

2023 Summer Special Issue

EGG



70'S RETRO T

Break all the rules

WHERE TO FIND

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Features

Page **4**

Break all the rules

Fashion in the 1970s was about individuality.

Page **5**

70's Colour

From 1977 to 1979, menswear became affected by the disco style.

Page **6**

70's Graphic

In the mid-1970s, graphic T-shirts and sweaters, making a comeback.

Page **8**

Where to find

Authenticity is important, as is quality, care and fit. Sounds boring, we know.

Regulars

- Editor's pick page 24
- Shop guide page 38
- Brand stories page 45
- Film & book page 45
- Review page 70

Dear readers!

Spring has come. It seems like this season is filled with throwback fashion trends. From '70s colourful graphic hippie style to '90s slips to Y2K gaudiness, 2022 Spring is all about taking inspiration from fashions of the past. The theme of this issue is 70's retro T-shirts. They are so colourful and have graphics. I hope you enjoy this Spring issue of Egg.

With love,

Egg

70'S

Break all the rules

Fashion in the 1970s was about individuality. In the early 1970s, Vogue proclaimed "There are no rules in the fashion game now" due to overproduction flooding the market with cheap synthetic clothing. Common items included mini skirts, bell-bottoms popularized by hippies, vintage clothing from the 1950s and earlier, and the androgynous glam rock and disco styles that introduced platform shoes, bright colors, glitter, and satin.

In 1977, mass-market fashion became more baggy as the Big Look that had been dominant in high fashion since 1974 filtered down to the public. This caused much controversy, as

COLOURFUL

women with trim figures bemoaned not being able to flaunt them while heavier women complained the looser clothes made them look even larger. To make up for this, it became fashionable to show more skin. This resulted in shirts being unbuttoned, sleeves being rolled up, and tops being strapless, transparent, and lacy. Shiny satin and gold colors were also used to make up for the lack of tighter clothing. By 1977, pants were only flared slightly and sometimes not flared at all.

GRAPHICS

Women's fashions in the late 1970s included cowl-neck shirts and sweaters, pantsuits, leisure suits, tracksuits, sundresses worn with tight T-shirts, strapless tops, lower-cut shirts, cardigans, velour shirts, tunics, robes, crop tops, tube tops, embroidered vests and jeans, knee-length skirts, loose satin pants, designer jeans, culottes, daisy dukes, and tennis shorts. This continued into the 1980s.

Accessories included scarves, gold jewelry, flowers, ankle boots, 1940s style hats (often tilted), skinny and wide belts, boas, braceleted gloves, spike-heeled sandals, mules, ankle-strapped shoes, waist cinchers,



then were being made with more elaborate designs. Men continued to wear flannel, and the leisure suit became increasingly popular from 1975 onwards, often worn with gold medallions and oxford shoes.

Hippie style

By the mid-1970s, the hippie look had completely disappeared, although casual looks continued. In the mid-1970s women wore sweaters, T-shirts, cardigans, kimono, graphic T-shirts and sweaters, jeans, khakis, gauchos, workmen's clothes, and vintage clothing. Around 1976, casual fashion adopted a Parisian peasant look. This included capes, turbans, puffy skirts and shirts with billowing sleeves.

Informal attire

Fashion in the mid-1970s was generally informal and laid back for men in America. Most men simply wore jeans, sweaters, and T-shirts, which by

Vintage clothing, khaki chinos, workmen's clothes, sweatshirts, leather coats, and all-denim outfits were also desired among young men. Other trends include printed shirts, zip-up cardigans, western shirts marketed to capitalise on the nostalgia for 1950s fashion, Birkenstocks,

mood rings, and raincoats. Many of the printed shirts worn from circa 1972 to 1975 were in a silky nylon with a slightly glossy finish called Qiana, made in button-front styles with medium-wide collars and in a variety of prints - photographic prints, artwork prints, etc. Decades later, these Qiana shirts would be referred to as "disco shirts," but they were not called that at the time, as they were worn almost everywhere.



“No wardrobe is complete without a handful of great vintage T-shirts.”

- Vogue UK

No wardrobe is complete without a handful of great vintage T-shirts. Whether bought new and worn for years, or picked up in a vintage store pre-loved, these tees typically rank among the most-relied upon pieces in our closets. The same as when you're investing in a vintage leather jacket or a designer piece, there are several factors to consider before you add your T-shirt to basket. Authenticity is important, as is quality, care and fit. Sounds boring, we know. But taking all of this into consideration will help to ensure you buy a tee that's destined to become a treasured item, rather than shoved to the back of your wardrobe after one wear (very *démodé*).

By Naomhi Pike

How to buy

With social distancing keeping us away from our favourite bricks and mortar shops, shopping online is the only way to add to our collections. Apps like Depop, Grailed and Vestiaire Collective, as well as more old-school vintage destinations like eBay, are all home to treasure troves of old tees just waiting to be snapped up. Use hashtags and keywords to filter your search results according to what you're looking for. T-shirts can often be an accessible entry point to big brands, but a shopper who snapped up a rare limited edition designer tee will be able to charge significantly more for it should they decide to sell it on a few years later. If in

doubt, remind yourself, "It's a T-shirt", to avoid crashing your budget.

How to find the right fit

Size isn't a huge concern when it comes to a vintage T-shirt. Too big? Great, wear it oversized with DMs. Too small? Perfect. Style it like Kendall Jenner does with mom jeans and retro shades. That being said, vendors should still supply details so you know what you're getting. Go by measurements rather than what it says on the label - as we know, one brand's M can be another's XL.

How to wash it

No matter how great the slogan or how bargain the price, no-one wants a stale waft of "second-hand" lingering in their

wardrobe. Most vintage T-shirts will be jersey mix, perfect to run through your usual 30C wash, but clothes do require extra care as they age. It's a good idea to wash well-worn tees or those with detailing by hand using a little scented detergent. The older the style, the more care you should take.

How to store it

Store your T-shirts folded neatly in a clean, dry space away from direct sunlight. Make sure your new buy is clean, pressed, and that any necessary small repairs are carried out before you pack it away. How you arrange them is up to you, but you can't really beat Marie Kondo's neat method for

space-saving efficiency. If you prefer to hang your T-shirts, always opt for padded or cushioned hangers to prevent any sagging or stretch marks on the shoulders. If they're in a drawer, keep things smelling sweet by adding in some fragrant drawer liners or sachets.

How to style it

Here comes the fun part. The best thing about a great T-shirt is its versatility, and vintage tees are particularly good for dressing a look down. Take your favourite "out out" skirt and team it with a retro tee for an outfit entirely free of fuss, or wear an old-school band T-shirt under your favourite suit to freshen up office dressing.

Editor's note



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The retro Ts are forever!

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