SWINGING LONDON!

The late '60s and early '70s were a time of great cultural change in Britain and America. There were big changes in music, fashion and young people's lifestyles. London was right at the centre of these new trends and quickly became known as 'Swinging London'.

FASHION

London was the heart of fashion. Top designers opened shops on Carnaby Street and the King's Road in Chelsea, and these areas became famous. This was the time of bell-bottomed trousers, platform shoes and the Mary Quant* mini-skirt.

After England won the football World Cup in 1966, the British flag, the 'Union Jack', became fashionable. People wore Union Jack coats, dresses, skirts and even underwear!

Two women outside a boutique on the King's Road in Chelsea, London, 1969.

'Granny Takes a Trip' was a boutique on the King's Road (1966 – mid-1970s). It has been called the 'first psychedelic boutique in London'.

What do these words mean? You can use a dictionary.
boutique   psychedelic   demonstration feminist   protest

* Mary Quant was a famous fashion designer in the 1960s and '70s.

MUSIC

After the success of The Beatles and The Rolling Stones in the late '60s, Jimi Hendrix became the face of the '70s.

1970: Rock star Hendrix dies after party

Rock star Jimi Hendrix has died after a party in London. A number of sleeping pills were found at his house.

Hendrix, 27, was born in the USA, but became famous in Britain with his band The Jimi Hendrix Experience.

WOMEN'S RIGHTS

Life was very different for women before the 1970s. It wasn't until 1971, for example, that Swiss women even got the right to vote! Women wanted to be equal with men in every area of their lives. Feminist books and magazines appeared for the first time.

In 1970, feminists protested against the 'Miss World' beauty competition, held in London. They said that the competition showed women as attractive objects only.

What is similar about the '70s and the time we are living in now? What are the differences?

WAR AND PEACE

In the early '70s, the peace movement of the '60s grew stronger and there were a lot of demonstrations, especially against the unpopular war in Vietnam*. John Lennon's song 'Imagine' expressed the mood that many people felt at the time.

* The Vietnam war (1959 – 1975) was a war between North and South Vietnam. Many US soldiers were sent to fight with South Vietnam.

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