Acknowledgments	6
Introduction	9
The Importance of Elegance	9
Couture v. Ready-to-Wear: A Brief Overview	10
1957 to 1968: Eleven Critical Years	13
A Note on Sources	14
Paris Couture and the Fashion Establishment	21
The Old Guard	21
The Boy Wonders	41
Fashion's Futurists: Pierre Cardin and André Courrèges	63
Boutiques and the Rise of Ready-to-Wear	87
Couture Boutiques	87
The Introduction of Prêt-à-Porter	98
The Stylistes	106
Fashion and Celebrity	137
Conclusion: The Legacy of 1960s Fashion	161
Essays	
May '68	
Valerie Steele	171
Balenciaga in the 1960s: Beyond Fashion	
Patricia Mears	183
Branding the Boutique:	
Saint Laurent and His Rive Gauche	
Emma McClendon	207
Paris, Prêt-à-Porter, and Women in the French	
Fashion Press, 1956–1965	
Alexis Romano	223
Selected Bibliography	248