



Swinging Britain: Fashion in the 1960s

By Mark Armstrong

Shire Publications Ltd. Hardback. Book Condition: new. BRAND NEW, Swinging Britain: Fashion in the 1960s, Mark Armstrong, Travel back in time to the era when Carnaby Street led the world, a golden age of youthful innovation and exhilarating pop culture, and a fashion scene that defined a generation. The 1960s was one of the most exciting fashion decades of the twentieth century, during which British pop and youth culture gave birth to styles that would set international trends. This book reveals how the sweeping social changes of the 1960s affected the British look, how designers and entrepreneurs such as Mary Quant and John Stephen made London the fashion city of the decade, and the influence of public figures such as the Beatles, the Rolling Stones, Cathy McGowan, Twiggy and Jean Shrimpton on the national identity of a country finally recovering from a prolonged period of austerity.



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