

# Fashions in London

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Objektyp: **Article**

Zeitschrift: **Swiss textiles [English edition]**

Band (Jahr): - **(1946)**

Heft 4

PDF erstellt am: **08.08.2024**

Persistenter Link: <https://doi.org/10.5169/seals-798996>

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London

### *British Women's Millinery*

THE milliners in post-war Britain have decided to try and make women more hat conscious. After many meetings and consultations the five principal women's millinery associations have pooled their resources and established an Information Centre in London. From every hat sold a small levy will be paid towards financing the centre which will organise fashion parades throughout the country.



During the war hats were coupon free — indeed they were almost the only article of clothing to escape restriction. In spite of this, women steadily lost their hat sense ; they became accustomed to service hats and wore them like lids on their heads, or if not in uniform they preferred to wear no hat at all. So the new Information Centre has decided to educate women of all ages to wear, and to like wearing hats in the future.

The Centre also aims to educate sales women and for them a guide book has been prepared. A two weeks course in millinery for shop assistants is being organised, and great attention will be given to teaching assistants how to make their customers wear their hats at the most becoming angle. Already there are welcome signs that the hat trade is recovering from its war time difficulties, though the shops are still unable to offer women the lovely fancy straws, coloured veils and ribbons that made hat buying a pleasure before the war.



## *Lace Heels and Toes*

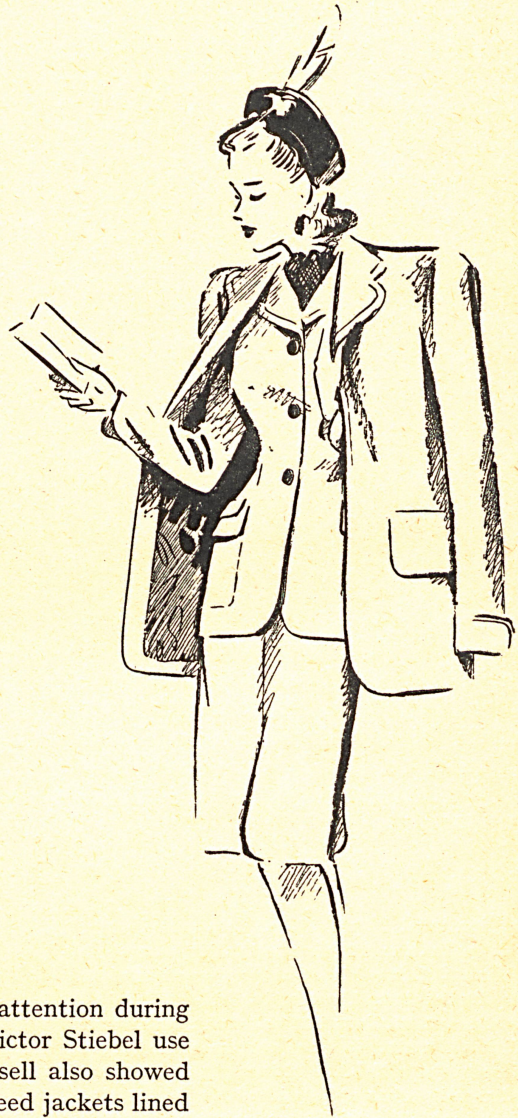
In London, they say that an entirely new type of nylon stocking, with lace heels and toes, is to be launched in time for Christmas. When shown at a recent fashion parade, the novelty created great interest. The manufacturer says that he got the idea from the popular sandal styles and people in the trade expect that it will win universal favour.

## *Film Fashions*

Recently returned from a holiday in the Swiss Alps, Bianca Mosca, the well-known dress designer, has been commissioned to create 45 model gowns, coats and suits for a British film now being produced under Michael Relf and starring Mae Zetterling, the Swedish leading lady.

## *New British Designer*

A new name has sprung to prominence in the dress world this autumn. Clive Duncan, a young Scot from Blairgowrie, near the Queen's home at Glamis, has come to London and established a house for exclusive models. His first collection was acclaimed by the press for the excellence and originality of the designs and the high quality finish of his suits and dresses. We show here one of his latest creations, a beautifully tailored light tweed three piece suit; the finger-tip over jacket has large inset pockets and is lined with white nylon.



## *Fabric Combinations*

Tweed and black chiffon is a new fabric note which drew the attention during the recent collections in London. Both Peter Russell and Victor Stiebel use black chiffon blouses with colourful tweed suits. Peter Russell also showed taffeta yokes on fine wool blouses which were worn under tweed jackets lined with taffeta. This popular British designer used three weights of wool in his air wardrobe suits, which consisted of coat, dress, suit and blouse in appropriate woollen weights of the same shade of lilac.

Tie silk was used by Hardy Amies for button-through daytime dresses which were tailored for street wear or for wearing under a fur coat.

## *Spring Collections*

The eleven leading British couture houses who are members of the Incorporated Society of London Fashion Designers intend to show their spring collections one week earlier than the Paris houses. The date fixed provisionally is for the week beginning January 28th, 1947.

ENID GRAND.