

Celebrate the 50th anniversary of the iconic year 1967

NO CONTROL

FIRST ISSUE

MAY 2018 £3

*Update your
style
and step into the
60s*

*Fall in love
with past
and break the
rules*



CONFIDENCE

NO CONTROL

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MAY 2018



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FROM THE EDITOR

Welcome hi my name is Pelumi for the last couple of months, I have been working on producing a high-end magazine for my final major project. Hello readers welcome to No Control Magazine. I'm a thrilled to announce that you are currently reading the first issue of No Control magazine! Before we begin I would like to thank everyone who has contributed to helping me create this fashion magazine. Have you noticed how these new fashion trends that keep taking over the world a, have elements of previous fashions recycled and updated? all the current trends that are happening are somehow linked back to the past! That's what inspired me to create this magazine in the first place. No Control magazine is for the modern women who wants to lead a modern fashionable life. While learning about and appreciating the innovative and powerful women who came before us. I hope you enjoy reading this magazine as much as I enjoyed creating it. The purpose of my magazine is to entertain and to inform. The final product is all that I hoped for and more. Despite the times when I thought that I wouldn't meet the deadline! Throughout this project I have learnt many skills that will benefit me forever. No Control magazine includes detailed information about the past fashion trends that happened over 50 years ago! How they impact our society today.



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What Happened in 1967 ?

The 1950s were time of compliance and traditionalism. People in the 50s were all about conservatism and conformity, however that all changed with the swinging 60s. In 1967 there was a medical breakthrough the introduction of the contraceptive pill this encouraged women to embrace their new found freedom.

*Photograph By
Barry Lategan*



The year 1967 was the year that brought us the summer of love the first successful human heart transplant. While Jimmy Hendrix was setting his guitar on fire thousands of people in America marched to the Pentagon to try and lift it with their mind. Regarding to what we wear wearing it was the year of short skirts Nehru Jackets and flowers in your hair. The youth quake erupted throughout the 1960s. without warning it was an earth shattering moment in history which also over turned the status quo within in fashion. A new generation of women embraced the groovy sound of the time and swinging new clothes that delivered maximum impact and empowerment. Meanwhile the positive energy helped bring us unforgettable icons like Audrey Hepburn and Jean Shrimpton. Designers in the 60s were known for obsessing over the placements of an arm whole or the perfection of a seam. Coco Chanel was famous for continuously tearing her work apart in search for the perfect fit

Subsequently their fashion choices changed also. Fashion in the 60s was dominated by the youth culture. From the child-like miniskirts to the new innovated go-go boots, outfits the fashion trends in 1967 took a wild turn. New trends were a reflection of exciting positivity mixed with a perfectionistic need for a new democratic world. The year 1967 was an iconic year that the fashion industry should never forget. The year 1967 belonged to a decade that was known as the swinging 60s. London was all the rage it was known as swinging London a journalistic phrase coined by Times magazine. The swinging 60s was the era of the Beatles, the Civil Rights Movement and Fashion it was entwined with youth culture, a movement that shocked the whole world. After world war two there was an extraordinary number of teenagers who no longer wanted to be a part of the clean-cut image the previous generation laid out before them. Post severity was a thing of the past

*photograph By
John French*



MARY QUANT

What's So Special About The Mini Skirt



The miniskirts were a breath of fresh air in wake of the post-world war era. The miniskirt went beyond the simple street fashion into the main stream media it became a major international trend. The mini skirt was worn by influential models at the time such as Jean Shrimpton and Twiggy with their help the mini skirt thrived through the decade. The mini skirt was a key piece of the 60s it was a controversial statement that spread like wild fire! Skirts and dresses before the 60s were usually conservative full and below the knees.. Despite the miniskirts worldwide success, the mini skirt ruffled the feathers of many famous designers! According to Coco Chanel 'they were just awful'. The mini skirt was an astonishing sensation that had a huge effect on society it was a part of the developing youth culture of the 1960s and womens freedom. Mary Quant became a vital part of London's youth fashion movement. Women who rocked the mini skirt were an upheaval to the suppressed post-war generation and utilitarian fashion of the 50s.

Mary Quant opened her first shop on 'Bazar' king's road in London's Chelsea in 1955. She produced clothes that reflected the ideologies of the younger generation of that time. Mary Quant was credited with creating the mini skirt and knee-high boots. Many believe that Mary Quant named the mini skirt after her favourite car 'the mines'. The mini skirt was an immediate triumph and symbolized the spirit of the swinging London in 1967 free, lively, childlike, ground-breaking and eccentric. The mini skirt was one of defining fashion trends of the 60s.



*Photograph By
Bruno Benini*

Mary Quant described the mini skirt as easy youthful simple cloth. The young people at the time were considered by the public opinion to be defiant and rebellious. Suddenly the youth of the time became an influential financial group. That wanted a wardrobe that matched their agenda. Mary Quant and the fashion industry trends were inspired by the street fashion at that time. Stores and new fashion designers at the time began to accommodate to the new generation of teenagers who had a style and mind of their own. What do you think of the mini skirt?



*Photograph By
Bruno Benini*

MARY QUANT



Source : Getty Images

What's the fuss about **CARNABY STREET**

Prior to the 60s Carnaby street was a neglected area with inexpensive properties. However, that all changed in the 60 when a young Fashion designer from the United Kingdom named John Stephen relocated to his flamboyant fashionwear store to Carnaby street. The locals loved it in fact they loved it so much that John Stephen opened more shops on Carnaby street. The shops were called 'Male West One' and 'His Clothes', John Stephen started a trend that many other fashion designers like Mary Quant followed. John Stephen was named King of Carnaby Street. *although* John Stephen has sadly passed away his legacy will continue to live on. In the previous decade fashion trends were dominated by the rich wealthy elite. People looked to Paris for the latest trends that would inspire the industry. However, time changed when the 1960s hit. In the 1960s young people had free pocket change because of the end of the second world war. Increased economic power resulted in young people wanting to be liberal and free by expressing their individuality through their clothes. The youth culture began designers responded to this new-found freedom by creating designs for young people that aligned with the younger generations new love for fashion.



*Credit For Both Images :
Getty Images*

Princess Ira von Furstenberg pictured arriving at the Carnaby Street shop of fashion designer Lord John

CARNABY STREET

The Epicentre Of London

Carnaby street was the heart and soul of the 60s. Carnaby street is a shopping centre in the city of Westminster central London. It was one of the most iconic streets at the time. It was the epicentre of the 60s. Carnaby Street is the birth place of the punks, skinheads and the mods. The 1960s was an era of the most ground-breaking social, extraordinary culture and political cataclysm, many independent designers like Mary Quant opened shops on Carnaby Street. The fashion on Carnaby Street was fresh and original. Carnaby Street was on a whole other level. The boutiques on Carnaby Street provided freedom and expression for the youths of that time. In 1967 fashion was dominated by the youth of the time.



*Photograph By
Pelumi Kolawole*

The Mods style inspired various celebrities like the Beatles, The Rolling Stones which evolved into the international scene. Designers began to cater to the younger generation by providing boutiques and fashion that sold items at affordable prices. For the first time in history boutiques began to hire young people to work behind the counters and serve other young people who looked just like them. These stores were very different experiences for young people because of the informal relatable setting that they provided. The boutique scene exploded and the young people in London clustered towards the new exciting stores centred on Carnaby Street and on London's Kings Road. These new iconic shops sold the tailored bright-coloured mod style outfits that were trendy at the time. Swinging 60s London was a wonderful era of hopefulness which created an energetic fashion era.

The Importance Of Fashion- **Does Fashion Really Matter ?**

*Photograph By
Richard Avedon*



What a strange experience it would be if one day you woke up and everyone dressed the same. As you wonder down the streets everyone would look like the same. How would you feel? Confused or lost? The world would appear to be a lot less colourful and unique. At some point in our lives we were all dressed by someone else. Are parents or guardians picked out a t-shirt? Schools dictated what colour our trousers should be. However, at some point we were granted with the opportunity to discover who we might be in the world of fashion.

Are relationship with fashion has been recorded since the dawn of time. The complex and elaborate ancient Egyptian paintings is a prime example. If the fashion industry fails to get its message across to today's audiences, millions of people all over the world will be affected. One in six jobs globally are tied back to the fashion industry in some capacity. The fashion industry is one the biggest industries in the world. Just by the mere fact that we all wear clothes we all contribute to it in some way. The UK's Fashion industry is worth over £26 billion. The way we dress impacts us and how others perceive us. Fashion is the ability to dress the way you feel inside to project to the world the person you see yourself as. Sometimes we underestimate the importance of fashion in our daily lives. Our clothes provide us with a major opportunity to correct some stereotypes that people may associate you with. So, it is important to invest time and energy on how you present yourself to the rest of the world. From a very young age society has taught us not to judge a book by its cover. I find that statement to be quite ironic since others around us are liable to a decision about us based on are backgrounds or a fashion choice.

The Mod Style

Britain gave birth to the modern sub culture which exploded worldwide. Contrary to popular belief the Mod scene started in 1950 however it did not peak until the 1960s. Inevitably the financial prosperity of England after the war many youths of working class families no longer have contribute their earnings to the household income. Subsequently they spent on high end clothes, new record and decked out Italians scooters, tailor made suits the Mods congregated in 24-hour coffee bars to listen and dance to jazz music! powered by caffeine, cigarettes and the youth adrenaline the fashion movement was in full swing. Many people flocked to the Mod style many of the original Mods tired of the main stream attention and moved on.



*Photograph By
Pelumi Kolawole*

The Mod style consists of bright colours short cuts and geometric shapes had become wide spread in 1966. When style icon and model Twiggy erupted on to the fashion scene but before the Mod was a style it was also a subculture. The Mod is short for the Mod scene. The Mod scene originated jazz clubs in the in British culture. The Mod subculture involved teens from lower-class families who were trying to rise above the ordinary, out-of-date rules from the late 1950s. In attempt to achieve a more thrilling luxurious and lifestyle. These non-traditional and social rules and standards were combined with fashion. The Mod scene was a way for the young people to find freedom and gain their individuality from the older gene

The Mod Style

The Mod style was revived in the 1980s and in the 2000s. The Mod fashion is so iconic that it tends to pop up regularly. When it comes to fashion in the 60s Britain set the tone and the whole world followed. The Mod style could only be described as forever changing.



*Photograph By
Pelumi Kolawole*

STEAL HER STYLE

*Dress : £10 From Primark
Earrings : £10 From Primark
Necklace : £10 from primark*

*photographer :Pelumi Kolawole
Make up artist : Mia Duffy
Model Dianna Steco*



The Mod style is all about the mini skirt, shift dresses, knee-high boots, tailored coats, graphic bold prints, flamboyant accessories which creates the distinctive Mod style look

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