

1970s Men's Fashion



Three-Piece Suits

The 1970s saw a return to three-piece suits (suits with matching vests), worn with the wide-collar shirts were worn without ties as dance-club wear, or even in just a vest and jacket combination as depicted in the film Saturday Night Fever. As formal wear, however, the three-piece slowly died out in the early 1980s, by which time the outfit had come to be associated with lawyers.





Men began to wear stylish **three-piece suits** (which became available in a **bewildering variety of colors**) which were characterized by **wide lapels, wide legged or flared trousers, and vests**). **Neckties became wider and bolder**, and **shirt collars became long and pointed** in a style reminiscent of the "Barrymore" collar that had been popular in the 1920s.

Another trend for both sexes was the **fitted blazer**, which flared slightly at the hip. It came in a variety of fabrics, including wool, velvet, suede, and leather. The



buttons were covered and the lapels wide.



Neck-scarves were also used

Platform shoes with soles two to four thick became the style for both men and women.



Men's ties broadened and became more colorful, as did dress shirt collars and suit jacket lapels.



1970 Casual Wear

Custom T-Shirts / Baseball Jerseys



Short-sleeved t-shirts of various colors personalized with iron-on decal illustrations or appliquéd letters spelling a name or message were very popular among teen and pre-teen boys in the U.S. during the late 70s. It was also the trend for teenagers and young men to carry a pack of cigarettes under the sleeve. Also popular were baseball jerseys or "baseball sleeves" (white shirts with colored sleeves worn under baseball uniform shirts). These were worn plain or with appliquéd pictures or words, as described above.

Wide Legged Blue Jeans



PF Flyers

Leather
Sandals



70s Disco Fashions

The zippered jumpsuit was popular with both men and women.

Wide-collared shirts were characteristic of '70s disco fashion.

Perhaps no decade in the past 50 years has had a more indelible fashion scene since the 1970s disco era. **Platform shoes**, leisure suits, wide-collared shirts and tight bell-bottom jeans will always be associated with '70s disco fashion and for good reason. The clothes define the era. While the 1970s disco era helped revolutionize the social culture of the United States, the fashion

culture was forever changed by the design and styles of the clothing of the decade. With the evolution of fashion changing on a yearly basis, the base of fashion built in the 1970s influences many facets of the ever-changing fashion industry in current times.



The fashion trends of the era certainly redefined the way we thought about fashion in general, but the most dominant feature of 1970s disco fashion has to be color. Rising from the drab colors popularized in previous decades, **wild colors and**

prints rose to prominence during the disco era. Women's blouses were typically adorned with wild prints that would have never been considered for clothing in the past. Men's clothes were not immune from the influx of color either, with bright colors dominating the fashion racks.



When it comes to men's fashion of the 1970s disco era, no design was as far-reaching as the leisure suit. The legendary polyester suit worn by men during the era rose to prominence in the disco clubs of New York City. While leisure suits came in a wide array of colors, the **white leisure suit** much like the one worn by John Travolta in the popular movie "**Saturday Night Fever**," is typically regarded as the iconic version. In addition to the typical white color, leisure suits were usually accompanied by **white belts** and **white dress shoes**.



Disco gave way to dress codes and a door screening policy. People had to have tried to look right to gain entry to clubs. Disco wear was never acceptable for day wear, but for night it was the only possible wear to enable the participants to be part of the action, to be part of the atmosphere of strobe lighting, mirror balls and spotlighting of individuals at any time. **Satin jackets** that reflected the light and a **medallion resting on a tanned chest** in an **open neck shirt** with the collar turned up were de rigueur, however awful such fashions might seem now. The medallion is a fashion trend most male individuals will never admit they followed, yet then it was the equivalent of the iPod or mobile phone of today.

You can buy vintage clothes at local vintage stores or goggles 1970s Men's Clothes for websites.