Search
Coursework 2 - Final Presentation on the 60's for the fashion house of Alexander McQueen
Zowie Broach talks about Boudicca
00's presentation
Folk- Viking metallers – 00's
The 'Trendies' of Athens - 00's

The New Wave of British Heavy Metal

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IRON MAIDEN

AND THE NEW WAVE OF BRITISH HEAVY METAL

The New Wave of British Heavy Metal
The New Wave of British Heavy Metal is a metal music movement that started in the United Kingdom during the late 70's but found bigger recognition and extension throughout the 80's. The movement developed as a reaction in part to the decline of early heavy metal bands such as Deep Purple, Led Zeppelin and Black Sabbath. The NWOBHM bands adopted influences from the sound of blues and punk, increased the tempo and created a new, tougher and heavier sound, and it was a scene addressed to heavy metal fans exclusively. NWOBHM is considered to have set the major foundation to all the extreme music scene. NWOBHM was musically characterized by fast upbeat tempo songs, power cords, fast guitar solos and melodic, soaring vocals, with lyrical themes often drawing inspiration from mythology and fantasy fiction.

Most famous and globally recognized bands that were formed in the 80's where:

Iron Maiden

Judas Priest

Saxon

Tygers of Pan Tang
The fans of the movement of course adopted the style of the bands that they saw as heroes directly. The style survives until today all over the world. The key elements of this style are:

the training shoes in colour white, that reach the point of the ankle

the leather jackets with studs

jackets full of band patches

ripped off denim trousers

cut off, up to the belly point, t-shirts

black and white striped leggings

big accessories like wrist bands and belts with metallic studs and chains

Long hair with fringe for both men and women
The decade of the 80’s was a year that brought many changes in the history with main facts the Chernobyl infection and the fall of the Berlin wall. But apart from those, there were other happenings that changed the history.

The Mount Saint Helen’s catastrophe caused one of the strongest eruptions in north America, that has ever been recorded. May, 1980
I.M. Pei wins the contest for the Louvre Museum in Paris, with his glass pyramid. In the beginning there was controversy but later on it became as loved as Louvre its own. 1981

The British government announces that the unemployment of the country increased to 11.1%, which was the highest percentage for 50 years. June 1981

The 40th president of the USA, Ronald Reagan, was almost assassinated by John W. Hinckley Jr. They found him on the crime scene and arrested him directly. March 1981
Prince Charles and Lady Diana Spencer are getting married at Saint Paul's cathedral in London. 500 million people worldwide, are following the ceremony on the television. July 1981

The US American athlete Greg Louganis gets the highest points from all of the judges the World Aquatic championships, even though he hit his head on the board right before the jump. 1982

Argentina and Great Britain are discussing about the rights of the Falkland Islands in the south Atlantic. After Argentina decided to send solders to claim the Islands as their property, a war started. Three months later, the British army defeated the Argentinian solders and occupied the islands. 1982
The Microsoft Corporation invents the Windows system and the software engineer Bill Gates becomes the richest man in the world. 1983

The third episode of Star Wars: The Return of the Jedi, was released in the USA. 1983
The British genetic scientist Alex Jeffreys invents the genetic fingerprint which is crucial for the analysis of the genetics of the human. 1984

Linda Hunt is the first actress to win an Oscar for her performance as a character of the opposite sex in the movie ‘A year in hell’. 1984

The British ice dancers Jayne Torvill and Christopher Dean win the gold medal in Sarajevo. 1984

A bomb of the IRA explodes in the Grand Hotel in Brighton where the conservative party is having a conference. Five people are found dead and thirty are injured. Margaret Thatcher insists on continuing the conference. October 1984
An oceanographic team found the wreck of the Titanic in almost 4 kilometers depth. Proof is the collection of the porcelain dishes of the kitchen. 1985

The first of two strong earthquakes destroys parts of Mexico and many buildings in Mexico City are being demolished. Many rescue teams are looking for survivors under the debris and it was estimated that 20,000 people died. September 1985

In central Japan, the Jumbojet of the Japan Airlines crashed as the pilot lost control over the airplane. Only 4 out of 524 passengers survived. August 1985
Argentina defeats Germany in the finals of the world football championship with 3-1. 1986

Several Live Aid concerts are collecting donations for Ethiopia against starvation. Tina Turner and Mick Jagger are giving a show together. 1985

The council of the EU sets the flag with the start as the official EU flag. May 1986
The US American spaceship 'Challenger' explodes shortly after its start. Every member of the crew died, including 6 astronauts and a private person, the teacher Christa McAuliffe. January 1986

Prozac capsules where invented and released in the USA market and where the first anti-depression pills. 1987

It is the first time that the Simpsons, invented by Matt Groening, are shown as a series of 30 seconds spots in the Tracey Ullman show. Because of its success, it becomes an own television series. 1987
The Musee d’Orsay of Paris is opening in an old train station, the Gare d’Orsay. The exhibition of the museum includes mainly French paintings and sculptures from the time between 1848 and 1915. December 1986

Christian Lacroix presents his first haute couture collection and makes long pouf skirts and giant hats with key like decoratives and flower motives famous. He becomes one of the most famous fashion designers of his time. 1987

The Dow-Jones-Index falls for about 23%. That is the highest decrease limit in one day, in the history of the stock market. October 1987

The fast food chain McDonald’s plans the opening of restaurants in the Soviet Union. 1988
The airplane PAN-AM 103 explodes on the way from the London airport Heathrow to the Kennedy airport of New York, because of a bomb on board of the airplane. The airplane crashes in Scotland. 259 people are found dead.

December 1988

The Seto Great Bridge is being opened for traffic in Japan. It consists out of 6 bridges that are 9 kilometers long.

April 1988

The arch bishop of Turin in Italy, claims that with the latest computer technology, the face of Jesus Christ can be visualized on the grave cloth of Turin which can be dated back to medieval times. October 1988
The Grande Arche de la Fraternite is finished due to the ‘200th anniversary’ of the French revolution, in the area called La Defense in Paris. July 1989

Czechoslovakian masses celebrate the fall of the communistic regimes on the Wenzelplatz in Prague. November 1989

References:
- Chris Eisenberg, Tim Davies, Matt Chilton, (2009), Weltgeschichte in Bildern, Germany, h.f. Ullmann

By annaroditi

70’s presentation
Key 70’s trends

Back to Nature- Folk Craft in the 70’s
During the seventies there was a huge popularity of the 60’s cult ‘do it your own’ and the evening classes and books on craft started becoming more wanted and popular to the youth. These facts grew an interest creating own garments and embellishment styles at home. One of the factors that forced this trend was the facts that the decade was found with economical and oil crisis, reason that heightened the interest in the ecology and the ‘back to the Earth’ ethics. The same time, in the UK, the three-day week and was introduced and bread strikes happened, so the families were forced to do baking, weaving, knitting, patchwork and embroidery a house business. 

This is how the folkloric look came to the surface in the beginning of the 70’s and lasted until the end of the decade. The people who followed this style, exemplified the naturalistic alternative lifestyle of a generation that went back to the land. Once the idyllic lifestyle was as described, back to the nature, the clothing required natural fabrics, hand-tooled ornaments and crafted clothing that was believed to be meaningful and timeless. The whole style was recognizable by a strong romantic element of the times, with a use of patch worked prints that indicated a nurturing zeitgeist opposite to the futuristic disposable ideals of the mid-sixties.

Some of the key elements of the trend were the Navajo silver jewellery, the Peruvian style knits, clothknit printed DIY-fashion, ethnic blending and peasant styles and as a footwear were the clogs.
Navajo row bracelet which shows a combination of all handmade elements. The stones were hand cut and polished and set in individually made bezels on a hammered silver band. The edges of the band were filed down and a hand-drawn square silver wire with a filled-in twisted rope pattern was soldered on. The silver drops were also individually made. c. 1910.

From Shop the Shop, 126 King’s Rd, SW2
Indian cotton voile tunic and skirt by Kilings. (b) Brookes, page 79.
Summer softened in silk and voile

After dusk the same easy, unrestricted shape carries on, in créme'milk, boudoir in lace, babyfrock, femininity, all the things your mother has always wished you were. Or teasing in voile, maybe it's the transparency, innocently embroidered in simple stitches like a first sampler.

From Just Looking, 88 King’s Road, SW3
Ella short-sleeved top and skirt by Guizio, £16.00
Camel tunic, £7.50 from Camel, Cigale,
24 Museum Street, WC1.
Above: far left: Smock, £3.50, * and pants, £6, * from Foale & Tuffin, Marlborough Court, W1. Yellow cotton hat by Tiffins, £4, from Mr. Freedom, Kensington Church Street, W8. Initial ‘O’ pinned to hat, £1.25, from Countdown, 137 King’s Road, SW3. Green tights by Quant, 75p, from Selfridges. Red asparagus, £8.90, from Blue Gauche.

Left: Striped sundress, £11, * worn over yellow voile blouse. £9.50, * both from Foale & Tuffin. Green felt hat, £4.50, from Mr. Freedom. Blue canvas boots, £8.75, from Biba, Kensington High Street, W8.

More stockists on page 79.
Vivienne Westwood- Bondage and Punk style in the 70's
During the 70’s, Malcolm McLaren successfully crafted ‘Sex Pistols’ with all their style and look. The massive movement of punk had started and behind this, apart from him, was his great real-life partner and cohort in concocting, not only the Sex Pistols, but the innovator of punk fashion, the well known Dame Vivienne Westwood.
Her bondage-tartan red and black suits, the leather studs and the famous shocking tees were the official uniform of the punk movement during the 70’s. This clothing lashed out against hygiene, authority, rules, corporate rock, and mainstream society. It was a refresh of the fashion, that the time needed in order for new culture to rise, a reset that would inspire for music, art and fashion to this day. Vivienne Westwood stated herself: ‘I’m not trying to do something different, I’m trying to do the same thing but in a different way’. Innovators to the time where Sex Pistols of course, Siouxsie Sioux, Chrissie Hynde and Jordan.
McLaren and Westwood opened their first boutique ‘Sex’ on King’s Road in Chelsea in 1971. It started out as a small record store where McLaren and a friend peddled vinyl, magazines and rock memorabilia. It soon changed into ‘Let it rock’ which was a hip teddy boy shop for used and new clothes. Two years later it turned to ‘To fast to live, to young to die’ but shortly after, it was renamed ‘Sex’ again. The shop sold a range of innovative fashion designed by Vivienne Westwood as well as authentic bondage & fetish gear. Punk finally had a name, a style and an official shop.
References:

Pure London is a bi-annual fashion trading exhibition that takes place at Olympia London. A fashion buyer can find there womenswear, young fashion, footwear, accessories and childrenwear. Visitors can book their entry online and that will be non-chargeable otherwise a charge of 20 pounds would be taken. I visited the exhibition on Tuesday the 14th of February, 2012. In the big whole, there where about 1000 brands in two floors, where the buyers could see and have their models trying the clothes, talk with the wholesalers and arrange deliveries for their businesses. The buyers had a leading guidance by Drapers which is the UK’s leading weekly title for the fashion industry, with news, trends, jobs and business advice.
A great help for those people who were about to make a business decision was WGSN which had arranged a lecture in order to inform the buyers about the upcoming trends. WGSN is the leading global service providing online research, trend analysis and news to the fashion, design and style industries.

The lecture that started at 12:00 was based on the three main trends that WGSN has predicted for A/W 2012-2013 and those were: Hyperculture, Radical Neutrality and Ecohedonism. The presentation illustrated the basic colours, shapes and fabrics that the three trends will cover. The two screens on the sides of the stage showed images with examples of key fashion designers, accessories, flat drawings and fabrications, as well as inspiration boards. During the presentation models walked all the way through the stage in order to present some basic outfits with which the lecture was supported. At the end of the lecture, WGSN had arranged a mini catwalk show, presenting more outfits based on the three trends.
With access to TV becoming much more widespread in the 60's, fact and fiction merged when cosmonaut Yuri Gagarin became the first man to fly out of the earth and sci-fi no longer looked so far achieved. The people who lived in that time and especially the younger ones, where very affected by the fact, and that when fashion designers got inspiration to launch collection based on the space travelling.
First to go, was Andre Courreges who, in 1964, launched his collection Space age in his house in Paris. Couture started becoming increasingly irrelevant and innovative, as fashion was artificially influenced and combined with the great use of new materials such as paper, plastic and perspex. The sixties ‘life as art’ stance translated into the Mylar and inflatables decorating London boutiques and the silver walls of Andy Warhol’s ‘Factory’. Geometric shapes and space age fabrics where key elements of the style.

Other key trends and designers of the Space-Age Outfit:

The disc dress that the Spansh designer Paco Rabanne created in 1967 was a key garment of the decade. The dresses of the collection where made of silvered perspex discs which where attached together with metalo chains.

Another very famous garment was the Cosmos cream tunic of Pierre Cardin in 1967. His Cosmos unisex collection dressed men and women as if they were about to embark upon a space odyssey, in matching unitards, zippered jumpsuits, tunics and leggings.

Brothers Andrew Oliver and Ray Goldsmith started creating eyewear in the UK and they where the third generation of designers at the helm of the family eyewear firm. In the 60’s, they designed a collection of sunglasses inspired by the space style.
Elements of Fashion:

- goggles and visors
- Jeanloup Sieff’s photographs of Doniyale Luna in space-age fashion for Nova magazine
- white with coloured detailing
- 2001: A space Odyssey
- Pucci flight-attendant uniforms for Braniff Airlines with bubble helmets

Marshall McLuhan’s The Gutenburg Galaxy

References:


By annaroditi
Vexed Generation is a United Kingdom-based brand formed by the designers Adam Thorpe and Joe Hunter. Having launched their first collection in the year 1995, the designers got inspiration and cause of creativity by the street life and matters. Disturbed by the infringement of civil liberties which the recently introduced Criminal Justice Bill of 1994 had brought about as well as the introduction of the CCTV cameras that the law brought to the city, the two designers created innovative garments despite the lack of fashion training and experience.

The designers’ brief was to create functional clothing that would relate to the political form of the time as well as being practical and fitting to today’s generation urban style. The designers proved via their designs that clothing can be more that what the surface shows, it can have meaning and value beyond price, and it can reject social orders.

Many design and use of material innovations have emerged from Vexed HQ with a signature piece of the brand being the Ballistic Nylon Parka Neoprene Coat which aim in the personal safety and protection against air pollution but also allowed another direction of consideration of the design such as street protest and CCTV surveillance.

References:
"The Swinging 60's"

The decade of 1960-1970 came to change the world as well as the fashion history dramatically. A series of events during that period deliberated the lifestyle and habits of people and so their style and appearance. Historical events such as the erection of the Berlin wall in 1961, that reflected the impacts of communism to the western world, had a massive impact. Great event of that time was the assassination of John E. Kennedy and his wife Jacqueline refused to take off her pink Chanel suit with her husband’s blood (1963). The man’s first step on the moon (1969) and the biggest offensive of Vietnam war (1967), even the "Happy Birthday Mr. President" song of Marilyn Monroe (1962) were facts that effected fashion.

From top left to bottom right:
1. Salvador Dali gets rewarded for his work and contribution to the Spanish culture.
5. Alfred Hitchcock is directing "Psycho", 1960
8. The Berlin wall was erected, 1961.

The world of music inspired the young generation which started becoming instrumental in commerce and culture and the approval of parents was not a priority as it used to be in the 50’s. Great artists such as the Beatles, Bob Dylan and Jimmy Hendrix became popular and influenced the young generation and Woodstock festival created the flower power fashion.
Teenagers and their ideas of a new social order inspired cloth makes such as Mary Quant who created several youthful shapes. Key fashion designers of the time, such as Pierre Cardin, André Courrèges, Emanuel Ungaro and Raco Rabanne responded by introducing futuristic fashion using synthetic sports fabrics, a fact that improved the democratization of fashion.
Less than a decade after it had been forged in the white heat of the late 60s, British rock was in trouble. Its original pioneers had either split up, lost touch with reality or were spiralling into drug-addled irrelevance, their thunder stolen by both a wave of platinum-plated American bands and the incendiary punk movement. It may have been down, but British rock wasn’t quite out. As the 1970s hurtled towards its conclusion, a new wave of heavy bands from all corners of the United Kingdom sparked off a grass-roots revolution.

A great revolution in the world of fashion is based on the 60’s, the mini skirt which was brought in the streets of London in 1966. The idealism of the final years of the 60’s embraced fantasy, psychedelia and nostalgic longing that brought fashion into a romantic mix of craft, colour, pattern and texture, gypsy and hippie clothing.

References:
- Chris Eisenberg, Tim Davies, Matt Chilton, (2009), Weltgeschichte in Bildern, Germany, h.f. Ullmann

By annaroditi
The New Wave of British Heavy Metal re-energized heavy metal in the late '70s and early '80s. By the close of the '70s, heavy metal had stagnated, with its biggest stars (Led Zeppelin, Black Sabbath) either breaking away from the genre or sinking in their own indulgence, while many of its midlevel artists were simply undistinguished, churning out bluesy hard-rock riffs. It didn't make any attempts to win a wide audience -- it was pure metal, made for metal fans. Perhaps that's the reason why it's at the foundation of all modern-day metal: true metalheads either listened to this, or to bands like Metallica, which were inspired by bands like Diamond Head.