

Source 3 At Derby Day 1965, model Jean Shrimpton turned heads when she arrived without the customary gloves and hat, and dressed in what was considered a very revealing mini-dress.



parents, their clothes and hair changed to replicate the looks of their favourite stars of stage and screen. For girls, this marked a move away from the sensible dresses of the 1950s towards the risqué miniskirt, a symbol of sexuality and new-found independence. Boys entered 1960 emulating the clean-cut boy bands of the 1950s, but the Beatles quickly changed that: hair grew longer, ties grew thinner and pants grew tighter, in a look that came to be known as the Mod, the most popular look of the day.

Throughout the 1960s, young people challenged traditional distinctions in the colour and style of clothing, and blue denim jeans became a staple of every teenage wardrobe. By the end of the decade, to the horror of many of their parents, both sexes could be seen wearing flares, sandals and tie-dyed T-shirts.

Fashion meets politics

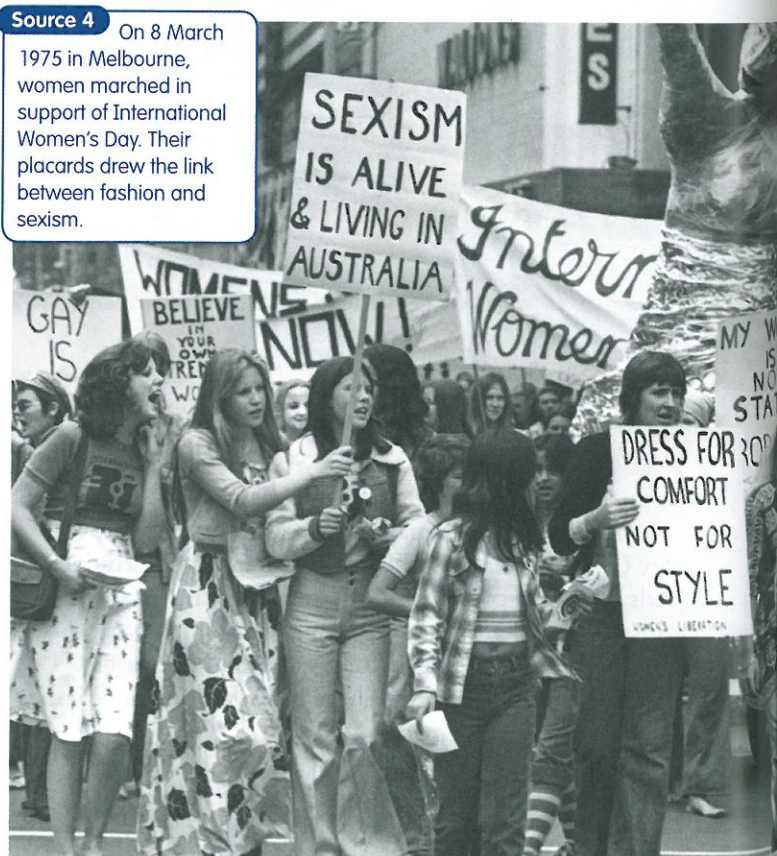
Fashion has always been connected to politics. This connection was made clear from the 1970s onwards in fashion generally, and women's fashion in particular. In the 1970s, for women who supported the women's liberation

movement, clothes became a powerful political statement. They deliberately chose clothes that were practical and less feminine than in decades past, wearing pants rather than dresses, and flat, heel-less shoes.

The early 1980s was a time of booming economic prosperity from Wall Street to Main Street. Women had fought hard for their rights in the workplace in previous decades, and their struggle had paid off with the signing of Australia's *Sex Discrimination Act 1984*. Throughout the decade, women's fashions reflected this new-found power, with women choosing strong shoulder pads and conservative business suits in an attempt to compete in what had for a long time been a man's world. This fashion trend was embodied by the British prime minister Margaret Thatcher and Princess Diana, and by Joan Collins on the hit American television soap opera *Dynasty*, which had a viewership of 250 million people around the world. 'Power dressing' would continue to be a feature of women's fashion in the early 1990s.

One area of fashion that has been dominated by political activism is the fur trade. Every year, millions of animals are killed for their pelts to supply the world's fashion designers with fur. Those who object to this practice have found a voice in the organisation People for the Ethical Treatment of Animals (PETA), which was founded in 1980. PETA has conducted many demonstrations against designers who use fur and has gained a lot of media attention. The organisation also has a large celebrity following and uses celebrities in many of its advertisements. In a video she narrated for PETA Asia-Pacific, Australian actress and singer Natalie Imbruglia says, 'Anyone who wears *any* fur shares the blame for the torture and gruesome deaths of millions of animals each year.'

Source 4 On 8 March 1975 in Melbourne, women marched in support of International Women's Day. Their placards drew the link between fashion and sexism.



Source 5 Joan Collins (right) became a 1980s fashion icon when she played Alexis Carrington in the hit American soap opera *Dynasty*, a role for which she received six Golden Globe nominations between 1982 and 1987.



Source 6 Natalie Imbruglia is one of many celebrities to have stood up for animals as part of PETA's worldwide anti-fur campaign.



Activities

Student workbook
5.2

EXPLANATION AND COMMUNICATION

- 1 Why might G I Joe have been renamed Action Man for the Australian market?
- 2 Make a list of possible sources of conflict between teenagers and their parents in the 1960s.

ANALYSIS AND USE OF SOURCES

- 3 Look at **Source 1** and answer the following:
 - a Why might dinner parties have become so popular during the 1960s?
 - b How did men's and women's roles at these parties differ?
 - c Dinner parties often had themes that related to different cultural traditions from around the world. Do you think this represented real understanding of these places and cultures? Explain your answer.
 - d What was the role of children at these dinner parties?
 - e Identify one of the popular dances being performed by the teenagers. Justify your response.
- 4 Look at **Source 3**. What impression does this photo give you of the model Jean Shrimpton? How do you think the other people in the photo might have felt about her? What evidence can you find to support your claims?
- 5 In what ways was fashion a part of the demonstration depicted in **Source 4**?
- 6 Look at **Source 5**. Based on this photo, what aspects of Joan Collins might have made her a popular culture icon in the 1980s?

PERSPECTIVES AND INTERPRETATIONS

- 7 Some people have seen Barbie (see **Source 2**) as harmless, while others believe that her representation sends girls unrealistic messages about what it means to be a young woman. Use the internet to research the various models of Barbie over the decades and consider the toy's importance in popular culture. Decide whether you think Barbie would have had a positive or negative impact on a child's wellbeing in the 1960s and 1970s.
 - a Plan your response in 'broad strokes', outlining your main arguments.
 - b Find at least three sources (such as articles, interviews and websites) to support your opinion.
 - c Develop your argument into a 300-word written piece.
 - d If possible, team up with other class members with the same perspective as you and consolidate your arguments, then debate an opposing team within your class. Each participant should speak for no more than five minutes, and a winner should be decided by your teacher.
 - e Finally, write 150 words outlining which of the arguments you actually believe and why.

Cold War the state of political hostility and military tension between the Western (capitalist) and Eastern (communist) power blocs