

I.W.S. NEWS SERVICE

For Release IMMEDIATELY

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INTERNATIONAL WOOL SECRETARIAT
DORLAND HOUSE 18-20 REGENT ST.
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TRAfalgar 4651-8
Sanzasec "Piccy" London

No. 1,039
May 13, 1953

"WOOL - THE WEALTH OF THE COMMONWEALTH"

High-lights Of The Fashions

For Coronation Year, the International Wool Secretariat has arranged an all-British display of women's fashions, designed to show the versatility of wool in meeting every dress need from the beach and ice-rink to the ballroom.

This show, held under the title "Wool - the wealth of the Commonwealth", at the Savoy Hotel, London, combines four important facets of fashion -- the creations of the Incorporated Society of London Fashion Designers and the London Model House Group, sportswear, and hand knitwear.

It features not only the new productions of London's top designers, but also fine clothes which are normal production lines and within the reach of every woman.

No show could be of greater interest to women as a whole, for it combines expensive clothes which all women like to see, but comparatively few can afford to buy, with many which are in a moderate price range.

"Wool - the wealth of the Commonwealth" is a thoroughly practical display of good taste and glamour.

For Evening

Evening wear includes some brilliant showpieces. A dinner dress by Hartnell is in champagne gossamer featherlight worsted, trimmed with matching fox fur. The jacket, also with fox fur trimming, is lined with gold sequins and can

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be reversed to give a glittering cascade effect round the shoulders.

Michael Sherard has designed a ball dress of shell pleated white wool taffeta, which acquires a regal sweep from the full length cape in the same material.

Peter Russell uses a colour aptly described as "Blue Grass" in a wool country house dinner dress, which features a richly embroidered flame coloured high collar. Flame with rich embroidery is used also by Worth in a wool chiffon theatre dress. Other creations for evening are an "after six" dress in black light-weight wool, by John Cavanagh, and a dress in fine black wool crepe by Victor Stiebel.

Among suits there is distinctive colour in a tangerine tweed tailored suit by Lachasse. - Hardy Amies uses yellow and grey dogs tooth check tweed for a suit, with a grey tweed topcoat.

Classic Suits

A classic suit in fine worsted black and white sponge bag check comes from Charles Creed; a black tricotine town suit from Mattli, and a town suit and cape in black, white, and purple tweed from Michael at Lachasse.

John Cavanagh used navy fine wool for an afternoon dress, while Digby Morton's Ascot dress and jacket are in string coloured wool lace.

Coats include one in pale grey wool poplin for Ascot, with dress, by Mattli; a coat and dress in matching porridge coloured slub tweed by Hartnell; a shaded yellow tweed topcoat, worn over a yellow facecloth suit, by Worth; a gun-metal and white tweed coat over a gun-metal fine worsted dress and jacket, by Digby Morton; and a red rose brushed wool topcoat over a lightweight Donegal tweed suit by Michael Sherard.

From Victor Stiebel comes a dark grey embroidered velour jacket worn over a day dress in fine black wool.

Sportswear

In sportswear designers have found full scope for fancy, with an eye to gaiety and originality in models for the beach, winter sports, yachting, tennis, and fishing, but with a proper regard for convention where hunting and hacking are

concerned.

By Rima is a black wool jersey two piece beach suit, laced with straw and worn with straw sandals and big coolie hat. A yachting outfit by Jaeger consists of navy blue reefer jacket, worn over lined red and white striped wool jersey, matching striped sweater and shorts, and pleated white wool skirt.

A grey and white striped wool jersey play suit by Spectator Sports has a wool jersey lined in "shocking pink". Other informal clothes are by Londonus, using among other things blanket cloth; Estrava, combining scarlet wool jersey with tweed trousers and jacket; Barnett Brothers, wool jersey calf length ballet slacks; Meredith, red velour duffle coat and tweed stove pipe trousers.

The winter sports touch comes with a black lambswool jewelled sweater, worn with black barathea stove pipe apres ski trousers, by Pringle of Scotland; and ensembles for skating and apres ski by Teddy Tinling.

Hunting and hacking dress is by Harry Hall, a tweed golf skirt and plum coloured lambswool twin set by Country Life, and a white lightweight wool tennis dress by Josephine Izod.

Distinction

The London Model House Group shows a wide range of clothes which bring distinction to a popular price group.

Among these are an anthracite grey and roval purple novelty tweed suit by Brenner Sports; a draped afternoon dress in cherry coloured wool by Elizabeth Henry; a finely pleated orchid pink lightweight wool afternoon dress by Dorville; a black and tangerine wool jersey jacket and skirt, with velvet sweater, by the Jersey Company; a top coat in wool and alpaca melange fabric, worn over mulberry and black worsted suit, by Koupy Models; and black and white novelty tweed suit with "shocking pink" wool jersey sweater, by Frederick Starke; a black and gold belted tweed suit by Simon Massey; a grey worsted afternoon dress by Marcus; and a natural coloured wool jersey embroidered cocktail dress by Susan Small.

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In addition to to-day's showings at the Savoy, a selection of the models will be seen at Hutchinson House during the "Wool - the wealth of the Commonwealth" exhibition, from May 27 to June 12.

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RED INDIAN STRIPES

Behind the handsome coloured stripes on the white wool blanket cloth Eskimo ski jacket shown by Jaeger is a history going back to the days of Britain's early barter trade with the Red Indians in North America.

In the seventeenth and eighteenth centuries blankets with coloured duffle stripes were great favourites with the Indians. To simplify the bartering for beaver skins the blankets were woven with a varying number of point marks in the selvedge, corresponding to the number of skins which it was considered to be worth.

This bold pattern favoured by the Indians now makes its effect in a modern outfit for winter sports.

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HAND KNITTED BY BRAILLE

The oatmeal wool boucle knitted suit, shown by Blind Knitwear, was knitted by a blind girl who read the pattern in Braille.

The considerable possibilities of hand knitted wear are shown by a midnight blue ballet length cocktail dress and stole, designed by Madeleine, and a lilac pink dinner dress by Jenhil.

An amethyst and dark grey hand knitted tweed stitch suit with yellow wool sweater by Maria Szanto was so calculated in the knitting that only two seams were necessary in each garment. Women's Home Industries show a black and "shocking blue" hand knitted monkey jacket, worn with black hand knitted ribbed dress.

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"WOOL - THE WEALTH OF THE COMMONWEALTH"

Wide Range Of Fabrics

Of lightest gossamer for evening wear, of sturdiest cavalry twill for jodhpurs -- between these two extremes is the range of wool fabrics used in the models shown in the Coronation Year "Wool - the wealth of the Commonwealth" fashion presentation at the Savoy Hotel, London, to-day.

The display shows how wool, with its inimitable drape, its unrivalled handling qualities, and its wonderful variety of textures, gives the designer a perfect material for every type of work.

So fine and delicate that it is difficult to associate it with the wool as it comes from the sheep's back is the champagne gossamer featherlight worsted cloth used by Hartnell for a dinner dress. This beautiful fabric, like so many others of the same quality, is made by James Hare Ltd., of Leeds.

Men's Shirting

An arresting ball dress by Michael Sherard is in white wool taffeta from the mills of Robert White & Co. Ltd., of Scotland. A surprise point about this dress is that it is made from men's shirting.

Tweed is seen in much variety. Donegal is particularly popular this year, used in a number of smart suits and ensembles. Harris makes a novel appearance in fishing jacket by Meredith.

West of England tweed in saddle tan is used by Harry Hall for a hacking jacket. From Cumberland comes a yellow and grey dogs tooth check tweed, in a

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suit by Hardy Amies. There are also Scottish tweeds from Selkirk and several English tweeds from London firms.

Tropical Worsted

A novel and effective use of unusual material is in the midnight blue dinner dress in men's tropical worsted suiting, designed by Hardy Amies.

Jersey wool is widely featured this year, for dresses, jackets, beachwear, and slacks. Its value for formal wear is shown in the "Blue Grass" dinner dress shown by Peter Russell, this particular material being made in Bradford.

Cavalry twill from Gloucester appears in a tailored suit by Frederick Starke, and lightweight white Bedford cord from Bradford for a suit by Charles Creed.

Another unusual appearance at a show of this type is wool felt, used in a skirt. Grey melange flannel used in a tailored suit comes from mills at Bramley, Leeds.

Other very fine cloths are a black wool crepe, from a London firm, and an orchid pink lightweight wool from Silsden, Yorkshire.

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