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London: Commonwealth Fashion Parade

8th January 1957

London: This Commonwealth line-up of high fashion ^{will be called} ~~to~~ a "material" tribute to Lancashire's busy cotton mills.

~~The garments~~ ^{These clothes} (including this formal evening wear designed in Britain and the West Indies) were all made from Lancashire cotton.

~~At the home market there's always an extensive range of fabrics available - to produce these cool, summer creations.~~

~~But since last autumn Commonwealth exports, including Day dresses from South Africa, and new season's styles in evening-wear, yet to be seen in Australia, are all fashioned from the two hundred million yards of printed cotton, exported by Lancashire.~~

~~This world market embraces nearly every country, and these matching sets (designed in Britain and Malaya) reveal how cotton links the fashion styles of East and West.~~

Britain's idea of brief summer wear (let's hope it's not too brief), ~~and~~ And South Africa quickly cottons on - for her male companion

Gone are the days when cotton was ~~the drab garb of poverty~~ ^{and had "not very interesting"}. Now, it's top-line fashion... AS SEEN IN THESE BRITISH - AND

~~And there's more than a trace of Eastern glamour about the~~ Australian beach outfits

To-day, throughout the world, the fabric has become a byword for design and quality. And though, as you've seen, Commonwealth styles ~~are~~ ^{MOSTLY} differ - they all rely on one basic factor...Lancashire cotton.