

1970s lookbook

Ася Аладжалова,

Ретрообраз

<https://www.instagram.com/retroobraz/>

1970



1971



1971



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 spiced with braid; zip close. Rayon quilted to polyester; hand wash. Multi. Miss, Jrs: 7-8 to 17-18. State size. (2 lb.)
12 J 5887... 15.98

1 SHIRT also Larger

2

3 SHIRT also Larger

1 LAYER-LOOK KNT shirt pretends to be two pieces! Texturized nylon; machine wash. Red/White. Belt sold facing 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 quilted; 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: S(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

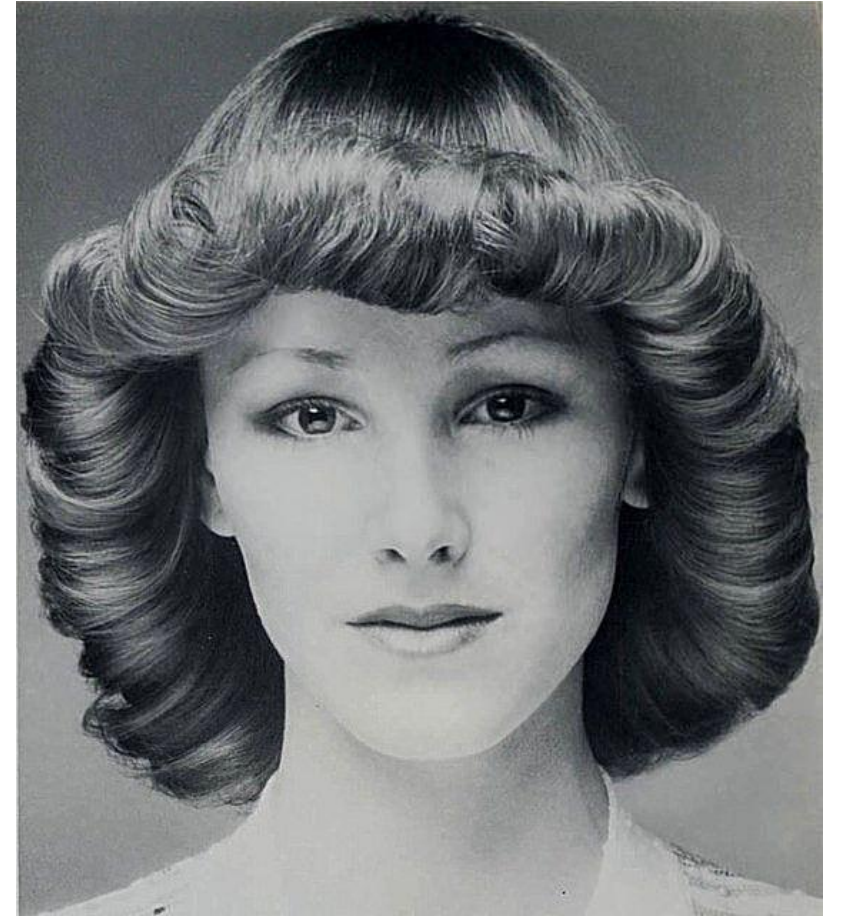
FLARE LEG PANTS WITH EXTRAS—a striped elastic waist and smart stitched down cuffs. These slacks are acrylic-polyester double knit made for a good-looking, easy fit. Mock fly. Elastic waist with tabs front—4 button trim. Colors: Burgundy, or Navy.

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



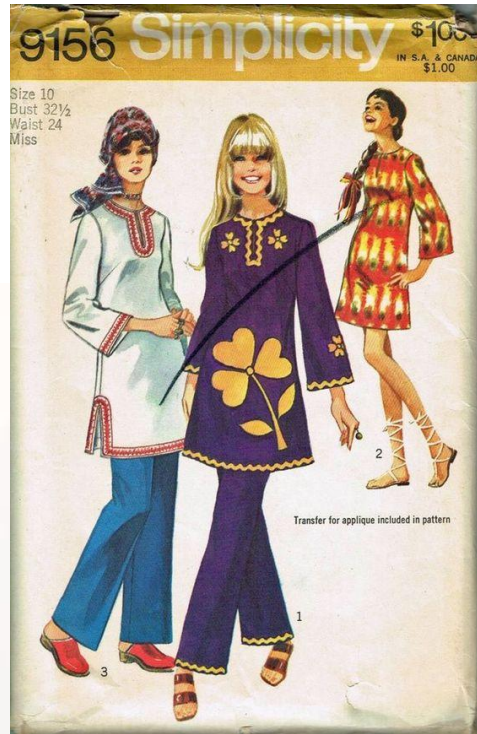
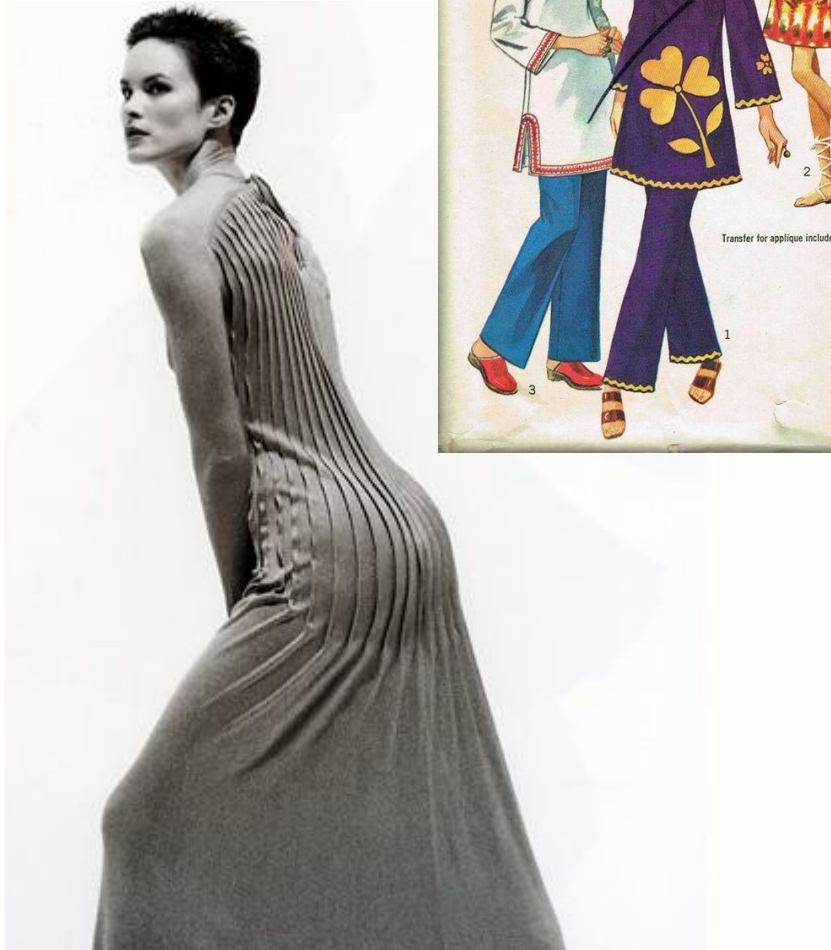
1974 quant, ysl



1975 ysl



1975



1976 – 1977 ysl / u.s. trends



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You Want Today's Landlubber®.**

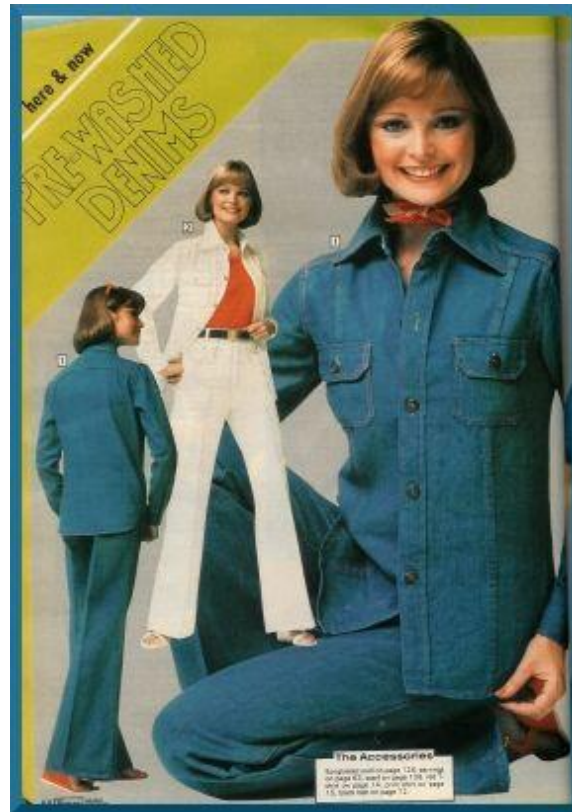
Fashion is a Look. Fashion is a Feeling. Fashion is Landlubber® making it easy to put the total you together, today, tomorrow, or anyday, in versatile, good looking and great fitting Landlubber® Jeans, Jumpsuits, Skirts, Dresses, Bib Overalls and Tops. Express your Fashion flair today!

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1977



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. GEORGES RECH

2. Dit het seizoen goed te te zien: een gebreid jasje van zachte wol, wordt met een eenvoudige gedragen over een T-shirt in een klassieke rok van gebreide of platte pluis. JILL SANDERS

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

4. Voor nogmaals, een blouse van linnen, die mouwen worden ingekort, het boven de armen, wordt gedragen op een rok met rimpels. JILL SANDERS

5. Een lichte chemise van linnen met grote armvullingen in T-shirt. JILL SANDERS

TE NOTEREN
Natuurlijk
Lente 78
de nieuwe
Lente 78
de nieuwe
Lente 78
de nieuwe
Lente 78
de nieuwe

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. Trim in light (tapered) cut for the young man with a slim build. Neck sizes S (14-14½), M (15-15½), L (16-16½), XL (17-17½). Size also in S, M, L or XL. 41 H 79637—Navy combination. 41 H 79638—Brown combination. Shipping weight 1 pound \$11.99

Turtleneck Knit Pullover Shirt

2 Ribbed 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 also in S, M, L or XL. 41 H 80176F—Brown, ecru. 41 H 80176F—Navy, ecru. Shipping weight 10 ounces \$8.99

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 also in S, M, L or XL. 41 H 80618—Navy. 41 H 80619—Dark green. Shipping weight 10 ounces \$11.99

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 also in S, M, L or XL. 41 H 36441F—Lt. blue. 41 H 36442F—Yellow. 41 H 36443F—Candy tan. Shipping weight 10 ounces \$11.99

Leather Belts

5 Top grain cowhide, 1½ inches wide. Contrasting color stitching in a figure 8 pattern adds interest. Brass inside center bar buckle. In three shades that coordinate with the jeans. Waist sizes S (28-32 inches), M (33-36), L (37-40), and XL (41-44). Size also in S, M, L or XL. 33 H 42241F—Charcoal navy, white stitching. 33 H 42242F—Navy, brown stitching. 33 H 42243F—White, navy stitching (not shown). Shipping weight 7 ounces \$6.99

Double Knit Cuffed Jeans

6 and 7 100% polyester PERMA-PREST® fabric of 100% polyesterized polyester. Slant front pockets, 2 set-in back pockets. Wide belt loops. Flared legs have stylish, deep cuffs. Shrinky nylon zipper. Machine wash in warm water, tumble dry. Maximum fabric shrinkage 2%. Trim fit for the young man with a slim build. Waist sizes in inches, also shown as S, M or L from 30 to 38.

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

6 Solid Colors.
41 H 25921F—Navy. 41 H 25922F—Brown. Shipping weight 1 pound 2 ounces \$11.99

7 Plaid.
41 H 25941F—Blue. 41 H 25942F—Green. 41 H 25943F—Brown. 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.

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