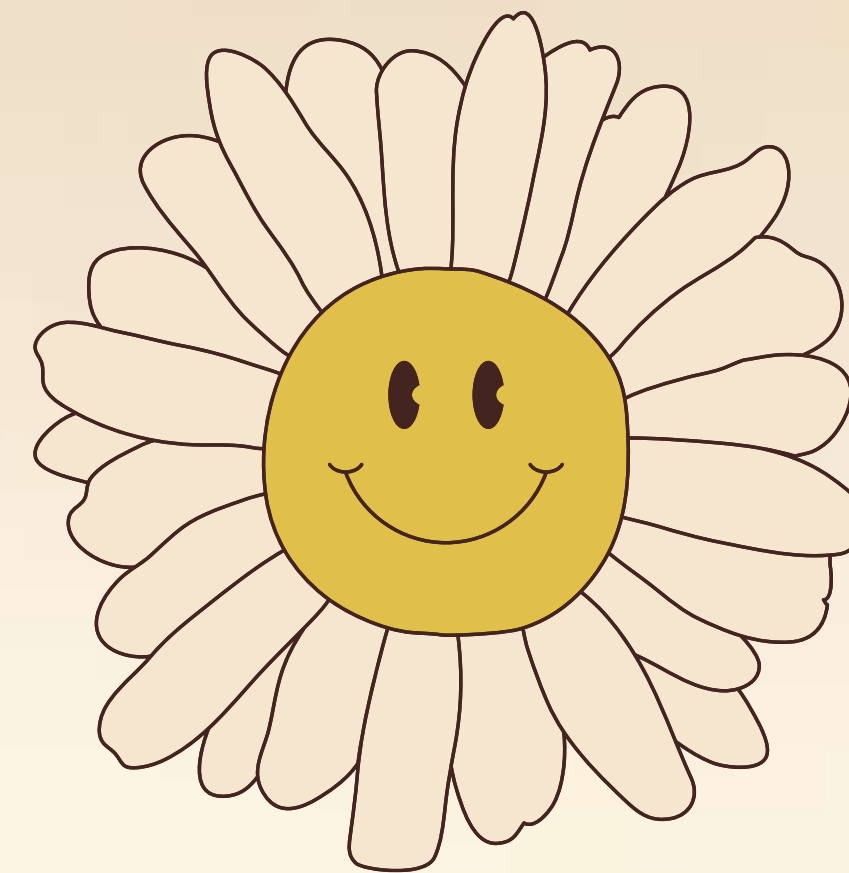




Sex in the 1960's



A Presentation by Sarah Kate,
Avigail, Keaton, Owen

Sex in the 1960's: "the Sexual Revolution"

The sexual theme of the 1960's was the sexual revolution, as attitudes towards sexual behaviors started to take a dramatic shift towards promoting sexual freedom and liberation

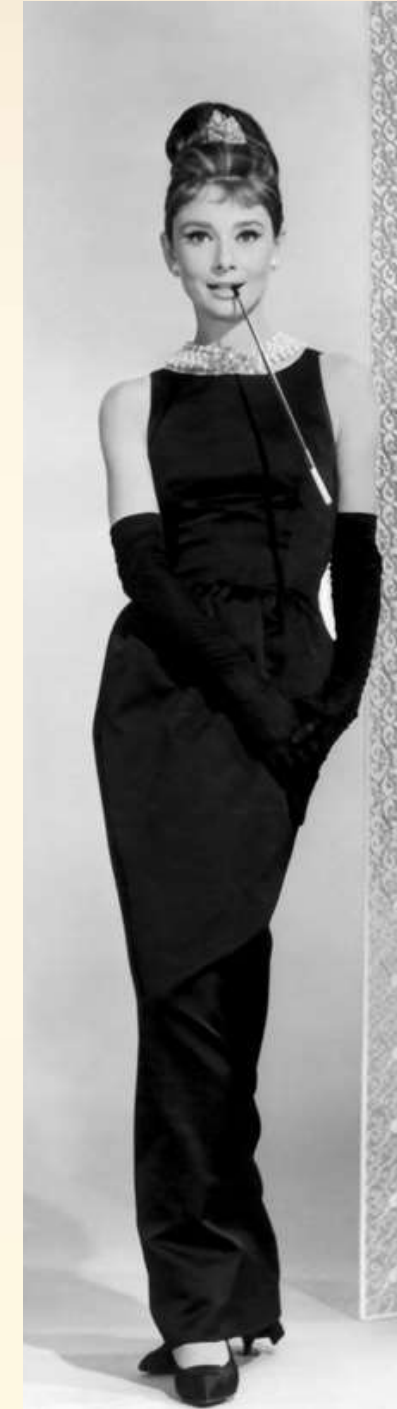


Before the 60's:

- traditional attitudes towards sex
 - chastity before marriage
 - gender roles
 - modesty
- discussion of sex was private

Clothing Styles: Womenswear

- Fashion became more casual across all genders
- 3 main trends: Lady-like elegance, fun youthful designs (swinging London, 1955 - mid-1960s), and Eastern-influenced hippie styles (mid-1960s)
- **Fashion Icons:** Audrey Hepburn, Jacqueline Kennedy, Mary Quant



Clothing Styles: Menswear

- More casual and colorful
- Patterns and brighter colors were gradually incorporated by the mid-1960s
- Men began wearing vintage clothes from the 1930s & 1940s
- Mens fashion was influenced by military elements
 - due to these styles army-and-navy clothing stores and second Hand stores became popular in the late 1960s
- **Rock stars:** The Beatles, Jimi Hendrix, Mick Jagger became primary influencers



Clothing Styles



Hippies

- began around 1960s and 1970s, countercultural movement that rejected the mainstream of American Life
- Dropouts from society, waived regular jobs & careers
- Adopted vegetarian diets based on unprocessed foods and practiced holistic medicine
- participated in the civil rights movement



- Advocated for nonviolence and love
 - **"Make Love, Not War"**
 - Promoted the use of hallucinogenic drugs (marijuana & LSD)
 - REFERENCED FLOWER CHILDREN



Hippies

- Known for their unique styles, favoring long hair and casual dresses, sometimes in Psychedelic colors
- Males grew beards, both women and men wore sandals and beads
- Long-Flowing granny dresses were popular for women
 - Rimless granny glasses for both genders

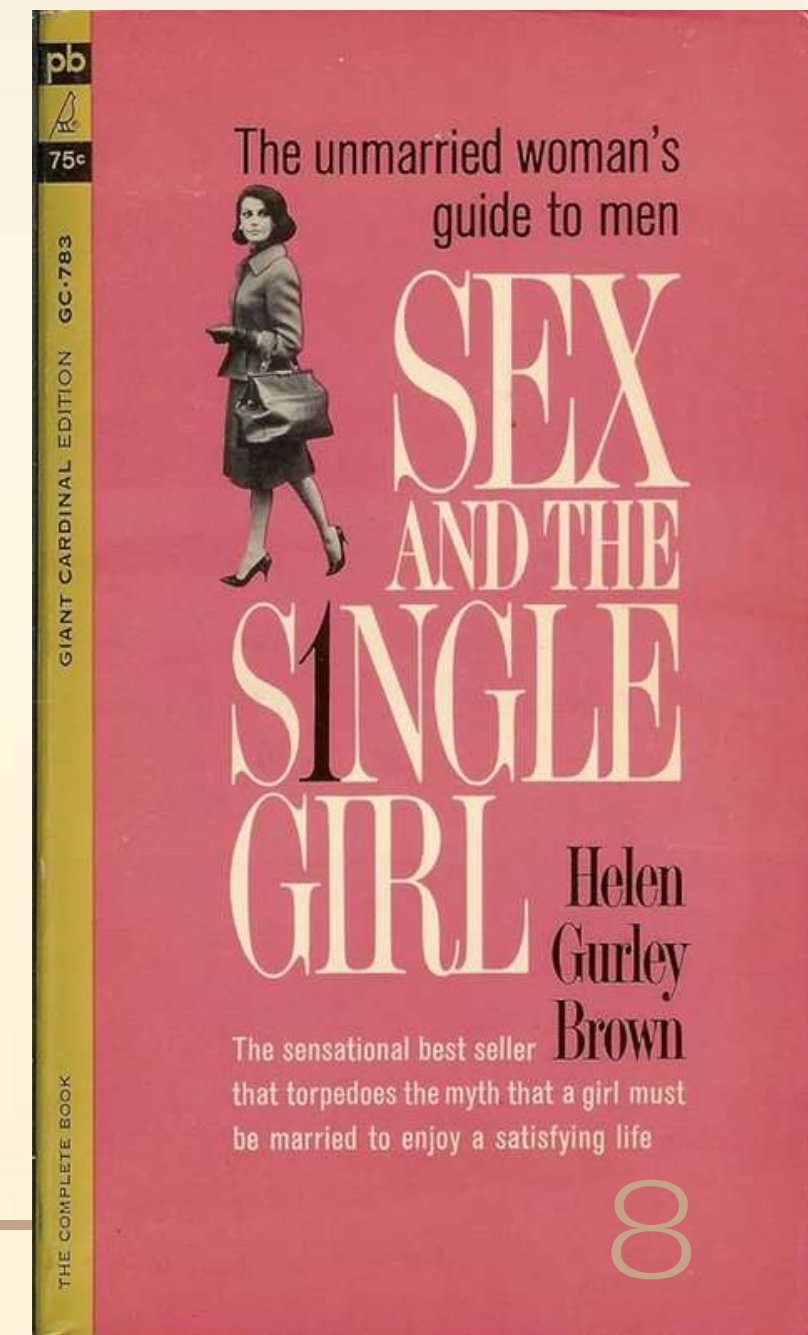
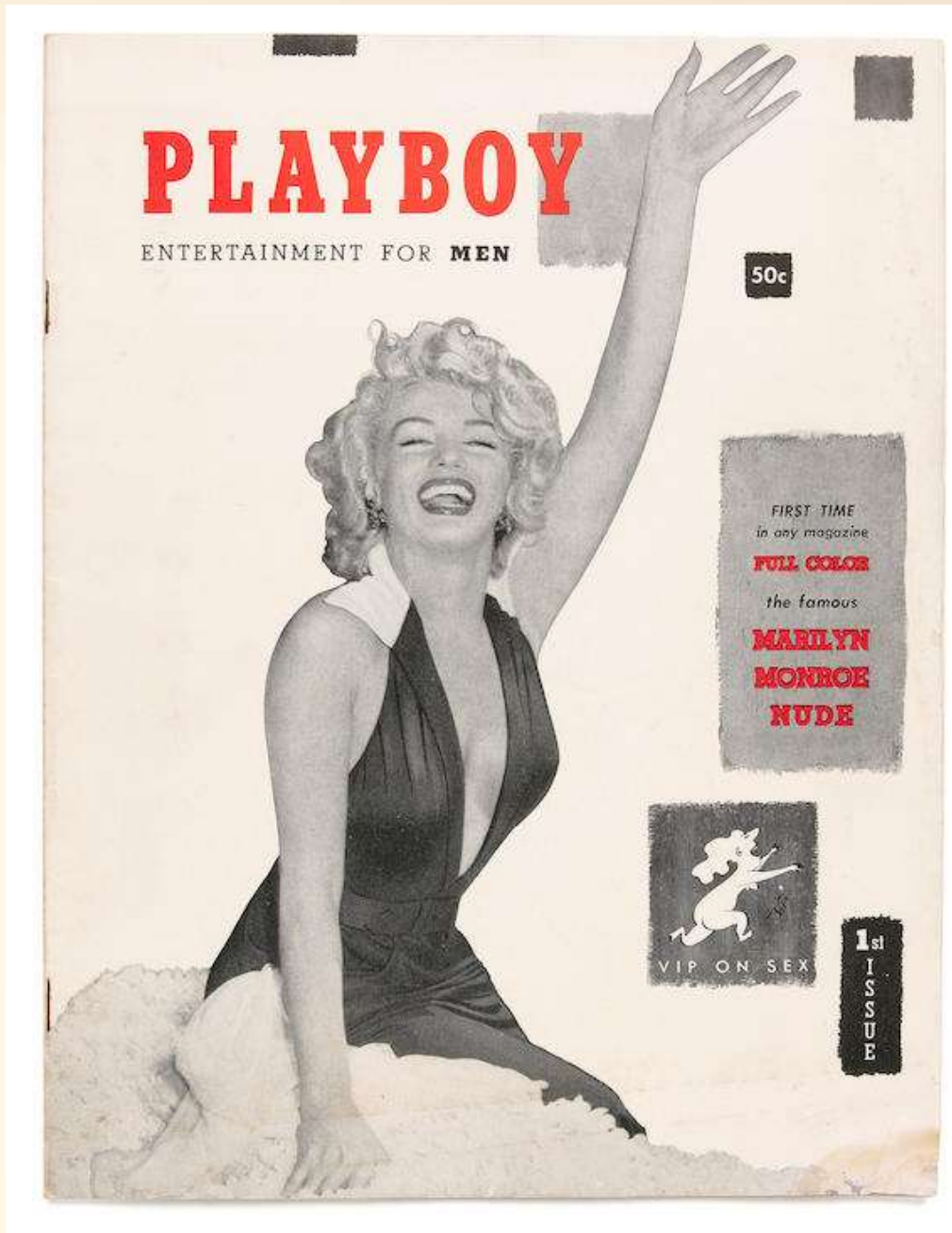


- Summer of Love 1967 San Francisco
 - Practiced open sexual relationships and lived in various types of family groups
 - Group Sex, Communal Sex, Open relationships
 - 1964-1968 rate of syphilis & Gonorrhea rose 165%

Media- Magazines

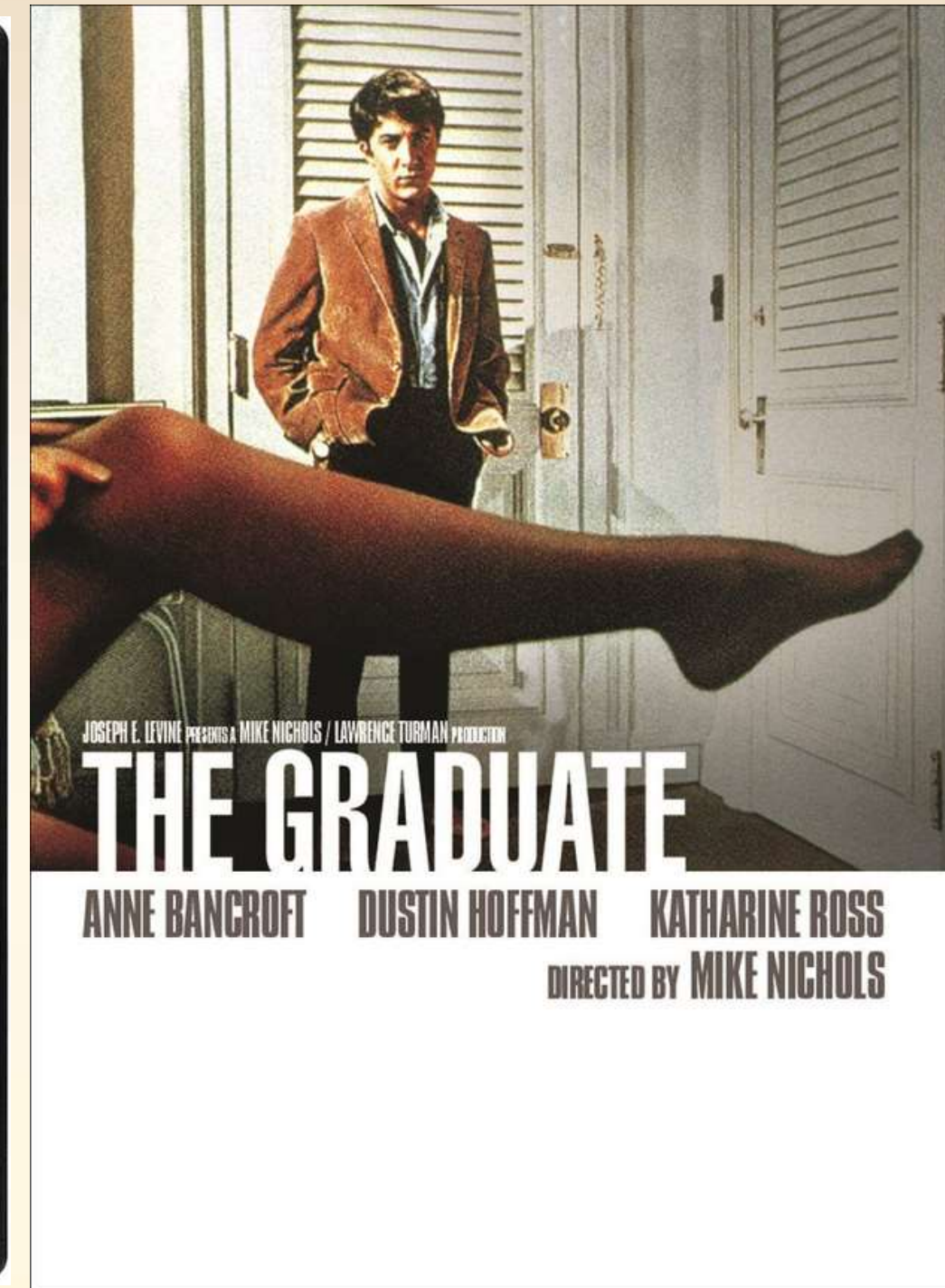
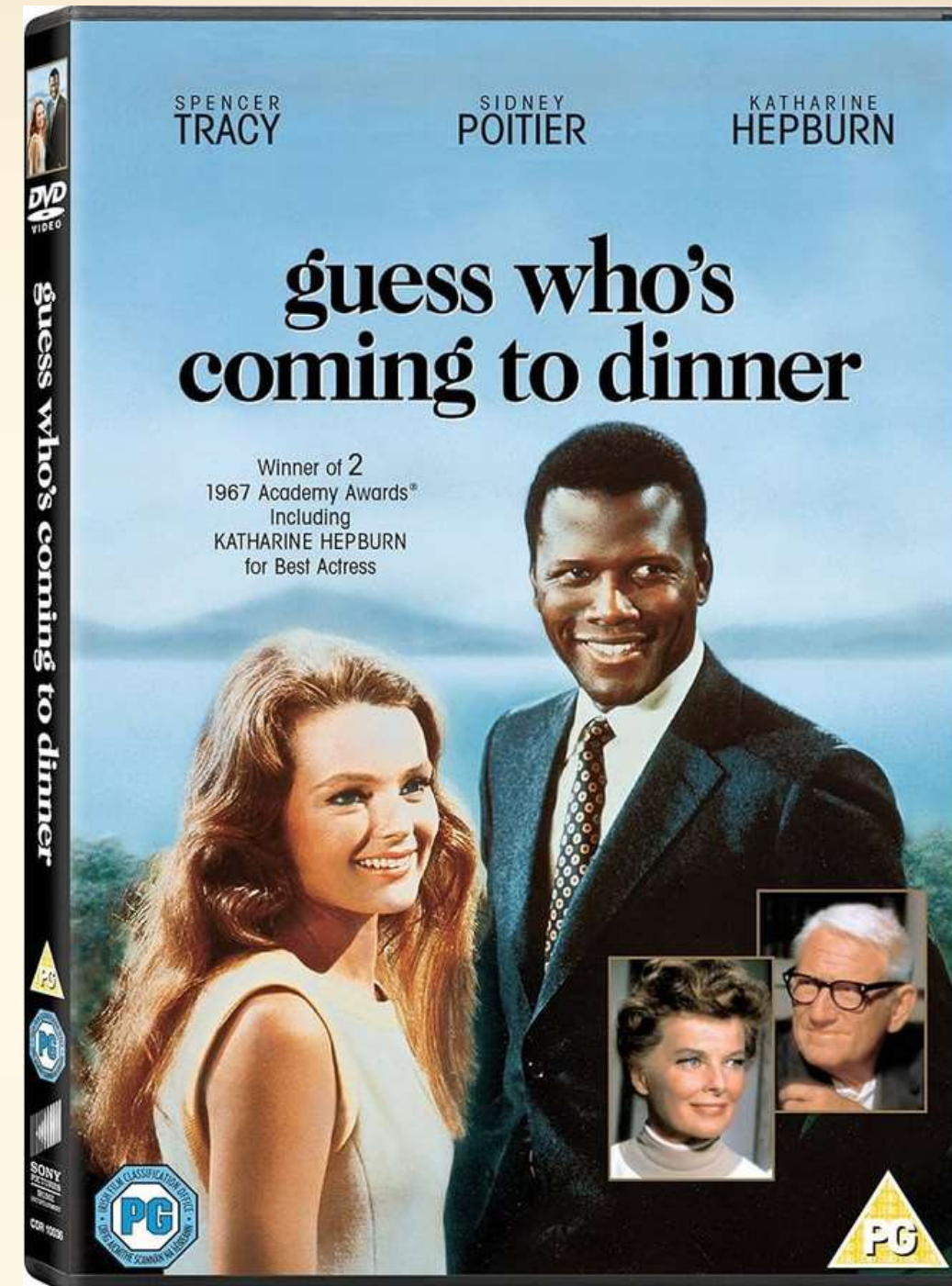
Helen Gurley Brown's book Sex and the Single Girl championed career women and open sexuality, effectively destroying the notion of the old maid

Hugh Hefner puts out Playboy, a risqué new magazine that promoted bachelorhood and the swinging single lifestyle



Movies

- Mid 1960s through the 1970s, sexuality in films became more apparent
- Elvis Presley & Audrey Hepburn gave romantic movies more power & sex appeal
- The Graduate and Midnight Cowboy brought new perceptions of gender, sexuality, and social relationships
- Guess whos coming to dinner (1967) was a groundbreaking tale of interracial romance



Movies

- The production code (AKA Hays Code 1930) banned a majority of sexual content from film.
 - Stated “any inference of sex perversion,” including homosexuality was prohibited.
- until the 1960s, a demand of more explicit cinemas
- 1968: the production code came to an end Replaced by Motion Picture Code and Rating Administration 1968
 - Classified film into one of five ratings based on age (G, P, R, X)

