

Contents

Sponsor's Foreword	6		
Director's Foreword	7		
Prefaces	9		
Acknowledgements	10		
INTRODUCTION			
Making Fashion History	13		
PART ONE			
Before Bazaar 1919–1955	23		
PART TWO			
Boutique to Wholesale 1955–1962	32		
Modelling Quant <i>Stephanie Wood</i>	61		
Photographic Interpretations <i>Susanna Brown</i>	80		
PART THREE			
Into the Big Time 1963–1964	95		
Doing Business in Transatlantic Fashion: The Experience of Mary Quant <i>Regina Lee Blaszczyk</i>	110		
PART FOUR			
The Shock of the Knee 1965–1967	123		
Quant and Cosmetics <i>Beatrice Behlen</i>	154		
Quant and Advertising: Collett Dickenson Pearce <i>Janine Sykes</i>	164		
PART FIVE			
Liberated Fashion 1968–1975	173		
Selling the Total Look: Quant and Interiors <i>Johanna Agerman Ross</i>	194		
PART SIX			
Lifestyle Brand 1975–2000	203		
CONCLUSION			
Fashion for Everyone	208		
Appendix: Mary Quant Labels <i>Elisabeth Murray</i>	210		
Notes	212		
Bibliography	218		
Further Reading	219		
Index	220		
Photography Credits	224		