# Eurovision fashion moments that redefined the contest’s style evolution



The Eurovision Song Contest stands not only as a musical event of international repute but also as a spectacular showcase of fashion, with contestants often using their attire to make bold statements. As the competition gears up for another year, a retrospective on memorable Eurovision outfits highlights the significant impact fashion has had on the contest since its inception in 1956.

One of the earliest notable appearances was in 1968 when UK representative Cliff Richard performed “Congratulations” in a striking navy double-breasted suit adorned with a flouncy white lace jabot collar. Speaking to *The Irish News*, Richard's outfit kick-started a trend that would see dandy styles become synonymous with the event.

In 1974, Olivia Newton-John captured eyes with her baby blue prairie dress, complete with ruffled sleeves and a tiered hem, the very same year that ABBA won the contest. The Swedish group’s performance of “Waterloo” not only marked the inception of their legendary career but also set a new fashion standard. Agnetha Fältskog and Björn Ulvaeus dazzled in shiny all-in-ones and knee-high boots, while Frida Lyngstad showcased a boho ensemble with metallic disco boots, forever etching their looks into Eurovision history.

Reflecting a uniquely British flair, the 1977 entry by pop group Beano featured members in matching tailored suits embellished with shimmering details. Their performance of “Everybody Knows” ended with a tenth-place finish, but their attire, combining elements of Bee Gees’ glamour and classic working men’s club styles, is still remembered fondly.

The following year, Co-Co performed “The Bad Old Days,” sporting an extravagant array of rainbows and sequins that captured the late Seventies glam aesthetic. Similarly, in 1988, Celine Dion made her mark at Eurovision, winning for Switzerland while wearing a white double-breasted blazer paired with a frilly mini tutu—a striking blend of playful glamour typical of the Eighties.

Guildo Horn’s performance in 1998 further pushed the boundaries of theatrical fashion. Known for his eccentric stage presence, Horn climbed lighting gantries and engaged with the audience, all while donning a vivid green velvet suit with yellow fluted cuffs, ensuring Germany's seventh-place finish rekindled national interest in the competition.

In 2005, glamour model Katie Price, also known by her stage name Jordan, attempted to represent the UK while pregnant, wearing a striking hot pink latex catsuit. Her outfit drew considerable attention, with Price later humorously comparing it to a ‘pink condom’. Despite the spectacle, her performance garnered mixed reviews, as she ultimately lost out to another contestant, Javine Hylton.

The 2007 entry by Scooch took a different approach, donning costumes reminiscent of flight attendants and pilots, reflecting their song, “Flying The Flag (For You)”. Known for its campy charm, the performance faced criticism for being overly gimmicky, with some questioning the seriousness of the UK's representation in the contest.

In 2022, Sam Ryder revitalised the British presence at Eurovision with his performance of “Space Man”, where his ensemble—a black jumpsuit decorated with over 15,000 hand-embellished beads and inspired by styles from music legends—was as striking as his vocals. This suit, later displayed at the British Music Experience in Liverpool, embraced themes of both celestial wonder and homage to UK musical heritage.

As Eurovision continues to evolve, the interplay of music and fashion remains a captivating aspect, ensuring that audiences celebrate not only performances but the unique artistry reflected in each contestant’s choice of attire.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://eurovision.tv/story/eurovision-fashion-through-the-decades> - This article provides an overview of Eurovision fashion trends from the 1960s to the 1970s, including the introduction of the miniskirt and the rise of flared pants and jumpsuits.
2. <https://www.telegraph.co.uk/fashion/events/best-eurovision-song-contest-memorable-costumes-fashion-moments-ever/> - This piece highlights memorable Eurovision outfits, such as Olivia Newton-John's 1974 baby blue prairie dress and ABBA's 1974 performance attire.
3. <https://www.the-independent.com/life-style/fashion/australia-abba-conchita-wurst-dana-international-europe-b1851557.html> - This article discusses iconic Eurovision fashion moments, including ABBA's 1974 costumes and Co-Co's 1978 rainbow-colored outfits.
4. <https://www.hellomagazine.com/hfm/492525/eurovision-best-fashion-moments-ever/> - This feature showcases notable Eurovision fashion moments, such as Sandie Shaw's 1967 performance in a glitzy pink mini dress and barefoot look.
5. <https://apnews.com/article/eurovision-fashion-iconic-outfits-cbd8e472711ae1c6f0124bce4cadbb09> - This article highlights iconic Eurovision outfits, including Conchita Wurst's 2014 golden gown and Lordi's 2006 monster-inspired costumes.
6. <https://www.istitutomarangoni.com/en/maze35/why-eurovision-has-become-the-ultimate-fashion-stage> - This piece discusses the evolution of Eurovision fashion, mentioning the introduction of the miniskirt in the 1960s and the incorporation of hippie influences and sequins in the 1970s.
7. <https://www.irishnews.com/life/10-of-the-best-eurovision-looks-throughout-the-years-EMGQVHUPQ5J7BKB5KP7QA4BGJQ/> - Please view link - unable to able to access data