

Then & Now

They say that “the more things change, the more they stay the same,” and that’s partially true where fashion is concerned. A few years ago bell-bottoms became the rage again, and adults of a certain age lamented the cutoffs and backpacks that their prized pants had morphed into.



Nothing said superior hair control in the 1950s like a good, serviceable hair band.

Hair height in the 1950s and 1960s took patience, skill and a can of industrial strength hair spray! By the 1980s, the look was wild, permed or curled, and ideally helped along by a powerful wind machine.

Recreational accessories in the 1950s included at least one hula-hoop per household. By the 1990s, on-campus transportation was dominated by skateboard traffic.

Footgear has changed dramatically over the years. Roller skates and moccasins were the rage in the 1950s and 1960s, but by the 2000s, Sun Devils wore their flip-flops to class, to work and to any occasion where their feet could be freely displayed.

Tops were modest early in ASU’s university days. By the 1990s, the “grunge” look was in, sending flannel shirt sales soaring. For gals, the look was complemented by choker-length necklaces.

In the 1970s, long “hippie” dresses were the rage for those who wanted to look natural and feminine at the same time. By the 1990s and 2000s, feminine chic was exuded by hip-hugging, flared-legged jeans, with or without a few holes worn in them.



However, in the span between 1958 and today, there have been many, many sartorial innovations—some of which stay with us as classics, and some which are, well, period pieces.

We’ve dressed up a willing volunteer in decades of duds, to demonstrate that the look of ASU has changed considerably—even if some of the concerns of students, like what to do on Friday night and how to ask out that cute so-and-so in trig class, have not.

Photo: Dan Vermillion
 Stylist: Mary Wright
 Model: Nicole Almond Tucker