

Swinging Sixties

Fashion in London and beyond 1955–1970

Edited by Christopher Breward, David Gilbert and Jenny Lister

Contents

Acknowledgements	6
List of contributors.....	7
Introduction Christopher Breward	8
Kaleidoscope: Fashion in Sixties London Jenny Lister	22
Mary Quant.....	40
'Brave New London': Architecture for a swinging city Bronwen Edwards	42
A New London.....	56
'I think they're all mad': Shopping in Swinging London Sonia Ashmore	58
The Boutique Look.....	78
Myths of the Swinging City: The Media in the Sixties Pamela Church Gibson	80
Cover Appeal	100
Out of London David Gilbert	102
London on Tour	118
'Goodbye Baby and Amen': A Postscript for the Swinging Sixties Christopher Breward	120
Notes	124
Bibliography.....	125
Index.....	126