

Scottie Andrew

GOD SAVE THE QUEEN OF PUNK:



VIENNE
WESTWOOD



GOD SAVE THE QUEEN OF PUNK: *VIVIENNE WESTWOOD*

A book to celebrate the works of Vivienne Westwood in the 70s,
the woman who shaped the punk revolution.



CONTENTS

WHO IS VIVIENNE WESTWOOD?

THE PUNK YEARS.

SEX PISTOLS X VIVIENNE WESTWOOD

'SEX' BOUTIQUE, LDN 1974-1976.

SEX



WHO

IS

VIVIENNE

Vivienne Westwood was born in a village in Derbyshire in 1941, the daughter of a factory worker and cotton weaver. She moved to London with her family as a teenager where she trained as a primary school teacher. Having split up with her first husband, it was meeting and later working with art student Malcolm McLaren (born in London in 1946) that gave Westwood a focus for her restless idealism, as well as the opportunity to harness a natural flair for dressmaking.

Rejecting the hippie ethos that was fashionable towards the end of the 1960s, Westwood and McLaren created clothes that referenced rock'n'roll fashion of the recent past, selling rock'n'roll fashion in a shop unit at 430 King's Road in Chelsea. In 1974, the shop took on its most notorious identity: SEX, with Westwood and McLaren designing fetish wear that they sold to prostitutes, those with 'underground' sexual tastes, and young proto-punks brave enough to take a seriously edgy look out onto the street. The pair enjoyed shocking people, designing garments and shoes that referenced 'deviant' sexual practices, including rubber dresses and stilettos bristling with spikes.

Vivienne Westwood was born in a village in Derbyshire in 1941, the daughter of a factory worker and cotton weaver. She moved to London with her family as a teenager where she trained as a primary school teacher. Having split up with her first husband, it was meeting and later working with art student Malcolm McLaren (born in London in 1946) that gave Westwood a focus for her restless idealism, as well as the opportunity to harness a natural flair for dressmaking.



THE PUNK

YEAR

Vivienne Westwood was born in a village in Derbyshire in 1941, the daughter of a factory worker and cotton weaver. She moved to London with her family as a teenager where she trained as a primary school teacher. Having split up with her first husband, it was meeting and later working with art student Malcolm McLaren (born in London in 1946) that gave Westwood a focus for her restless idealism, as well as the opportunity to harness a natural flair for dressmaking.

Rejecting the hippie ethos that was fashionable towards the end of the 1960s, Westwood and McLaren created clothes that referenced youth culture's recent past, selling rock'n'roll fashion in a shop unit at 430 King's Road in Chelsea. In 1974, the shop took on its most notorious identity: SEX, with Westwood and McLaren designing fetish wear that they sold to prostitutes, those with 'underground' sexual tastes, and

young proto-punks brave enough to take a seriously edgy look out onto the street. The pair enjoyed shocking people, designing garments and shoes that referenced 'deviant' sexual practices, including rubber dresses and stilettos bristling with spikes

In 1976, 430 King's Road was refitted and renamed Seditious: Clothes for Heroes. The collection remained in the same risqué territory as the clothes sold in SEX, featuring the likes of bondage trousers. A punk archetype, these trousers mix references to army combat gear, motorcyclists' leathers and fetish wear, and feature a zippered seam under the crotch, a removable 'bum flap' and 'hobble' straps that restrict movement. Other key looks that expressed a new 'distressed' form of fashion included loose-woven, 'unravelling' mohair jumpers and torn-looking dresses and tops decorated with metal chains and safety pins.



SEX PISTOLS X VIVIENNE WESTWOOD

The British designer, who died at 81, became one of the UK's most revered style icons. But before she dressed supermodels and constructed romantic corsets, she ripped up fashion's rule book for a new generation of disillusioned changemakers.

The punk style for which Westwood became known in the 1970s was born out of her relationship with Malcolm McLaren, her partner at the time. Westwood said years later that she didn't want to be a designer but made clothes out of necessity in her teens and when she was asked by McLaren to outfit the new band he was managing, the Sex Pistols.

Their relationship was fraught – Westwood would later accuse McLaren of abuse – but ultimately forged one of the most influential (and shortest-lived) bands in music and an oft-imitated style.

The Sex Pistols' history is intertwined with Westwood's King's Road boutique, then called SEX. It sold Westwood's handmade fetish clothing and employed burgeoning fashion iconoclasts like Jordan and musicians like Chrissie Hynde of The Pretenders. It's where Pistols guitarist Steve Jones and friends hung out and where the band auditioned a green-haired outcast named John Lydon, better known to many as Johnny Rotten, as its lead singer.

Westwood and McLaren's views influenced what the Pistols wrote, and Westwood designed clothes that mirrored the band's anarchist sensibilities. When the Sex Pistols' single "God Save the Queen" was banned from British radio, Westwood renamed her shop Seditonaries and outfitted the band

in her provocative designs, which included a distressed muslin top emblazoned with Queen Elizabeth II's portrait and the infamous "Destroy" T-shirt that featured a swastika and an upside down crucified Jesus.

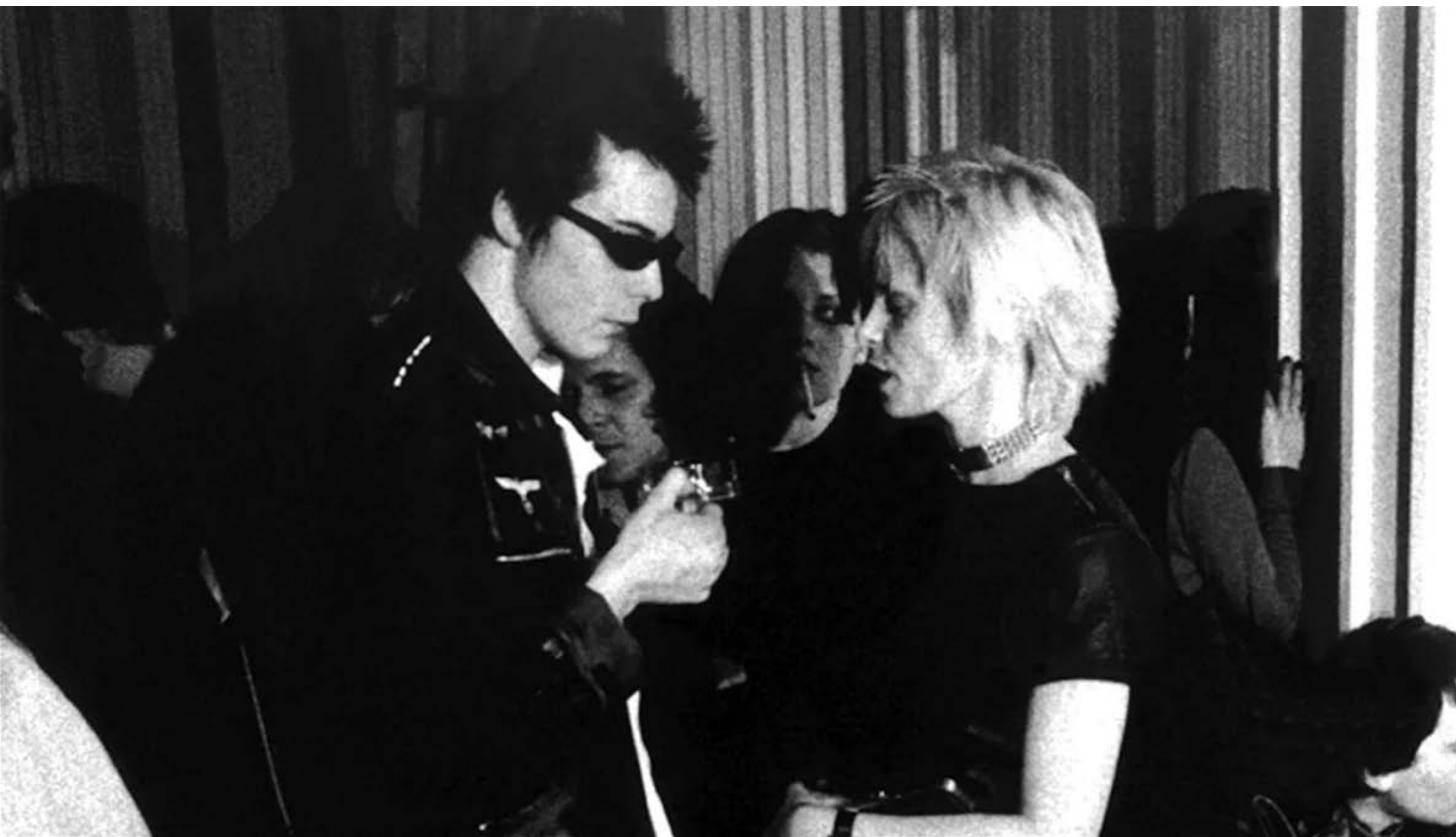
Westwood's clothes during this era were intentionally challenging and abrasive, made to comment on conservative ideals and a lack of social progress. She was influenced by leather-clad bikers and pinup girls of the 1950s, the bondage-heavy S&M subculture with its hardware and a DIY ingenuity – safety pins, zippers, haphazard hems – coupled with traditional fabrics like tartan.

Westwood wanted to provoke young punks into political action, she said, and she believed her clothes represented her own radical views during the '70s. Her designs were meant to "confront the status quo," she said, and encourage others to do the same. By dressing like a punk, she said, "basically you are insulting yourself, but you're also clearing yourself of all egotism."

But when the mainstream got its hands on Westwood's punk designs, many of them were uninterested in punk's radical political underpinnings. The Sex Pistols fell apart before the decade was up and Sid Vicious, released on bail after being accused of killing girlfriend Nancy Spungen, died of an overdose at 21 – punk had lost its gritty luster.

Westwood took a more jaded view of the style she helped birth in a 2011 interview with the Guardian: "The punk movement ... it was just a fashion that became a marketing opportunity for people," she said.





Sid Vicious and Vivienne Westwood
conversing after a Sex Pistols gig.

“THE PUNK
MOVEMENT...
IT WAS JUST
A FASHION
THAT BECAME
A MARKETING
OPPORTUNITY
FOR PEOPLE”







Vivienne Westwood

Step into the chaotic world of Vivienne Westwood during the electrifying Punk era of the 1970s. In this captivating book, experience the raw rebellion and visionary creativity that defined Westwood's partnership with the Sex Pistols and shaped the very essence of Punk fashion.

From the dingy clubs of London to the fashion runways of the world, follow Westwood's journey as she transforms from a modest seamstress to a revolutionary icon. Discover the explosive synergy between her daring designs and the anarchic energy of the Sex Pistols, capturing a moment in time when music, fashion, and rebellion collided to redefine culture.

Through vivid anecdotes and striking visuals, explore Westwood's fearless approach to fashion, challenging convention and igniting a global movement. This book unravels the threads of her collaboration with the Sex Pistols, revealing how their audacious partnership fueled a style revolution that continues to resonate today.

Immerse yourself in the grit, glamour, and sheer audacity of Vivienne Westwood's Punk era—an era that continues to inspire and provoke, showcasing the enduring power of creativity in the face of convention.

£10.99

