

celebrating women



It's all coming **BACK** **AROUND**

Fashion is having a nostalgic moment.

Trends that once defined eras past are coming back around for another whirl

There's a rise in vintage stores, thrift shopping and wearing family heirlooms happening

across the world. Designers are returning to their heydays of the past for inspiration. It's like a very stylish déjà vu. Hoarders, you're in luck – all our favourite trends from decades past are having another hurrah!

THE '60s: **MOD ACCESSORIES**

The youthful spirit of the '60s is making a comeback in the form of mod accessories. Taking notes from the boldly bejewelled women of the 1960s, brands and fashion icons are turning to chunky accessories to take outfits to the next level. Think bright colours, pop art designs, mod flower shapes, and striking prints on



Nicaraguan-born model Bianca Jagger in a double-breasted white suit (1979)





headscarves and neck scarves. It's a wonderful time of reconnecting with the fun side of fashion, and is also a great way to dip your toe into the concept of 'dopamine dressing'. The term was coined by fashion psychologist Dr Dawnn Karen who, at the start of the 2020 pandemic, was looking for ways to naturally boost her dopamine, the 'happy hormone'. And she found it in dressing joyfully – by building outfits around pieces that make us feel good, we can boost our mood.

One brand that has embraced the '60s and found great success is Cape Town-based Pina Jewels. Their playful daisy charms and juicy resin rings bring nostalgia and cheerful whimsy to any look. It's hard to imagine ever feeling sad when you're adorned in such funky nostalgia!

THE '70s: MENSWEAR

The Bohemian decade of the '70s has left a lasting impression on the fashion world, evident in the countless times trends have revisited the era of peace, love and music festivals. While billowing folk dresses and bell bottoms are all part of the '70s revival of today, it's the look of Bianca Jagger in menswear suiting that is emerging as a big trend, yet again.



**Giambattista
Valli, Paris
Fashion Week**

All-round cool girl, Bianca Jagger was the icon of Studio 54, a muse to artists and designers alike, and married The Rolling Stones rocker Mick Jagger in Saint Tropez wearing an Yves Saint Laurent Le Smoking jacket. From that moment on, we all knew that whatever a man wears, a woman can wear it better.

Emulate the iconic way Bianca Jagger wore suits in the '70s by paying attention to tailoring. Bianca managed to look chic and powerful at the same time because of this – and subtle styling. Keep your suit strong by not overdoing it with jewellery, although definitely play with a fun pop of '60s earrings! While sticking to classic form is the easiest approach to looking sharp, the modern iterations of menswear suiting aren't afraid of a bold colour or two.



THE '80s: BIGGER IS BETTER

Everything was bigger in the '80s: colours were bright and bold, hair was teased all the way to heaven and clothes were voluminous. But we all know it was big shoulders that truly defined the '80s era of fashion. We might have cringed and recoiled at the thought of poofy, frilly and padded shoulders a few years ago, but oh how times have changed!

Confidence is in more than ever, so it feels natural that shoulders have gotten puffier, wider, stronger and of course, bigger. Celebrities donned the trend all across awards season this year, and haute couture designers have used it to incorporate some serious drama into their collections.

In fact, Viktor & Rolf used exaggerated shoulders across their Spring/Summer 2022 Haute Couture collection – dresses, jackets and capes were all designed with extreme proportions, lifting the shoulders of their garments high above the neck. The recent Haute Couture Week in Europe saw statement shoulders of all

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kinds too: Armani Privé accentuated with dramatic shoulder embellishments; Schiaparelli gave jackets sharp height and structure and dress sleeves looked like candyfloss; Giambattista Valli added fun with big roses, bows and ruffles.

Off the runway and red carpet, Kate Middleton has been on a bit of an '80s style streak too. There was that belted floral silk-jacquard peplum midi dress by Alessandra Rich, which we wore as the final outfit from her tour of the Bahamas. Then the long-sleeved polka-dot midi

After the loudness of the '80s, the '90s became a time of stripping down. And it was all notoriously quite sexy

dress, also by Alessandra Rich, with button embellishments and puffed shoulders, and more polka-dots at the Wimbledon men's finals, complete with ruffled sleeves and a wide Chelsea collar.

While there are so many ways to amp up the volume, you don't want to end up looking like a big ball of material. Keep the rest of your silhouette streamline to balance out the drama.

THE '90s: SLINKY SLIPS

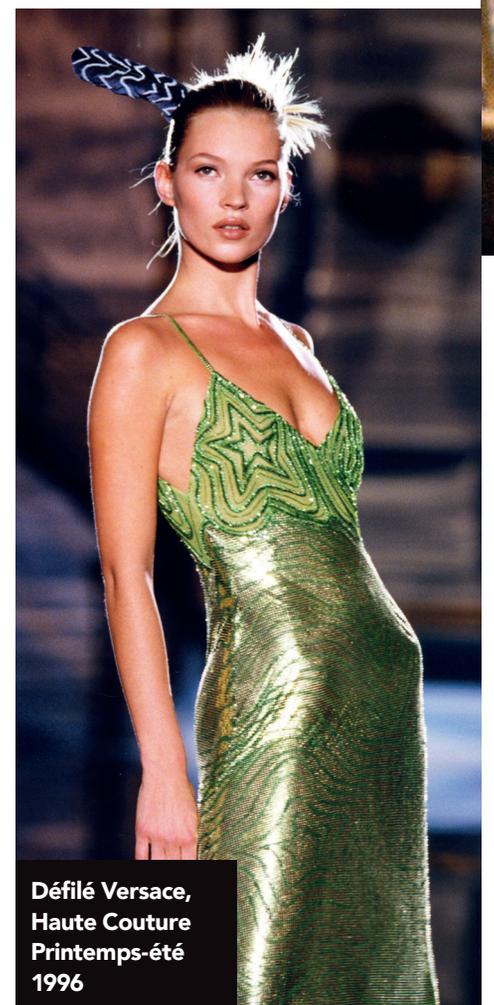
After the loudness of the '80s, the '90s became a time of stripping down. And it was all notoriously quite sexy. Enter the slip dress: an iconic multi-faceted garment worn by every '90s icon in their hey-day, and it featured in about every designer line of the time. The timeless garment is form-fitting, not in a body-con way but



Rachel Green
on *Friends*

more of a romantic way. Spaghetti straps are an essential part, but other than that there's not much else to it! The beauty of the slip dress lies in this simplicity, which in turn makes it a hit for anybody and every occasion. Back in the '90s, it was *Friends* character Rachel Green's everyday fave, especially when paired with a T-shirt underneath. Kate Moss gave it rock 'n' roll glam in her Versace chainmail slip, and Cindy Crawford even wore one as her wedding dress.

Fast-forward to today and the sultry slip is just as popular in every iteration possible. Dress it up or down, layer it up or wear it as is, take it from day to night or from the beach to dinner, go mini or maxi ... it's all up to what makes you feel your sexiest!



Défilé Versace,
Haute Couture
Printemps-été
1996



THE '00s: PLAIN WHITE TANK

Despite a comeback taking off, let's be honest here, there's not much to lust after in early 2000s fashion. Low-rise jeans just made us self-conscious about our hips, micro-mini skirts are impracticable for the average woman, trucker caps don't make much sense and velour tracksuits don't make us look like a young Paris Hilton.

But the plain white tank is something we can all cheer on as the new wardrobe essential. It gained traction back in the day thanks to hip hop and R&B stars, then entered the ever-trendy

WORDS: JOËLLE DAVIDSON
PHOTOS: GALLO/GETTYIMAGES



**Tichina Arnold
at the Nutty
Professor II –
The Klumps
LA premiere**



world of off-duty model fashion. Now as we step out of our pandemic cocoons, there's a deep collective desire for effortless fashion. We want clothes that give tremendous comfort but keep us stylish.

It's exactly what this returning trend offers: gentle fabric with a little stretch that looks just as good under a blazer as it does with shorts on holiday. The one secret? Good quality!