

1970s swimwear history

1970's Swimwear History: A Decade of Change and Evolution

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Introduction:

The 1970s witnessed a significant shift in swimwear styles, reflecting broader cultural changes and advancements in textile technology. Understanding 1970s swimwear history requires examining not just the evolving silhouettes and fabrics, but also the socio-political context that shaped these trends. This article will explore the key characteristics of 1970s swimwear, analyzing both the challenges and opportunities that defined this pivotal decade in beach fashion.

H1: The Rise of the High-Waisted Bottom: A Reaction to the Past

The 1970s marked a departure from the minimalist bikinis of the early 1960s and the burgeoning influence of the "mod" aesthetic. The decade's swimwear embraced a retro-inspired revival, with high-waisted bottoms making a triumphant return. This style, reminiscent of the 1940s and 50s, offered a more modest alternative to the barely-there bikinis that had dominated the previous decade. This shift wasn't just about modesty; it was also a response to a growing awareness of body image and a desire for more flattering

silhouettes. The high-waisted bottom provided a more comfortable and supportive fit for many women, offering a balance between coverage and style. This element heavily influenced 1970s swimwear history.

H2: The Influence of Sportswear on Swimwear Design

The burgeoning fitness craze of the 1970s significantly impacted swimwear design. Suddenly, functionality and comfort became paramount. Swimwear began to incorporate elements borrowed from athletic wear. Think stretchy nylon fabrics, supportive bra-like tops, and sleek, streamlined cuts designed for ease of movement. This fusion of sportswear and swimwear created a new category of athletic swimwear, suitable for not just sunbathing but also active pursuits like swimming and water aerobics. This trend is a crucial aspect of 1970s swimwear history.

H3: The Bold Colors and Prints of the 1970s: A Reflection of Cultural Optimism

The vibrant color palettes and bold prints of 1970s swimwear reflected the decade's overall aesthetic. Bright, saturated colors like sunshine yellow, shocking pink, and vibrant orange were incredibly popular. Psychedelic patterns, geometric designs, and floral prints adorned swimsuits, reflecting the free-spirited and expressive nature of the era. These bold choices marked a break from the more muted tones of previous decades and contributed significantly to the unique identity of 1970s swimwear history.

H4: The Challenges: Fabric Technology and Body Image

Despite the creative freedom in design, 1970s swimwear history also faced challenges. Early synthetic fabrics, while durable and stretchy, sometimes lacked the comfort and breathability of natural materials. Furthermore, the idealized body image presented in media and advertising often created unrealistic expectations for women. The push for a particular "beach body" ideal led to some feeling excluded or pressured by the swimwear trends of the era.

H5: Opportunities: Inclusivity and Self-Expression

Despite the challenges, the 1970s also offered opportunities. The growing emphasis on body positivity, though still nascent, paved the way for more inclusive sizing and designs. The rise of athletic swimwear provided options for women who wanted to be active at the beach. Moreover, the wide range of styles—from high-waisted suits to string bikinis—allowed women to choose swimwear that best reflected their personal style and comfort levels. This provided crucial opportunities for self-expression, an important milestone in 1970s swimwear history.

H6: The Enduring Legacy of 1970s Swimwear

The influence of 1970s swimwear can still be seen today. Retro styles and designs are frequently reinterpreted and incorporated into modern collections. The high-waisted bottom remains a popular choice, demonstrating the enduring appeal of this classic cut. The focus on comfort and functionality also continues to be a key consideration in contemporary swimwear design.

Conclusion:

The 1970s swimwear history is a fascinating chapter in fashion history. It showcased a blend of retro influences, sporty practicality, and bold self-expression, reflecting the complexities and contradictions of the decade itself. Understanding the context—the social, technological, and cultural factors—helps us fully appreciate the significance of these designs and their lasting impact on contemporary swimwear trends. The challenges and opportunities presented during this era shaped the trajectory of swimwear design, leading to the diverse and inclusive options available today.

FAQs:

1. What were the most popular swimsuit styles of the 1970s? High-waisted bottoms, halter neck tops, one-piece swimsuits with high legs, and string bikinis were all prevalent styles.
1. What fabrics were commonly used in 1970s swimwear? Nylon and spandex were dominant, offering stretch and durability.
1. How did 1970s swimwear differ from previous decades? It showcased a revival of retro styles (high-waisted bottoms), a greater emphasis on functionality and sportswear influences, and bolder colors and prints.
1. Did 1970s swimwear reflect any social or political changes? Yes, the rise of body consciousness and the women's liberation movement subtly impacted designs, though not as dramatically as subsequent decades.

1. Where can I find vintage 1970s swimwear today? Online auction sites like eBay, vintage clothing stores, and antique malls are good places to search.
1. What were some of the challenges faced by swimwear designers in the 1970s? Limitations in fabric technology, balancing modesty and revealing styles, and adapting to changing body image ideals were key challenges.
1. How did the 1970s influence modern swimwear design? Retro styles, the use of supportive fabrics, and emphasis on comfort and functionality are all lasting legacies of the era.
1. What iconic brands produced popular swimwear in the 1970s? While comprehensive records are less accessible, many smaller brands and department store labels dominated the market, lacking the same brand recognition as modern companies.
1. Were there any notable innovations in swimwear technology during the 1970s? The widespread adoption and refinement of nylon and spandex for swimwear were key technological advancements of the time.

Related Articles:

1. "The Evolution of the Bikini: A 1970s Perspective": Explores the bikini's journey through the 1970s, contrasting it with earlier designs and analyzing its cultural significance during the decade.
1. "1970s Swimwear and the Rise of the High-Waisted Bottom": A deep dive into the resurgence of high-waisted bottoms, examining their design evolution, popularity, and lasting impact on swimwear trends.
1. "The Impact of Sportswear on 1970s Swimwear Design": Focuses on the

intersection of athletic wear and swimwear, illustrating how functionality and comfort became key design considerations.

1. "Color and Pattern in 1970s Swimwear: A Visual History": A visually driven article showcasing the vibrant colors, bold prints, and psychedelic patterns characteristic of the decade.
1. "Challenging the Ideal: Body Image and 1970s Swimwear": Examines the influence of prevailing body image ideals on swimwear designs and the limited inclusivity of the era.
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1970s 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.

1970s swimwear history: *Vintage Swimwear* Jill Salen, 2013-05-01 Featuring over 25 swimming costumes, two-piece garments and bikinis from 1880 to 1970, these fabulous and historically accurate patterns chart the progression of swimwear over the last 130 years, including garments for women, men and children. The fully annotated patterns are accompanied by photographs and practical advice on any techniques or alterations necessary for making up the garments. The book also features two projects with step-by-step instructions. Fashion students and historians will find the period details and historical background of each garment an invaluable resource, while the patterns are perfect for any costume designer working for stage or screen.

1970s swimwear history: *The Greenwood Encyclopedia of Clothing through American History, 1900 to the Present [2 volumes]* 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.

1970s swimwear history: *History of World Dress and Fashion, Second Edition* Daniel Delis Hill, 2022-01-13 *The History of World Dress and Fashion* presents a comprehensive survey of dress from around the world including China, Japan, India, Africa, the Islamic Empire, and the Ancient Americas. This extensive study features descriptions and analysis of men's, women's and children's clothing, accessories, and cultural styles from prehistory into the twenty-first century. Lavishly illustrated in color throughout, it features more than 1600 images - and is a valuable resource for fashion designers, theater costumers, textile researchers, costume collectors and curators, and anyone interest in clothing and style customs of the world.

1970s 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.

1970s swimwear history: *Hats and Headwear Around the World* Beverly Chico, 2013-10-03

This concise encyclopedia examines headwear around the world, from ancient times to the modern era, comprising entries that address cultural significance, religion, historical events, geography, demographic and ethnic issues, fashion, and contemporary trends. Are feathers from endangered bird species still commonly used on hats? Why do many Muslim women cover their heads? How has advancing technology influenced modern headwear? This concise encyclopedia provides the answers to these questions and many more regarding headwear and human culture in its examination of headwear around the world. It examines topics from ancient times to the modern era, providing not only detailed physical descriptions and historical facts but also information that addresses cultural significance, religion, historical events, geography, demographic and ethnic issues, fashion, and contemporary trends. The entries reveal fascinating insights into headwear as historical, aesthetic, fashion, utilitarian, mystical, and symbolic apparel, and supplies comprehensive analyses of hats across the globe unavailable in the existing literature.

1970s swimwear history: *There She Was* Amy Argetsinger, 2022-11-08 A Washington Post style editor's fascinating and irresistible look back on the Miss America pageant as it approaches its 100th anniversary. The sash. The tears. The glittering crown. And of course, that soaring song. For all its pomp and kitsch, the Miss America pageant is indelibly written into the American story of the past century. From its giddy origins as a summer's-end tourist draw in Prohibition-era Atlantic City, it blossomed into a televised extravaganza that drew tens of millions of viewers in its heyday and was once considered the highest honor that a young woman could achieve. For two years, Washington Post reporter and editor Amy Argetsinger visited pageants and interviewed former winners and contestants to unveil the hidden world of this iconic institution. *There She Was* spotlights how the pageant survived decades of social and cultural change, collided with a women's liberation movement that sought to abolish it, and redefined itself alongside evolving ideas about feminism. For its superstars—Phyllis George, Vanessa Williams, Gretchen Carlson—and for those who never became household names, Miss America was a platform for women to exercise their ambitions and learn brutal lessons about the culture of fame. Spirited and revelatory, *There She Was* charts the evolution of the American woman, from the Miss America catapulted into advocacy after she was exposed as a survivor of domestic violence to the one who used her crown to launch a congressional campaign; from a 1930s winner who ran away on the night of her crowning to a present-day rock guitarist carving out her place in this world. Argetsinger dissects the scandals and financial turmoil that have repeatedly threatened to kill the pageant—and highlights the unexpected sisterhood of Miss Americas fighting to keep it alive.

1970s swimwear history: *A Cultural History of Dress and Fashion in the Modern Age*

Alexandra Palmer, 2018-11-01 Over the last century there has been a complete transformation of the fashion system. The unitary top-down fashion cycle has been replaced by the pulsations of multiple and simultaneous styles, while the speed of global production and circulation has become ever faster and more complex. Running in tandem, the development of artificial fibres has revolutionized the composition of clothing, and the increased focus on youth, sexuality, and the body has radically changed its design. From the 1920s flapper dress to debates over the burkini, fashion has continued to be deeply involved in society's larger issues. Drawing on a wealth of visual, textual and object sources and illustrated with 100 images, *A Cultural History of Dress and Fashion in the Modern Age*

presents essays on textiles, production and distribution, the body, belief, gender and sexuality, status, ethnicity, and visual and literary representations to illustrate the diversity and cultural significance of dress and fashion in the period.

1970s swimwear history: Vintage Lingerie Jill Salen, 2011-08-18 From 1920s French knickers to 1950s pin-up brassieres, these fabulous vintage pieces chart the progression of lingerie over the last 120 years. The book covers a range of fascinating garments, including 1890s corsets, 1940s garter belts and basques, 1950s New Look girdles, brassieres, knickers and much more. The book includes 30 fully annotated working patterns alongside drawings, photographs and practical advice on any feature or alteration necessary for making up the garments. For any costume designer working on stage or screen, the historically accurate patterns are an essential for capturing the classic shapes of any period. Fashion students and historians will find the period details and historical background of each garment an invaluable resource. Whether you need to construct a historically accurate period garment or simply wish to channel your inner 1950s starlet, this is the book for you.

1970s swimwear history: The Cambridge Global History of Fashion: Volume 2 Christopher Breward, Beverly Lemire, Giorgio Riello, 2023-08-17 Examines the challenges of fashion from the nineteenth-century to the present day, from decolonisation to sustainability.

1970s swimwear history: The Bikini Book Kelly Killoren Bensimon, 2006 Packed with hundreds of photographs, this title provides a history of the bikini, recording its progression from the French beaches in 1946 to the small strings of modern times.

1970s swimwear history: The History of Modern Fashion Daniel James Cole, Nancy Deihl, 2015-08-24 This exciting book explores fashion not simply from an aesthetic point of view but also as a manifestation of social and cultural change. Focusing on fashion from 1850, noted fashion historians Daniel James Cole and Nancy Deihl consider the evolution of womenswear, menswear, and childrenswear, decade by decade. The book looks at the dissemination of style and the mechanisms of change, at the relationship between fashion and the visual, applied, and performing arts, the intertwined relationship between fashion and popular culture, the impact of new materials and technology, and the growing globalization of style. With photographs of costume from museums and images from the fashion press including editorial photography, illustrations, and advertising, the book will include insights into icons of fashion and the clothes worn by "real people", providing a valuable visual reference for the reader.

1970s swimwear history: World Clothing and Fashion Mary Ellen Snodgrass, 2015-03-17 Taking a global, multicultural, social, and economic perspective, this work explores the diverse and colourful history of human attire. From prehistoric times to the age of globalization, articles cover the evolution of clothing utility, style, production, and commerce, including accessories (shoes, hats, gloves, handbags, and jewellery) for men, women, and children. Dress for different climates, occupations, recreational activities, religious observances, rites of passages, and other human needs and purposes - from hunting and warfare to sports and space exploration - are examined in depth and detail. Fashion and design trends in diverse historical periods, regions and countries, and social and ethnic groups constitute a major area of coverage, as does the evolution of materials (from animal fur to textiles to synthetic fabrics) and production methods (from sewing and weaving to industrial manufacturing and computer-aided design). Dress as a reflection of social status, intellectual and artistic trends, economic conditions, cultural exchange, and modern media marketing are recurring themes. Influential figures and institutions in fashion design, industry and manufacturing, retail sales, production technologies, and related fields are also covered.

1970s swimwear history: A Cultural History of Western Fashion Bonnie English, Nazanin Hedayat Munroe, 2022-01-13 Just as the clothes we wear can communicate our personality and how we want to be perceived, so fashion can reflect the politics and preoccupations of the society that produced it. A Cultural History of Western Fashion guides you through the relationships between haute couture and ready-to-wear designer fashions, popular culture, big business, high-tech production, as well as traditional and social media. Exploring fashion's interdisciplinary nature,

English and Munroe also highlight the parallel evolution of clothing design and the other visual arts over the last 150 years. This new edition includes expanded coverage of the build up to the First World War and brings this classic text up to date. There is also a new chapter on smart textiles and technology, exploring the work of Hussein Chalayan and Iris Van Herpen among others, and expanded coverage of the role of sustainability in the contemporary fashion industry, including biosynthetic textile production and Stella McCartney's use of vegan leather.

1970s swimwear history: Transgender History & Geography: Crossdressing in Context

Bolich, Ph. D. G. G. Bolich, 2007-09-28 The third in a landmark five volume study of transgender realities, with a focus on crossdressing, this fascinating volume offers a tour through history and around the world. Within these pages are found the most famous crossdressers of history and information as to what it means to be a transgender person in the various countries of the world today.

1970s 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.

1970s 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.

1970s 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.

1970s swimwear history: Looking Flash Bronwyn Labrum, Fiona McKergow, Stephanie

Gibson, 2007 Offering a fresh look at the role of clothes in New Zealand history, this reference examines what New Zealanders wear and what they have worn--from the shrinking bathing suit to

the black singlet--over the past three centuries, proving that clothing reveals as much as it conceals. The authors show that, despite a reputation for being wary of looking flashy, New Zealand has not always been a dowdy country. Essays span the clothing of pre-colonial Maori society, marching girls and castaways, and include 18th century heirloom dresses, hand-me-downs, wartime garb, and kilts. There are also extraordinary stories about the fate of a Maori cloak and an Otago farmer's remarkable collection of 1970s high-fashion garments.

1970s 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, RILIN, 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.

1970s swimwear history: The Berg Companion to Fashion Valerie Steele, 2015-08-01 - An essential reference for students, curators and scholars of fashion, cultural studies, and the expanding range of disciplines that see fashion as imbued with meaning far beyond the material. - Over 300 in-depth entries covering designers, articles of clothing, key concepts and styles. - Edited and introduced by Valerie Steele, a scholar who has revolutionized the study of fashion, and who has been described by The Washington Post as one of fashion's brainiest women. Derided by some as frivolous, even dangerous, and celebrated by others as art, fashion is anything but a neutral topic. Behind the hype and the glamour is an industry that affects all cultures of the world. A potent force in the global economy, fashion is also highly influential in everyday lives, even amongst those who may feel impervious. This handy volume is a one-stop reference for anyone interested in fashion - its meaning, history and theory. From Avedon to Codpiece, Dandyism to the G-String, Japanese Fashion to Subcultures, Trickle down to Zoot Suit, The Berg Companion to Fashion provides a comprehensive overview of this most fascinating of topics and will serve as the benchmark guide to the subject for many years to come.

1970s swimwear history: Looking for Miss America Margot Mifflin, 2020-08-04 From an author praised for writing "delicious social history" (Dwight Garner, The New York Times) comes a lively account of memorable Miss America contestants, protests, and scandals—and how the pageant, nearing its one hundredth anniversary, serves as an unintended indicator of feminist progress Looking for Miss America is a fast-paced narrative history of a curious and contradictory institution. From its start in 1921 as an Atlantic City tourist draw to its current incarnation as a scholarship competition, the pageant has indexed women's status during periods of social change—the post-suffrage 1920s, the Eisenhower 1950s, the #MeToo era. This ever-changing institution has been shaped by war, evangelism, the rise of television and reality TV, and, significantly, by contestants who confounded expectations. Spotlighting individuals, from Yolande

Betbeze, whose refusal to pose in swimsuits led an angry sponsor to launch the rival Miss USA contest, to the first black winner, Vanessa Williams, who received death threats and was protected by sharpshooters in her hometown parade, Margot Mifflin shows how women made hard bargains even as they used the pageant for economic advancement. The pageant's history includes, crucially, those it excluded; the notorious Rule Seven, which required contestants to be "of the white race," was retired in the 1950s, but no women of color were crowned until the 1980s. In rigorously researched, vibrant chapters that unpack each decade of the pageant, *Looking for Miss America* examines the heady blend of capitalism, patriotism, class anxiety, and cultural mythology that has fueled this American ritual.

1970s 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.

1970s swimwear history: Clothing and Fashion [4 volumes] 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.

1970s swimwear history: *History of Design and Design Law* Tsukasa Aso, Christoph Rademacher, Jonathan Dobinson, 2022-04-22 For the first time, this book provides an up-to-date history of product design and product design law covering 17 countries — Japan, Korea, China, Singapore, the United Kingdom, Germany, France, Italy, the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden), Russia, the United States, Brazil and Australia — selected for their innovative or influential approach to design or design protection. Each country is the subject of two chapters — one on the history of design and the other on the history of design law — authored by experts in design and intellectual property (IP) law. This unique interdisciplinary approach explains why and how various national design protection systems (that can include design, copyright, trade mark, competition and civil laws) developed, making it an ideal book for students, researchers and lawyers. The book also serves as an international survey of different national policy and legal responses to historical developments and specific design and legal issues allowing readers to consider their advantages and disadvantages — and so is also recommended for policy and law makers, as well as organizations that administer IP rights. Topics include the subject matter of

design protection; procedural and substantive requirements; design registration; infringement; and the overlap of design rights and other IP rights. The chapters on design history provide further context to the historical development of these legal concepts by considering major design movements, key designers and iconic designs and the current state of design. The chapters highlight the connected and often complementary relationship between the two histories, not only for each country, but at the regional and international level, often as a result of government policies, trade, colonialism, immigration and globalisation. Design and design practice continue to become more global and evolve with developments in technology. At the same time, design laws are not internationally harmonized and continue to develop at the national level, with a number of significant changes occurring in recent years. This timely book shows how the lessons of the past continue to inform the future direction of design and the legal systems developed to protect it.

1970s swimwear history: *The Dandy at Dusk* Philip Mann, 2017-10-05 Philip Mann chronicles the relationship of dandyism and the emerging cultural landscape of modernity via portraits of Regency England's Beau Brummel – the first dandy – and six twentieth-century figures: Austrian architect Adolf Loos, the Duke of Windsor, neo-Edwardian courtier Bunny Roger, writer and raconteur Quentin Crisp, French film producer Jean-Pierre Melville, and New German Cinema enfant terrible and inverted dandy Rainer Werner Fassbinder. He blends memorable anecdotes with acute analysis to explore their style, identity and influence and interweaves their stories with an entertaining history of tailoring and men's fashion. *The Dandy at Dusk* contextualizes the relationship between dandyism, decadence and modernism, against the background of a century punctuated by global conflict and social upheaval.

1970s swimwear history: *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)

1970s swimwear history: *Encyclopedia of Clothing and Fashion* Valerie Steele, 2005 Contains 640 alphabetized, cross-referenced entries on clothing and fashion, covering such disciplines as fashion design, anthropology, sociology, business, history, and art history.

1970s swimwear history: *The Rest is History Returns* Dominic Sandbrook, Tom Holland, 2024-09-19 From the podcast legends who brought you *The Rest is History* comes *The Rest is History Returns*! This time Tom Holland and Dominic Sandbrook bring you an alphabetical miscellany, taking on some of history's best and most bizarre moments. Charge forth against the traitors of the American Revolution, journey through Baghdad to discover the origins of the Arabian Nights and head to Sicily to witness the first face-off between Carthage and Rome. Along the way you'll find the answers to questions like: - Who was Jesus's wife? - What would it have been like to live-tweet through the eruption of Vesuvius? - Why did the Romans inspire so much American

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1970s swimwear history: Underneath It All Amber J. Keyser, 2018-01-01 For most of human history, the garments women wore under their clothes were hidden. The earliest underwear provided warmth and protection. But eventually, women's undergarments became complex structures designed to shape their bodies to fit the fashion ideals of the time. In the modern era, undergarments are out in the open, from the designer corsets Madonna wore on stage to Beyoncé's pregnancy announcement on Instagram. This feminist exploration of women's underwear reveals the intimate role lingerie plays in defining women's bodies, sexuality, gender identity, and body image. It is a story of control and restraint but also female empowerment and self-expression. You will never look at underwear the same way again.

1970s swimwear history: Pink Valerie Steele, Deborah Nadoolman Landis, A. Cassandra Albinson, Regina Lee Blaszczyk, Dominique Grisard, Tanya Melendez-Escalante, Masafumi Monden, 2018 This beautifully illustrated volume explores the cultural history, especially in fashion, of the color pink from the 18th century to today.

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1970s swimwear history: The History of Costume Blanche Payne, Geitel Winakor, Jane Farrell-Beck, 1992 A history of costume and fashion, from ancient times to today. Includes examples of costume, or dress, from: Mesopotamia; Egypt; Crete, Mycenae, and Greece; Etruria and Rome; the Byzantine Empire; Western Europe through the eleventh century; and around the world through the twentieth century.

1970s swimwear history: Women on Waves Jim Kempton, 2021-07-06 A captivating look at two centuries of surfing—the Sport of Queens—from Native Hawaiian royalty to the breakout style and jaw-dropping feats on the waves today. Few subjects in the world of sports and or the outdoors is more timely or compelling than women's surfing. From smart, strong, fearless women shattering records on 80-foot waves to professional athletes fighting for equal pay and a more fair and just playing field, these amazing, wave-riding warriors provide an inspirational and aspirational cast of powerful role models for women (and men) across all backgrounds and generations. Over the past two-hundred years, and especially the past five decades, the surfing lifestyle have become the envy of people around the world. The perception of sun, sand, surf, strong young women and their inimitable style, has created a booming lifestyle and sports industry—and the sport that is set to make it's Olympic exhibition debut in Tokyo 2021. A massive shift from when colonizers tried to extinguish all traces of Native Hawaiian surfing and its sacred culture. What is it about the surfing that intrigues people of all ages, from all corners of the world? The beaches and idyllic locations? The unique style and mystique that surfers project? These women, on the beach and riding giant waves, or in the media, have made their mark on not just their sport, but our wider culture. *Women on Waves* is filled with phenomenal athletic performance, breakthrough female achievements, and

plenty of inspiration and fun to see us through until the time when we can all hit the surf once more! Spanning a millennia, From Hawaii to Malibu, New York to Australia, South Africa to the South Pacific and beyond, Jim Kempton presents a fascinating new narrative that will captivate anyone who loves sports and the outdoors.

1970s swimwear history: Street Fighter Swimsuit Special Collection UDON, 2020-07-21 The lovely ladies and lads of Street Fighter take a break from fist fights and tournaments to hit up the world's hottest beaches, pools, volleyball courts, and more! Everyone from Chun-Li to Poison to Guile shows off their favorite swimwear, plus guest appearances from the cast of Darkstalkers, Rival Schools, and Final Fight! This beautiful hardcover tome gathers four years of UDON's Street Fighter Swimsuit and Pin-up specials in an over-sized art book format, including rare covers and never-before-seen rough concepts.

1970s swimwear history: Blueprints of Fashion Wade Laboissonniere, 1999-01 The most popular 1940s clothing styles were available in patterns for the home seamstress. Companies like Advance, Butterick, McCall and others marketed their patterns to housewives with beautifully illustrated envelopes featuring everything from couture to everyday workclothes, ensembles, sportswear, lingerie, and more. Collectible in themselves, these illustrations also document an era of fashion design.

1970s 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.

1970s swimwear history: Wallowing in Sex Elana Levine, 2007-01-09 Passengers disco dancing in The Love Boat's Acapulco Lounge. A young girl walking by a marquee advertising Deep Throat in the made-for-TV movie *Dawn: Portrait of a Teenage Runaway*. A frustrated housewife borrowing *Orgasm* and *You* from her local library in *Mary Hartman, Mary Hartman*. Commercial television of the 1970s was awash with references to sex. In the wake of the sexual revolution and the women's liberation and gay rights movements, significant changes were rippling through American culture. In representing—or not representing—those changes, broadcast television provided a crucial forum through which Americans alternately accepted and contested momentous shifts in sexual mores, identities, and practices. *Wallowing in Sex* is a lively analysis of the key role of commercial television in the new sexual culture of the 1970s. Elana Levine explores sex-themed made-for-TV movies; female sex symbols such as the stars of *Charlie's Angels* and *Wonder Woman*; the innuendo-driven humor of variety shows (*The Sonny and Cher Comedy Hour*, *Laugh-In*), sitcoms (*M*A*S*H*, *Three's Company*), and game shows (*Match Game*); and the proliferation of rape plots in daytime soap operas. She also uncovers those sexual topics that were barred from the airwaves. Along with program content, Levine examines the economic motivations of the television industry, the television production process, regulation by the government and the tv industry, and audience responses. She demonstrates that the new sexual culture of 1970s television was a product of negotiation between producers, executives, advertisers, censors, audiences, performers, activists, and many others. Ultimately, 1970s television legitimized some of the sexual revolution's most significant gains while minimizing its more radical impulses.

1970s swimwear history: [The Indian Textile Journal](#) Sorabji M. Rutnagur, 2013

1970s swimwear history: [Style Kate Spade](#), 2004-04-14 Presents a guide to personal style, sharing practical information and modern dress etiquette guidelines in such areas as identifying flattering colors and cuts and preparing a wardrobe for a variety of needs and occasions.

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