

GLAMOUR

Outfit Ideas

How to Wear the '70s Fashion Trends Celebs Are Bringing Back for Summer

Feel-good looks ahead.

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Courtesy of Getty Images

The fringe accents, the bell sleeves, the groovy prints—everything about '70s fashion trends speak to a generation's need to express themselves louder, and with more vibrancy, than ever before. After the tumultuous '60s, fashion icons, brands, and consumers of the so-called **Me Decade** were breaking away from established norms, embracing eclectic, folkloric, and gender-neutral pieces to bring a visual identity to the rebellious spirit of the time. And now? We're living (and dressing) through our own breakthrough moment—unshackling ourselves from pandemic restrictions through “**revenge shopping**” and finding a sense of freedom through fashion.

Thanks to celebrities like Kendall Jenner and Gigi Hadid embracing this summer's optimism with carefree outfits of their own, we're seeing a resurgence of iconic '70s looks in everything from streetwear to **swimwear**. Flared pants, **sweater vests**, and retro sunglasses were first adopted by A-listers, with niche styles (think **crochet** pieces and headscarves) starting to heat up as more people pull together their **reemergence wardrobes**.

Headscarves

Silk scarves worn as hair wraps get a big y-e-s from us. We first wrote about them last year—and while the look wasn't as popular then, it's all over **TikTok** now. A square silk scarf is a low-commitment way into the trend since you style it in many other ways, but if you want to go all-in on the milkmaid vibes, opt for something triangle-shaped. The smaller cut is perfect for tying behind your ear and leaving a few strands of hair out to frame your face. Cue the hair toss.



Courtesy of brand

**Room Shop Chiffon
Triangle Headscarf**

Room Shop \$12

Buy Now



Courtesy of brand

**Deseda Nina / Feeling
Good Scarf**

Deseda \$145

Buy Now