

1970's swimwear history

1970's swimwear history reflects a dynamic period of change and innovation in beach fashion, marked by bold styles, vibrant colors, and evolving cultural trends. This decade saw swimwear designs shift from the conservative looks of previous eras to more daring and expressive forms, influenced by the social movements and pop culture of the time. Materials such as Lycra and spandex became popular, allowing for more form-fitting and comfortable swimsuits. The 1970s also experienced the rise of the bikini as a mainstream swimwear choice, alongside one-piece suits that featured new cuts and patterns. This article explores the evolution of swimwear throughout the 1970s, highlighting key styles, influential designers, and the cultural factors that shaped this important era in fashion history. Understanding the 1970's swimwear history offers valuable insight into how beachwear mirrored broader social changes and technological advancements. The following sections provide a detailed examination of the decade's swimwear trends, innovations, and lasting impact.

- Evolution of Swimwear Styles in the 1970s
- Materials and Innovations in 1970's Swimwear
- Influential Designers and Brands
- Cultural and Social Influences on 1970's Swimwear
- Legacy of 1970's Swimwear in Modern Fashion

Evolution of Swimwear Styles in the 1970s

The 1970s marked a significant shift in swimwear styles, transitioning from the more reserved designs of the 1960s to the vibrant, body-conscious fashions that defined the decade. Swimwear became a form of self-expression, with increased experimentation in cuts, colors, and patterns.

Rise of the Bikini

The bikini solidified its place as a popular swimwear option during the 1970s. Unlike earlier decades when bikinis were considered risqué, the 70s embraced the style with confidence. High-cut bikini bottoms and triangle tops became common, emphasizing freedom of movement and body positivity. The bikini's evolution reflected broader societal shifts towards sexual liberation and individualism.

One-Piece Swimsuits with New Cuts

While bikinis gained popularity, one-piece swimsuits also underwent transformation. Designers introduced plunging necklines, open backs, and asymmetric cuts, combining modesty with sensuality. These updated one-piece suits offered an alternative for women seeking a chic yet less revealing option.

Monokinis and Experimental Designs

The decade also saw the emergence of the monokini, a daring design that typically featured a one-piece suit with large cutouts, exposing more skin than traditional swimwear. This style pushed the boundaries of beach fashion and demonstrated the 1970s' appetite for innovation and boldness.

- Triangle bikinis with high-cut bottoms
- Plunging necklines on one-piece suits
- Monokinis with strategic cutouts
- Bold prints and patterns
- Use of wrap-around and tie-side features

Materials and Innovations in 1970's Swimwear

Advancements in textile technology played a crucial role in shaping the 1970's swimwear history. New materials and fabric blends enhanced fit, comfort, and durability, enabling designers to create more diverse and appealing styles.

Introduction of Lycra and Spandex

Lycra, a brand name for spandex fibers, revolutionized swimwear in the 1970s. These stretchy, lightweight fabrics allowed swimsuits to hug the body's contours while providing flexibility and support. The use of Lycra made it possible to produce swimwear that was both functional for swimming and flattering in appearance.

Innovative Fabric Treatments

Alongside Lycra, manufacturers experimented with various fabric treatments to improve water resistance, quick drying, and color retention. These innovations enhanced the overall user experience and allowed swimwear to maintain vibrant hues despite exposure to sun and saltwater.

Sustainable and Synthetic Blends

Although environmental concerns were only beginning to enter mainstream awareness, the 1970s saw the increased use of synthetic blends combining nylon, polyester, and spandex. These materials offered durability and elasticity but also laid the groundwork for future discussions about sustainability in swimwear production.

Influential Designers and Brands

The 1970's swimwear history is marked by contributions from pioneering designers and influential brands that shaped trends and popularized innovative styles. Their work reflected the decade's cultural shifts and technological advancements.

Rudi Gernreich

Rudi Gernreich, although more prominent in the 1960s, continued to influence swimwear trends in the early 1970s. His avant-garde designs, including the monokini, challenged conventional norms and paved the way for more experimental swimwear forms.

Anne Cole and Cole of California

Anne Cole, the granddaughter of renowned designer Fred Cole, played a significant role in popularizing the modern bikini. Her brand, Cole of California, introduced innovative designs that combined style and comfort, making bikinis accessible to a broader audience.

Other Notable Brands

Several other brands gained prominence during the 1970s, including Jantzen, Catalina, and Speedo. These companies balanced performance and fashion, offering swimwear options for both casual beachgoers and competitive swimmers. Their marketing campaigns often featured vibrant imagery and embraced the decade's emphasis on individuality.

Cultural and Social Influences on 1970's Swimwear

The evolution of swimwear in the 1970s was deeply intertwined with the era's cultural and social movements. Changes in attitudes towards the body, gender roles, and fashion were reflected in the designs and popularity of various swimwear styles.

Sexual Liberation and Body Positivity

The 1970s were characterized by a sexual revolution that encouraged women to embrace

their bodies and express themselves freely. Swimwear became a symbol of this liberation, with designs that celebrated natural shapes and empowered women to break away from traditional modesty.

Fitness Boom and Active Lifestyle

The decade also witnessed a surge in health consciousness and fitness culture. Swimwear designs adapted by offering more functional suits suitable for swimming, sunbathing, and beach sports. This trend contributed to the popularity of sporty one-pieces and athletic bikini styles.

Influence of Music, Film, and Celebrity Culture

Pop culture icons and celebrities had a significant impact on swimwear trends. Films like "Saturday Night Fever" and the rise of disco culture introduced flashy, glamorous styles, while beach movies and television shows popularized casual, fun swimwear looks. Stars such as Farrah Fawcett helped set style standards that resonated with the youth.

Legacy of 1970's Swimwear in Modern Fashion

The 1970's swimwear history laid the foundation for many contemporary swimwear trends and continues to influence designers today. The decade's emphasis on bold designs, innovative materials, and body-positive styles has had a lasting impact on beach fashion.

Enduring Popularity of the Bikini

The bikini remains one of the most popular swimwear choices globally, with many modern designs inspired by the 1970s' classic cuts and prints. High-cut legs, triangle tops, and vibrant patterns frequently reappear in contemporary collections.

Revival of Retro Styles

Fashion cycles often revive past trends, and 1970s swimwear styles have seen resurgence in recent years. Retro prints, monokinis, and one-piece suits with vintage flair are commonly featured in modern swimwear lines, appealing to nostalgic consumers and fashion enthusiasts alike.

Continued Innovation in Swimwear Fabrics

The advancements in fabric technology during the 1970s set the stage for ongoing innovation. Today's swimwear benefits from eco-friendly materials, enhanced durability, and superior comfort, all building on the legacy of 1970s textile breakthroughs.

Frequently Asked Questions

What were the key characteristics of 1970s swimwear fashion?

1970s swimwear was characterized by bold colors, psychedelic prints, high-cut legs, and designs that emphasized natural body shapes. Popular styles included bikinis, tankinis, and one-piece swimsuits with plunging necklines.

How did the cultural movements of the 1970s influence swimwear styles?

The 1970s cultural movements like feminism and the sexual revolution encouraged more body-positive and liberating swimwear designs. This led to more revealing cuts, such as bikinis becoming mainstream and styles that promoted freedom and self-expression.

What materials were commonly used in 1970s swimwear?

Swimwear in the 1970s often utilized synthetic materials like nylon, polyester, and Lycra (spandex), which provided stretch, durability, and quick-drying properties, allowing for more form-fitting and comfortable designs.

Who were some notable swimwear designers or brands in the 1970s?

Notable brands and designers during the 1970s included Speedo, which gained popularity for performance swimwear, as well as designers like Rudi Gernreich who influenced daring and innovative swimwear styles.

What role did sports and fitness trends play in 1970s swimwear?

The fitness craze of the 1970s influenced swimwear to be more functional and athletic, with streamlined designs and materials suited for swimming and water sports, reflecting a shift towards health and active lifestyles.

How did swimwear trends differ between men and women in the 1970s?

Women's swimwear became more varied and revealing with bikinis and one-pieces featuring plunging necklines, while men's swimwear typically consisted of shorter trunks or briefs, moving away from the longer board shorts popular in previous decades.

What impact did media and celebrities have on 1970s swimwear fashion?

Celebrities and media played a significant role in popularizing 1970s swimwear styles, with figures like Farrah Fawcett and Cheryl Tiegs showcasing bikinis and one-pieces in magazines and TV, influencing mainstream fashion trends.

Were there any significant technological advancements in swimwear during the 1970s?

Yes, the introduction and widespread use of Lycra (spandex) revolutionized swimwear by allowing stretchier, more form-fitting garments that enhanced comfort and movement, marking a significant technological advancement of the era.

How did environmental awareness in the 1970s affect swimwear design and production?

Environmental awareness was emerging in the 1970s but had limited immediate impact on swimwear production. However, it began to encourage designers and manufacturers to consider sustainable materials and production methods in later years.

What legacy did 1970s swimwear leave on contemporary swimwear fashion?

The 1970s swimwear legacy includes the normalization of bikinis, the use of bold prints and colors, and the integration of functional materials like Lycra. These innovations paved the way for modern swimwear styles emphasizing both fashion and performance.

Additional Resources

1. Sun, Sand, and Style: Swimwear Fashion in the 1970s

This book explores the evolution of swimwear during the 1970s, highlighting the cultural and social influences that shaped beach fashion. It covers iconic designs, materials, and the shift towards more daring and expressive styles. Richly illustrated with vintage photographs, it offers a nostalgic look at how swimwear reflected the decade's spirit.

2. The Rise of Retro: 1970s Swimwear and Beach Culture

Delving into the intersection of fashion and lifestyle, this book examines how 1970s swimwear became a symbol of freedom and rebellion. It discusses key designers, trends like high-cut bikinis and halter tops, and the role of media in popularizing these styles. The narrative also connects swimwear trends to broader movements in music and film.

3. Threads of the Tide: A History of 1970s Swimwear

This comprehensive history traces the development of swimwear throughout the 1970s, from conservative designs to bold, colorful patterns. It includes interviews with designers and fashion historians, providing insights into the production and marketing of swimwear. The book also addresses how technological advances in fabric influenced design choices.

4. *Beach Revolution: Swimwear and Social Change in the 1970s*

Focusing on the social and political context, this book analyzes how 1970s swimwear mirrored changing attitudes toward body image, gender roles, and sexuality. It explores how swimwear became a form of self-expression and empowerment for many women. The text is supported by personal stories and archival materials from the era.

5. *Bold & Bare: The Iconic Swimwear Styles of the 1970s*

Celebrating the bold aesthetics of 1970s swimwear, this book showcases the decade's most memorable designs, including vibrant prints and innovative cuts. It highlights influential brands and designers who pushed the boundaries of traditional swimwear. Photographs and fashion plates enhance the visual appeal, making it a perfect coffee-table book.

6. *From Modesty to Modernity: Swimwear Trends of the 1970s*

This title charts the transition from the modest swimwear of previous decades to the modern, revealing styles of the 1970s. It examines how cultural shifts and youth movements influenced swimwear design, including the popularization of the bikini and monokini. The book also discusses how swimwear reflected broader changes in fashion and society.

7. *Fabric & Freedom: The Materials Behind 1970s Swimwear*

Focused on the technological and material advances in swimwear, this book details how new fabrics like Lycra revolutionized design and comfort in the 1970s. It explains the impact of these innovations on swimwear durability, fit, and style. The narrative includes technical insights as well as cultural context.

8. *Glamour on the Shore: Celebrity Swimwear of the 1970s*

This book highlights the influence of celebrities and pop culture icons on 1970s swimwear trends. Featuring profiles of stars who popularized certain looks, it reveals how Hollywood and music scenes shaped public tastes. Extensive photo spreads capture the glamorous side of beach fashion during the decade.

9. *Patterns of the Past: Graphic Prints in 1970s Swimwear*

Exploring the vibrant prints and patterns that defined 1970s swimwear, this book delves into the artistic and cultural inspirations behind popular designs. It discusses the use of florals, geometrics, and psychedelic motifs, linking them to the broader art movements of the time. The book is richly illustrated with examples of iconic swimsuits.

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1970 s swimwear history: The Greenwood Encyclopedia of Clothing through American History, 1900 to the Present Amy T. Peterson, Valerie Hewitt, Heather Vaughan Lee, Ann T. Kellogg, José Blanco F., Scott Leff, Lynn Payne, 2008-10-30 Find out what we wore and why we wore

it in *The Greenwood Encyclopedia of Clothing in American History-Twentieth Century to the Present*. This fascinating reference set provides two levels of information: descriptions of styles of clothes that Americans have worn and, as important, why they wore those types of clothes. With volume one covering 1900-1949 and volume two covering 1950 to the present, the first half of each volume provides four chapters that each examine the impact that political and cultural events, arts and entertainment, daily life, and family structures have on fashion. The second half of each volume describes the important and everyday fashion and styles of the period, decade by decade, for women, men, and children. The set also includes helpful timelines; resource guides listing web sites, videos, and print publications; an extensive glossary; and illustrations. Fashion influences how we view other people and how we view ourselves. Find out what we wore and why we wore it in *The Greenwood Encyclopedia of Clothing in American History - Twentieth Century to the Present*. This fascinating reference set provides descriptions of styles of clothes that men, women, and children have worn in the U.S. since 1900, and, as important, why they wore them. In addition to chapters describing fashion trends and types of clothes, this work examines the impact that cultural history has on fashion and how fashion may serve as an impetus for change in society. With volume one covering 1900-1949 and volume two covering 1950 to the present, the first half of each volume provides four chapters that examine the impact that political and cultural events, arts and entertainment, daily life, and family structures have on cultural life and fashion. The second half of each volume describes the important and everyday fashion and styles of the period, decade by decade, for women, men, and children. The set also includes helpful timelines; resource guides of web sites, videos, and print publications; an extensive glossary; and illustrations. Fashion is not for the exclusive use of the social elite and the rich, nor can it be simply dismissed as just showing off. We use fashion to express who we are and what we think, to project an image, to bolster our confidence, and to attract partners.

1970 s swimwear history: The History of Men's Underwear and Swimwear, Second Edition Daniel Delis Hill, 2022-01-21 *The History of Men's Underwear and Swimwear* features a detailed, thoroughly illustrated chronology of the development and changing styles of these two "bare necessities" of masculine dress. Interwoven throughout the study is also an examination of how these most intimate forms of men's clothing not only reflected society but also how the evolution of styles inexorably influenced social change, especially notions of masculinity, modesty, and erotic exhibitionism. In addition, Daniel Delis Hill looks at more than 100 years of the mass marketing of men's underwear and swimwear, especially the progression of visual presentation and the written message in the era of mass production and mass communication. Cover to cover, the second edition of *History of Men's Underwear and Swimwear* is richly illustrated in color throughout with over 200 period photos and artwork, many never published before.

1970 s swimwear history: American Menswear from the Civil War to the Twenty-First Century, Second Edition Daniel Delis Hill, 2024-01-20 In a glance at American menswear over the past 150 years, change has been sometimes glacial in its evolution, sometimes regressive and nostalgic, and other times abrupt and revolutionary. In this study of American menswear from the Civil War to the twenty-first century, that evolution is chronicled and documented with more than 700 illustrations. In addition to the main categories of suits, sportswear, and outerwear, each era also includes a detailed examination of sleepwear, underwear, swimwear, hats, neckwear, footwear, and accessories. Further, Daniel Delis Hill examines not only American men's dress and the structures of the menswear industry, but also the historical and socioeconomic drivers that affected men's style—particularly the shifting conventions and iconoclasm of American ideas and ideals of masculinity.

1970 s swimwear history: The Swimsuit Issue and Sport Laurel R. Davis, 2016-02-24 This study of the *Sports Illustrated* swimsuit issue demonstrates how the magazine encourages individual and institutional practices that create and maintain inequality. Laurel Davis illustrates how the interactions of media production, media texts, media consumption, and social context influence meaning. Individuals' interpretations of and reactions to the magazine are influenced by their views

about gender and sexuality, views that have been shaped by their social experiences. Based on extensive interviews with Sports Illustrated producers and consumers, as well as analysis of every swimsuit issue from the first in 1964 to those of the 1990s, the book argues that Sports Illustrated uses the swimsuit issue to secure a large male audience by creating a climate of hegemonic masculinity. This practice produces considerable profit but on the way to the bank tramples women, gays, lesbians, people of color, and residents of the postcolonialized world.

1970 s swimwear history: The Australian Country Girl: History, Image, Experience

Catherine Driscoll, 2016-03-23 The Australian Country Girl: History, Image, Experience offers a detailed analysis of the experience and the image of Australian country girlhood. In Australia, 'country girl' names a field of experiences and life-stories by girls and women who have grown up outside of the demographically dominant urban centres. But it also names a set of ideas about Australia that is surprisingly consistent across the long twentieth century despite also working as an index of changing times. For a long period in Australian history, well before Federation and long after it, public and popular culture openly equated 'Australian character' with rural life. This image of Australian-ness sometimes went by the name of the 'bush man', now a staple of Australian history. This has been counterbalanced post World War II and increased immigration, by an image of sophisticated Australian modernity located in multicultural cities. These images of Australia balance rather than contradict one another in many ways and the more cosmopolitan image of Australia is often in dialogue with that preceding image of 'the bush'. This book does not offer a corrective to the story of Australian national identity but rather a fresh perspective on this history and a new focus on the ever-changing experience of Australian rural life. It argues that the country girl has not only been a long-standing counterpart to the Australian bush man she has, more importantly, figured as a point of dialogue between the country and the city for popular culture and for public sphere narratives about Australian society and identity.

1970 s swimwear history: The Swimsuit Christine Schmidt, 2013-07-18 The Swimsuit:

Fashion from Poolside to Catwalk documents the modern swimsuit's trajectory from men's underwear and circus/performance wear to its unique niche in world fashion. It emphasizes the relationship between fashion, media, celebrity, sport and the cultivation of the modern body. This fascinating book provides an historical, sociological and cultural context in which to view how the swimsuit - and Australia, the country that significantly influenced its modern form - migrated from the cultural and colonial periphery to the centre of international attention. In addition, the book offers new perspectives on national histories of the swimsuit and investigates how traditional European fashion centers have opened up to new markets and modes of living, bringing together influences from around the globe. The Swimsuit is essential reading for students, scholars, and the general reader interested in fashion, popular culture, history, media, sport, and gender studies.

1970 s swimwear history: Fashion from Victoria to the New Millennium, Second Edition

Daniel Delis Hill, 2023-12-01 This survey of EuroAmerican fashion and style includes a detailed, thoroughly illustrated chronology of women's, men's, and children's dress since 1800. Each chapter covers in detail virtually all categories of clothing, including day attire, evening dress, outerwear, sportswear and swimwear, undergarments, sleepwear, accessories, footwear, hats, hairstyles and grooming, and more. Over 1,000 illustrations visually document the past 200 years of fashion and style. Each era is introduced with an overview of the history and cultural developments that impacted modern fashion.

1970 s swimwear history: Historical Dictionary of the 1940s James Gilbert Ryan, Leonard

C Schlup, 2015-03-26 The only available historical dictionary devoted exclusively to the 1940s, this book offers readers a ready-reference portrait of one of the twentieth century's most tumultuous decades. In nearly 600 concise entries, the volume quickly defines a historical figure, institution, or event, and then points readers to three sources that treat the subject in depth. In selecting topics for inclusion, the editors and authors offer a representative slice of life as contemporaneous Americans saw it - with coverage of people; movements; court cases; and economic, social, cultural, political, military, and technological changes. The book focuses chiefly on the United States, but places

American lives and events firmly within a global context.

1970 s swimwear history: *Television Detective Shows of the 1970s* David Martindale, 1991 One more thing..., Columbo would say to the murderer during the course of his rumpled investigation, and the killer would perhaps feel the noose tightening. The show of the same name was one of the most popular detective series appearing on television in the 1970s, a decade that offered a wider variety of such shows than any other time. (Series beginning in the 1960s or ending in the 1980s that had episodes broadcast in the 1970s are also included in full.) Four subgenres are studied: cops, private detectives, lawyers, and sleuths. Each entry is arranged alphabetically and follows the same format: cast and credits, brief remarks about the style, and an episode guide (episode titles, original telecast dates, guest casts and brief plot synopses). Comprehensive index.

1970 s swimwear history: Historical Dictionary of the Fashion Industry Francesca Sterlacci, Joanne Arbuckle, 2017-06-30 From the first animal skin body coverings, to today's high fashion collections, fashion has held an important role in the evolution of mankind. The fashion industry has, and continues to make, major contributions to our cultural and social environment. It is an industry that responds to our inherent longing for tribal belonging, our socio-economic needs, individual lifestyles, status stratification and profession apparel requirements. The fashion industry is fast-paced, complex and ever changing, in response to consumer needs. Throughout the world, vast numbers of people contribute to this industry, each with the shared goal of supplying an end product of a particular price point directed at a target consumer. This second edition of Historical Dictionary of the Fashion Industry contains a chronology, an introduction, appendixes, and an extensive bibliography. The dictionary section has over 1,400 cross-referenced entries on designers, models, couture houses, significant articles of apparel and fabrics, trade unions, and the international trade organizations. This book is an excellent resource for students, researchers, and anyone wanting to know more about the fashion industry.

1970 s swimwear history: *The Dictionary of Fashion History* Valerie Cumming, C. W. Cunnington, P. E. Cunnington, 2010-09-01 - What is an earthquake gown? - Who wore eelskin masher trousers? - What did the word dudes mean in the 16th century? A Dictionary of English Costume by C. Willett Cunnington, Phillis Cunnington and Charles Beard was originally published in 1960. A monumental achievement and encyclopaedic in scope, it was a comprehensive catalogue of fashion terms from the mid-medieval period up to 1900. It was reissued and updated several times, for the last time in 1976. For decades it has served as a bible for costume historians. The Dictionary of Fashion History completely updates and supplements the Cunningtons' landmark work to bring it up to the present day. Featuring additional terms and revised definitions, this new edition represents an essential reference for costume historians, students of fashion history, or anyone involved in creating period costume for the theatre, film or television. It also is fascinating reading for those simply interested in the subject. Clear, concise, and meticulous in detail, this essential reference answers countless questions relating to the history of dress and adornment and promises to be a definitive guide for generations to come.

1970 s swimwear history: *Bikini Story* Patrik Alac, 2015-09-15 It was in 1946 that the world first came to hear of a coral atoll in the Marshall Islands called Bikini. The following year, French couturier Louis Réard borrowed the name and applied it to a bathing costume for women. Breaking from decades of conformity, Réard dared to 'undress' women's bodies in order to better emphasize what remained clothed - albeit in tiny wisps of material. By taking up the bikini as popular beachwear, women also found themselves thinking differently about their bodies. An ideal of perfection was reinforced by the appearance on the cinema screen of stars such as Marilyn Monroe, Brigitte Bardot and Ursula Andress, all of whom were featured in bikinis that accentuated their own curvaceous contours. More than a bathing costume, the bikini made its own contribution during the 1970s to the sexual revolution and to the changing relationship between men and women in general. This book investigates the history of the bikini and its effect on the evolution in the perception of women in society, as women regained responsibility for the way they look and laid claim once more to full sexual equality. A collection of images throughout this book illustrates this progression

step-by-step over a period of more than 50 years.

1970 s swimwear history: Wallowing in Sex Elana Levine, 2007-01-09 A cultural history of sexual content in television shows and TV advertising during the 1970s.

1970 s swimwear history: *Historical Dictionary of Competitive Swimming* John Lohn, 2010-08-30 Swimming has been an Olympic sport since the inception of the Games, with the 100, 400, and 1500 freestyles being the original events along with the 100 freestyle for sailors. While the spirit of the sport remains the same, the technology and the competitive formats have advanced tremendously through the years. The number of events contested in competition has increased to the point where the program for a typical international meet, such as the World Championships or Olympics, produces a true reflection of the best swimmers over various distances and in different strokes. The Historical Dictionary of Competitive Swimming examines the sport of swimming since its inception as a competitive athletic event. This is done through a chronology, an introductory essay, a bibliography, and appendixes that detail Olympic and World Championships medal winners. The dictionary section has over 500 cross-referenced dictionary entries on individuals, major competitions, and there are also entries for each of the competitive strokes and countries that have enjoyed significant success in the sport.

1970 s swimwear history: Westernwear Sonya Abrego, 2022-11-03 During the prosperous, forward-thinking era after the Second World War, a growing number of men, women, and children across the United States were wearing fashions that evoked the Old West. *Westernwear: Postwar American Fashion and Culture* examines why a sartorial style with origins in 19th-century agrarian traditions continued to be worn at a time when American culture sought balance between technocratic confidence in science and technology on one side, and fear and anxiety over global annihilation on the other. By analysing well-known and rarely considered western manufacturers, *Westernwear* revises the common perception that fashionable innovation came from the East coast and places western youth cultures squarely back in the picture. The book connects the history of American working class dress with broader fashionable trends and discusses how and why Native American designs and representations of Native American people were incorporated broadly and inconsistently into the western visual vocabulary. Setting westernwear firmly in context, Sonya Abrego addresses the incorporation of this iconic style into postwar wardrobes and popular culture, and charts the evolution of westernwear into a modern fashion phenomenon.

1970 s swimwear history: American History through American Sports Bob Batchelor, Danielle Sarver Coombs, 2012-12-18 Filled with insightful analysis and compelling arguments, this book considers the influence of sports on popular culture and spotlights the fascinating ways in which sports culture and American culture intersect. This collection blends historical and popular culture perspectives in its analysis of the development of sports and sports figures throughout American history. *American History through American Sports: From Colonial Lacrosse to Extreme Sports* is unique in that it focuses on how each sport has transformed and influenced society at large, demonstrating how sports and popular culture are intrinsically entwined and the ways they both reflect larger societal transformations. The essays in the book are wide-ranging, covering topics of interest for sports fans who enjoy the NFL and NASCAR as well as those who like tennis and watching the Olympics. Many topics feature information about specific sports icons and favorite heroes. Additionally, many of the topics' treatments prompt engagement by purposely challenging the reader to either agree or disagree with the author's analysis.

1970 s swimwear history: Clothing and Fashion José Blanco F., Patricia Kay Hunt-Hurst, Heather Vaughan Lee, Mary Doering, 2015-11-23 This unique four-volume encyclopedia examines the historical significance of fashion trends, revealing the social and cultural connections of clothing from the precolonial times to the present day. This sweeping overview of fashion and apparel covers several centuries of American history as seen through the lens of the clothes we wear—from the Native American moccasin to Manolo Blahnik's contribution to stiletto heels. Through four detailed volumes, this work delves into what people wore in various periods in our country's past and why—from hand-crafted family garments in the 1600s, to the rough clothing of slaves, to the

sophisticated textile designs of the 21st century. More than 100 fashion experts and clothing historians pay tribute to the most notable garments, accessories, and people comprising design and fashion. The four volumes contain more than 800 alphabetical entries, with each volume representing a different era. Content includes fascinating information such as that beginning in 1619 through 1654, every man in Virginia was required to plant a number of mulberry trees to support the silk industry in England; what is known about the clothing of enslaved African Americans; and that there were regulations placed on clothing design during World War II. The set also includes color inserts that better communicate the visual impact of clothing and fashion across eras.

1970 s swimwear history: Plan X Brian Mora, 2021-12-27 Plan X By: Brian Mora What happens in the first year after you survive a major catastrophe? If you survive an event like a hurricane, a cyclone, an earthquake... or, in this case, a deadly tornado, Plan X could give you insights on what to expect as changes happen suddenly. You could learn to understand the author's own story and experiences. You could learn about greater understanding of yourself, your community, your neighbours, and others. You may achieve greater goals you had long hoped to reach. You could learn great lessons about faith... honour... mercy... respect... love... empathy... rebuilding... success... and life itself. You may meet idols you have adored for years, new leaders in institutions you were once active in, family and friends from your past, new neighbours and leaders who put their faith in you, and many more.

1970 s swimwear history: Postcolonial Eyes Aedín Ní Loingsigh, 2009-01-01 Over the past two decades interest in travel has developed significantly. Critical engagement with imperialism, postcolonialism, diasporas, ethnography and cultural anthropology has led to increasingly sophisticated readings of the travel writing genre and a growing acknowledgement of its complex history. *Postcolonial Eyes* is the first study of its kind to identify a specifically Sub-Saharan African lineage within the broader tradition of travel writing. As well as exploring the reasons for Africans' exclusion from the genre, the book examines the important relationship between ethnicity and travel and identifies the concerns and preoccupations that define African writers' approaches to travel.

1970 s swimwear history: Fashion and Costume in American Popular Culture Valerie Oliver, 1996-09-24 Providing a convenient and unique look at fashion and costume literature and how it has developed historically, this volume discusses monographic and reference literature and provides information on periodicals, research centers, and costume museums and collections. It also provides a new way of looking at the literature through a database of 58 Library of Congress subject headings. It covers topics from jeans to wedding dresses and features popular examples of how clothing is used and reflected in our culture through the literature discussed. Of interest to scholars, students, and anyone curious about the unique power clothing holds in our lives. Various types of reference sources are discussed including other guides to the literature, encyclopedia, dictionaries, biographical dictionaries, specialized bibliographies, and indexing and abstracting services. Electronic CD-ROM and online databases equivalents are included in the presentation of indexing and abstracting services with major networks such as OCLC, RLIN, Lexis/Nexis, and Dialog mentioned as well. In addition a list of 123 research centers, mainly libraries, is provided and arranged geographically by state, some 176 costume museums and collections of costumes located at colleges and universities are listed alphabetically, and a list of 278 periodicals on fashion, costume, clothing and related topics is provided. A database of some 58 clothing and accessory subject headings is analyzed in the Worldcat database with the literature of the top ten specific clothing and accessory subject terms limited to media publication format are covered. Additionally, histories of costume and fashion in the U.S. and works which concentrate on psychological, sociological or cultural aspects are outlined. An appendix, including the clothing and accessory database, and author and subject indexes conclude the volume.

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