

1970s lookbook

Ася Аладжалова,

Ретрообраз

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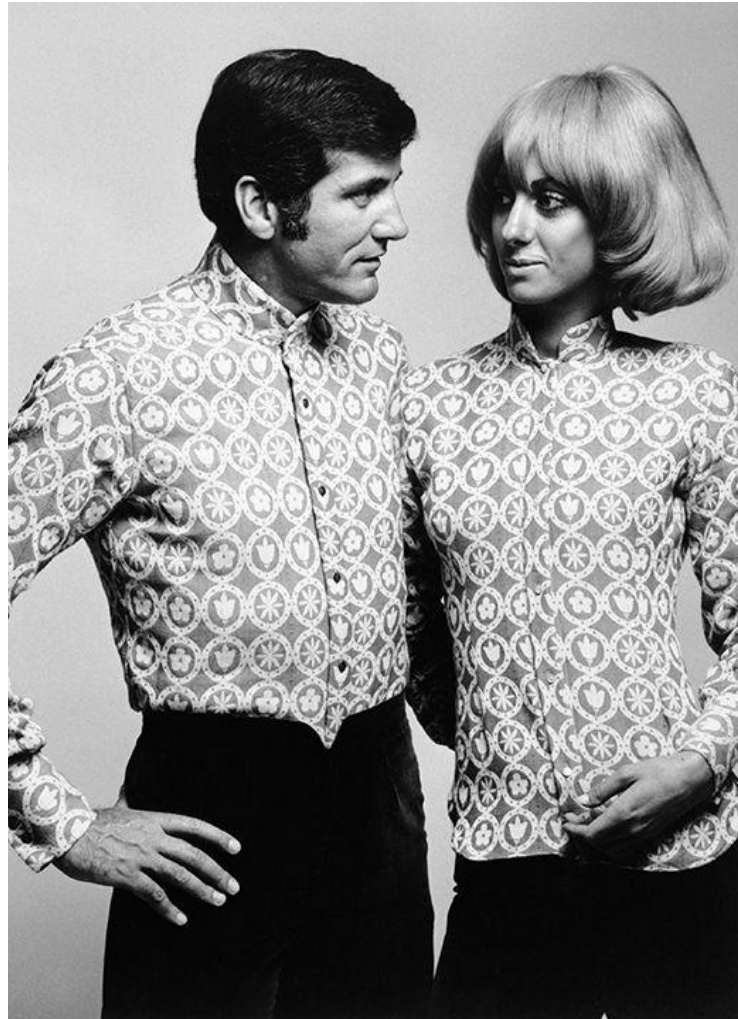
1970



1971



1971



1 SHIRT also Larger

2

3 DOLMAN SLEEVE SHIRT in soft, Chiara acetate crepe; hand wash. Black or White. Necklace not incl. State size and color. (9 oz.)
 12 J 5885—Bust: 32, 34, 36, 38 . . . 8.98
 12 J 5886—Larger: 40 to 46 in. . . 9.98

QUILTED PRINT SKIRT spliced with braid; zip close. Rayon quilted to polyester; hand wash. Multi. Miss. Jrs: 7-8 to 17-18. Slate size. (2 lb.)
 12 J 5887 15.98

Shirt also Larger

1 LAYER-LOOK KNT shirt pretends to be two pieces! Texturized nylon; machine wash. Red/White. Belt sold seping pg. State size. (9 oz.)
 12 J 5880—Bust: 32, 34, 36, 38 . . . 9.98
 12 J 5881—Larger: 40 to 46 . . . 10.98

PLAID TAFFETA SKIRT rustles in on the bias; Zip close. Acetate; hand wash. Red multi. Miss. Juniors: 7-8 to 17-18. (1 lb.)
 12 J 5882—State size . . . 9.98

2 GLITTERY HALTER TOP . . . rayon. Mylar® metallic knit; dry clean. Silver. Bust: 32, 34, 36, 38.
 12 J 5883—State size. (9 oz.) . . . 7.98

WEAPON SKIRT . . . frog closed at side. Orlon® acrylic quilt-stitch. Knit. bonded to acetate; dry clean. Red/Black. Miss. Jrs: 7-8 to 17-18.
 12 J 5884—State size. (2 lb.) . . . 12.98

1972



1972 Halston



1973



WHAT'S THE **BIG IDEA?**

THINK KNIT!
CLING OF BODYSWEATER
FLARE OF PANTS—
WOW, WHAT A GREAT LOOK!

Two fashions that Mom and the girls will love. To keep their new look just machine wash, tumble dry.

The Bodysweater

3-6X	7-14	Miss-Jr.
5.99	6.99	7.99

THE SWEATER KNIT BODYSUIT will leave all the girls fabulously fit and very fashionable. This turtleneck has a ribbed heather look that makes it an ideal partner for the double knit pants. Snap crotch. Body fit polyester knit. Colors: Blue or Off-white.

M64 N 740—Sizes: M(3-4-5), L(6-6X). Shipping wt. 7 oz. Ea. **5.99**
M64 N 741—Sizes: 8(7-8), M(10-12), L(14). Shipping wt. 8 oz. Ea. **6.99**
M64 N 742—Sizes: S (7-8, 9-10), M (11-12, 13-14), L (15-16, 17-18). Wt. 9 oz. Ea. **7.99**

Double Knit Pants

3-6X	7-14	Miss-Jr.
6.99	8.99	10.99

FLARE LEG PANTS WITH EXTRAS—a striped elastic waist and smart stitched down cuffs. These slacks are acrylic-polyester double knit made for a good-looking, easy fit. Mock fly. Elastic waist with tabs front—4 button trim. Colors: Burgundy, or Navy.

M64 N 743—Sizes: 3, 4, 5, 6, 6X, 10 oz. **6.99**
M64 N 744—Sizes: 7, 8, 10, 12, 14, 14 oz. **8.99**
M64 N 745—Sizes: 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. Shipping wt. 1 lb. 2 oz. **10.99**

ALDENS-243



1973 hair



1974



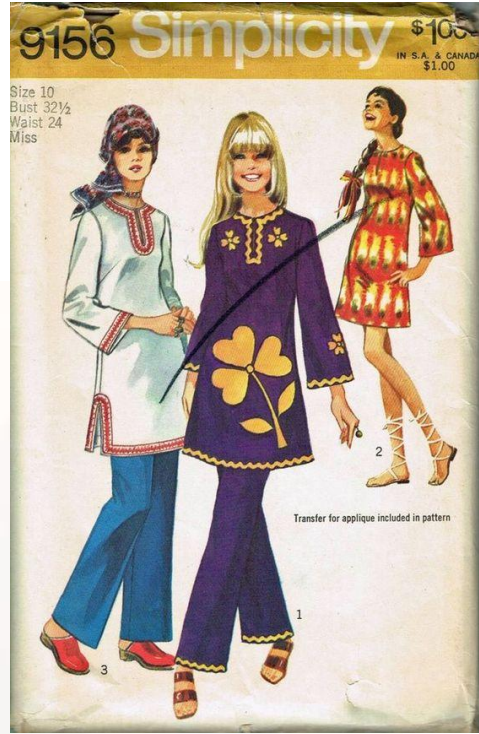
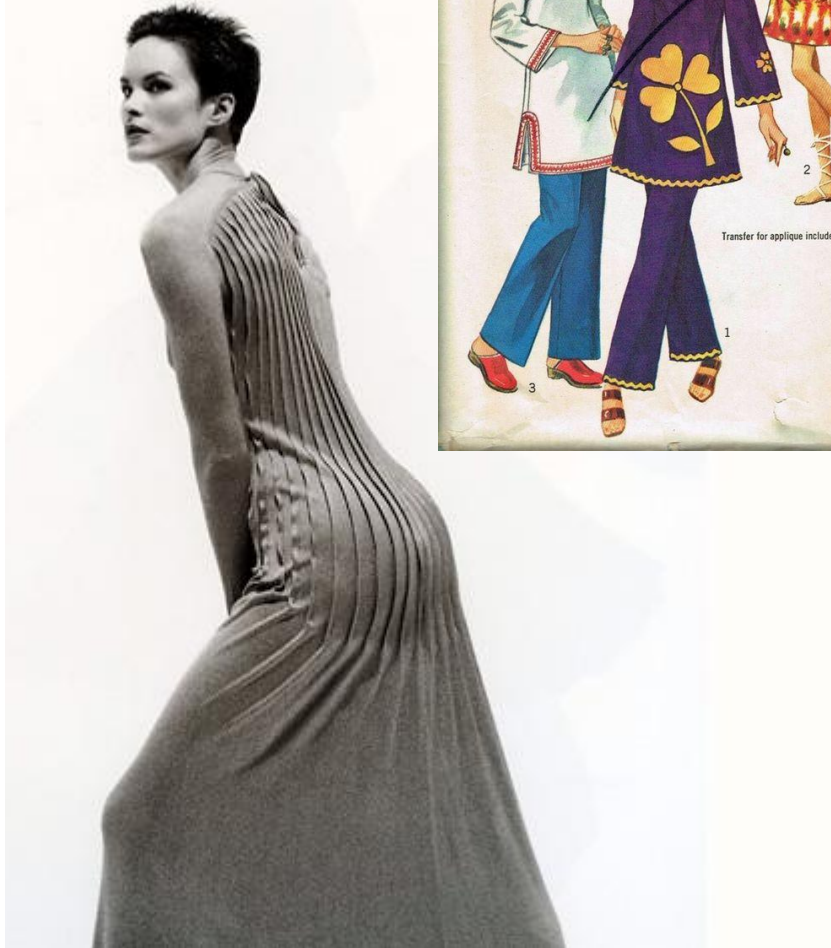
1974 quant, ysl



1975 ysl



1975



1976 – 1977 ysl / u.s. trends



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1977

JrHi
Fashions for Teens
in sizes 6 to 14

Size Chart for Teen Sizes 6 to 14—Fit the girl whose figure is beginning to develop. Heights 4 ft. 11½ in. to 5 ft. 4½ in.

Order Size	6	8	10	12	14
Bust (in.)	28½-29	29½-30	30½-31	31½-32½	33-34
Waist (in.)	22-22½	23-23½	24-24½	25-25½	26-26½
Hips (in.)	31-31½	32-32½	33-33½	34-35	35½-36½

JCPenney 121

here & now

PRE-WASHED DENIMS

The Accessories

Striped denim shirt—11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.



1978

PRÊT-À-PORTER Lente 78

Heel erg natuurlijk

1. Een elegant ensemble: de korte blouse wordt gedragen op een witte T-shirt en een riem, samen met GEORGES RECH

2. Dit het seizoen goed te te zetten: een gebreid jasje van zachte wol, wordt met een rits voor gedragen over een T-shirt in hetzelfde materiaal en een klassieke rok van gebreide stof. JILL SANDERS

3. Een eenvoudige chemise van linnen, zonder mouwen, met een riem van dezelfde stof. SCAPA OF SCOTLAND

4. Voor warme dagen, een jurk van linnen, die minstens vierde ruggeleedert tot boven de knieën, wordt gedragen op een rok met rits. JILL SANDERS

5. Een lichte chemise van linnen met grote armsteekjes in T vorm. JILL SANDERS

LA MOTERIE
Nieuwe collectie
voor de
lente 78
de nieuwe
collectie
van de
moda
van de
lente 78

1970s mens fashion

Chambray print Sport Shirt

1 65% polyester, 35% cotton PERMA-PREST™ fabric. No ironing when machine washed in warm water and tumbled dry. Long sleeves with two-button cuffs. Button front has top center placket. 1 chest pocket with button flap. Low point collar. 1 chest light (tapered) cut for the young man with a slim build. Neck sizes 14-14½ in.; M (15-15½); L (16-16½); XL (17-17½). Size see as letter S, M, L or XL. 41 H 7982F—Navy combination
41 H 7982B—Brown combination
Shipping weight 1 pound \$11.99

Turtleneck Knit Pullover Shirt

2 Richly textured rib knit of 65% Orlon® acrylic and 35% silk. Long sleeves. Collar with contrasting stripe trim. Soft knit retains its shape even after repeated washings. Machine wash, warm, tumble dry. Chest sizes S (34-36 in.); M (38-40); L (42-44); and XL (46-48). Size see as letter S, M, L or XL. 41 H 8081F—Navy \$11.99
41 H 8081B—Dark brown
Shipping weight 10 ounces \$6.99

Knit Sport Shirt

3 100% polyester long sleeve shirt complements any outfit, especially our plaid jeans. Full button front with chest pocket. Color-matched buttons. Hemmed bottom with tails. Machine wash, warm, tumble dry. Neck sizes S (14-14½); M (15-15½); L (16-16½); XL (17-17½). Size see as letter S, M, L or XL. 41 H 8081F—Navy \$11.99
41 H 8081B—Dark brown
Shipping weight 10 ounces \$6.99

Crewneck Sweater

4 Wink! yarn of comfortable 100% Orlon® acrylic. Long sleeve pullover styling. Rib knit cuffs and bottom insure a body-hugging fit. Sewn-on rib knit neck. Machine wash at warm temperature and tumble dry. Chest sizes S (34-36 inches); M (38-40); L (42-44); and XL (46-48). Size see as letter S, M, L or XL. 41 H 3644F—Lt. blue \$11.99
41 H 3644B—Candy tan
Shipping weight 10 ounces \$11.99

Leather Belts

5 Top grain cowhide, 1½ inches wide. Contrasting color side zip stitching in a three 8 pattern adds interest. Brass inside center bar buckle. In three shades that coordinate with the jeans. Waist sizes S (29-32 inches); M (33-36); L (37-40); and XL (41-44). Size see S, M, L or XL.
33 H 4224F—Charcoal navy, white stitching
33 H 4224B—Blue, brown stitching
33 H 4224R—White, navy stitching (not shown)
Shipping weight 7 ounces \$6.99

Double Knit Cuffed Jeans

6 and 71 Sears Best PERMA-PREST™ fabric of 100% texturized polyester. Shank front pockets, 2 set-in back pockets. Wide belt loops. Flared legs have stylish, deep cuffs. Slurry nylon zipper. Machine wash in warm water, tumble dry. Maximum fabric shrinkage 2%. Trim fit for the young man with a slim build. Waist to crotch, sleeve inches as letter S, M or L. *From this chart:*

Waist, inches	30, 31, 32, 33, 34, 36, 38
Maximum, inches	30-31; M (32); L (34)

6 **Solid Colors:**
41 H 2521F—Navy \$11.99
41 H 2521B—Brown
Shipping weight 1 pound 2 ounces \$11.99

7 **Plaids:**
41 H 2541F—Blue \$13.99
41 H 2541B—Green
Shipping weight 1 pound 2 ounces \$13.99

ORDER YOUR CORRECT SIZE
See Men's Sportswear Guide on page 600 for complete measuring information.

For Color-coordinated Sportswear in BIG and TALL sizes, get your FREE copy of SEARS MEN'S APPAREL CATALOG OF BIG AND TALL SIZES. See page 722 for details.

580 Sears 581

