

Plaids, Prints, and Peacocks... Oh My!

A Look at Fashions from the Peacock Revolution 1965-1975

The Peacock Revolution is perhaps one of the most iconic fashion periods within the twentieth century. The period is remarkable not only for the festive bright patterns and colors for women's dress but also for men's fashions. For 150 years prior, clothing for men had been tailor made and dark in appearance. With the Peacock Revolution trends that first began with European fashion, such as collarless jackets worn with trousers and boots, found their way to the American public. During this revolutionary time, women's fashion witnessed equally interesting changes, such as the rise and fall of the hem line and a variety of looks ranging from Mod to a more bohemian/hippie look. Plaids also played an important part for both of the sexes. This exhibit will take you on a colorful and fanciful journey through the eyes of the hip garments the men and women of the Revolution wore.

This exhibit was created from garments in the Mississippi State University Historic Costume Collection. The Collection is part of the teaching and outreach mission of the Apparel, Textiles, and Merchandising (ATM) program in the School of Human Sciences. The exhibit was initiated in Spring 2010 by ATM senior Jessica Ajluni as part of a directed independent study.

References

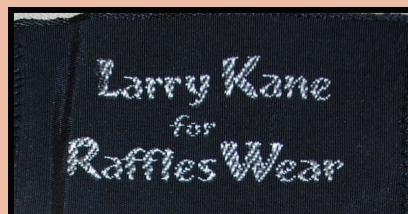
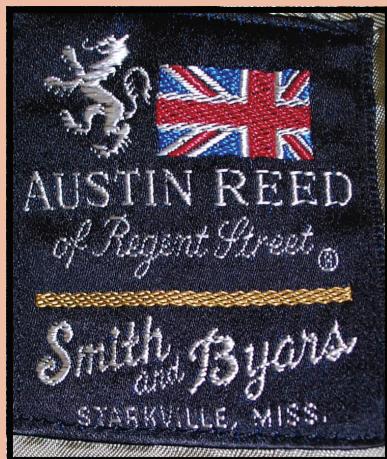
- Calasibetta, C. M., & Tortora, P. (2003). *The Fairchild dictionary of fashion* (3rd ed.). New York: Fairchild.
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1960s Pierre Cardin blue plaid polyester men's suit, 100% cotton shirt, and silk men's clip-on tie. Pierre Cardin was known for his avant-garde style and designed for both sexes. He is accredited with being the first couturier to produce and sell his ready-to-wear label to department stores (Calasibetta & Tortora, 2003).



1970s polyester coat and pant with white 100% cotton shirt and silk tie. The "Johnny Carson" label was a mainstay of men's fashion in the '70s.



Above: Pant Label

Left: Coat Label

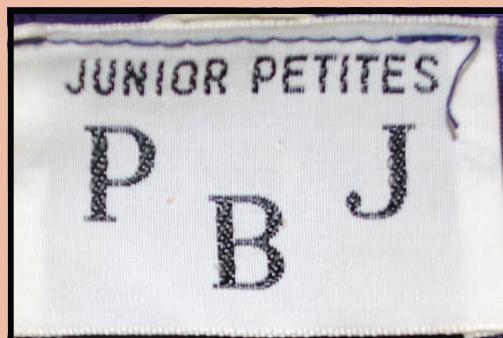
Classic 100% camel hair men's jacket, wool brown plaid slacks (1974), and white 100% cotton shirt. Plaid became a main staple in men's fashion in the late 1960s and 1970s.



1970s three-piece polyester Johnny Carson suit, white patent leather shoes, white cotton shirt with silk tie. The 1970s saw a return to three-piece suits (suits with matching vests), worn with the wide-collar shirts carried over from the 1960s.



1974 polyester leisure suit. The leisure suit gained popularity with its promise to bring a stylish suit that could be used in formal business, but was comfortable and trendy enough for everyday wear. However, it was not worn for a long period of time by many men. The figured knit shirt was worn in the 1970s.



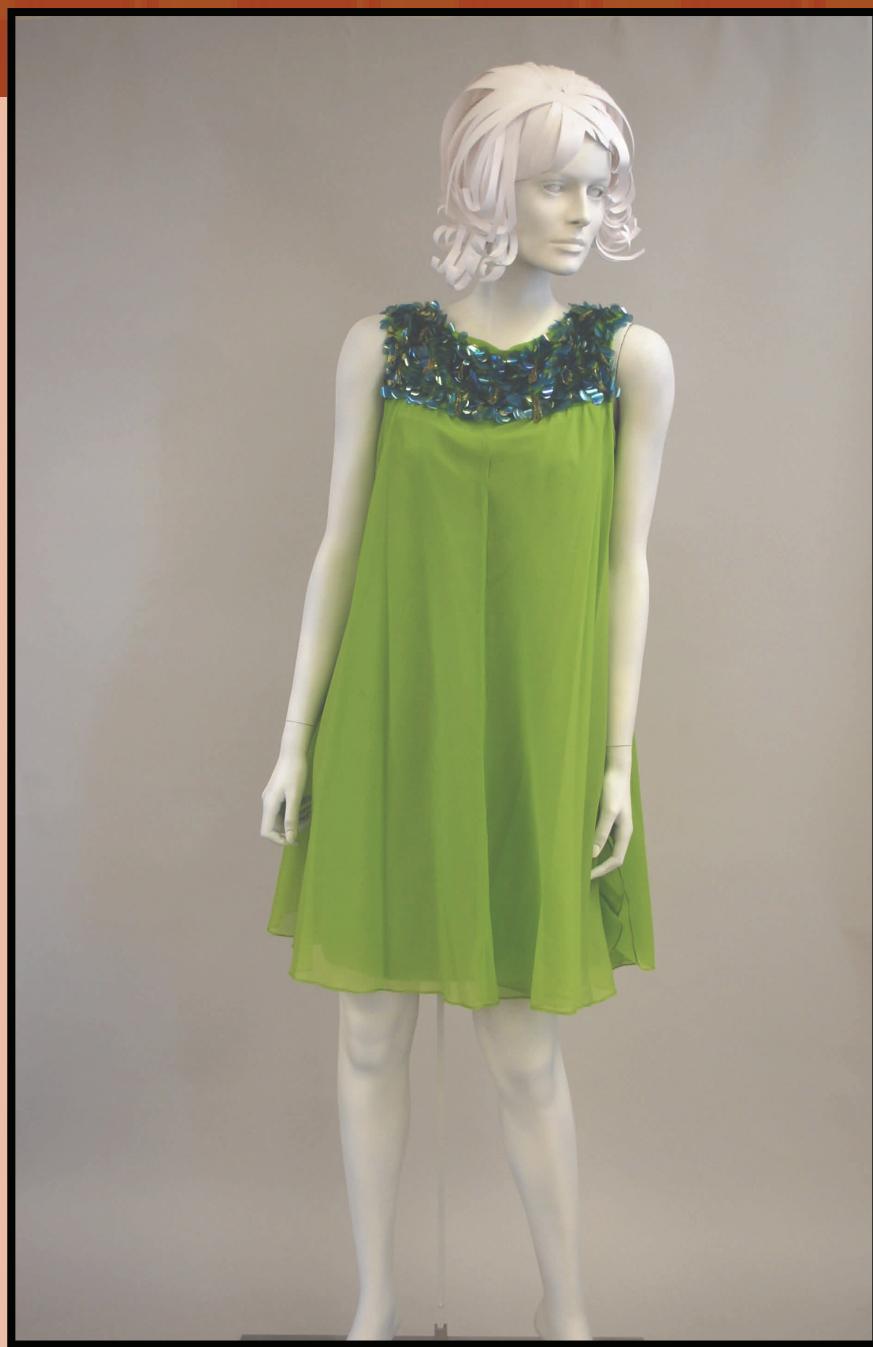
1969 navy linen mini dress with a hound's tooth check jacket. The ensemble was worn as a going-away outfit for a wedding located in Columbus, Mississippi.



100% polyester double knit women's dress and jacket ensemble c. 1965. The outfit is indicative of the Op Art movement and bright colors popular during the period.



Women's velour mini-dress with keyhole neckline c. 1968. Designer Mary Quant is often given credit for introducing the mini-skirt in 1964 (Calasibetta & Tortora, 2003).



1960s space-age trapeze dress with beaded and sequined details along neckline.



1960s Edwardian-inspired women's dress with crocheted details located at the wrists and collar.



Psychedelic, long-sleeve, floral maxi dress
c. 1970. Psychedelic fashion with acid
colors began in the 1960s but was carried
over to the beginning of the 1970s.



1970s tie-dyed maxi dress. Do-it-yourself (DIY) fashions were an important part of fashion in the early 1970s.



1970s polyester and cotton floral granny-gown. Granny gowns were often paired with chokers bearing cameos for the Victorian look that became quite popular during the 70s.