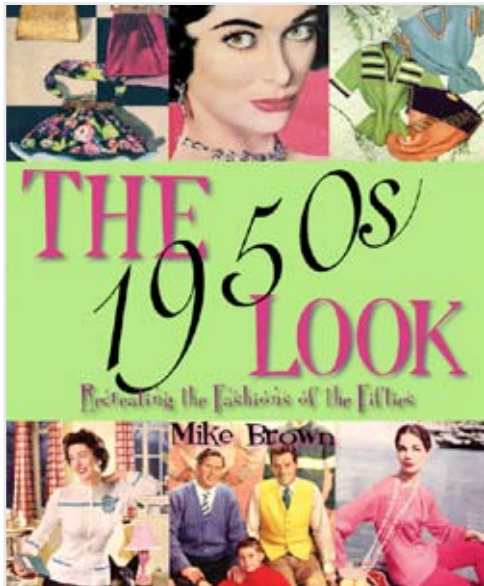


Sabrestorm Publishing Press Release



The 1950s Look

Recreating the Fashions of the Fifties

by Mike Brown

144 pages pb, 280 x 229mm

Full colour throughout

300+ photographs & illustrations

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Moving forward another decade from his successful *The 1940s Look* (Sabrestorm 978-0-9552723-1-8) Mike Brown takes an in depth look at the the 1950s - decade of the Coronation, the conquest of Everest, the Festival of Britain, the Suez Crisis, and Britain's first Wimpy Bar.

Britons turned their backs on the privations of the drab war years. The second Elizabethan age had arrived and with it came optimism for a bright future.

Breezes of exciting new fashions ruffled through the wardrobes of the nation. Daring styles from overseas gusted into British homes - the Hawaiian shirt and denim jeans from the USA, and a new hair-do called the 'crew cut'.

The winds of fashion soon veered to the Continent with the rise of chic Italian and French styling. But an eclectic British style began to emerge from these influences and with it a whole new breed - the teenager.

Premier Harold Macmillan famously summed up the mood of the fifties when he told the country: 'you've never had it so good'.

Read all about the new synthetic wonder fabrics, the Trapeze dress and pedal pushers, teenage heart-throbs, the Teddy Boys' quiff and DA, and drain pipe trousers.

- The 'Fifties' look - Men, Women, Children & Teenagers
- Formal and informal fashions
- Couture house to homemade
- Hairstyles and make-up
- The Figure
- Accessories - Shoes, Socks, Hats, Gloves, Spectacles, Jewellery.....
- A reference and an entertaining guide

Author and broadcaster Mike Brown is an authority on the fashions of the forties and fifties. He is the author of *The 1940s Look* (Sabrestorm, 2007), *A Wartime Christmas*, and co-author with his wife Carol of the acclaimed *The Ration Book Diet*. Mike lives in London and is available for radio and television interviews.

For further information contact Ian Bayley, Tel: 01732 452505, Email: ian.bayley@sabrestorm.com