

258

When London Fashion manufacturer Horace Lindsay met a violent death in his west-end flat, his chief designer Mrs. Margaret Lenz, was left to carry on. Until then, Mrs. Lenz had shown all the new fashion designs to Mr. Lindsay for approval. Now she was faced with a problem. Who would make the final choice in future? Quickly she decided to form a committee of judges drawn from the staff of the fashion house.....

The committee meets every Friday. It's members come from all departments of the firm and are of all ages. They see each garment and their opinions are acted on by Mrs. Lenz and her staff - and if they turn down a model completely, it is taken out of the collection. The scheme works well and all the fashions in the first collection since Horace Lindsay's death were selected in this way.....

Tall hats - also designed by Mrs. Lenz - were worn by Pamela and Sheila. Pamela's dress, called 'Suprise', is in marzipan green, wool freize. Price, about ~~£~~ £5. Sheila wears 'Saturn', a cotton rayon boucle two-piece, in navy blue and white, costing just under £7.....

Yes, the girl of Regency days really looked as demure as this. Her modern counterpart has lost the poke bonnet and the parasol, but her dress hasn't changed much. And she can buy it for about £4,10.0.....

Well, our oldfashioned lady has come up to date quickly! It's Pamela again in five guineas worth of 'Happiness', specially designed for beach wear in cotton shantung with matching bermuda pants. And that hair ribbon is awfully usefull.....

No collection is complete without it's evening gowns. Jackie's is in sunset orange nylon chiffon - you can go gay with this for 15 guineas. And for hitting the really high spots - if you've five guineas more to spend - here's every girls dream in midnight blue.....