

VALOUR

WINTER
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Artistic Individuality in

ATHENA

Fashion in the 1970s represented the widespread cultural changes of the decade, as radical ideals of rebellion from the 60s continued to spread and evolve. Clothing became one of the outlets of personal expression, especially for women in the climate of feminism. Women were no longer forced into modest guidelines reinforced by what they could wear, instead, they presented bright colors and styles symbolizing the freedom of choice. Wardrobe essentials included flared pants and jeans, skirts ranging from mini to maxi, blazers with matching dress pants, flowy blouses, and colorful skin-hugging tops. Having a variety of clothes to choose from was a huge step towards gender equality, as it opened the choice for people to shape their own stories.

Menswear also developed bright colors and daring styles. High waisted dress pants, showy belts, and tight tops that showed off body shape were the norm. Big collars and accessories were often added to emphasize individuality. Flamboyant celebrities such as David Bowie and Elton John made their mark on pop culture; they curated styles towards being more androgynous. Bowie created multiple stage personas - such as Ziggy Stardust - who wore beautiful makeup and daring pieces like knee-high red boots. Elton John went on stage in practically everything large and colorful: feathers, novelty



70s FASHION

LIU '23

glasses, glitter suits, etc. Followers of androgynous fashion fully employed colorful coats, jackets, frilly shirts, and shoes to their advantage, essentially using clothes as an artistic medium.

Additionally, the 70s were also a time of liberation; along with new styles came new voices of support, specifically for racial minorities and the LGBTQ+ community. Disco, a genre strongly tied to queer and African American communities, took over underground music. It provided a sanctum where everybody, regardless of race, gender, or sexuality, could join together and get lost on the dance floor. Loud and colorful pieces were welcomed: jumpsuits, bell-bottoms, platform shoes, halter tops, suits, all generously decorated with sequins and glitter. Disco was a safe place for minorities and gave a powerful platform for individuals of all backgrounds.

The 70s stand to remind us of rebellion against oppressive laws; those who had spoken up against unfairness set the foundation for our world's state today. Social upheaval resulted in a plethora of self-expressive ways, which people utilized to magnify their individual voices and opinions. We remember this decade for its loud and colorful fashion styles, music, and every other outlet of cultural innovation; there will never be another era quite like it.



David Bowie Wiki

"DON'T STOP BELIEVIN'":

TRENDS THAT DEFINED THE 80s

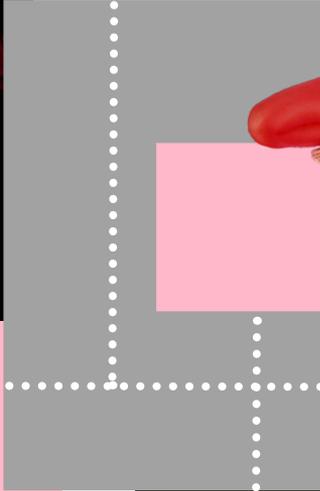
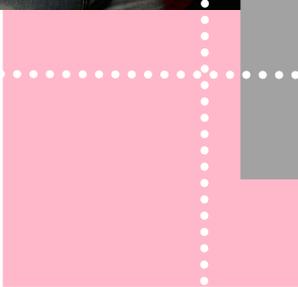
DI'ANNA BONOMOLO '20

Slap bracelets, fire mixtapes, and colorful Rubik's cubes. The 1980s was truly a revolutionary period in America. Unafraid to showcase who they truly were, people dressed in ostentatious outfits. The phrase "big and bold" encapsulates this iconic decade. One example of clothing that set the stage was jeans, specifically acid-wash and high-waisted jeans. While acid washing was an accidental discovery, high-waisted jeans were intentionally made to flatter women by accentuating the waist. Though an 80s trend, high-waisted jeans, have maintained their status in the present day. Athletic wear was also a favorite, especially tracksuits and dancewear. People like The Beastie Boys and LL Cool J popularized tracksuits and their a nice, crisp look. The Adidas brand and its signature three stripes were the go-to. Likewise, dancewear such as leotards, tight-fitting shirts, and leg warmers was the way to go—just in case a catchy song started playing on the radio and you needed to bust out a move. There were many other clothing trends: shoulder pads which were a symbol of power for women, wild animal print highlighting exoticness, and narcissistic neon. Hence, 80s fashion was striking, an effect that allowed trends like these to shift into our current fashion world. Vintage 80s never dies.

Daly, Dana. "Ten Clothing Pieces That Defined 1980s Fashion in America." Do You Remember? Last modified October 11, 2019. Accessed January 11, 2020.
<https://doyouremember.com/104349/1980s-fashion-in-america>.



Harry Langdon



Bitlanders



Welcome to the 90s

GIDEON REITER '21

From baggy jeans, to slip dresses, to lingerie, the '90s continue to be a period that enamors designers. According to Vogue, the defining features of the '90s were the rise of supermodels, slips, lingerie as clothing, body modification, grunge, and nostalgic fashion. In an age of cellphones and social media, it's easy to see the ramifications that the larger-than-life personalities of the '90s had on pop culture. This decade made Naomi Cambell, Tyra Banks, Linda Evangelista, RuPaul, and many more household names. The popularity of RuPaul would bring drag and ballroom culture into the mainstream in later years.

Another main feature of the '90s was the rise of grunge. Beginning in the youth culture of Seattle that rose at the time of Nirvana, this look made it up through the fashion world via the likes of Marc Jacobs—who was fired for his grunge line for Perry Ellis that prominently featured flannel, skullcaps, and Dr. Martens—and into the closets of teenagers all over the world. Grunge, referred to by Vogue as “the dressing down of America”, challenged the formality of the fashion of their elders, embracing skate culture and rock and roll aesthetics instead. This style is emblematic of the disaffection of the youth of the '90s and refusal to conform to older generations' standards. The '90s' “dressing down” has had significant effects on the way we dress today, making normcore fashion standard for the day to day and even changing what we wear to work.

Nostalgic fashion is another modern trend that saw its birth in the '90s. The '90s revived looks from throughout the century before it, but especially from the Golden Age of Cinema. As the millennium came to a close, people used their newly easy access to media to revive the aesthetics from the great movies of the century before it. Just like most trends of the '90s, this would prove especially true of the modern state of fashion and media. The nostalgia industry that gained immense popularity in the '90s has now started to revive the decade it truly rose in, permeating not just fashion, but music, movies, TV, and beyond.



THE ESSENTIALS TO A Classic *Y2K* Look

ANECIA MADHOO '22

The early 2000s are making a comeback! Trends ranging from chokers and miniskirts to Doc Martens and tube tops have found their way back to mainstream fashion. Denim remains constant in jeans, oversized jackets, hats, skirts, dresses, jumpsuits, and vests. One of the most popular denim trends of the 2000s were low rise bootcut and skinny jeans paired with unique belts. However, at Choate, most of our denim seems to be inspired by the 90s; Levi's 501s are a popular choice. Taking a look at accessories, we're seeing a resurgence of some classic pieces such as chokers, tiny sunglasses, and butterfly clips. Chokers, including the famous puka shell necklace and the gold chain with miniature stars hanging from it, are everyday accessories. Tiny, colorful sunglasses and butterfly clips are back, though we often see the butterfly motif embroidered on clothing. As far as tops go, common types of shirts were tube tops and halter tops. Simple, stylish, and comfortable — they're a great staple to have. Platform shoes and Uggs were hallmark additions to many 2000s outfits, and they were often paired with skirts, jeans, or leggings. Several iconic 2000s brands include Ecko, Von Dutch, Juicy Couture, Rocawear, Hollister, and Abercrombie and Fitch. Many of these iconic brands are still present in today's fashion. With 2000s fashion making a comeback, who knows what other decades will soon make an appearance into our style today?

THE 2010s AN UNDERRATED

BROOKE EDWARDS '22

During the 2010s, fashion changed drastically as both vintage and modern replaced a singular overarching style. The power of social media prompted these varying and diverse trends. When looking at Instagram specifically, the rise of influencer power helped grow both styles and brands. Whether one was a hype-beast, vintage fan, or athleisure wearer, the barriers of fashion lacked limitation. This was made possible by growth in unisex apparel. Overall, the 2010s represented an evolution that was not be conformed by a single style.

Brands such as Fashion Nova, Princess Polly, and Boohoo all utilized marketing tactics through social media-based influencers and further expanded their brand. Towards the late 2010s, social media was widely used to popularize a high-end streetwear look. Known as a 'hype-beast,' it involves someone wearing high fashion, trendy, and often expensive clothing. The range of celebrities wearing this style varies from A\$AP Rocky, Kendall Jenner, to fellow models and artists. It's a look categorized by simplistic pieces holding high-end price tags. While the hype-beast style may seem backward to previous notions of



TIME OF FASHION EXPLORATION



expensive apparel, it symbolizes a call for simplicity over extravagance.

While “hype-beast” clothing was popular, so was vintage. Taking a swift turn from the low-rise Paris Hilton style of the 2000s, high rise jeans became widely popularized. Many put down their tight skinny jeans for a loose mom fit. The denim trends can be attributed and emphasize the idea of comfort.

Overall, the style of the 2010s acknowledges a movement towards simplicity and comfort alongside social media. The rise of hype-beast apparel demonstrates a want of comfort and brand recognition over functionality. Henceforth, this was the new wave of fashion: a generation that doesn't confine to expressive boundaries, but rather mingles with everything. The main goal of the 2010s was to unify fashion through various pieces categorized under sole styles.

