

1961: The Beatles play for the first time at the Cavern in Liverpool.



1963: Mary Quant, the fashion designer, wins the first Dress of the Year award.

1963: *Ready Steady Go!* is broadcast for the first time on ITV.

THE SWINGING SIXTIES

In the 1960s, there was a whole generation growing up that did not remember the war. They wanted to have fun. This was really the birth of high street fashion and popular culture.

FASHION

Girls started wearing much more colourful clothes. They often had bold make-up and added brightly coloured plastic jewellery. Short, geometric hairstyles that framed the face became popular.

In London, Carnaby Street, with a number of small boutiques, became the place to go for new fashion. Cathy McGowan (b.1943), who presented the pop programme *Ready, Steady, Go!* on television, was a style icon. In Kensington, Barbara Hulanicki opened Biba in 1964, which sold affordable clothes just like the ones that Cathy wore. Office girls could go shopping in their lunch hour and get a completely new look for going out that evening.

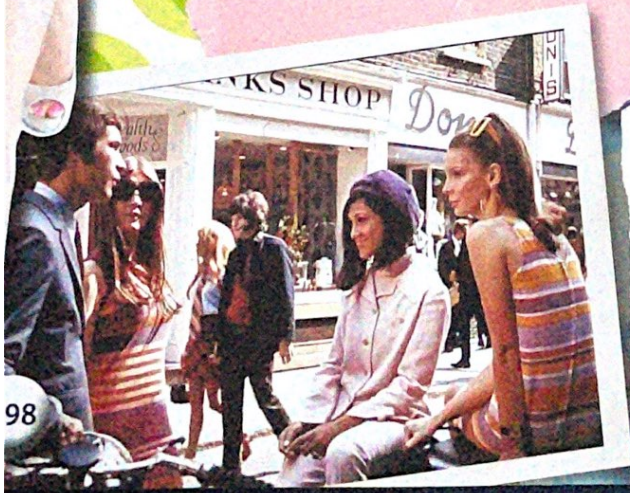
Young men started to grow their hair longer, with a fringe at the front. They had tight trousers and pointed shoes.



Mary Quant

Mary Quant (b.1934) was a key figure in setting new fashion trends. She thought that young people should dress to please themselves and treat fashion as a game.

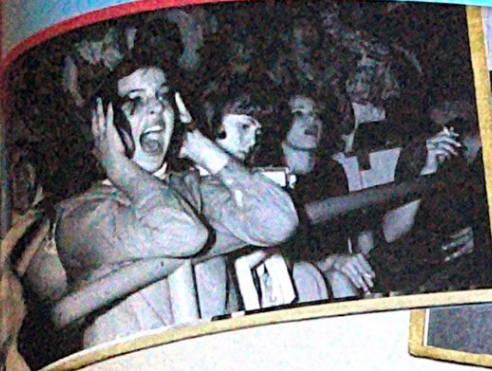
Mary created the miniskirt, with a hemline well above the knee. This was more like sportswear, so you could run for the bus in it!



1964: Cilla Black has a No.1 hit with *Anyone Who Had A Heart*.

1966: England win the World Cup, defeating West Germany at Wembley.

1970: The Beatles break up in order to pursue their own personal interests.



BEATLEMANIA

In Liverpool, a club called the *Cavern* opened in 1957. In 1961, *The Beatles*, a group of four young men, gave their first performance there. They rapidly became popular and secured a record deal with EMI. Their string of hits included *She Loves You*, *I Wanna Hold Your Hand* and *A Hard Day's Night*. Unlike some boy bands today, they could play guitar and drums, as well as sing. They also became popular in America. When they played, girls would scream and often pass out in excitement.

DID YOU KNOW?

Cilla Black worked in the *Cavern* cloakroom before becoming famous.

SCAN ME

Instructions on page 5

The Twist

Before the 1960s, people enjoyed ballroom dances such as the waltz and foxtrot, always in couples. There were set steps that you had to learn, and you had to be careful not to crash into other couples on the dance floor. A new dance was made popular by a song called *The Twist* by the American singer-songwriter Chubby Checker. There were no formal steps. You kept the balls of your feet on the floor and twisted your body up and down in time to the music, trying to go as low as possible.



INTERESTING

In 1966, England hosted the FIFA World Cup – and won the trophy, defeating West Germany 4–2 in the final.

AWESOME FACT

Mods and Rockers

There were two main strands of youth culture. Mods were very interested in fashion, while rockers were into motorbikes and wore black leather clothes.

