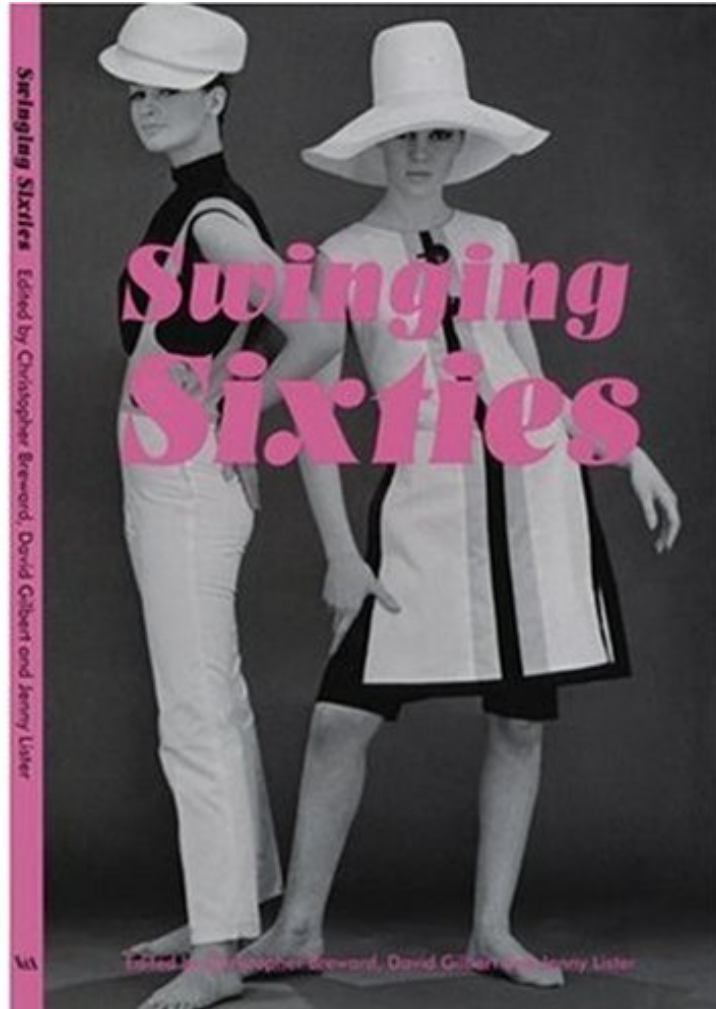


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## Swinging Sixties

*Christopher Breward, David Gilbert, Jenny Lister*  
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**Christopher Breward, David Gilbert, Jenny Lister : *Swinging Sixties*** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Swinging Sixties*:

1 of 1 people found the following review helpful. *Swinging sixties* is the appropriate title of this great book By bruce hunter shifman An era unlike no other. *Swinging sixties* is the fun, loving journey of a time spotted with charm, elan' and a great time past. Bravo to a fine account of a terrific time in our history. 1 of 2 people found the following review helpful. Mad for Mod! By Paul R. Tyler Awesome book! Great inspiration for young designers and fun memories for those who wore it the first time around. Wonderful pictures and an easy read. I highly recommend this book!

Austin Powers mercilessly parodied the look, but the films' enormous success proved the enduring influence of mid-

60s London fashion. In April 1966, Time famously touted London as the new world center of style. Forty years later, this book reconsiders the roles played by designers like Mary Quant, celebrities like Twiggy, boutiques like Biba, photographers like David Bailey, magazines, and filmmakers in promoting a new, more relaxed, more colorful way of dressing that reverberated around the world. Illustrated with key pieces from the VA's fashion collection plus contemporary photos, posters, and ephemera, the book relates fashion to the rapidly changing social, economic, and aesthetic context of the times, arguing for the central role it played not just on Carnaby Street, but in 60's pop culture.

About the Author Christopher Breward is Deputy Head of Research at the VA and a professorial fellow at London College of Fashion, University of the Arts London. Jenny Lister is a curator of fashion at the VA. David Gilbert is reader in human geography at Royal Holloway, University of London, and a specialist in the history of 20th-century London.