

How 50s fashion has sprung into spring

By Finley Doubleday

CLASSIC 70s staples like boho-chic and fringe were ruling the runways last season, yet this season we are travelling back another two decades to the 50s.

The 50s were known for their conservative and sophisticated style choices and elegant fashion. The aftermath of World War Two completely shifted women's fashion. Inspired by Dior's 'New Look' collection in 1947, the stiff boxy silhouettes of the war years became curvy almost hourglass silhouettes, with rounded shoulders and full skirts which remained into the early 50s.

This fashion month started off in Paris in January and it was Jacquemus who kicked off couture week. Jacquemus' collection 'La Croisière' embodied the femininity of the 50s and homed in on Hollywood glamour which thrived during that decade.

Many gowns had playful waistlines from corsets to drop waist, and a variety of silhouettes were incorporated from this era. The synergy between unconventional contemporary fashion and the 50s was portrayed beautifully by Jacquemus. There were traditional 50s patterns like polka dots. The standouts were a haired polka dot skirt with an asymmetrical hem worn by model Irina Shayk and quilted train two piece

worn by Imaan Hamman.

As for Schiaparelli, the 50s corset was the center point of Daniel Roseberry's couture collection; nearly every model resembled the fashion houses' iconic hourglass fragrance bottle, *Shocking*. Roseberry described the colour scheme as dusty nudes, faded and burnt saffron browns, which was inspired by a visit to an antique shop and layered satin ribbons from the 1920s and 30s. Transitioning from the 30s into the 50s, these dusty nudes transcend into vibrant pastel pinks.

New York fashion week did not disappoint in terms of colour palettes, despite the melancholy winter weather of New York. Fashion had spoken and declared pastel pink as the colour of the season.

Last season, designers like Alaïa's use of pink was a subdued suspension but it still spoke to us with volume and subtly foreshadowed the incoming of the pastel pink trend.

Pastels were found on the brand's signature tapered cuffed pants and the spiral structured pink fur coats. Popular in both home decor and fashion, this powder pink colour is iconic of the 50s. It is

also where fashion and film converged.

Audrey Hepburn's film *Funny Face*, released in 1957, birthed the iconic Think Pink! scene and song which was also sung by

Hepburn. This musical comedy where a fashion photographer, played by Fred Astaire, falls in love with Audrey Hepburn was described by The Guardian as "a film that loves fashion".

The pink satin dresses and 50s swimsuits designed by Edith Head, transformed pink into a symbol of femininity and fashion.

Even in film today, Ariana Grande's role as Glinda in *Wicked* has catapulted pink back into mainstream media. Grande takes her role seriously and maintains her Glinda-esque appearance at red carpets and award shows with her persistent pastel pink gowns designed by the likes of Thom Browne.

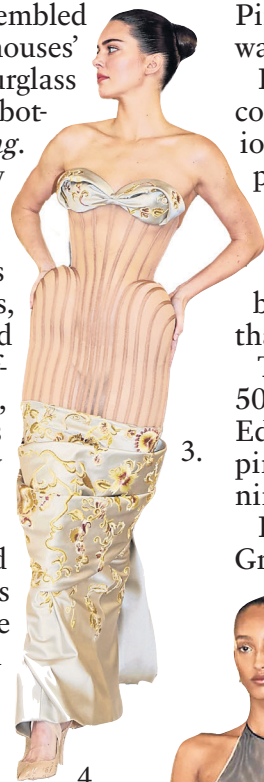
This decade of fashion returning to the runways is an exciting time, it has been a while since femininity and personality have been the forefront of fashion.



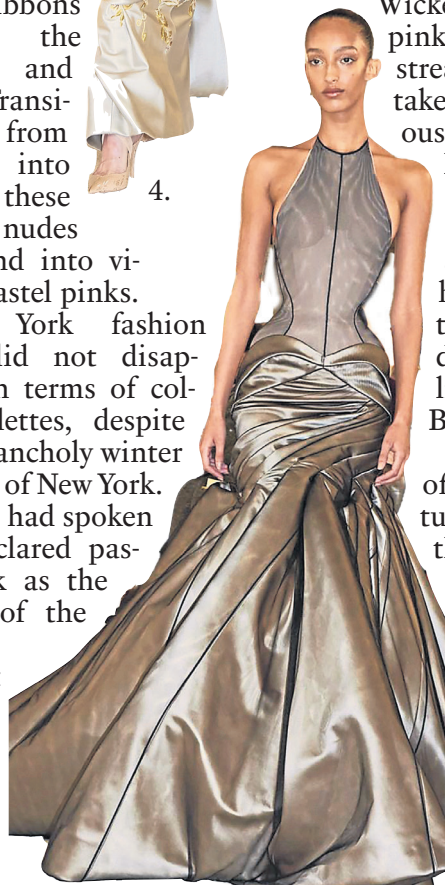
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Credits:

1. Nicholas Chavez attending Jacquemus ss25 in Paris.

Image: MARECHAL AURORE/ SHUTTERSTOCK

2. Raye attending Jacquemus ss25.

Image: MARECHAL AURORE/ SHUTTERSTOCK

3. Kendall Jenner for Schiaparelli. Image: FILLIPO FIOR/ SHUTTERSTOCK

4. Mona Tougaard for Schiaparelli. Image: FILLIPO FIOR/ SHUTTERSTOCK

5. Look 12 for Alaïa Winter Spring 25. Image: FILLIPO FIOR/ SHUTTERSTOCK

6. Look 17 for Alaïa Winter Spring 25. Image: FILLIPO FIOR/ SHUTTERSTOCK

7. Think Pink scene still scene. Image: PARAMOUNT/ SHUTTERSTOCK

8. Ariana Grande at *Wicked* premiere, LA. Image: ROB LA-TOUR/SHUTTERSTOCK

9. Audrey Hepburn in a still from *Funny Face*. Image: SNAP/ SHUTTERSTOCK