

Masculinity and Fashion in the British Media Since 1945 Dress and Fashion

The complex and evolving relationship between masculinity and fashion has been a subject of significant interest in recent years, particularly as it pertains to the British media landscape. This article delves into this dynamic relationship, exploring how masculinity has been portrayed, constructed, and negotiated through fashion in British media since 1945.

Post-War Masculinity

In the aftermath of World War II, traditional notions of masculinity were challenged and redefined. The rise of the "Teddy Boy" subculture in the 1950s, with its flamboyant suits, greased hair, and rebellious attitude, signaled a departure from the more conservative and restrained masculinity of the pre-war era.



Advertising Menswear: Masculinity and Fashion in the British Media since 1945 (Dress and Fashion Research)

by Paul Jobling

★★★★★ 5 out of 5

Language : English
File size : 4914 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 273 pages



The "Mods" of the 1960s continued this trend, embracing sharp suits, tailored shirts, and sleek scooters. Their style reflected a desire for modernity and sophistication, breaking away from the working-class origins of the Teddy Boys.

The Swinging Sixties

The 1960s witnessed a further loosening of social and cultural norms, which had a profound impact on masculinity. The rise of the "hippie" movement, with its emphasis on individuality, rebellion, and gender fluidity, challenged traditional definitions of masculinity.

Fashion played a central role in this cultural shift. Men began to experiment with more colorful and flamboyant clothing, including bell-bottom pants, embroidered shirts, and psychedelic prints. These fashion choices signaled a rejection of conformity and a desire for self-expression.

The 1970s and Beyond

The 1970s saw a return to more conservative styles, with the rise of the "punk" subculture providing a counterpoint. Punk fashion, with its safety pins, ripped clothing, and spiky hair, expressed a sense of alienation and rebellion against the establishment.

In the 1980s, "yuppie" culture emerged, characterized by power suits, designer labels, and a focus on financial success. This style signaled a return to traditional notions of masculinity, emphasizing ambition, authority, and status.

Contemporary Masculinity

In recent years, masculinity has become an increasingly fluid and contested concept. The rise of metrosexuality and the growing acceptance of gender non-conformity have challenged traditional gender roles and expectations.

Fashion continues to play a central role in the negotiation of masculinity. Men are increasingly experimenting with different styles, from tailored suits to streetwear, reflecting a desire for individuality and self-expression.

The relationship between masculinity and fashion in the British media since 1945 has been a complex and ever-evolving one. Fashion has served as a powerful tool for constructing, negotiating, and challenging notions of masculinity. As society continues to evolve, so too will the dynamic relationship between masculinity and fashion.



Advertising Menswear: Masculinity and Fashion in the British Media since 1945 (Dress and Fashion Research)

by Paul Jobling

★★★★★ 5 out of 5

Language : English
File size : 4914 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 273 pages





Unveiling the Enchanting World of Customs and Crafts: Recipes and Rituals for Festivals of Light

Embark on a captivating journey through the vibrant tapestry of customs and crafts entwined with the enchanting Festivals of Light: Hanukkah, Yule, and Diwali. This...



How to Write a Nonfiction Memoir: The Bookcraft Guide

Have you ever wanted to share your story with the world? A nonfiction memoir is a powerful way to do just that. But writing a memoir can be a daunting...