



 Research Article

FASHION OF THE 1950S AND 1960S: A TIMELESS ERA OF ELEGANCE AND REVOLUTION

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ABSTRACT

This article delves into the fashion trends that defined the iconic decades of the 1950s and 1960s. It explores the contrasting styles of the era, from the refined and glamorous looks of the 1950s to the bold and revolutionary designs of the 1960s. The article highlights key fashion trends, influential designers, and the cultural impact of these two decades on the international fashion scene.

KEYWORDS

1950s fashion, 1960s fashion, iconic fashion trends, influential designers, cultural impact.

INTRODUCTION

The 1950s and 1960s were pivotal years in the world of fashion, witnessing a significant shift in styles and attitudes. The post-war era of the 1950s was characterized by elegance, femininity, and a return to traditional values. In contrast, the 1960s marked a period of rebellion, experimentation, and social change. This article aims to explore the distinctive fashion trends that emerged during these two decades, showcasing

how they continue to influence contemporary fashion.

I. The Fashion of the 1950s:

The 1950s witnessed a resurgence of glamour and sophistication after the austerity of World War II. Women's fashion embraced an hourglass silhouette, with cinched waists, full skirts, and emphasized busts. Key trends included "New

Look" by Christian Dior, which revolutionized women's fashion with its ultra-feminine shapes and luxurious fabrics. Other notable styles included pencil skirts, twinsets, and tailored suits.

The fashion icons of this era, such as Audrey Hepburn and Grace Kelly, further popularized these elegant trends.



"New Look" 1947

Christian Dior's the first collection

The 1950s fashion was characterized by an emphasis on femininity and elegance. Women's clothing featured structured silhouettes with cinched waists and full skirts, highlighting an hourglass figure. The iconic "New Look" introduced by Christian Dior in 1947 revolutionized the fashion industry, with its luxurious fabrics, voluminous skirts, and nipped-in waists. This silhouette, featuring a fitted bodice and a full skirt, became the epitome of femininity and glamour.

Alongside the New Look, other popular styles of the 1950s included pencil skirts, which hugged the hips and emphasized the curves of the female body. Twinsets, consisting of a matching cardigan and sleeveless top, were also highly fashionable during this era. Tailored suits with fitted jackets and knee-length skirts were favored by working women, reflecting a sense of professionalism and elegance.

The fashion icons of the 1950s played a significant role in popularizing these trends. Audrey

Hepburn, known for her timeless style and grace, epitomized the elegance of the era with her iconic little black dress in the film "Breakfast at Tiffany's." Grace Kelly, who later became Princess Grace of Monaco, exuded sophistication and refinement, often seen in tailored suits and elegant gowns.

II. The Fashion Revolution of the 1960s:

The 1960s marked a dramatic departure from the conservative styles of the previous decade. The youth-driven counterculture and the feminist movement influenced fashion, resulting in bold, innovative designs. The mini-skirt, popularized by British designer Mary Quant, became an iconic symbol of liberation and female empowerment. The Mod fashion movement emerged, characterized by colorful geometric patterns, shift dresses, and go-go boots. Designers like Pierre Cardin and Andre Courreges introduced futuristic elements and experimented with unconventional materials such as PVC.

The fashion of the 1960s was defined by a spirit of rebellion, experimentation, and social change. This era witnessed a complete shift in fashion norms, challenging traditional ideas of femininity and embracing a more youthful and androgynous aesthetic. The introduction of the mini-skirt by British designer Mary Quant in 1965 revolutionized women's fashion and became a symbol of liberation and female empowerment. The mini-skirt, which exposed the legs above the knee, was a bold departure from the modest hemlines of previous decades.

The Mod fashion movement, which originated in London, embraced a vibrant and bold aesthetic. Mod fashion was characterized by colorful geometric patterns, shift dresses with clean lines, and accessories such as go-go boots and oversized sunglasses. Designers like Pierre Cardin and Andre Courreges introduced futuristic elements into their designs, experimenting with unconventional materials like PVC and incorporating space-age influences.

III. Cultural Impact and Enduring Legacy:

The fashion of the 1950s and 1960s had a profound impact on society, reflecting the changing roles and aspirations of women. The 1950s' elegant styles symbolized post-war optimism and a return to traditional values. Meanwhile, the 1960s' fashion revolution mirrored the era's social upheaval and desire for freedom. The influence of these decades can still be seen today, with designers often paying homage to the iconic silhouettes, prints, and fabrics of this era.

The fashion of the 1950s and 1960s not only influenced the way people dressed but also reflected broader social changes. The 1950s' fashion represented a time of post-war recovery and economic prosperity, with its emphasis on refinement and elegance. The hourglass silhouette and feminine styles were seen as an expression of traditional gender roles and societal expectations.

In contrast, the fashion of the 1960s was a direct response to the cultural shifts happening at the time. The youth-driven counterculture and

feminist movement challenged societal norms, leading to a fashion revolution. The mini-skirt became a symbol of women's liberation and sexual freedom, while the Mod fashion movement embraced a more youthful and androgynous aesthetic.

The enduring legacy of the 1950s and 1960s fashion can be seen in contemporary fashion. Designers often draw inspiration from the iconic silhouettes, prints, and fabrics of these decades. The hourglass silhouette, pencil skirts, and tailored suits continue to be popular choices for those seeking a classic and elegant look. The bold and innovative designs of the 1960s, such as the mini-skirt and Mod fashion, still influence designers today, with reinterpretations of these styles appearing on runways and in streetwear.

CONCLUSION

The fashion of the 1950s and 1960s left an indelible mark on the international fashion scene. From the refined elegance of the 1950s to the bold

experimentation of the 1960s, these decades continue to inspire designers and fashion enthusiasts alike. The iconic styles, influential designers, and cultural impact of this era have created a lasting legacy that remains relevant in contemporary fashion.

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