



# MARY QUANT MINI DRESS

This is a white and baby pink mini dress with an exposed zip running down the front. It was designed by Mary Quant for her Ginger Group label, a low budget line, in the mid 60s. This garment would have been made in the UK. Quant's Ginger Group was aimed to appeal to a wider customer base and coincided with the 'youthquake' and younger, fresher and more girlier look that was becoming popular. This garment has become such an iconic piece of design because of how revolutionary it was at the time. The mini dress came about at a time when fashion for youth was first becoming apparent and the length of this dress was daringly short. Models such as Twiggy and Jean Shrimpton became ideal role models for such garments due to their flat chested and thin figures.