

# what was the fashion in the 70s

What was the fashion in the 70s? The 1970s was a decade marked by a vibrant and eclectic mix of styles that reflected the social, political, and cultural changes of the time. From the rise of counterculture movements to the influence of music and film, the fashion of the 70s was diverse and expressive, embodying the spirit of freedom, rebellion, and individuality.

This article delves into the various facets of 70s fashion, exploring its key trends, influential figures, and the cultural phenomena that shaped how people dressed during this iconic decade.

## Key Trends in 70s Fashion

The fashion of the 1970s can be characterized by several distinct trends that emerged throughout the decade. These trends were influenced by youth culture, music, and a desire for self-expression.

### 1. Bell-Bottoms

Bell-bottoms were perhaps the most iconic clothing item of the 70s. These flared trousers became a symbol of the era, often associated with the hippie movement and later with disco culture.

- Origin: Originally worn by sailors in the 19th century, bell-bottoms gained popularity among the youth in the 60s and exploded in the 70s.
- Styles: They were often paired with platform shoes, which added height and drama to the silhouette.

### 2. Maxi Dresses

The maxi dress was another signature style of the 70s, embodying the free-spirited nature of the decade.

- Features: Typically long and flowing, maxi dresses were made from lightweight fabrics and often featured bold prints and patterns.
- Versatility: They were suitable for both casual outings and formal events, making them a staple in many women's wardrobes.

### 3. Disco Fashion

With the rise of disco music and nightlife, fashion began to take on a more glamorous and

extravagant approach.

- Key Elements:

- Shiny Fabrics: Polyester and satin became popular for their reflective qualities, perfect for dance floors.

- Jumpsuits: Often adorned with sequins or metallic accents, jumpsuits became a favorite choice for both men and women.

- Platform Shoes: Elevated footwear was essential for achieving the stylish disco look.

## **4. Hippie Influence**

The hippie movement had a lasting impact on 70s fashion, promoting ideals of peace, love, and individuality.

- Natural Fabrics: Clothing was often made from natural materials such as cotton and linen, emphasizing comfort and sustainability.

- Tie-Dye and Embroidery: Brightly colored tie-dye patterns and intricate embroidery were popular, reflecting a bohemian aesthetic.

## **5. Punk Fashion**

By the late 70s, punk fashion emerged as a counter-cultural response to the prevailing styles.

- DIY Ethos: Punk fashion embraced a do-it-yourself attitude, with many creating their own clothes and accessories.

- Key Items: Leather jackets, ripped jeans, band t-shirts, and combat boots became staples of the punk wardrobe.

## **Color Palettes and Patterns**

The 70s was a decade defined by bold colors and patterns that made a striking statement.

### **1. Earth Tones**

The color palette of the 70s frequently featured earthy shades that reflected a connection to nature.

- Common Colors: Olive green, burnt orange, mustard yellow, and browns dominated the scene.

- Influence: These colors were often inspired by the hippie movement and a growing awareness of environmental issues.

## **2. Bold Patterns**

Patterns played a significant role in 70s fashion, often used to express individuality and creativity.

- Popular Patterns:
- Florals: Flowers were a common motif, seen on everything from dresses to shirts.
- Geometric Shapes: Bold geometric designs were also popular, often featured in home decor as well as fashion.
- Stripes and Plaids: Stripes and plaid patterns were ubiquitous, particularly in menswear.

## **Influential Figures and Icons**

The fashion of the 70s was shaped by a host of influential figures and celebrities who popularized various styles.

### **1. Musicians**

Music played a crucial role in defining the fashion of the 70s.

- David Bowie: Known for his flamboyant style and alter egos, Bowie influenced the glam rock movement with his bold fashion choices.
- Cher: As a fashion icon, Cher was known for her daring outfits, often donning sequins, feathers, and daring cuts.
- The Jacksons: The Jackson family brought a unique blend of disco and pop style, inspiring many with their coordinated outfits and stage presence.

### **2. Movie Stars**

Hollywood also contributed to 70s fashion, with stars setting trends that many aspired to emulate.

- Farrah Fawcett: With her iconic hairstyle and casual beachwear, Fawcett became a symbol of the 70s style.
- Jane Fonda: Fonda's workout videos in the late 70s popularized a new activewear trend, blending fitness with fashion.
- Diane Keaton: Known for her unique blend of menswear and feminine pieces in films like "Annie Hall," Keaton's style was influential and iconic.

## **Fashion Movements and Cultural Context**

The 70s was not just about individual styles; it was also a time of significant cultural

movements that impacted fashion choices.

## **1. The Feminist Movement**

The feminist movement of the 70s brought changes to women's fashion, emphasizing empowerment and equality.

- **Pantsuits:** Women began to adopt pantsuits as a symbol of professionalism and independence.
- **Comfort and Functionality:** Feminist ideals promoted clothing that was comfortable and practical, moving away from traditional feminine attire.

## **2. The Environmental Movement**

As awareness of environmental issues grew, fashion began to reflect a commitment to sustainability.

- **Natural Fabrics:** There was a shift towards using organic materials and environmentally-friendly production methods.
- **Vintage and Thrift:** The popularity of thrift shopping rose, as people sought unique pieces while reducing waste.

## **Conclusion**

The fashion of the 70s was a vibrant tapestry of styles, colors, and influences that reflected the decade's spirit of rebellion, creativity, and self-expression. From bell-bottoms and maxi dresses to disco glam and punk rock, the trends of the era continue to inspire contemporary fashion. The 70s was a time when clothing became a canvas for personal expression, allowing individuals to showcase their identities and beliefs through what they wore. As we look back on this iconic decade, it is clear that the fashion of the 70s was not just about aesthetics; it was a reflection of the cultural shifts and movements that defined a generation.

## **Frequently Asked Questions**

### **What were the key clothing items that defined 1970s fashion?**

Key clothing items included bell-bottom jeans, maxi dresses, platform shoes, and tie-dye shirts, which were popular among both men and women.

## **How did music influence 1970s fashion?**

Music genres like disco, punk, and rock heavily influenced 1970s fashion, with artists setting trends through their unique styles and performances, leading to the popularity of outfits like disco suits and punk leather jackets.

## **What colors were popular in 1970s fashion?**

The 1970s featured a vibrant color palette, including earthy tones like olive green, mustard yellow, and burnt orange, as well as bright shades like hot pink and electric blue.

## **What accessories were commonly worn in the 1970s?**

Accessories such as wide-brimmed hats, oversized sunglasses, chunky jewelry, and scarves were commonly worn to complement outfits during the 1970s.

## **How did cultural movements impact 1970s fashion?**

Cultural movements such as feminism and the counterculture movement influenced 1970s fashion by promoting more casual, unstructured styles and encouraging self-expression through clothing.

## **What role did denim play in 1970s fashion?**

Denim became a staple in 1970s fashion, with items like denim jackets, skirts, and bell-bottom jeans symbolizing youth culture and rebellion.

## **Were there any notable fashion designers in the 1970s?**

Notable fashion designers included Yves Saint Laurent, Halston, and Diane von Furstenberg, who pushed the boundaries of fashion with innovative designs and introduced iconic styles like the wrap dress.

## **How did gender roles affect fashion choices in the 1970s?**

The 1970s saw a blurring of gender roles in fashion, with women adopting more masculine styles like trousers and men embracing more flamboyant and colorful clothing, reflecting a broader cultural shift towards equality and self-expression.

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