

# 70s business attire womens

## '70s Business Attire Women's: A Retrospective on Professional Style

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**Editor:** Ms. Clara Bellweather, a seasoned fashion editor with over 20 years of experience at leading fashion publications. Ms. Bellweather has a particular interest in vintage fashion and has curated several successful exhibitions on the history of women's professional wear.

**Summary:** This report delves into the nuances of '70s business attire for women', exploring its evolution, key features, and socio-cultural significance. We analyze the shift from the more restrictive styles of previous decades to the emergence of a more liberated yet still professional aesthetic. The report draws upon archival photographs, fashion magazines from the era, and scholarly research to provide a comprehensive overview of '70s business attire women's', showcasing its impact on women's empowerment and the ongoing evolution of professional dress codes.

### 1. The Dawn of a New Era: Shifting Sands of '70s Business Attire Women's

The 1970s marked a pivotal decade for women's fashion, reflecting broader societal shifts towards greater gender equality and women's increasing participation in the workforce. While the '60s saw the burgeoning of mini-skirts and more youthful styles, the '70s business attire women's saw a more complex and nuanced evolution. The restrictive suits of the earlier decades, often tailored to emphasize a feminine, almost childlike silhouette, started to give way to styles that offered both professionalism and a degree of personal expression. This wasn't a sudden revolution, but a gradual shift, influenced by factors like the women's liberation movement and the changing dynamics of the workplace.

## 2. Key Elements of '70s Business Attire Women's

The defining characteristics of '70s business attire women's were multifaceted:

**Pantsuits:** The pantsuit emerged as a powerful symbol of female empowerment. Initially met with some resistance, they rapidly gained acceptance as a practical and stylish alternative to skirts. The '70s pantsuit often featured wide-leg trousers, often in bold colours or patterns, paired with a tailored jacket. This offered a level of comfort and mobility previously unavailable in restrictive skirts and dresses. Data from fashion magazines of the time show a significant increase in the advertisement and promotion of pantsuits as appropriate business attire for women.

**Midi-Skirts and Dresses:** While pantsuits gained popularity, midi-skirts and dresses remained relevant in the '70s business attire women's landscape. These styles, typically knee-length or slightly below, offered a more traditional yet still modern alternative. A-line silhouettes and wrap dresses were particularly popular, offering flattering shapes and a level of comfort. Analysis of vintage photographs shows a prevalence of these styles in professional settings.

**Color and Pattern:** The '70s were a decade of bold colours and patterns. Business attire for women embraced this trend, albeit with a level of sophistication. Earthy tones, jewel tones, and vibrant prints were all seen in professional settings. Research into the color psychology of the era suggests that these bold choices reflected a growing confidence and assertiveness among women in the workplace.

**Accessories:** Accessories played a crucial role in completing the look of '70s business attire women's. Statement necklaces, scarves, and belts added personality and flair to otherwise classic outfits. Handbags, often structured and sophisticated, were essential accessories, reflecting both functionality and style.

## 3. The Influence of Social and Cultural Factors on '70s Business Attire Women's

The evolution of '70s business attire women's cannot be understood without considering the broader social and cultural context. The women's liberation movement played a significant role in challenging traditional gender roles and influencing clothing choices. Women sought attire that reflected their growing independence and professional ambitions. The rise of second-wave feminism pushed for attire that allowed for greater mobility and comfort, contributing to the growing acceptance of pantsuits and more practical styles.

Further, economic factors played a part. The economic boom of the early '70s, followed by the economic challenges of the late '70s, influenced the fabrics and styles prevalent in women's business attire. Higher-quality materials were more readily available early in the decade, leading to more luxurious-looking garments. By the late '70s, more affordable options became prevalent, reflecting economic realities.

## 4. The Legacy of '70s Business Attire Women's

The impact of '70s business attire women's is still felt today. The introduction of the pantsuit as a widely accepted professional garment marked a significant milestone in women's fashion and workplace attire. It provided women with a level of comfort and authority previously unavailable, paving the way for greater inclusivity and choice in professional dress. The bold colours and patterns of the era also continue to inspire contemporary designers, demonstrating the lasting influence of '70s fashion on modern styles.

## Conclusion

The '70s marked a critical juncture in the evolution of women's professional attire. '70s business attire women's showcased a balance between tradition and innovation, reflecting both societal changes and individual aspirations. The embrace of pantsuits, midi-skirts, bold colors, and strategic accessories demonstrated a growing confidence and independence among women in the workplace. This era laid the groundwork for future developments in professional dress, shaping the landscape of women's fashion and continuing to influence contemporary style.

## FAQs

1. What were the most common fabrics used in '70s business attire women's? Common fabrics included wool, polyester blends, silk, and cotton. Polyester blends were particularly popular due to their affordability and wrinkle-resistance.
1. Were there any regional variations in '70s business attire women's? While overall trends were consistent, regional variations existed, influenced by climate and local fashion sensibilities. For instance, warmer climates might have seen lighter fabrics and shorter hemlines.
1. How did '70s business attire women's differ from previous decades? '70s attire offered more options for women, moving away from the restrictive silhouettes of earlier decades and embracing greater comfort and individuality. Pantsuits became a viable option, reflecting the growing acceptance of women in the workplace.
1. Did all women embrace '70s business attire women's? No, the adoption of new styles was gradual and

not universally embraced. Some women preferred to stick to more traditional styles, while others enthusiastically adopted the new trends.

1. What impact did the economic climate have on '70s business attire women's? Economic prosperity in the early '70s allowed for higher-quality fabrics and more elaborate styles. Economic downturns towards the end of the decade saw the rise of more affordable and practical options.

1. How did '70s business attire women's reflect the women's liberation movement? The adoption of pantsuits and more comfortable, practical styles reflected a desire for attire that aligned with women's growing independence and professional aspirations.

1. Were there any specific designers who significantly influenced '70s business attire women's? Designers like Yves Saint Laurent, with his iconic pantsuits, and Donna Karan, who later built a career around sophisticated power dressing, had a profound impact on the evolution of women's professional attire during this period and beyond.

1. How did accessories enhance the look of '70s business attire women's? Accessories added personality and flair, transforming classic outfits. Statement necklaces, scarves, and structured handbags demonstrated a personal touch and completed the professional look.

1. What lasting impact did '70s business attire women's have on modern professional dress? The acceptance of the pantsuit as professional attire is a significant legacy. The emphasis on comfort, style, and individual expression also continues to influence how women approach professional dressing today.

## Related Articles

1. **The Power Suit: A History of Women's Professional Attire:** This article traces the evolution of the pantsuit from its early adoption in the 1970s to its enduring presence in modern wardrobes.
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1. **Fabric Choices and Their Significance in '70s Professional Women's Wear:** A deep dive into the different fabrics used, their availability, costs, and how they contributed to the style of the era.
1. **The Accessories that Defined '70s Business Attire Women's:** Examines the role of jewelry, handbags, and other accessories in completing the overall professional look of the decade.
1. **Regional Variations in '70s Business Attire Women's:** Explores differences in styles across various geographical locations, taking into account climatic and cultural factors.
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1. **The Economic Impact on '70s Business Attire Women's:** A detailed look at how economic shifts influenced fashion choices, reflecting the changing availability and affordability of different fabrics and styles.

1. '70s Business Attire Women's in Popular Culture: An exploration of how '70s business attire women's was depicted in films, television shows, and other media of the time, reflecting societal perceptions and influencing broader trends.

**70s business attire womens:** Fashion Victims Alison Matthews David, 2015-09-24 From insidious murder weapons to blaze-igniting crinolines, clothing has been the cause of death, disease and madness throughout history, by accident and design. Clothing is designed to protect, shield and comfort us, yet lurking amongst seemingly innocuous garments we find hats laced with mercury, frocks laden with arsenic and literally 'drop-dead gorgeous' gowns. Fabulously gory and gruesome, *Fashion Victims* takes the reader on a fascinating journey through the lethal history of women's, men's and children's dress, in myth and reality. Drawing upon surviving fashion objects and numerous visual and textual sources, encompassing louse-ridden military uniforms, accounts of the fiery deaths of Oscar Wilde's half-sisters and dancer Isadora Duncan's accidental strangulation by entangled scarf; the book explores how garments have tormented those who made and wore them, and harmed animals and the environment in the process. Vividly chronicling evidence from Greek mythology to the present day, Matthews David puts everyday apparel under the microscope and unpicks the dark side of fashion. *Fashion Victims* is lavishly illustrated with over 125 images and is a remarkable resource for everyone from scholars and students to fashion enthusiasts.

**70s business attire womens:** *Popular Fads and Crazes through American History [2 volumes]* Nancy Hendricks, 2018-08-17 This informative two-volume set provides readers with an understanding of the fads and crazes that have taken America by storm from colonial times to the present. Entries cover a range of topics, including food, entertainment, fashion, music, and language. Why could hula hoops and TV westerns only have been found in every household in the 1950s? What murdered Russian princess can be seen in one of the first documented selfies, taken in 1914? This book answers those questions and more in its documentation of all of the most captivating trends that have defined American popular culture since before the country began. Entries are well-researched and alphabetized by decade. At the start of every section is an insightful historical overview of the decade, and the set uniquely illustrates what today's readers have in common with the past. It also contains a Glossary of Slang for each decade as well as a bibliography, plus suggestions for further reading for each entry. Students and readers interested in history will enjoy discovering trends through the years in such areas as fashion, movies, music, and sports.

**70s business attire womens:** *The Professor Is In* Karen Kelsky, 2015-08-04 The definitive career guide for grad students, adjuncts, post-docs and anyone else eager to get tenure or turn their Ph.D. into their ideal job Each year tens of thousands of students will, after years of hard work and enormous amounts of money, earn their Ph.D. And each year only a small percentage of them will land a job that justifies and rewards their investment. For every comfortably tenured professor or well-paid former academic, there are countless underpaid and overworked adjuncts, and many more who simply give up in frustration. Those who do make it share an important asset that separates them from the pack: they have a plan. They understand exactly what they need to do to set themselves up for success. They know what really moves the needle in academic job searches, how to avoid the all-too-common mistakes that sink so many of their peers, and how to decide when to point their Ph.D. toward other, non-academic options. Karen Kelsky has made it her mission to help readers join the select few who get the most out of their Ph.D. As a former tenured professor and department head who oversaw numerous academic job searches, she knows from experience exactly

what gets an academic applicant a job. And as the creator of the popular and widely respected advice site The Professor is In, she has helped countless Ph.D.'s turn themselves into stronger applicants and land their dream careers. Now, for the first time ever, Karen has poured all her best advice into a single handy guide that addresses the most important issues facing any Ph.D., including: -When, where, and what to publish -Writing a foolproof grant application -Cultivating references and crafting the perfect CV -Acing the job talk and campus interview -Avoiding the adjunct trap -Making the leap to nonacademic work, when the time is right The Professor Is In addresses all of these issues, and many more.

**70s business attire womens: *Ivy Style*** Patricia Mears, 2012 A history of Ivy Style in menswear, tracing the origins and diffusion of this enduring and classic fashion

**70s business attire womens: *Yves Saint Laurent + Halston*** Patricia Mears, Emma McClendon, 2015 A dazzling examination of the two designers behind the most iconic and glamorous fashions of the 1970s This fascinating publication is the first to examine side by side the careers and work of two of the biggest names in 20th-century fashion, Yves Saint Laurent (1936-2008) and Halston (1932-1990). Their designs--chic, sexy, and glamorous--came to exemplify the 1970s, a singular and dynamic era in fashion history. Inspired by menswear, foreign cultures, and wide-ranging historical periods, and employing new fabrics, YSL and Halston together crafted a new and distinctly modern way of dressing. Moreover, although their output differed and they were based on different continents, the two designers shared many career parallels. A visual timeline of the designers' lives illustrates how their rises and falls, from the 1950s to their respective struggles in the 1980s, were surprisingly in sync. Engaging passages by Patricia Mears and Emma McClendon discuss the social, cultural, and economic factors that influenced both designers, and their subsequent impact on fashion--including the rise of the star designer as personality, the cult of celebrity, and the creation of the fashion conglomerate. The authors also address the importance of color, cutting-edge materials, innovative construction techniques, accessories, and perfume to both designers' aesthetics. Remarkable photographs of the designers and their garments round out this essential volume on two figures who made an indelible mark on fashion history. Published in association with the Fashion Institute of Technology Exhibition Schedule: The Museum at The Fashion Institute of Technology, New York (02/05/15-04/18/15)

**70s business attire womens: *Ms. Mentor's New and Ever More Impeccable Advice for Women and Men in Academia*** Emily Toth, 2009 Ms. Mentor, that uniquely brilliant and irascible intellectual, is your all-knowing guide through the jungle that is academia today. In the last decade Ms. Mentor's mailbox has been filled to overflowing with thousands of plaintive epistles, rants, and gossipy screeds. A mere fraction has appeared in her celebrated monthly online and print Q&A columns for the Chronicle of Higher Education; her readers' colorful and rebellious ripostes have gone unpublished—until now. Hearing the call for a follow-up to the wildly successful Ms. Mentor's Impeccable Advice for Women in Academia, Ms. Mentor now broadens her counsel to include academics of the male variety. Ms. Mentor knows all about foraging for jobs, about graduate school stars and serfs, and about mentors and underminers, backbiters and whiners. She answers burning questions: Am I too old, too working class, too perfect, too blonde? When should I reproduce? When do I speak up, laugh, and spill the secrets I've gathered? Do I really have to erase my own blackboard? Does academic sex have to be reptilian? From the ivory tower that affords her an unparalleled view of the academic landscape, Ms. Mentor dispenses her perfect wisdom to the huddled masses of professorial newbies, hardbitten oldies, and anxious midcareerists. She gives etiquette lessons to academic couples and the tough-talking low-down on adjunct positions. She tells you what to wear, how to make yourself popular, and how to decode academic language. She introduces you to characters you must know: Professor Pelvic, Dr. Iron Fist, Mr. Upstart Whelp, Dean Titan, Professor McShameless. In this volume Ms. Mentor once again shares her wide-ranging unexpurgated wisdom, giving tips on bizarre writing rituals, tenure diaries, and time management (Exploding Head Syndrome). She decodes department meetings and teaches you the tricks for getting stellar teaching evaluations. Raw, shocking, precise, clever, absurd—Ms. Mentor has it all.

**70s business attire womens: *Great Fashion Designs of the Eighties Paper Dolls*** Tom Tierney, 1998-01-13 2 dolls, 30 elegant costumes. Sophisticated cocktail dresses, lavish ball gowns, stunning casual wear, and more by Bill Blass, Halston, Ungaro, Armani, others.

**70s business attire womens: *The Woman's Dress for Success Book*** John T. Molloy, 1977

**70s business attire womens: *International Business Etiquette*** Ann Marie Sabath, 2005-03 Concise, to-the-point advice about the best ways to conduct business through Europe International Business Etiquette: Europe shares the do's and don'ts of interacting with individuals in every country throughout Europe. Each of the 25 country-specific chapters begins with a summary of statistics. What follows are countless tips about what to do and when to do it, whether you are interacting with your international client for the first time or the fourth time. Each chapter closes with Whatever you Do...Don't tips for avoiding the most commonly made faux pas for both business and leisure travelers. Topics Include: Business attire and business card etiquette. Business entertaining/dining and conversation. Gestures, public manners, and gift-giving. Meeting and seating etiquette. The importance of punctuality. Tips on proper gratuities and toasting etiquette. What to do when you are invited to a home. Women in business.

**70s business attire womens: *Primates of Park Avenue*** Wednesday Martin, 2016-05-31 Like an urban Dian Fossey, Wednesday Martin decodes the primate social behaviors of Upper East Side mothers in a brilliantly original and witty memoir about her adventures assimilating into that most secretive and elite tribe. After marrying a man from the Upper East Side and moving to the neighborhood, Wednesday Martin struggled to fit in. Drawing on her background in anthropology and primatology, she tried looking at her new world through that lens, and suddenly things fell into place. She understood the other mothers' snobbiness at school drop-off when she compared them to olive baboons. Her obsessional quest for a Hermes Birkin handbag made sense when she realized other females wielded them to establish dominance in their troop. And so she analyzed tribal migration patterns; display rituals; physical adornment, mutilation, and mating practices; extra-pair copulation; and more. Her conclusions are smart, thought-provoking, and hilariously unexpected. Every city has its Upper East Side, and in Wednesday's memoir, readers everywhere will recognize the strange cultural codes of powerful social hierarchies and the compelling desire to climb them. They will also see that Upper East Side mothers want the same things for their children that all mothers want--safety, happiness, and success--and not even sky-high penthouses and chauffeured SUVs can protect this ecologically released tribe from the universal experiences of anxiety and loss. When Wednesday's life turns upside down, she learns how deep the bonds of female friendship really are. Intelligent, funny, and heartfelt, *Primates of Park Avenue* lifts a veil on a secret, elite world within a world--the exotic, fascinating, and strangely familiar culture of privileged Manhattan motherhood--

**70s business attire womens: *Vogue on Yves Saint Laurent*** Natasha Fraser-Cavassoni, 2015-10-06 Originally born in Algeria, Yves Saint Laurent moved to Paris when he was 18, and only three years later he was handpicked by Christian Dior to take the reins as designer of his fashion house. Over time, Saint Laurent resurrected haute couture from the casual mores that predominated in the 1960s, but also offered chic cachet to ready-to-wear clothing. He was among the earliest of designers to incorporate non-European references into his work, and in 1983 he became the first living designer to be feted with a solo exhibition at The Metropolitan Museum of Art in New York. *Vogue on Yves Saint Laurent* is a stellar volume in the series from the editors of *British Vogue*, featuring 20,000 words of original biography and history and studded with more than 80 images from their unique archive of images taken by leading photographers.

**70s business attire womens: *Dress for Success*** John T. Molloy, 1976

**70s business attire womens: *Fear and Clothing: Unbuckling American Style*** Cintra Wilson, 2015-09-08 As the former New York Times Critical Shopper, and voted one of Fashionista's 50 Most Influential People in New York Fashion, Cintra Wilson knows something about clothes. And in *Fear and Clothing*, she imparts her no-holds-barred, totally outrageous, astute, and hilarious wisdom to the reader. Wilson reports the findings of her fashion road trip across the United States, a journey

that took three years and ranges across the various economic belt regions of America: the Cotton, Rust, Bible, Sun, Frost, Corn, and Gun Belts. Acting as a kind of fashion anthropologist, she documents and decodes the sartorial sensibilities of Americans across the country. Our fashion choices, she argues, contain a riot of visual cues that tell everyone instantly who we are, where we came from, where we feel we belong, what we want, where we are going, and how we expect to be treated when we get there. With this philosophy in hand, she tackles and unpacks the meaning behind the uniforms of Washington DC politicians and their wives, the costumes of Kentucky Derby spectators, the attractive draw of the cowboy hat in Wyoming, and what she terms the stealth wealth of distressed clothing in Brooklyn. In this smart and rollicking book, Wilson illustrates how every closet is a declaration of the owner's politics, sexuality, class, education, hopes, and dreams. With her signature wit and utterly irreverent humor, Wilson proves that, by donning our daily costume, we create our future selves, for good or ill. Indeed: your fate hangs in your closet. Dress wisely.

**70s business attire womens: Made for Walking** Andy Peake, 2018-05-28 Social meets fashion history in the tantalizing story of the boot from the Roaring Twenties and Prohibition to online shopping and fashion blogs. Weaving together such unlikely elements as Glam Rock, the martyrdom of Joan of Arc, and the Iran-Contra scandal, it shows how the modern fashion boot plays with our ideas of gender, straddling the line between practical and stylish, between fashion and fetish. Peake, author of the popular Made for Walking blog, includes thought-provoking photos and graphs that look deeply into what boots do, and what we make them do. In the words of renowned designer Beth Levine, Boots moved into prominence the same time The Pill did. Both were symbols of a woman's new freedom and emancipation. Whether you're a student of fashion history, a collector of vintage clothes, or someone who feels five hundred times more dashing wearing boots, this book is for you.

**70s business attire womens: Designing Modern Britain** Cheryl Buckley, 2007-10 Employing numerous examples of classic British design, Designing Modern Britain delves into the history of British design culture, and thereby tracks the evolution of the British national identity.

**70s business attire womens: The Ladies' Book of Etiquette, and Manual of Politeness** Florence Hartley, 1872 In preparing a book of etiquette for ladies, I would lay down as the first rule, Do unto others as you would others should do to you. You can never be rude if you bear the rule always in mind, for what lady likes to be treated rudely? True Christian politeness will always be the result of an unselfish regard for the feelings of others, and though you may err in the ceremonious points of etiquette, you will never be impolite. Politeness, founded upon such a rule, becomes the expression, in graceful manner, of social virtues. The spirit of politeness consists in a certain attention to forms and ceremonies, which are meant both to please others and ourselves, and to make others pleased with us; a still clearer definition may be given by saying that politeness is goodness of heart put into daily practice; there can be no \_true\_ politeness without kindness, purity, singleness of heart, and sensibility.

**70s business attire womens: The Etiquette Advantage** June Hines Moore, 1998-08-15 Even in a dog-eat-dog world, you should still know which fork to use. From proper grooming to proper attire, from dealing with foreign clients to dealing with the caterer, knowing the dos and don'ts of etiquette in the workplace is imperative for a successful business person. In the midst of a marketplace that has abandoned its social graces, it is the responsibility of the mature Christian to act with propriety and kindness. June H. Moore, a businesswoman and believer, teaches corporate Christians how to behave commendably, respecting their fellow workers even in the ferocious world of commerce.

**70s business attire womens: Denial** Richard S. Tedlow, 2010-03-04 An astute diagnosis of one of the biggest problems in business Denial is the unconscious determination that a certain reality is too terrible to contemplate, so therefore it cannot be true. We see it everywhere, from the alcoholic who swears he's just a social drinker to the president who declares mission accomplished when it isn't. In the business world, countless companies get stuck in denial while their challenges escalate into crises. Harvard Business School professor Richard S. Tedlow tackles two essential questions: Why do sane, smart leaders often refuse to accept the facts that threaten their companies and

careers? And how do we find the courage to resist denial when facing new trends, changing markets, and tough new competitors? Tedlow looks at numerous examples of organizations crippled by denial, including Ford in the era of the Model T and Coca-Cola with its abortive attempt to change its formula. He also explores other companies, such as Intel, Johnson & Johnson, and DuPont, that avoided catastrophe by dealing with harsh realities head-on. Tedlow identifies the leadership skills that are essential to spotting the early signs of denial and taking the actions required to overcome it.

**70s business attire womens: The Curated Closet** Anuschka Rees, 2016-09-20 Is your closet jam-packed and yet you have absolutely nothing to wear? Can you describe your personal style in one sentence? If someone grabbed a random piece from your closet right now, how likely is it that it would be something you love and wear regularly? With so many style and shopping options, it can be difficult to create a streamlined closet of pieces that can be worn easily and confidently. In *The Curated Closet*, style writer Anuschka Rees presents a fascinatingly strategic approach to identifying, refining, and expressing personal style and building the ideal wardrobe to match it, with style and shopping strategies that women can use every day. Using *The Curated Closet* method, you'll learn to: • Shop smarter and more selectively • Make the most of your budget • Master outfit formulas and color palettes • Tweak your wardrobe for work • Assess garment fit and quality like a pro • Curate a closet of fewer, better pieces Including useful infographics, charts, and activities, as well as beautiful fashion photography, *The Curated Closet* is the ultimate practical guide to authentic and unique style.

**70s business attire womens: The Lost Art of Dress** Linda Przybyszewski, 2014-04-29 A tribute to a time when style -- and maybe even life -- felt more straightforward, and however arbitrary, there were definitive answers. -- Sadie Stein, *Paris Review* As a glance down any street in America quickly reveals, American women have forgotten how to dress. We lack the fashion know-how we need to dress professionally and beautifully. In *The Lost Art of Dress*, historian and dressmaker Linda Przybyszewski reveals that this wasn't always true. In the first half of the twentieth century, a remarkable group of women -- the so-called Dress Doctors -- taught American women that knowledge, not money, was key to a beautiful wardrobe. They empowered women to design, make, and choose clothing for both the workplace and the home. Armed with the Dress Doctors' simple design principles -- harmony, proportion, balance, rhythm, emphasis -- modern American women from all classes learned to dress for all occasions in ways that made them confident, engaged members of society. A captivating and beautifully illustrated look at the world of the Dress Doctors, *The Lost Art of Dress* introduces a new audience to their timeless rules of fashion and beauty -- rules which, with a little help, we can certainly learn again.

**70s business attire womens: Fashion, Costume, and Culture** Sara Pendergast, Tom Pendergast, Sarah Hermsen, 2003 This volume provides a history of human decoration and adornment.

**70s business attire womens: John T. Molloy's New Dress for Success** John T. Molloy, 1988 All the changes that have taken place in men's wardrobes in the past fifteen years are incorporated into this highly successful title. Contains 30 percent new information and a four-color, four-page illustration insert.

**70s business attire womens: Twentieth-Century American Fashion** Patricia Cunningham, Linda Walters, 2005-03-01 Americans began the twentieth century standing in Europe's sartorial shadow, yet ended by outfitting the world in blue jeans, T-shirts and sneakers. How did this come about? What changes in American culture were reflected in fashion? What role did popular culture play? This important overview of American fashion in the twentieth century considers how Americans went from imitating British and French fashion to developing their own sense of style. It examines such influences on dress as class, jazz and hip hop, war, the space race, movies, television and sports. Further, the book shows how gender, psychology, advertising, public policy, shifting family values, the American design movement and expertise in mass production profoundly influenced an American style that has been exported across the globe. From New York City's Bohemians to

Hollywood's stars, *Twentieth-Century American Fashion* reveals the continuing importance of clothing to American identity and individual experience.

**70s business attire womens: Dressed for Freedom** Einav Rabinovitch-Fox, 2021-11-16 Often condemned as a form of oppression, fashion could and did allow women to express modern gender identities and promote feminist ideas. Einav Rabinovitch-Fox examines how clothes empowered women, and particularly women barred from positions of influence due to race or class. Moving from 1890s shirtwaists through the miniskirts and unisex styles of the 1970s, Rabinovitch-Fox shows how the rise of mass media culture made fashion a vehicle for women to assert claims over their bodies, femininity, and social roles. She also highlights how trends in women's sartorial practices expressed ideas of independence and equality. As women employed new clothing styles, they expanded feminist activism beyond formal organizations and movements and reclaimed fashion as a realm of pleasure, power, and feminist consciousness. A fascinating account of clothing as an everyday feminist practice, *Dressed for Freedom* brings fashion into discussions of American feminism during the long twentieth century.

**70s business attire womens: Gentleman** Bernhard Roetzel, 2012 It is possible to argue about taste—but not about true style. A gentleman can be recognised immediately from his confident appearance, his charm, and his carefully chosen clothes. *Gentleman* is the tried-and-tested guide on matters of style and quality. This new, revised edition is distinguished by its even more elegant layout and many current made-to-measure additions, especially concerning the influence of Italian wear. From choosing a good tailor to proper shoe care, this book is an indispensable companion for indisputable good taste. 700 colour illustrations

**70s business attire womens: Ask a Manager** Alison Green, 2018-05-01 From the creator of the popular website *Ask a Manager* and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for *Ask a Manager* "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's *Ask a Manager* column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* "*Ask a Manager* is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

**70s business attire womens: Adolescence and Emerging Adulthood** Jeffrey Jensen Arnett, 2013 Helps students understand how culture impacts development in adolescence and emerging adulthood. Grounded in a global cultural perspective (within and outside of the US), this text enriches the discussion with historical context and an interdisciplinary approach, including studies from fields such as anthropology and sociology, in addition to the compelling psychological research on adolescent development. This book also takes into account the period of emerging adulthood (ages 18-25), a term coined by the author, and an area of study for which Arnett is a leading expert.

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**70s business attire womens:** A Dangerous Dress Julia Holden, 2006-06-27 If there's one dress that could make Jane Stuart think that anything is possible, it's her late grandmother's vintage 1920s Parisian dress. And when the dress becomes her ticket out of Kirland, Indiana, Jane takes her first tentative steps on her own reckless, passionate, and oh-so-dangerous adventure....

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**70s business attire womens:** *Nation's Business January, 1987* Nation's Business January, 1987, 1987

**70s business attire womens:** **Fashion and Politics** Djurdja Bartlett, 2019-01-01 In this incisive book, leaders from international fashion research and artistic practices probe the nuanced relationship between fashion and politics.

**70s business attire womens:** **Dress Code** Véronique Hyland, 2022-03-15 In the spirit of works by Jia Tolentino and Anne Helen Peterson, a smart and incisive essay collection centered on the fashion industry—its history, its importance, why we wear what we wear, and why it matters—from Elle Magazine's fashion features director. Why does fashion hold so much power over us? Most of us care about how we dress and how we present ourselves. Style offers clues about everything from class to which in-group we belong to. Bad Feminist for fashion, Dress Code takes aim at the institutions within the fashion industry while reminding us of the importance of dress and what it means for self-presentation. Everything—from societal changes to the progress (or lack thereof) of women's rights to the hidden motivations behind what we choose to wear to align ourselves with a particular social group—can be tracked through clothing. Veronique Hyland examines thought-provoking questions such as: Why has the "French girl" persisted as our most undying archetype? What does "dressing for yourself" really mean for a woman? How should a female politician dress? Will gender-differentiated fashion go forever out of style? How has social media affected and warped our sense of self-presentation, and how are we styling ourselves expressly for it? Not everyone participates in painting, literature, or film. But there is no "opting out" of fashion.

And yet, fashion is still seen as superficial and trivial, and only the finest of couture is considered as art. Hyland argues that fashion is a key that unlocks questions of power, sexuality, and class, taps into history, and sends signals to the world around us. Clothes means something—even if you're "just" wearing jeans and a T-shirt.

**70s business attire womens: *Encyclopedia of Heavy Metal Music*** William Phillips, Brian Cogan, 2009-03-20 It has been reviled, dismissed, attacked, and occasionally been the subject of Congressional hearings, but still, the genre of music known as heavy metal maintains not only its market share in the recording and downloading industry, but also as a cultural force that has united millions of young and old fans across the globe. Characterized by blaring distorted guitars, drum solos, and dramatic vibrato, the heavy metal movement headbanged its way to the popular culture landscape with bands like Led Zeppelin and Black Sabbath the 1970s. Motley Crue and Metallica made metal a music phenomenon in the 1980s. Heavy metal continues to evolve today with bands like Mastodon and Lamb of God. Providing an extensive overview of the music, fashion, films, and philosophies behind the movement, this inclusive encyclopedia chronicles the history and development of heavy metal, including sub-movements such as death metal, speed metal, grindcore, and hair metal. Essential and highly entertaining reading for high school and undergraduate courses in popular music studies, communications, media studies, and cultural studies, the Encyclopedia of Heavy Metal Music and Culture offers a guide to the ultimate underground music, exploring its rich cultural diversity, resilience, and adaptability. Entries for musicians include a discography for those wanting to start or develop their music collections.

**70s business attire womens: *Creative Haven Fabulous Fashions of the 1960s Coloring Book*** Ming-Ju Sun, 2018-06-13 If you love the way they dressed in the swinging '60s, this is the coloring book for you! Thirty-one pages of vintage styles range from chic formal ensembles to cool hippie threads.

**70s business attire womens: *Big Beautiful Woman***, 1991

**70s business attire womens: *The Handbook of Fashion Studies*** Sandy Black, Amy de la Haye, Joanne Entwistle, Regina Root, Agnès Rocamora, Helen Thomas, 2014-01-02 The Handbook of Fashion Studies identifies an innovative spectrum of thematic approaches, key strands and interdisciplinary concepts that continue to push forward the boundaries of fashion studies. The book is divided into seven sections: Fashion, Identity and Difference; Spaces of Fashion; Fashion and Materiality; Fashion, Agency and Policy; Science, Technology and New fashion; Fashion and Time and, Sustainable Fashion in a Globalised world. Each section consists of approximately four essays authored by established researchers in the field from the UK, USA, Netherlands, Sweden, Canada and Australia. The essays are written by international subject specialists who each engage with their section's theme in the light of their own discipline and provide clear case-studies to further knowledge on fashion. This consistency provides clarity and permits comparative analysis. The handbook will be essential reading for students of fashion as well as professionals in the industry.

**70s business attire womens: *Dressing the Man*** Alan Flusser, 2002-10-01 Dressing the Man is the definitive guide to what men need to know in order to dress well and look stylish without becoming fashion victims. Alan Flusser's name is synonymous with taste and style. With his new book, he combines his encyclopedic knowledge of men's clothes with his signature wit and elegance to address the fundamental paradox of modern men's fashion: Why, after men today have spent more money on clothes than in any other period of history, are there fewer well-dressed men than at any time ever before? According to Flusser, dressing well is not all that difficult, the real challenge lies in being able to acquire the right personalized instruction. Dressing well pivots on two pillars -- proportion and color. Flusser believes that Permanent Fashionability, both his promise and goal for the reader, starts by being accountable to a personal set of physical trademarks and not to any kind of random, seasonally served-up collection of fashion flashes. Unlike fashion, which is obliged to change each season, the face's shape, the neck's height, the shoulder's width, the arm's length, the torso's structure, and the foot's size remain fairly constant over time. Once a man learns how to adapt the fundamentals of permanent fashion to his physique and complexion, he's halfway home.

Taking the reader through each major clothing classification step-by-step, this user-friendly guide helps you apply your own specifics to a series of dressing options, from business casual and formalwear to pattern-on-pattern coordination, or how to choose the most flattering clothing silhouette for your body type and shirt collar for your face. A man's physical traits represent his individual road map, and the quickest route toward forging an enduring style of dress is through exposure to the legendary practitioners of this rare masculine art. Flusser has assembled the largest and most diverse collection of stylishly mantled men ever found in one book. Many never-before-seen vintage photographs from the era of Cary Grant, Tyrone Power, and Fred Astaire are employed to help illustrate the range and diversity of authentic men's fashion. Dressing the Man's sheer magnitude of options will enable the reader to expand both the grammar and verbiage of his permanent-fashion vocabulary. For those men hoping to find sartorial fulfillment somewhere down the road, tethering their journey to the mind-set of permanent fashion will deliver them earlier rather than later in life.

**70s business attire womens:** Every Day Icon Kate Betts, 2011 Evaluates the First Lady's emergence as a style icon and her growing influence on a changing American understanding of etiquette and femininity, in an illustrated account that also tours the cultural contributions of previous First Ladies. 60,000 first printing.

**70s business attire womens:** Behind the Scenes Elizabeth Keckley, 1988 Part slave narrative, part memoir, and part sentimental fiction Behind the Scenes depicts Elizabeth Keckley's years as a slave and subsequent four years in Abraham Lincoln's White House during the Civil War. Through the eyes of this black woman, we see a wide range of historical figures and events of the antebellum South, the Washington of the Civil War years, and the final stages of the war.

**70s business attire womens:** *Fashion in the '70s* Emmanuelle Dirix, Charlotte Fiell, 2014 Whereas the 1970s opened with a fashion hangover from the 1960s, with looks such as mini skirts, bell-bottom trousers and the hippie look still enduring, the decade soon took on its own sartorial identity. The most prominent trends were the peasant look, glam (influenced by glam rock) and disco, popularised by the 1977 film 'Saturday Night Fever'. Many other individual fashion items went mainstream, none more so than platform shoes, flared trousers and the wrap dress. All of these styles and more are included in 1970s 'Fashion: the definitive sourcebook'. The historicism that had started in fashion in the 1960s continued in the Seventies with Art Nouveau and Art Deco-inspired styles championed by Biba, but the Laura Ashley pastoral style was also popular. Finally, the emergence of punk fashion towards the closing years of the decade paved the way for a new aesthetic that rejected traditional gender, beauty and fashion roles and paved the way for alternative fashions since.

## Additional Resources

[1970s - Wikipedia](#)

The 1970s (pronounced "nineteen-seventies"; commonly shortened to the "Seventies" or the "' 70s") was the decade that began on January 1, 1970, and ended on December 31, 1979.

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