



The old is new, trenchcoats taken as red

Holly Byrnes
TV Writer

IT WAS the magazine that made history for what wasn't being worn — courtesy of *that* nude male centrefold. On the weekend, an ABCI telemovie about *Cleo* and its pioneering editor, Ita Buttrose, will recapture its mantle as a trendsetter and give '70s fashion much-needed street cred.

The decade much mocked at bad-taste costume parties is about to get the TV treatment, with stunning styles recreated for the small screen.

Gold Logie nominee Asher Keddie, who plays Buttrose in the two-part series, parades a must-have wardrobe of chic wrap dresses, trenchcoats, pantsuits and bold prints.

Mirroring the edgy content of the magazine at that time, *Paper Giants: The Birth Of Cleo* catalogues the risqué styles empowered women were wearing then — and now.

Just as the *Mad Men* TV series sparked a revival of '50s fashion last year, *Paper Giants* has timed its run with a '70s retro revival on the catwalks.

In one scene, Keddie as Buttrose strides towards *Cleo*'s Park St offices in a bold red trenchcoat: a look seen on Diane von Furstenberg's NY runway last month.

Locally, Zimmermann shop windows are showing off high-waisted pants, belted with a blouse, a classic ensemble for the '70s woman.

Inspired by the fashion pages of *Cleo* in its first five years, designer Nina Edwards created 75 per cent of the production wardrobe.

"Seventies fashion has always got a bad rap for being over the top and a favourite for bad taste dress up parties," she said. "But I think there's such elegance in some of the styles. The wrap dress, for example, suits every figure."

Flashback fashion

See our gallery

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Red-hot retro: Asher Keddie as Ita Buttrose and (top) the red trenchcoat on TV compared with the von

that '70s show.

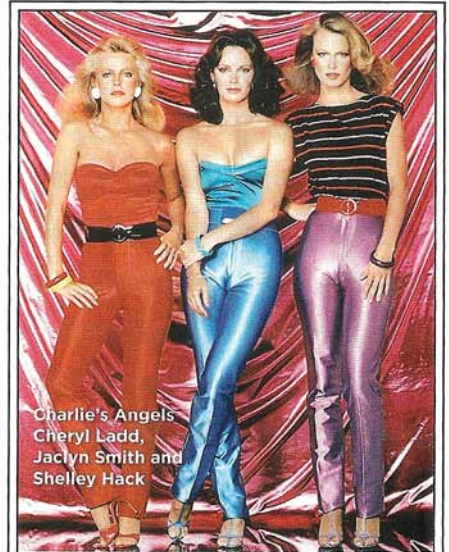
We're loving the revival of the decade when CLEO was born!

Often referred to as “the decade that taste forgot”, the '70s was the scene of some serious style crimes.

But it also gave us vibrant maxi dresses, metallic fabrics, chic jumpsuits and flared jeans, all of which are making a welcome return. Sartorially speaking, think less *Brady Bunch* gaudiness, more Bianca Jagger at Studio 54.

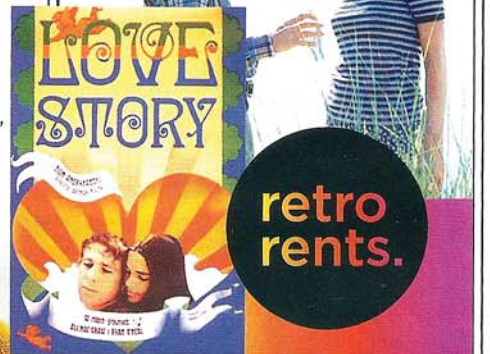
Our TV screens are also set to be transported back 40 years with the new ABC mini-series *Paper Giants: The Birth Of CLEO*. Actress Asher Keddie is stepping into the platform shoes of CLEO's founding editor Ita Buttrose. “The '70s was a really sexy period,” notes the show's costume designer Nina Edwards. “Feminism was happening and women were really showing off their figures.”

Hungry for more? Retro dishes, such as fondue, prawn cocktails, and Black Forest cake, are making a comeback, says chef Justin North of Etch restaurant, Sydney (etchdining.com). “We're using the original ideas but spinning them in a more sophisticated and modern way.”



Charlie's Angels Cheryl Ladd, Jaclyn Smith and Shelley Hack

Woody Allen and Diane Keaton



Charlie's Angels (1976-1981)

Before the TV remake hits our screens, watch the '70s original and its sexy ensembles.

Annie Hall (1977) Love the boy-meets-girl fashion trend? Diane Keaton pioneered the look in this Woody Allen film.

Love Story (1970) Actress Ali MacGraw oozed effortless cool here. Cult label J Brand agrees and has created a new version of Ali's flared jeans, aptly named Love Story. □



Emilio Pucci

Reynold

Marc Jacobs

'70s taste wasn't all bad: the delicious Black Forest cake

ABC mini-series *Paper Giants: The Birth Of CLEO*



Asher Keddie as CLEO founding editor Ita Buttrose

TEXT SARAH RANAWAKE. PHOTOGRAPHY GETTY IMAGES; HEADPRESS.