

FOXY 70'S

Music:

- With the death of Elvis Presley and the breakup of the Beatles, music, especially rock 'n' roll, lost two of its greatest influences.
- As a result, the genre split into disco, soft rock, punk rock, hard rock, etc.
- This gave rise to many new artists who were inspired by the styles of the '60s, while some artists simply continued the career they had already built in the previous decade
- As an all-female band during the 1970s, the Runaways helped pave the way for women in rock music, while singer Donna Summer became the first true diva of the modern pop era.



Fashion:

- Following the 1960s fashion revolution, the 1970s style was pulled in radically different directions because people disagreed about where fashion should go.
- 1970s fashion was that there was **no fashion**.
- Fashion journalists adopted a new language of freedom and choice.
- Nostalgic or vintage, in that it looked towards fashion from the 1930s and 1940s for inspiration.
- Trends at this time: disco, hippie, punk rock, different skirt lengths, denim



Counterculture:

- The liberal sentiment of the 1960s extended to the 1970's.
- The women's movement reached its peak during this period.
- Women fought for equal rights and opportunities. Many women fought to pass the Equal Rights Amendment. Gloria Steinem, founded Ms. Magazine, which spoke about women's issues such as domestic abuse.
- Interest in environmental concerns rose. The first Earth Day event was held on April 22, 1970.
- The gay rights movement also rose. More people were coming out than ever before. Some openly gay politicians were elected to office.



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