



The Biba Years: 1963-1975

Barbara Hulanicki, Martin Pel

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A revealing look at the fashion revolution of the 1960s and '70s through the groundbreaking, hip, and now-legendary London emporium Biba, this book looks at “the most beautiful store in the world.” Biba, founded in 1963 by designer Barbara Hulanicki, quickly gained cult status and outgrew several locations before the five-story “Big Biba” opened in 1973. More than a store, it was a haven of cool for artists, movie stars, and rock musicians. This book tells the story of the Biba decade, and how the label revolutionized retail and fashion culture. With a wealth of previously unpublished material, including full-color facsimiles of the six luxurious Biba catalogs and archival photographs, *The Biba Decade* looks at the first retailer to bring affordable fashion to young consumers. Stunning new photography documents the unique Biba look, and the designer and her contemporaries offer their personal insights.

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