was dominated by new, man-made materials, with young designers ardent to find new angles on conventional forms. They exploited the prospective of modern plastics and synthetic fibres like polyester, acrylic, nylon, rayon, Spandex, etc. with a purpose to create easy-care fashions that were eye-catching and fun. The quest for a truly modern form of clothing was epitomised by the 'paper dress'. Made of cellulose, rayon or polyester, these disposable garments were first created in 1966 as a marketing stunt for an American company that manufactured paper sanitary products. Opportunistic manufacturers in both the US and the UK quickly turned these boldly printed dresses into a novelty quintessential that remained popular until 1968.

### 4.5 Futuristic designs over Couture

Emilio Pucci, Pierre Cardin, Emanuel Ungaro and Yves Saint Laurent were among those European designers who successfully translated a couture aesthetic – producing bold, futuristic designs for young people who wanted everyday wear. These Designers were enthusiastic about new synthetic materials including vinyl, silver fabrics and large zips.

### 4.6 Looking for alternatives

By the late 1960s, style had become quite theatrical. Fashion sanctioned longer hair for both men and women, as well as a flared outline for trousers. Men enjoyed the newly granted freedom to be flamboyant, wearing suits accessorised with bright, bold shirts and high-heeled boots, and, increasingly, as clothes became more unisex, shopped in the same boutiques as women. With war in Vietnam and student uprisings in France, opinion-formers began to disapprove of Pop's materialistic sheen. People moved towards Eastern culture for inspiration. The ideas and mix-and-match aesthetic of California's hippy movement crossed the Atlantic, giving people free rein to 'live different', and to sport clothing from a range of non-Western cultures. Fashion leaders began to sport long, loose and layered outfits, inspired by second-hand, or 'vintage' styles, often from the late nineteenth century and the 1930s. London's Kensington Market became a mecca for young people wanting to create their own alternative look, selling lots of colourful clothing, much of it sourced in India. This new direction was reflected in the fashions of Zandra Rhodes, Foale and Tuffin, and Yves St Laurent, all of whom demonstrated an interest in ethnic textiles.

## 5.0 Modern collection inspired from Baby doll Dress



<https://fushr.com/2021/12/20/the-aqua-green-color-trend-for-infantswear/>



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*The inspiration has been taken from Topfashion. The Aqua Green Color Trend for Infantswear inspired most.*

Aqua Green is considered to be stimulating though it is a cold-tone, and saturated botanic green calms down the hot summer. The application on infants' go-outing clothing fully represents summer vitality, while the use on loungewear shall be presented on small-scale prints and color blocking.

Multiple color combinations with Aqua Green creates different visual looks. The matching with oranges and yellows presents strong visual impact and enriched sensory experiences. Innovative purple, white, and pale khaki complete a well-balanced palette with aqua green.

Cotton-linen with floral embroidery, floral prints and smocking are being used for delicate highlights and freshness. Synthetic fabrics are not being used for this collection to promote the concept of sustainability.



Sharp color contrast is the main idea of this palette. Aqua Green is matched with saturated Flame Orange to reveal a powerful visual tension. Gentle Sugar Swizzle is added later for a harmonious touch.



*A Collection of Baby doll inspired dresses from Twiggy's Baby doll Dress of 1960's.*

## 6.0 CONCLUSIONS

Fashion is adjustable & it's like a cycle. Fashion history is the great source of inspiration for new design & trend. By analysing the trends of 1960's we have found its positive & negative impact towards the fashion & current fashion trend as well. From this study, we can The final result of this research is a collection of Infant wear Fashion apparel inspired from Twiggy's Baby doll Dress of 1960's using Aqua Green Color Trend. This is a sustainable Fashion Collection as the fabrics are Cotton & linen

The following elements of design have been used:

Color- Aqua Green , orange, yellow, khaki

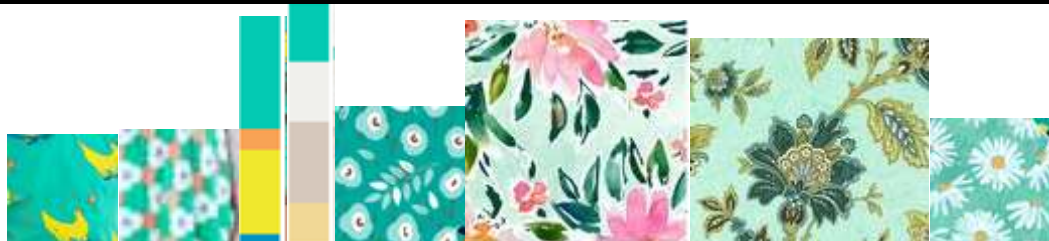
Silhouette- Tunic dresses inspired from baby Doll Dresses of 1970's

Texture- Natural Fibers Cotton- linen

Details- smocking, gathering

The following fabrics were shortlisted for the collection





Design I

Design 2

JETIR



Design 3



Design 4



Design 5

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