



**Norman Norell**

Day ensemble comprising jacket and skirt of wool flannel with silk blouse, 1960  
MCMV, Gift of Mr. Alan Stuart Conroy, SS 109.14.6

Designed the year Norell launched his own label in New York, this ready-to-wear ensemble combines high-end couture techniques, such as hand-made button loops, with a machine-stitched zipper.



**Sarni**

Evening dress of silk embroidered with beads and satin, 1961. Worn to the inaugural ball in honor of President John F. Kennedy in Washington, DC, on January 20, 1961  
MCMV, Gift of Mrs. William Chase, '72.14.1

Dubbed the "master of elegance" by *Women's Wear Daily*, Count Ferdinando Sarni opened his own ready-to-wear business on Fifth Avenue in 1959. His clients were women who could afford to spend up to \$3,000 for a custom evening gown (roughly \$25,000 today).



**Oleg Cassini**

Sleeveless evening dress with mid-length skirt of linen/silk blend, c. 1962  
MCMV, Gift of Oleg Cassini, '73.22.2.48

Oleg Cassini was First Lady Jacqueline Kennedy's selected designer. The casual elegance of this summer dress belies the numerous hand finishes used in its construction—a blend of informal and formal that also characterized Cassini's work with Kennedy.



**Cez and Bez, New York**

Evening dress and belt of Indian floral brocade satin silk, 1983  
MCMV, Gift of Lawrence S. Rosenfield, SS 91.15.48





**André Courrèges**

Ensemble comprising coat of wool flannel and dress of worsted double wool gabardine twill, 1964  
MCMV, Gift of Mrs. Frederick Eberstadt, 71.198.2A8

Haute couture meets the space age in this modernist, architectural coat. Topstitching highlights the design's planar structure.



**Chester Weinberg,  
retailed by Henri Bendel**

Dress of printed cotton cloqué, 1964-65  
MCMV, Gift of JoAnne Olan, 98.201.2



**Joan "Tiger" Morse  
(attributed)**

Dress of machine-stitched vinyl, c. 1965  
MCMV, Gift of Mrs. Peter Baumberger, X2016.180.1

Youthquake designers adopted lollipop colors and innovative materials such as vinyl that had previously been outside the fashion mainstream.

First African American college students organize an anti-apartheid boycott with chapters in Cleveland, North Carolina, in Denver, supporting a local Black-owned store.



First Playboy Club opens in Chicago.

Women's Wear Daily, a trade publication founded in 1910, is rebranded by new editor John Fauchald into a hip fusion of fashion, entertainment, and celebrity.

United States Postal and Drug Administration announce the first new combination.

Norman Hassel, a university of high and American fashion, opens the new fashion house.



1960

John F. Kennedy is inaugurated as the 35th president of the United States.

The "fashion look" takes America by storm, and the fashionable First Lady is elected to publish Eleanor Lambert's International Best Dressed List.

President Kennedy unveils the White House of the Year award, honoring the top five Commercial Queen Bees of the Capital.



East German government begins construction of the Berlin Wall, dividing that city in two.



1961

A fashion show in Harlem, November 1961, The Original African Culture and Fashion Entrepreneurs Designed to Restore Our Social Pride and Standards, promotes the slogan "Black is Beautiful."

John Stein is the first American to orbit Earth.



Andy Warhol has his first exhibition of his Campbell's soup can paintings at Felix Gallery in Los Angeles, within a few years, paper dresses with these images are being sold.

Rachel Carson's Silent Spring is published, warning the dangers of DDT, and setting the stage for the environmental movement.



1962

The Feminine Mystique by Betty Friedan is published, helping to launch a second-wave of feminism in the United States.

Geoffrey Baine establishes his own label.

Civil rights advocates gather on the Mall in Washington, DC, during the March on Washington for Jobs and Freedom, where Martin Luther King Jr. delivers his "I Have a Dream" speech.



President Kennedy is assassinated in Dallas, Texas, and Vice President Lyndon B. Johnson is sworn in as president.



1963

The Beatles visit New York City and appear on Ed Sullivan's television show.



Vogue embraces British designer Mary Quant's newly introduced "miniskirt."

New York, Florida's Fair opens in Ft. Lauderdale, opening.

United States Civil Rights Bill is enacted, banning discrimination based on race or sex.

Rudi Gernreich's legless bathing suit debuts in Good magazine and his "no bra" bra is manufactured.



1964

Diana Vreeland's lead editorial in Vogue declares a fashion "revolution."

Martin Luther King Jr. is assassinated in New York.

U.S. warplanes bomb North Vietnam for the first time. In New York, cash cards are publicly burned at a demonstration, co-ordinated by student group the National Coordinating Committee to End the War in Vietnam.



Perpaphormia — the hippest "boutique" in New York — opens, introducing a new approach to retail.



1965

Space probe Surveyor 1 is the first U.S. spacecraft to safely land on the moon.

National Organization for Women is founded in Washington, DC.



Truman Capote holds his "Black and White Ball" at New York's Plaza Hotel, marking a concentration of disparate fashion worlds, from New York's establishment to its rising avant garde.

Harper's Bazaar includes a "New Wave-length" article with disco dresses from New York's Perpaphormia and Tiger Morse boutiques that glow under blacklight.



1966

The Beatles visit New York City and appear on Ed Sullivan's television show.



Vogue endorses British designer Mary Quant's newly introduced "miniskirt."

New York World's Fair opens in Flushing Meadows, Queens.

United States Civil Rights Bill is enacted, banning discrimination based on race or sex.

Rudi Gernreich's topless bathing suit debuts in Look magazine and his "No Bra" bra is manufactured.

1964



Diana Vreeland's lead editorial in Vogue declares a fashion "Youquake."

Malcolm X is assassinated in New York.

U.S. warplanes bomb North Vietnam for the first time. In New York, draft cards are publicly burned at a demonstration coordinated by students going to the National Coordinating Committee to End the War in Vietnam.



Paraphernalia—the hippest "boutique" in New York—opens, introducing a new approach to retail.

1965



Stokely Carmichael is the first U.S. appointee to the United Negro College Fund.

National Organization for Women is founded in Washington, DC.



Thomson Capone hosts his "Black and White Ball" at New York's Plaza Hotel, marking a convergence of disparate fashion worlds. From New York's establishment to its rising avant-garde.

Hoyt H. Hester publishes a "Black Woodstock" article with dress designs from New York's Paraphernalia and Tiger Morse boutiques that glow under blacklight.

1966



Thelma Houston's "Don't Leave This This World to Me" is New York's Central Park.



The Black Panther Party is founded in Oakland, California.

Naomi Sims is the first African American model to be chosen as the cover of Fashion of the Year, as published in The New York Times Magazine.

Alving Stone's magazine devoted to appropriations, changing music, politics, and fashion begins publication.

1967



Martha Graham dies in a heart attack in Manhattan, Tennessee.

Robert F. Kennedy is assassinated in Los Angeles, California.

Helen Gurli Brown's "The Girl on the Train" is published.

Samuel Beckett's "Quad" is performed in New York City.

The short-lived "vintage" brand gains momentum on Paris runways.

The first issue of the magazine is published.



Cubik Club launches his company.

1968



1969 New York's Metropolitan Museum of Art announces the opening of the new wing, the Metropolitan Museum of Art.



France celebrates the 100th anniversary of the birth of Jeanne Lanvin.

Announcement of the first issue of the magazine.

Richard Nixon is elected President of the United States.

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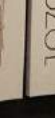
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1969



The fashion industry's annual convention is held in New York City.

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1970



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1971



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1972



















# Youthquake

## 1964–1966

In her January 1, 1965, article, *Vogue* editor Diana Vreeland declared a “Youthquake,” a term she coined to acknowledge the untapped trendsetting and buying power of American youth — “under 24 and over 90 million strong.” The era’s maverick spirit galvanized Seventh Avenue veterans such as Donald Brooks, as well as entry-level designers like Geoffrey Beene, to embrace new approaches. Miniskirts and other fashions highlighted young, fit bodies with bright colors and bold patterns. Whereas earlier styles relied upon body-molding undergarments for their shape, textile innovations like vinyl, polyester, knits, and even paper made ultra-streamlined silhouettes possible. Also influencing the look of fashion was the “British invasion” launched by The Beatles’ 1964 visit to New York, with designer Mary Quant, models such as Jean Shrimpton and Twiggy, and hairstylists like Vidal Sassoon adding a hip, “Mod” accent to the city’s homegrown talent.

The era’s youthful focus and British influence also extended to retailing and spurred a new concept: the boutique. Spearheaded by Paraphernalia on Manhattan’s Upper East Side in 1965, boutiques fused fashion, music, and late-night partying to draw a mash-up of social types, including artist-celebrities such as Andy Warhol.









