

MARY QUANT

By: Siara Brown

BACKGROUND INFO

- ★ Born February 11, 1934 in London
- ★ Self taught designer & designed for herself since 1950s
- ★ Was influenced by Chelsea Beatniks and dance outfits from her childhood
- ★ Parents refused to let her attend a fashion school
- ★ Studied illustration in Goldsmiths College and got her diploma in art education in 1953



HOW SUCCESS STARTED

- ★ Opened Bazaar which was a boutique in 1955 in collaboration with Alexander Plunket Greene and Archie McNair
- ★ Started designing because she found it difficult to find clothing she wanted to sell
- ★ Introduced the “mod” era and “Chelsea” look
- ★ Opened second boutique in Knightsbridge London in 1957 (closed in 1969)

WHAT SHE DID AS A DESIGNER

- ★ Invented mini skirt/dress
- ★ Transformed cosmetics by introducing tights undergarments, rainwear, shoes and boots
- ★ Created longer silhouettes in 1969/70
- ★ Had the daisy logo on her garments
- ★ Worked with plastic
- ★ Made summer designs in winter weight fabrics



FIRST DESIGNS

- ★ In 1958, created a three-piece outfit in grey flannel
- ★ Included a hat, knickerbockers and a tunic-style shift
- ★ Men's cardigans long enough to wear as dresses
- ★ White plastic collars used to brighten up sweaters and dresses

DEPARTMENT STORES & CHEAPER LINE

- ★ In 1962, she signed a design contract with American Department store JCPenney
- ★ In 1963, company Mary Quant Limited expanded into the UK market with a cheaper line called Ginger Group



Clothes by British designer Mary Quant for J.C. Penney, 1966

DESIGNS



- ★ Made in 1961 for Bazaar
- ★ Material is wool
- ★ Dropped waist
- ★ Based on a summer sports dress
- ★ Was worn flat shoes and dark stockings
- ★ Accession number:
T.219-1995

Wool pinafore sleeveless dress with A-line skirt, Mary Quant for Bazaar, late 1950s, UK. Museum no. T.219-1995.
© Victoria and Albert Museum, London

DESIGNS



- ★ PVC Raincoat
- ★ Made in Great Britain in 1964-65
- ★ Materials and Techniques: machine stitched PVC, woven cotton and copper alloy buttons
- ★ Has a turn down 'Christopher Robin' collar
- ★ Took two years of manufacturing
- ★ Accession number: T.3-2013

PVC raincoat, Mary Quant, 1964, UK. Museum no. T.3-2013. Victoria and Albert Museum, London.

DESIGNS



- ★ Designed in 1965
- ★ Made in 1973
- ★ combines school uniform, beatnik bohemianism and futuristic chic
- ★ Has a matching hat
- ★ Polo neck jumper with black ribbed acrylic
- ★ Accession Number: T.110 to B-1976

Mary Quant, Ensemble, 1973, Victoria & Albert Museum, London

DESIGNS



- ★ Mini Dress
- ★ Made in London in 1966
- ★ Material is wool jersey
- ★ Part of the 'Ginger Group'
- ★ A version was modeled by Twiggy
- ★ Cream trim and pocket detail
- ★ Accession Number:
T.86-1982

DESIGNS



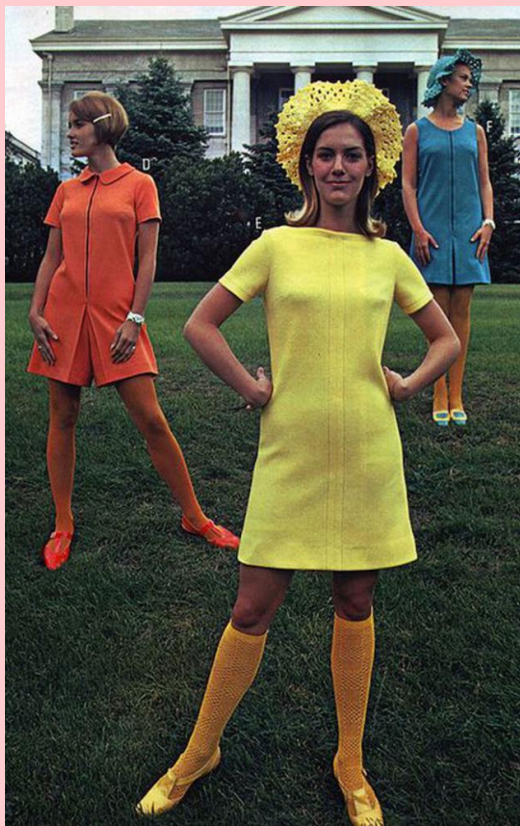
- ★ Tutti Frutti
- ★ Skirt Suit
- ★ Designed in 1962, made in 1973
- ★ Aimed for women wh needed smart, comfortable work clothes
- ★ Made out of wool
- ★ Edge to edge jacket with pie crust fill around collar
- ★ Accession Number: T.104 to D-1976

DESIGNS



- ★ Ankle Boots
- ★ Made in 1967
- ★ Materials used is polyvinyl chloride (PVC) lined with cotton jersey
- ★ produced for her footwear collection, 'Quant Afoot', that was introduced in 1967
- ★ Accession number: T.59:1, 2-1992

DRESS WITH STOCKINGS



in a word **QUANT!**
 in a fabric 'Terylene'

Need we say more than these are Quant creations? Well perhaps to add that each style is in Terylene/Vivacore guaranteeing for great performance — plus exciting new colours and shades that are Quantastic!

Shiraz	\$34.00
Swank	\$19.00
Swish	\$15.00

(shown here left to right) have been created in bright colours of citrus yellow, lime green, orange and pink — trimmed with navy or bone and also in pastels of blue, lilac and pink each trimmed with bone.

Terylene
 from Mary Quant's General Group
 a division of R.H. Tootill Ltd. Sydney.

Page 18

IS THIS JUST ANOTHER FAD?

The big beret.

12 Quant colours.

12s 6d.

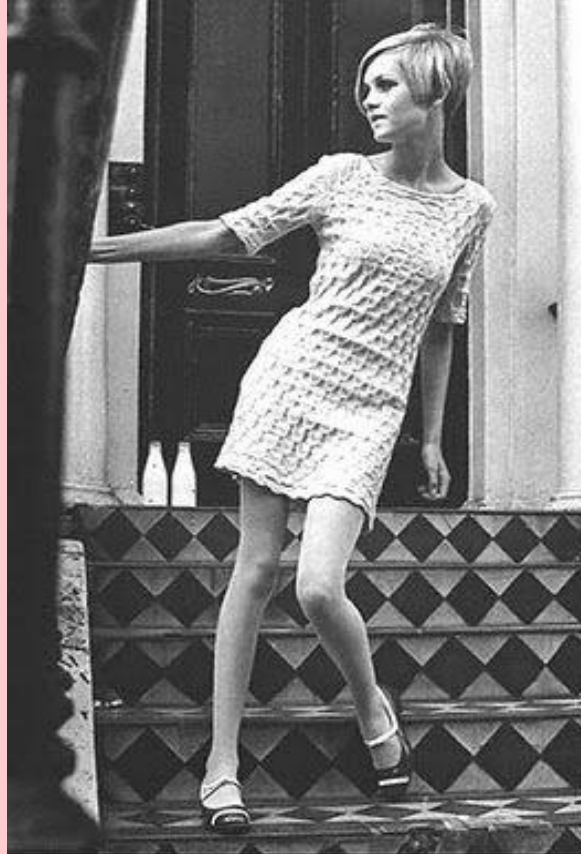
Enquiries for Quant berets to 39 Frimley Square, London W11.

MARY QUANT

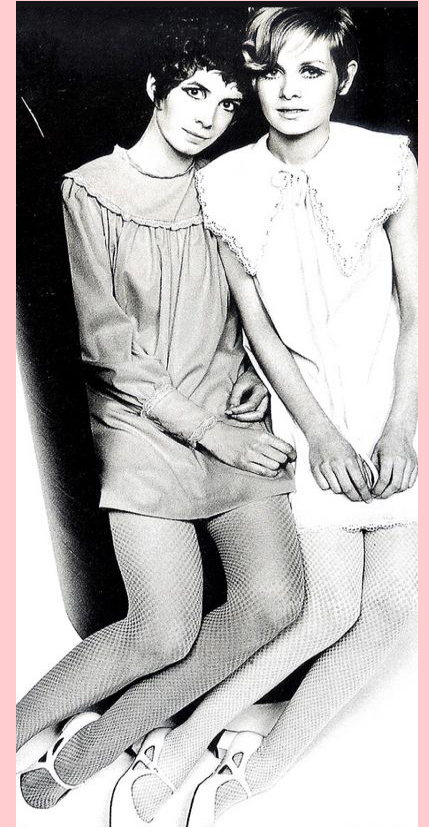
TWIGGY AND QUANT



Pink a-line dress made in 1966



Style Icon Twiggy sporting a design by Quant



Twiggy and Friend wearing Mary Quant Babydoll Dress

WHAT SHE DID IN 1970s

- ★ Began interior and textile designs
- ★ Mary Quant cosmetics begins in March 1971
- ★ Focused more on designing pants and boots
- ★ Longer dresses



Shoe-Fly-Pie Dress,
1978



Mary Quant, Ensembles, 1975



Mary Quant, Hot Pants, 1971

WHAT SHE DID IN THE 1980s

- ★ Sale of the Mary Quant Collection which included leotards, tights, socks, leg warmers in Japan began.



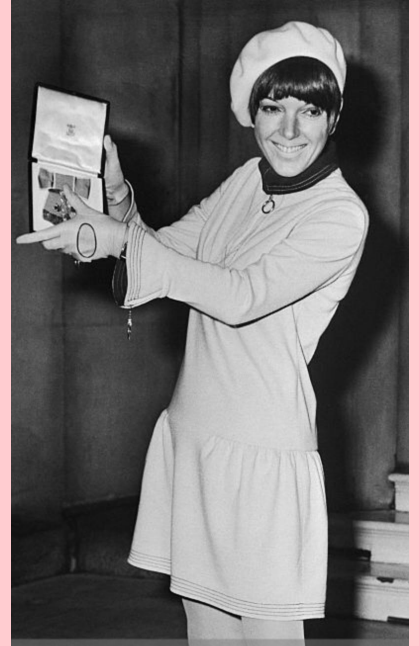
Tights, Mary Quant, 1960s, UK. Museum no. T.705-1995. Victoria and Albert Museum, London



Mary Quant, Poncho, 1980s, Victoria & Albert. Museum, London

WHAT SHE DID IN THE 1990S & SO ON

- ★ Received many awards
- ★ Mary was awarded the British Fashion Council's covered Hall of Fame Award
- ★ Continued to be featured in exhibitions
- ★ In 2000 she retired from her directorship
Mary Quant Limited is still a consultant to
the business



Mary Quant shows off her O.B.A (Order of the British Empire) award when recovered from Queen Elizabeth

WHAT SHE DOES TODAY

- ★ Has her own website <https://store.maryquant.co.uk> Focuses on makeup, skincare, bags, umbrellas, towels and accessories with daisies on them
- ★ Two brands: Mary Quant and Grace Mary



BIBLIOGRAPHY

"V&A · Introducing Mary Quant." Introduction to 19th-Century Fashion. Accessed June 25, 2018.

<https://www.vam.ac.uk/articles/introducing-mary-quant>.

"The Fashion History of Dame Mary Quant - Google Arts & Culture." Google. Accessed June 25, 2018.

<https://artsandculture.google.com/exhibit/0OKSHn4SqTdrLw>.

"A Love Letter to Mary Quant and 60s Mod - Mary Quant Courreges Mod Dressing." Heroine. Accessed June 25, 2018. <https://www.heroine.com/the-editorial/mary-quant-courreges-mod-dressing>.

"Pair of Ankle Boots | Quant, Mary." V&A Search the Collections. Accessed June 25, 2018.

<http://collections.vam.ac.uk/item/O84584/pair-of-ankle-quant-mary/>.

"Mary Quant : Fashion, History." Jane Fonda: Muses, Cinematic Women | The Red List. Accessed June 25, 2018.

<https://theredlist.com/wiki-2-23-1249-1257-view-1960s-profile-mary-quant-2.html>.

Jennings, Danielle. "Guide to 1960s Women's Fashions." LoveToKnow. Accessed June 25, 2018.

https://womens-fashion.lovetoknow.com/1960s_Women_Fashion.

BIBLIOGRAPHY CONT.

"Raincoat - Victoria & Albert Museum - Search the Collections." V&A Search the Collections. Accessed June 25, 2018. <http://m.vam.ac.uk/collections/item/O1261542/raincoat-quant-mary/>.

"Ensemble (dress, Jumper & Hat) - Victoria & Albert Museum - Search the Collections." V&A Search the Collections. Accessed June 25, 2018. <http://m.vam.ac.uk/item/O121963/ensemble-dress-jumper-quant-mary/>.

"Dress - Victoria & Albert Museum - Search the Collections." V&A Search the Collections. Accessed June 25, 2018. <http://m.vam.ac.uk/item/O122007/dress-quant-mary/>.

"Mini-dress - Victoria & Albert Museum - Search the Collections." V&A Search the Collections. Accessed June 25, 2018. <http://m.vam.ac.uk/item/O121967/mini-dress-quant-mary/>.

"Skirt Suit - Tutti Frutti - Victoria & Albert Museum - Search the Collections." V&A Search the Collections. Accessed June 25, 2018. <http://m.vam.ac.uk/collections/item/O84292/tutti-frutti-skirt-suit-quant-mary/>.