
THE
GOODWOOD
REVIVAL
style guide



REVIVE & Thrive

Revival is a unique opportunity to embrace the iconic design of the 1940s, 1950s and 1960s. Whether that's by seeking out true vintage pieces, enjoying more recent interpretations of timeless trends or creating your own outfit from scratch, it's all part of the event's Revive & Thrive ethos: celebrating unforgettable fashion that is made to last.

Revival is not about dressing in costume, it's about embracing your own personal style through a vintage lens. If it's not something you would wear the rest of the year, it's probably best left on the hanger. For those looking to dress to impress this Revival, here is fashion historian, Amber Butchart's guide to making the most of mid-century style.





1940s

Rethink, repair, re-wear

The war and its necessary restrictions dominated the 1940s, even after hostilities ended, but far from being a drab and austere period, these constraints could allow creativity to flourish. There's a lot we can learn from directives such as the 'Make Do and Mend' campaign, launched to encourage people to extend the lives of their wardrobes during wartime. After all, the most sustainable clothing we can wear is clothing we already own, so don't be afraid to upcycle garments you have, or layer on accessories to add suitably vintage charm and panache.

Women's tailoring became popular at this time as it was easy to manufacture with many factories requisitioned for the war effort, so strong-shouldered skirt suits, infused with a military air, were a common sight throughout the decade, as were floral-print tea dresses. Minimal trimmings, sharp cuts and simple lines can be accessorised with Bakelite

jewellery, millinery or scarves to add an instant touch of period pizzazz.

For those interested in specialist vintage, search for the distinctive CC41 label, which was the mark of the Utility scheme brought in during the war to create new clothing from quality-controlled fabrics. It was in operation until 1952, and is often far from 'utility' in appearance, with fantastic cuts and striking prints.

Rationing lasted until 1949 as an attempt to conserve materials and labour, and to ensure a fairer distribution of clothing on the home front. As it dominated the decade, not a lot of new clothing would have been seen in the latter part of the '40s, making a Rosie the Riveter-esque boilersuit and headscarf still just about acceptable as chic utilitarian Revival style.

Pinstripes and trench coats

The demob suit – the civilian clothing given to soldiers returning from active service – is also perfect for Revival. Many of these three-piece pinstripe suits were made by Burtons, who had also made military uniforms during the war. You can find suits in a similar style in specialist stores or hunt one out in charity shops - or for a more casual approach, match shirt and trousers with braces, sleeve holders, and a fantastic printed period tie as a statement piece.

If you're looking to cut more dash, you could always turn to Hollywood. Humphrey Bogart (also a fan of a pinstripe suit) encapsulated a particular vibe of jaded cool in his fedora and trench coat, while those wanting something more distinctive could turn to the magical footwork and impeccable style of



Fred Astaire. In this respect, don't be afraid to think left field with accessories. Astaire - a man of enviable elegance and élan - became known for improvised idiosyncrasies, such as wearing a tie or scarf in place of a belt.

Making a break from austerity regulations in Britain, in 1947 Christian Dior's inaugural collection in Paris marked a defining moment in 20th century style. His collection, dubbed the 'New Look' by the editor of Harper's Bazaar, became emblematic of post-war fashion with its return to an hourglass silhouette defined by cinched waists and full skirts. It was so controversial when Britain was still in the midst of rationing that the Board of Trade encouraged journalists to ignore it. But it became the prevailing style of the following decade...



1950s

In the salons of Paris, this time was known as a golden age of couture, with houses such as Dior, Balenciaga and Balmain constructing sculptural masterpieces while dressmakers to the queen Hardy Amies and Norman Hartnell created courtly style in Britain. While vintage couture might be outside of the realm of reality for most of us, the good news is that a number of companies were turning these silhouettes into more accessible looks, perfect for the increased leisure time many people enjoyed during this decade.

In America, Claire McCardell was passionate about democratising fashion and created affordable, functional, and super fun ensembles, epitomised by her signature bloomer playsuits. Closer to home, look to Horrockses Fashions, whose Lancashire-made cotton sundresses in vivid prints encapsulated the hourglass silhouette of the era in such a smart, carefree, and elegant way that they were even worn by Princesses Margaret and Elizabeth. Adding cat-eye sunglasses, a head scarf and neat white gloves to a full-skirted dress can enhance the effect of a chic 1950s summer holiday, whether you're channelling Biarritz or Blackpool.

The golden age of couture

You could also recreate the silhouette of the decade by making your own circle skirt. These are perfect for crafting at home even with less-than-exemplary skills, as their originator, Juli Lynne Charlot, couldn't sew herself. In need of a Christmas skirt that complemented the curves of Dior's New Look, she cut a circle from felt, and decorated it with simple appliqué. Taking variations to a local boutique, they flew off the shelves and before long these novelty skirts were stocked in department stores across the States, especially featuring their most well-known motif, the poodle. Pair with saddle shoes and bobby socks for a jive-friendly look.

The 1950s saw an explosion of youth culture that provides almost limitless inspiration for Revival style. Cinematically, this was cemented on celluloid with the screen rebels of Marlon Brando and James Dean. When *The Wild One* was released in 1953, with Brando as the leather-clad leader of the Black Rebels Motorcycle Club, it was considered so dangerous that it was banned in the UK for 14 years, and shocked reviewers nervously discussed the film's "grotesque costumes".



Far from monstrous, the outfit of white t-shirt, jeans, and leather jacket - worn with a swagger - became a uniform of post-war youth style. Each item has subsequently entered the canon of 'fashion classics', ensuring they're items that most of us already have in our wardrobes. With a bit of styling - a rolled sleeve here, a quiff hairdo there - you can make the perfect Revival rebel look.

The burgeoning subcultural styles of the decade offer an alternative to the dominant hourglass shape of the era. For inspiration, see Audrey Hepburn's bohemian Parisian Left Bank dance in *Funny Face* (1957). In a scene that is also awash with Gallic striped tops as a marker of mid-century countercultural cool, she is clad in a black polo neck and cigarette-pants which can forge a suitably dramatic Existentialist look, especially when paired with a bright red lip. This ensemble is eminently replicable when matched with a ponytail, loafers, and a large helping of savoir-faire.

1950s





The peacock revolution

In 1966, Time magazine ran an iconic issue that called London, 'The Swinging City'. This captured the zeitgeist of the preceding years that had seen Britain burst out of post-war austerity with a surge of creativity that impacted fashion around the globe. Suddenly, London was the hippest place on the planet, and designers like Mary Quant, with her childlike designs that allowed freedom and movement, captured the ethos of the era.

Mary Quant had opened her first boutique Bazaar the decade before, back in 1955, and soon became a global phenomenon linked with the new optimism of the early 60s. There's an ongoing argument about who 'invented' the mini skirt - Quant, André Courrèges in Paris or John Bates, the man behind the

1960s

label Jean Varon in London. But the argument is something of an irrelevance, as the mini skirt captured the spirit of the age, and can be worn with Mary Janes or knee-high boots to fully embrace 60s street style.

With its energy and verve the mini skirt became an iconic design of the time, symbolic of the greater liberation of women with the arrival of the contraceptive pill early in the decade. To help reach those stratospheric hemlines you might want to befriend your dry cleaner. Most dry cleaners will offer repair and alteration services, so you can shorten hemlines and tweak items you currently have or source secondhand to give just the right fit and vintage flair.

The 'peacock revolution' ensures this is a great era for flamboyant men's style, from the Carnaby Street Mod knock-offs of John Stephen to the psychedelic florals which were brought to menswear by designers like Michael Fish. Starting off as a shirtmaker at Turnbull & Asser, he soon opened his own boutique to dress a generation of men who were not afraid to stand out from the crowd. In a similar ostentatious vein, the hussar jacket popularised by Jimi Hendrix added a soupçon of theatrical drama to men's wardrobes. Along with other



rockstars at the time, Hendrix shopped at the boutique I Was Lord Kitchener's Valet, which stocked antique and replica military dress. Military surplus stores can still be a great place to source key Revival pieces.

Fashion is always a reflection of culture and society and nowhere was that more apparent than with the intergalactic styles of the decade that anticipated the moon landings. André Courrèges' 1964 Space Age collection saw the debut of the 'moon girl' look with flat boots and geometric shapes paired with goggles inspired by sci-fi comics. Two years later, Paco Rabanne debuted his collection, '12 Unwearable Dresses in Contemporary Materials,' featuring chain-link metal, aluminium and Rhodoid plastic, futuristic materials that hadn't been seen in fashion before.

The style forged an entirely new modern look. Secondhand acrylic jewellery can be picked up affordably and do a lot of the heavy lifting to replicate the reflective surfaces and modernist shapes of the era. For more, watch Jane Fonda as Barbarella (1968), whose costumes were inspired by Paco Rabanne. Team with lashings of eyeliner, as sported by Donyale Luna on the cover of Vogue in 1966.



ICONIC STATEMENTS

of the day

1940s

Pleated notch-back trousers
Fair Isle knitted tank tops
Wide swing ties
Utility style jeans
Bakelite brooches

1950s

Bomber jackets
Two-tone brogues
Pencil skirts in houndstooth
Fine knit twinsets
Cat eye sunglasses

1960s

Bell bottom trousers
Black polo neck jumpers
Berets
Chelsea boots
Swing coats with oversized collars

TOP

tips

- ◆ Don't confine yourself to one section of the vintage store – a tailored men's blazer has an air of Katharine Hepburn's insouciance, but also looks great over an oversized shirt today. Similarly, get creative with the way you wear your pre-worn finds: weave a silk scarf through halo braids, or wear vintage spectacles on a chain around your neck – an innately fabulous piece never dates.
- ◆ The right tailor can ensure all of your second-hand purchases fit you perfectly, especially when you encounter

vintage sizing which drastically differs from modern-day equivalents. Ask for a seam allowance so it can be refitted at a later date, for you or someone else, and have the seams reinforced to prevent breakage. It's also a chance to rethink, repair and re-wear what's already in your wardrobe – an expert tweak of something that no longer fits or has lost its appeal makes for a brand new style statement. Swap out original buttons for vintage alternatives; add elbow patches or an embroidered monogram to pockets, or introduce contrast stitching to lapels and cuffs.



- ◆ Finding truly special pieces you'll wear for a lifetime requires patience and diligence... but the thrill of the chase is half the charm. Save key searches on resale platforms, tell local shop owners the kind of pieces you're looking for and build mood boards on Pinterest to help plan the look. Be aware of your measurements when shopping for vintage – whether online or at a market, it's not always possible to try pieces on. And remember, before buying ask yourself: is this something I will wear again and again, and is it up to a day gallivanting at Revival?



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