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Vivienne Westwood

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Vivienne Westwood is an English fashion designer and businesswoman, largely responsible for bringing modern punk and new wave fashions into the mainstream. Today teenagers who like punk and rock music don't know that they owe their evocative clothing style to Vivienne Westwood.



Westwood was born Vivienne Isabel Swire in the village of Tintwistle, Derbyshire on 8 April 1941, the daughter of Gordon Swire and Dora Swire, who had married two years previously, two weeks after the outbreak of World War II. At the time of Vivienne's birth, her father was employed as a storekeeper in an aircraft factory; he had previously worked as a greengrocer. She attended Glossop Grammar School.



- Aged 17 in 1958, Westwood's family moved to Harrow, London. She studied silver-smithing at Harrow School of Art, but left after one term, saying later, "I didn't know how a working-class girl like me could possibly make a living in the art world". After taking up a job in a factory and studying at a teacher-training college, she became a primary school teacher. During this period, she also created her own jewellery, which she would sell at a stall on Portobello Road.



In 1962, Vivienne Swire met Derek Westwood, a Hoover factory apprentice, in Harrow. They married on 21 July 1962; Westwood is reported to have made her own wedding dress. In 1963, she gave birth to a son, Benjamin Westwood. Then she met Malcolm McLaren, it meant the end of Westwood's marriage to Derek. Westwood and McLaren moved to a council flat in Clapham. Westwood continued to teach until 1971 when Malcolm decided to open a boutique at 430 King's Road called "Let It Rock" (later known variously as "Sex", "Too Fast To Live Too Young To Die", and "Seditionaries") and now Worlds Ends, where Westwood sells her Vivienne



During this period, McLaren became manager of the punk band, the Sex Pistols, and subsequently the two garnered attention as the band wore Westwood's and McLaren's designs. In 1967, while living in Clapham, Westwood and McLaren had a son, Joseph Corr .

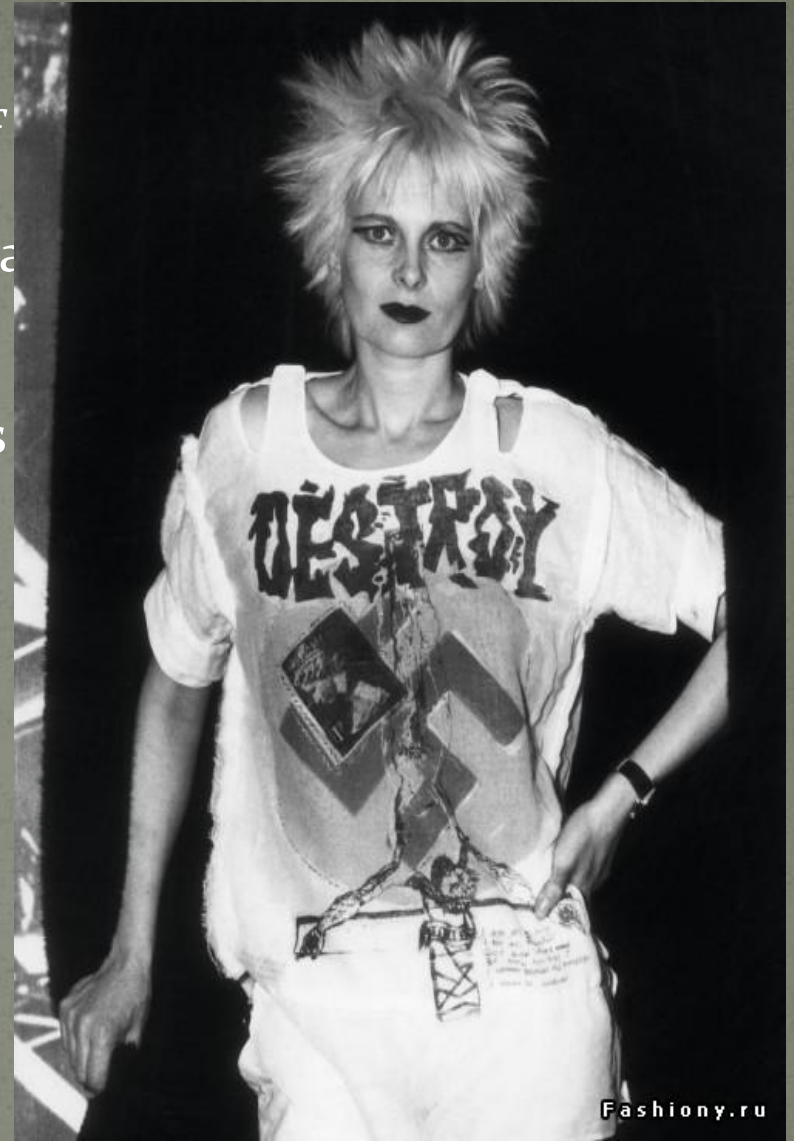


In 1967, while living in Clapham, Westwood and McLaren had a son, Joseph Corr , who later on became a famous photographer.



## ● Punk era

- Westwood was one of the architects of the punk fashion phenomenon of the 1970s, saying "I was messianic about punk, seeing if one could put a spoke in the system in some way". Essential design elements include the adoption of traditional elements of Scottish design such as tartan fabric. Among the more unusual elements of her style is the use of historical 17th- and 18th-century cloth-cutting principles, and reinterpreting these in, for instance, radical cutting lines to men's trousers. Use of these traditional elements make the overall effect of her designs more "shocking".





# Fashion collections :

## «Pirates» 1981



# «Harris Tweed»

1987



The autumn-winter collection 1989, Collection  
"Portrait", 1990



# Autumn/Winter 2005–06 Propaganda Collection



In 2007, Westwood was called upon to design an academic gown of a prestigious academic institution. She was approached by Patricia Rawlings, Baroness Rawlings, then Chairperson of King's College London after King's successfully petitioned the Privy Council for its own right to award degree-awarding powers in its own right.<sup>11</sup> In 2008, the Westwood-designed academic dresses for King's College London have been unveiled. On the gowns, Vivienne Westwood commented: "Through my reworking of the traditional robe I tried to link the past, the present and the future. We are what we know." In July 2011, Westwood's collections were presented at the catwalk of The Brandery fashion show in Barcelona.



- Westwood is widely known as a political activist. She was a long-standing supporter of the Labour Party before becoming a supporter of the Conservative Party in 2007. Since early 2015, she has been a supporter of the Green Party of England and Wales.





Life-is a great adventure worthy to suffer for  
sake of successes and failures.  
/Richard Aldington/

□ The End



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