

Own - Rudkin

People in Camera

PATHE NEWS 48/60

Norman Hartnell and fashions

26/7/48

SHIPMENT	SUBJECT	DATE OF ISSUE
DATE RCD.	NEG. : : B & W : : LAV : : LENGTH :	
MAIN INDEX	COMBINED : : TRACK : : MUTE :	

DETAILS

1. S.C.U. Hartnell seated at table showing drawings to Smith. 8
2. C.U. Hartnell and Smith talking at table. They rise from table. 12
3. M.S. Mannequin enters room. Smith and Hartnell walk towards her and look at her. 8
4. M.S. Hartnell talking to Smith (off screen) about the mannequin. 14
5. C.U. Rose design on material. 8
6. S.V. Same girl turns round opening dress. 8
7. L.V. Another girl comes into picture, Hartnell speaks. 7
8. S.V. Ditto. 5
9. C.U. Embroidered pearls and diamonds on dress. 12
10. L.V. Pan up ditto. 13

CROSS INDEX

HARTNELL, Norman ✓
 FASHIONS ✓
 HONOR ✓
 SMITH, Fred. ✓
 MANNEQUINS ✓
 FASHION ~~PARADE~~ DISPLAYS ✓

CUPS

USED STORY

UNUSED

48/60

FILED IN

ORIG. TRACK.

0219.30.G.

NORMAN HARTNELL'S SPEECH.

- M.S. Hartnell showing Smith pictures of dress designs.
(Silent)
- C.U. Hartnell speaking with Smith in picture.
Speech.
'On behalf of the other English designers and myself I think I really can say now that we have, after a series of very difficult, hard-working years made London noteworthy the world over as a centre of fashion. 22ft.
- C.U. Head shot of Hartnell.
'centre of fashion. I do not mean by that London is the only centre of fashion but ranks on equal terms now with Paris and New York. In other words no one city can completely monopolise the fashion creation.
- Smith: 'Why is that Mr. Hartnell? 32ft.
- C.U. Smith and Hartnell.
Smith: 'Why is that Mr. Hartnell?
Hart: 'Well I attribute that to the great advance to the quality and design of British material. Um - let me show you.
Hartnell and Smith get up from desk and walk away. 19ft.
- M.S. Smith and Hartnell walk towards girl mannequin who enters and walks towards. Hartnell speaks (Indistinguishable) 18ft.
- M.S. Smith and Hartnell walk towards girl mannequin who enters and walks towards. 15ft.
- S.C.U. Mannequin and Hartnell
Hart: 'Well England, as you know, is already famous for its tweeds and cottons but a production like this, this slipper satin, which was manufactured outside Edinburgh, is a new production. You see its lovely quality stands out well and fits well. 8ft.
- S.C.U. Mannequin adjusts rose on her left shoulderpan down as she opens dress in front and turns round. 30ft.
- M.S. Mannequin adjusts the rose, opens dress in front turns round and walks away from camera to door. 27ft.
- M.S. Smith and Hartnell on extreme edge of screen. Another mannequin walks out. Hartnell speaks as girl draws level.
'Now look at this Mr. Smith. 15ft.
- Repeat of previous scene. Hartnell speaks.
'Now look at this Mr. Smith'. 13ft.
- S.C.U. Mannequin. Hartnell speaks off-screen.
'This is an example of the type of embroidery we do here. The design is first of all traced out in the gold braid, then after that it's re-encrusted in diamonds and pearls.'
Camera pans down mannequin.
'And the tow of the dress is also very good and that is another British production. I only can say that if the British manufacturers continue to turn out materials of this quality then we designers can hold our own with anybody.' Camera panning up mannequin 56ft.