

1960's inspired makeover at Dovecot Studios

The style and spirit of 1960s Britain explored in Dovecot's current Mid-Century Modern exhibition, has inspired the Studios to collaborate with creative hairstylist Outline Hair and vintage boutique Godiva and give to a 'visitor' the full Quant look.

With only a few weeks left to see 'Mid-Century Modern: Art & Design from Conran to Quant' at Dovecot Studios (until 9 January 2021), their visitor, Chloe Kennedy, was treated earlier today (11th Dec.) to a full Mary Quant makeover to celebrate the enduring modern style of 1960s Britain.





'Mid-Century Modern: Art & Design from Conran to Quant' explores the lifestyle revolution that swept through post-war Britain, changing the social landscape forever.

The exhibition features art and design by a group of radical young revolutionaries including Mary Quant, Terence Conran, Eduardo Paolozzi, Nigel Henderson, and Bernard and Laura Ashley.

Celebrating local businesses, Dovecot teamed up with creative hairstylist Kay Corbett of Outline Hair and Fleur MacIntosh of Godiva Boutique to step back in time and give Chloe a Quant makeover.





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From the iconic Vidal Sassoon haircut made famous by Quant, to the daring fashion the designer pioneered, this is a true Modern moment.

Kate Grenyer, Exhibitions Curator at Dovecot said, "Mary Quant was a trailblazer who irreversibly altered the traditional approach to fashion design and retailing."

“Alongside her enduring designs, Quant embodied a fresh modern look and we are excited to team up with local creative businesses to bring a bit of 1960s style to Edinburgh and to celebrate the last few weeks to see our Mid-Century Modern exhibition at Dovecot Studios.”



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Kay Corbett, Outline Hair said, "Vidal Sassoon created Mary Quant's iconic hairstyle which is as bold and fun today as it was in the 1960s. As a new business, it is exciting to be collaborating with Dovecot Studios and Godiva Boutique to highlight the creative energy around Edinburgh and to give a client a full Quant makeover."