To order this journal online visit our website: www.intellectbooks.com

Special Issue: ‘Decades of Dress – 1970s’

Deadline for full papers: 1 August 2020

Frequently considered ‘the decade that style forgot’, the 1970s is a period that is often ignored within studies of design and dress. From frou-frou frocks to ensembles in clashing colours and patterns, via lounge and safari suits, the decade has often been negated as merely a kitsch hiatus between the youthful and throwaway 1960s and the ‘design decade’ of the 1980s. Yet, such an appraisal denies the experimentation and re-negotiation of dress witnessed during the period, which facilitated and bridged the decades (such as revivalism and the value of history in the present as witnessed in trends that embraced the American pioneer, Victoriana, the decadence of both art nouveau and art deco and the dress of the more recent past in Yves Saint Laurent’s 1940s-inspired collections). These can be assessed as a pre-cursor to postmodernist representations of place and time. Revivalism offers new ways of understanding and addressing the present, but new form might be considered through invention in relation to the style and cut of clothes, or the manufacture of new synthetic fibres, display tactics or approaches to wearing and using clothes, i.e. day/night.

This Special Issue aims to consider how we can articulate dress through design, manufacture, consumption and representation beyond the narrow gaze currently used to articulate the clothing cultures of the period.

Clothing Cultures seeks papers that consider fashion and dress in the 1970s. Themes include, but are not limited to:

- materials and manufacture: synthetics, denim, craft, DIY;
- retail and representation: cultures of display in clothing merchandising, museums, fashion photography, fashion in film, shops and shopping for clothes;
- dress histories: oral histories, cultural histories, counterculture;
- styles of the times: form, pattern, designers, dress details, modelling;
- signs of the times: nostalgia, the natural, decadence, anti-fashion;
- performance and the politics of dress: glam, masquerade, gendered performance and gender-bending, costume, styling;
- pop culture: fashion and music, ephemerality, dance.

Editors

Jo Turney
University of Southampton, UK
J.A.Turney@soton.ac.uk

Alex Franklin
University of the West of England, UK
Alex.Franklin@uwe.ac.uk