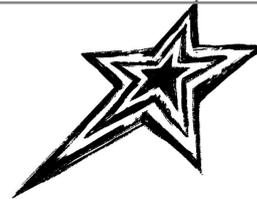
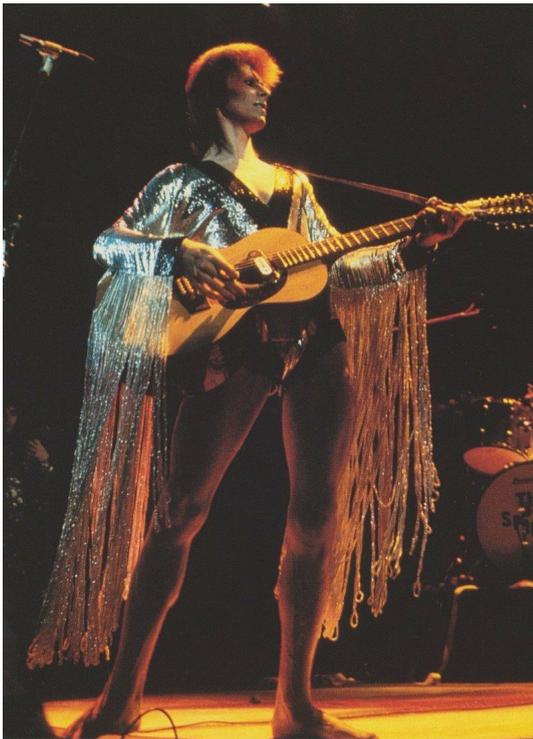


¶Hello Pickers Community!

Welcome to our first blog post. ¶This space is an opportunity to share all things vintage and retro through stories, tips and information. ¶This blog will become a guide for all vintage lovers alike, a place to read and participate in the culture of the past. In today's post, we talk about the flamboyant and eclectic energy of the 1970s. A decade of culture, music and fashion.



## THE FASHION TRENDS OF THE 70'S

In one word, the 70's can only be described as diverse. No single style or band could truly encapsulate the 70's and its impact on the world. But what were the defining styles of the decade? Where did they come from and how did they influence society?

### Disco & Glam

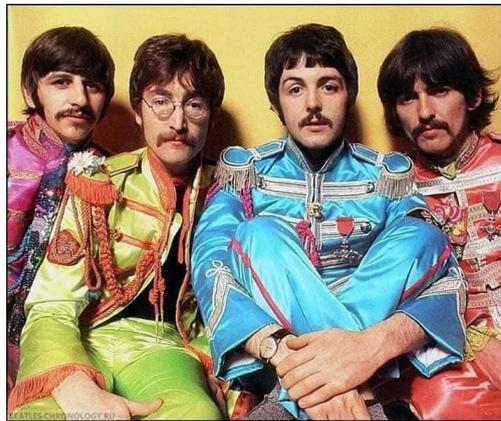
¶The 70s brought glam like never before. Clothing became symbolic, glamorous and more revealing than ever before, the garments were soft and authentic. Music would inspire trends, and in glam's case, artists like David Bowie, Donna Summers, T.Rex, Diana Ross and The Bee Gee's inspired many looks of the decade. Disco and Glam however, were more than just a fashion trend. ¶They spoke volumes about societal hardships, advocating for people of colour and the queer community. David Bowie paved the way in the 70s. ¶He challenged gender norms, and openly expressed his sexuality to a world which, at the time, was not very progressive. Bowie made it known that it was okay to be different and exist outside of traditional normalities. Disco and Glam made its mark, and still inspires to this day.





## *Flower Power*

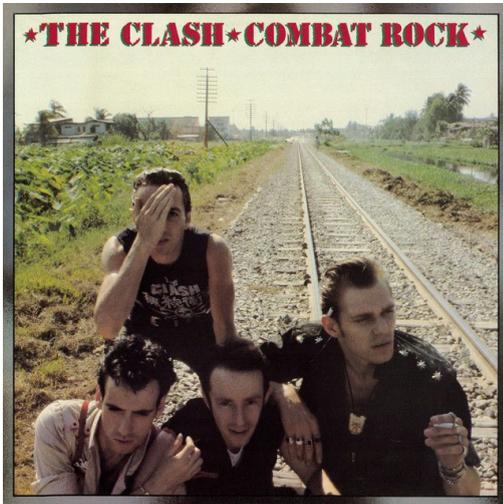
The hippie look began to develop in the 60s, however it peaked in the early 70s. Hippie fashion featured floral patterns, bell bottomed denim and bright colours. It was all about up-cycling and recycling, and the fashion was most commonly seen around concerts, festivals and rallies. One of the huge influences at the time were The Beatles during their psychedelic era. Sgt. Peppers was the anthem, and promoted peace, love and anti-war. Other bands including Jefferson Airplane, The Mamas & The Papas and The Byrds were all closely linked influences due to their peace & love messages throughout their music. The Hippie fashion was an iconic statement, and still carries traces throughout modern day.





## PUNK

The Punk Movement was another stark highlight of fashion in the 70s, but it was more than just a style. Punk in its most authentic form was a political movement. They advocated against high society and even the Hippie Movement, which was an anti-establishment response to the declining economy. The fashion highlighted non-conformity, with second hand clothes being altered and cut to create a stark contrast look. They used rips, studs and badges to display their political views. At the forefront were leather jackets, ripped jeans and customised t-shirts. Punk made a statement against norms, one of which being feminism and the view on women in society. They were inspired by bands such as The Stooges, Sex Pistols and The Clash. Punk is still very much alive, and we can see traces of the defined genre still present today.



That's all for this week!

Don't forget to follow our social media pages to find out what's happening daily at Pickers Retro Haven.

See you next time!



# *The Pickers Journal*