

Incorporated Society of London Fashion Designers

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A PRIVATE SHOWING

FOR

HER MAJESTY QUEEN ELIZABETH THE QUEEN MOTHER

AND

HER ROYAL HIGHNESS THE PRINCESS MARGARET

BY THE

INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS

11 March 1959

Celanese House 22 Hanover Square London W.1

The presentation devised by Robert Nesbitt
assisted by George Carden
Decor by Kenneth Partridge
Incidental music arranged by Geraldo

The President, Chairman and Members of the Incorporated Society of London Fashion Designers extend their thanks to the Directors of Courtaulds Limited who have kindly placed the showroom at Celanese House at their disposal for this occasion.

The Incorporated Society also wishes to express its appreciation to British fabric manufacturers and Textiles and London Fashion Organisation for their co-operation in the presentation of this Show.

The White Moiré Poulton used to cover the programmes was presented by Courtaulds Limited.

WEST END STORY

is the title of today's Private Showing for Her Majesty Queen Elizabeth the Queen Mother and Her Royal Highness the Princess Margaret.

BRITISH FABRICS predominate and the names of the British fabric manufacturers or merchants are given on this list. Thirty-nine new models have been designed especially for this occasion by the Members of the Incorporated Society.

The work of the ASSOCIATE MEMBERS is featured throughout the Show and Associate Members' names are listed on Page Ten.

The Incorporated Society takes this opportunity of announcing the election of a new Associate Member, VIDAL SASSOON, in the category of Hairdressers.

PHOTOGRAPHS of new models in the Show are available. The PRESS OFFICE is on the First Floor of Celanese House.

RELEASE TIME for photographs of new models is 3 p.m. on Wednesday, March 11.

PRIVATE SHOWING

On arrival at Celanese House, Her Majesty and Her Royal Highness will be received by Lady Pamela Berry, President of the Incorporated Society, Mr. Victor Stiebel, Chairman of the Society, and Mr. P. S. Rendall, Senior Deputy Chairman of Courtaulds Ltd., deputising in the absence abroad of the Chairman, Sir John Hanbury Williams.

After the Private Showing, the Royal guests will take tea at tables spread with frilled white organdie cloths on each of which will be a white flower arrangement in the shape of a pineapple. The Royal tea enclosure will be panelled in pink, white and khaki green acetate satin and lit with white lanterns.

Tea will be served to the remainder of the guests in a setting decorated with silver trees spattered with crystal raindrops and life-sized gilt figures clad with green leaves spilling cornucopias of white flowers.

Introductory verses written by James Laver and spoken by
Constance Cummings.

Prologue

Your Gracious Majesty, Your Royal Highness,
Ladies and Gentlemen, my task today
Is to be Prologue to a kind of play:
A play quite different from some sad productions
Of recent date: no murders, no seductions,
No star-crossed lovers, trembling on the brink
Of suicide, no gloom, no kitchen sink;
No vampire with sharp tooth and snarling face,
No troglodyte, no Thing from Outer Space,
No modern Romeo with flick-knife gory.
We promise you, no vision will appear
To chill your blood - nothing but Beauty here!
And so we offer you our

WEST END STORY

SET I

LIFE BEGINS AT 6.30

The ploughman homeward plods his weary way,
In the wet loam his heavy foot-print sticks -
But life begins for us at half-past-six,
The time when boys and girls come out to play.
And if it's clothes like these you mean to wear,
Boy-friends feel heart-throbs, and girl-friends, despair.

A. (Black Cocktail Dresses)

- | | | |
|----|-----------------|--|
| 1. | HARDY AMIES | Cocktail dress in black lace. |
| 2. | JOHN CAVANAGH | Cocktail dress in embroidered black silk organdie. |
| 3. | CHARLES CREED | *Cocktail dress in black British wool and nylon.
Fabric: West Cumberland Silk Mills Ltd. |
| 4. | NORMAN HARTNELL | *Cocktail dress in black British acetate satin.
Fabric: Martin & Savage from Courtaulds yarn. |
| 5. | LACHASSE | *Cocktail dress in black British ribbed ottoman.
Fabric: Stunzi Silks Ltd. containing yarn by Courtaulds Ltd. |
| 6. | MATTLI | Cocktail dress in black embroidered lace. |
| 7. | MICHAEL | Cocktail dress in black lace. |
| 8. | RONALD PATERSON | *Cocktail dress in black British acetate and rayon bouclé.
Fabric: Stunzi Silks Ltd. from yarn by Courtaulds Ltd. |

* Designed especially for this Show

9. MICHAEL SHERARD Cocktail dress and coat in black British doeskin.
Fabric: Hunt & Winterbotham.
10. VICTOR STIEBEL Cocktail dress in black British corded silk.
Fabric: Couture Fabrics.
11. WORTH Cocktail dress in black British silk chiffon.
Fabric: Soieries Nouveautés Ltd.

SET IB. (Short Evening Dresses)

1. HARDY AMIES *Short evening dress and coat in gold British acetate and Lurex lamé.
Fabric: A. Wilson & Sons (Silsden) Ltd.
Acetate yarn by Courtaulds Ltd.
2. JOHN CAVANAGH Short evening dress in tulip-printed silk satin.
3. CHARLES CREED Short evening dress and jacket in chicory British silk.
Fabric: Edgar Bros.
4. NORMAN HARTNELL Short evening dress in coffee-coloured British satin organza.
Fabric: Garique.
5. LACHASSE *Short evening dress in silver/green British nylon viscose and Lurex.
Topcoat in green British silk.
Fabric: Frymann & Fletcher Ltd.
6. MATTLI *Dress in white jersey.
Topcoat in gold British acetate and Lurex lamé.
Fabric: Bradford & Perrier Ltd. Acetate yarn.
by Courtaulds Ltd.
7. MICHAEL Short evening dress in yellow silk.
8. RONALD PATERSON (a) Short evening dress and coat in rose-printed chine taffeta.
(b) Short evening dress and cape in grey taffeta, collar of Canadian Arctic Fox.
9. MICHAEL SHERARD Short evening dress in blue re-embroidered lace.
10. VICTOR STIEBEL Short evening dress in grasshopper green satin.
Topcoat in white satin.
11. WORTH *Short evening dress in blue/silver British brocade.
Fabric: Brocklehurst-Whiston Amalgamated Ltd.

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SET 2TOWN AND COUNTRY

The English Belle divides her life in twain,
 Half in the Town, the femme du monde complete,
 Half in the Shires, the gracious chatelaine,
 In tweeds, or rough or smooth, in both most neat.
 And as between the two, warm-clad, you post,
 Men know not, Madame, when you charm them most.

A (Town Outfits)

1. HARDY AMIES Dress and coat in navy basketweave tweed.
2. JOHN CAVANAGH Dress and jacket in brown/white printed pure silk.
3. CHARLES CREED *Dress and jacket in navy British acetate.
Fabric: Bradford & Perrier Ltd. from yarn by Courtaulds Ltd.
4. NORMAN HARTNELL Suit in grey silk and wool.
5. LACHASSE *Suit in green British rayon bouclé.
Fabric: S. Courtauld & Co. Ltd., from yarn by Courtaulds Ltd.
6. MATTLI Suit in slate/grey checked tweed.
7. MICHAEL Suit in brown tweed.
8. RONALD PATERSON Suit in black wool.
9. MICHAEL SHERARD Suit in cream British tweed.
Fabric: Sweetinburgh.
10. VICTOR STIEBEL Suit in rose pink wool.
11. WORTH Suit in navy British wool.
Blouse in white British nylon.
Wool: Wain Shiell & Son Ltd.

SET 2B (Travel Outfits)

1. JOHN CAVANAGH *Suit in white British tweed.
Blouse in printed British silk.
Topcoat in white British wool.
Tweed and wool: Dumas & Maury Ltd.
Silk: Ascher.
2. CHARLES CREED Dress and topcoat in peach British rayon bouclé.
Fabric: Stephen Cann & Co. Ltd., from yarn by Courtaulds Ltd.
3. LACHASSE *Suit in pink British tweed.
Topcoat in matching British wool and mohair.
Fabrics: Dumas & Maury Ltd.
4. MATTLI *Dress in black British moss crepe.
Topcoat in bamboo tweed.
Dress Fabric: Stephen Cann & Co. Ltd., from yarn by Courtaulds Ltd.
5. MICHAEL Dress in beige silk.
Topcoat in Tourmaline Mink.

6. WORTH *Skirt in oatmeal British tweed with matching leather jerkin.
Topcoat in matching British tweed.
Fabric: Isle of Bute Industries.

SET 2C (Country Outfits)

1. HARDY AMIES *Suit in tan and white tweed.
Shirt in Paisley British pure silk surah.
Surah: Liberty's.
2. JOHN CAVANAGH Suit in beige checked British wool and mohair.
Coral pink sweater.
Fabric: Mourne Fabrics.
3. CHARLES CREED *Suit in orange British wool.
Matching sweater.
Fabric: Dumas & Maury Ltd.
4. NORMAN HARTNELL Suit and coat in light turquoise wool.
Stole in matching wool lined Beaver.
5. LACHASSE *Dress and jacket in green British Courtelle.
Fabric: Grout & Co. Ltd., from yarn by Courtaulds Ltd.
6. MATTLI *Dress and jacket in mauve/white British nylon.
Fabric: British Nylon Spinners.
7. MICHAEL Suit in tangerine tweed.
8. RONALD PATERSON *Dress and jacket in beige British Courtelle
trimmed Canadian Diadem Mink.
Fabric: Jerseycraft Ltd., from yarn by Courtaulds Ltd.
9. MICHAEL SHERARD *Suit in apricot/cream British tweed.
Topcoat in matching British tweed.
Fabrics: Brown Bros. Galashiels Ltd.
10. VICTOR STIEBEL Suit in Spring bronze tweed.
11. WORTH Suit in brown British tweed.
Blouse in brown British chiffon.
Tweed: Dumas & Maury Ltd.
Chiffon: Soieries Nouveautés Ltd.

* Designed especially for this Show

SET 3SUMMER SYMPHONY

When Summer comes, as come, at last it may,
 Our nymphs, disporting on the margent green,
 Cool as their dresses, wend their winning way;
 But on more grand occasions they are seen
 (Ascot or Garden Party "at the Towers")
 In formal toilettes, all bedecked with flowers.

A (Summer Day Outfits)

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|--------------------|---|
| 1. HARDY AMIES | *Dress and jacket in white British linen and terylene.
Fabric: Stevenson of Dungannon. |
| 2. JOHN CAVANAGH | *Suit in yellow British Courtelle.
Fabric: Grout & Co. Ltd., from yarn by Courtaulds Ltd. |
| 3. CHARLES CREED | Dress in white British silk dupion.
Fabric: Ascher. |
| 4. NORMAN HARTNELL | *Dress and topcoat in pink British acetate peau de soie.
Fabric: Bradford & Perrier Ltd. from yarn by Courtaulds Ltd. |
| 5. LACHASSE | *Dress and jacket in ice blue British acetate peau de soie.
Fabric: Bradford & Perrier Ltd. from yarn by Courtaulds Ltd. |
| 6. MATTLI | Suit in snuff coloured shantung. |
| 7. MICHAEL | Two-piece dress in string-coloured silk and wool. |
| 8. RONALD PATERSON | Suit in planetree gold silk. |
| 9. MICHAEL SHERARD | Dress and coat in stone British wool georgette.
Fabric: James Hare. |
| 10. VICTOR STIEBEL | Dress in white moiré. |

SET 3B (Summer Day Outfits - Formal)

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| 1. HARDY AMIES | Dress in greige/white pure silk printed chiffon.
Topcoat in matching printed cotton. |
| 2. JOHN CAVANAGH | Dress in grey/white pure silk faille. |
| 3. CHARLES CREED | Coatdress in striped British silk.
Fabric: Edgar Bros. |
| 4. NORMAN HARTNELL | Dress and jacket in lime/white British silk.
Fabric: Ascher. |
| 5. LACHASSE | Dress in black/white printed silk. |

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|-----|-----------------|--|
| 6. | MATTLI | Dress and bolero in grey/white printed silk. |
| 7. | MICHAEL | Dress in brown/white printed silk. |
| 8. | RONALD PATERSON | Dress and coat in grey/pink chine taffeta. |
| 9. | MICHAEL SHERARD | Dress in blue printed foulard. |
| 10. | VICTOR STIEBEL | Suit in turquoise/white shantung and organza. |
| 11. | WORTH | Dress in multi-coloured British silk chiffon.
Topcoat in matching British silk.
Fabrics: Ascher. |

SET 4HAVING A BALL

Jewels, tiaras, gloves and all the rest,
And all that loveliness the robe de style,
By stating nothing, can the more suggest,
And what the cunning corsage can reveal:
These stun Adonis, and make Croesus fall -
For Cupid's eye is ever "on the Ball".

A (Ball Dresses)

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|-----|-----------------|--|
| 1. | HARDY AMIES | Balldress in white pure silk satin. |
| 2. | JOHN CAVANAGH | Balldress in red and white British nylon tulle.
Fabric: British Nylon Spinners - Playle. |
| 3. | CHARLES CREED | *Balldress in white British nylon net.
Fabric: John Heathcoat & Co. Ltd. |
| 4. | NORMAN HARTNELL | *Balldress and stole-cape in yellow British moiré.
Fabric: John Heathcoat & Co. Ltd. Rayon yarn
by Courtaulds Ltd. |
| 5. | LACHASSE | *Balldress in blue/gold British brocade.
Fabric: British Nylon Spinners -
Brocklehurst-Whiston Amalgamated Ltd. |
| 6. | MATTLI | *Balldress in chartreuse taffeta. |
| 7. | RONALD PATERSON | Balldress in pink/grey chiffon. |
| 8. | MICHAEL SHERARD | *Balldress in pink British acetate satin.
Fabric: Bradford & Perrier Ltd. from yarn by
Courtaulds Ltd. |
| 9. | VICTOR STIEBEL | *Balldress in lilac British acetate satin.
Fabric: S. Courtauld & Co. Ltd., from yarn by
Courtaulds Ltd. |
| 10. | WORTH | Balldress in white British silk jersey.
Fabric: Soieries Nouveautés Ltd. |

SET 4B (Ball Dresses)

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|----|-------------|---|
| 1. | HARDY AMIES | *Balldress in coral British acetate grosgrain.
Fabric: Martin & Savage Ltd., from yarn by
Courtaulds Ltd. |
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2. JOHN CAVANAGH *Balldress in white British silk and cotton brocade.
Fabric: Brocklehurst-Whiston Amalgamated Ltd.
3. NORMAN HARTNELL Balldress in embroidered turquoise romaine.
4. LACHASSE *Balldress and coat in blue British pure silk satin.
Fabric: Stephen Walters & Sons.
5. MICHAEL *Balldress in turquoise satin.
6. RONALD PATERSON Balldress in white British lace and turquoise British organza.
Fabric: A. W. Hewetson Ltd.
7. MICHAEL SHERARD Balldress in blue British satin.
Fabric: West Cumberland Silk Mills Ltd.
8. VICTOR STIEBEL *Balldress in caramel British acetate brocade.
Fabric: S. Courtauld & Co. Ltd. from yarn by Courtaulds Ltd.
9. WORTH *Balldress in cream British acetate satin.
Fabric: Bradford & Perrier Ltd. from yarn by Courtaulds Ltd.

SET 4C (Ball Dresses)

1. HARDY AMIES *Balldress in oyster British acetate satin.
Jacket lined with Russian Sable.
Fabric: Bradford & Perrier Ltd. from yarn by Courtaulds Ltd.
2. JOHN CAVANAGH Balldress in blue and white embroidered organdie.
3. NORMAN HARTNELL Balldress in yellow lace.
4. MICHAEL SHERARD *Balldress in pink organza.
Jacket in matching satin.
5. VICTOR STIEBEL *Balldress in white and brown British printed nylon chiffon.
Fabric: Ferguson Bros. Ltd.
6. WORTH Balldress in lime green chiffon.

* Designed especially for this Show

ASSOCIATE MEMBERS
of the
INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS

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The Incorporated Society wishes to express its deep appreciation to the National Jewellers' Association for their co-operation and to the following firms who have kindly lent jewellery for this occasion:

Cartier Ltd; Garrard & Co. Ltd; S. J. Phillips; Kutchinsky; Carrington & Co. Ltd; Fisher Ltd; Armour-Winston Ltd; Chaumet Ltd; Collingwood Ltd; James R. Ogden & Sons Ltd; Harvey & Gore Ltd; R. G. Hennell & Sons Ltd; S. J. Rood & Co. Ltd; Charig Ltd; Boucheron Ltd; Michael Gosschalk; Goldsmiths and Silversmiths Association.