

24 CARLTON HOUSE TERRACE - DECEMBER 1st 1954.

AS THERE IS SO SHORT A TIME BETWEEN
THE DRESS REHEARSAL AND THE ROYAL
SHOW, BOTH OF WHICH WILL TAKE PLACE
IN THE FIRST-FLOOR DRAWING-ROOM, IT
WOULD BE MOST SINCERELY APPRECIATED
IF THE DRESS REHEARSAL AUDIENCE
WOULD REFRAIN FROM SMOKING.

THE INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS

SHOW FOR

HER MAJESTY QUEEN ELIZABETH THE QUEEN MOTHER

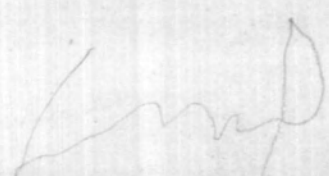
AND

HER ROYAL HIGHNESS THE PRINCESS MARGARET

December 1st. 1954.

At this afternoon's Royal Show - to be held in the long drawing-room at 24 Carlton House Terrace, home of Viscountess Camrose - Lady Pamela Berry (President of the Incorporated Society) will receive the following guests:-

H. E. Madame Rene Massigli
H. E. Madame Brosio
The Marchioness of Cholmondeley
The Marchioness of Salisbury
The Countess of Birkenhead
Margaret, Countess of Birkenhead
The Viscountess Waverley
The Viscountess Kilmuir
Lady Monkton
Lady Shawcross
Lady Sherwood
Lady (Kenneth) Clark
Lady Olivier
Sir Malcolm Bullock
Mrs. W. S. Morrison
Mrs. Peter Thorneycroft
Mrs. Fleming
Miss Jennifer Fearnley-Whittingstall
Sir Raymond Streat
Mr. W. Haigh
Mr. G. H. Dummett
Mr. L. G. Watson
Mr. R. B. Driver
Mr. A. J. C. Walters
Mr. F. Graham Roberts



INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS

Today, London's Top Twelve are showing their loveliest clothes to Her Majesty Queen Elizabeth the Queen Mother, and Her Royal Highness The Princess Margaret. Many of the models have been specially created for this great occasion, and are today being presented for the very first time, making it almost a "pre-view of Spring".

In every outfit shown, London's designers fly the flag of British materials - wools of exquisite quality, texture and colour (alone, or woven with silk or rayon) are shown by almost every house.

Cottons are more versatile than ever - notably used by DIGBY MORTON for a coat and dress with a polished surface; by MICHAEL SHERARD for a voile-on-poplin Ascot suit; and by RONALD PATERSON for a bare-backed dress and jacket.

Linens, coolly neutral-toned and embroidered are shown by MATTLI; and (in the case of a heavy, specially-dyed acanthus-patterned sapphire damask) make an inspired leap from the dining table into the fashion limelight in a dress and jacket from LACHASSE.

Pure silks burgeon everywhere - VICTOR STIEBEL uses cobweb-textured organza for a snowy ball-dress; CHARLES CREED chooses orchidaceous pure silk satin; and there are rustling paper taffetas, soft foulards - and a lot of Duchesse satin.

Man-made fibres are shown in every form - HARDY AMIES uses a blow-away cornflower-printed nylon sheer for a pleated garden-party frock; JOHN CAVANAGH makes a ball-dress of acetate brocade, a young dance-dress of Lurex-threaded nylon organza; WORTH show a jewel-embroidered evening gown of classic beauty in gleaming white acetate satin; MICHAEL uses soft pink Dogana for a dress called 'Salamander'.

Lace, net and tulle are strong favourites for evening - re-embroidered lace is often shown. There is a filmy puff-ball dress of pink tulle and net, and NORMAN HARTNELL uses wool lace for a snowflake sheath, or powders his drifting tulle ball-dresses with delicate field-flowers.

THE MODELS BEING SHOWN FOR THE FIRST TIME TODAY ARE MARKED +

All Houses show four garments in sequence, and one each in the combined Finale.

The name of the fabric manufacturer or merchant is given in each caption.

HARDY AMIES

- SEDGEMOOR Beaver-trimmed suit in dark green basket-weave British worsted from GLOREX.
Worn by Vania Antic.
- OUTCRY Beaver-trimmed topcoat in vivid red wool ottoman; dress in fine red Yorkshire worsted from DUMAS & MAURY.
Worn by Jean Wallace.
- CORNFLOWER Pleated garden-party dress in cornflower-printed white nylon by FERGUSON.
Worn by Pamela Broadley.
- PINK 'UN Short full-skirted evening dress with stole, in brilliant sugar-pink rayon net by BIRKIN.
Worn by Brenda Kennedy-Smith.
- Finale
- ROYAL MINT Evening dress in richly embroidered amber pure silk satin from WEST CUMBERLAND SILK MILLS.
Worn by Pamela Broadley.

Jewellery by CARTIER. Hats by VERNIER.
Shoes, handbags and umbrellas by RAYNE. Stockings by ARISTOC.

JOHN CAVANAGH

- TWO Suit in lightweight yellow and beige tweed by RANKIN HAMILTON.
Worn by Janet Baddeley.
- FIFTY-FIVE Young ball-dress and "shrug" in screen-printed blue and white nylon by FERGUSON.
Worn by Shirley Worthington.
- TWENTY-NINE Short dinner dress in midnight-blue pure silk Duchesse satin from WEST CUMBERLAND SILK MILLS.
Stole in sapphire mink.
Worn by Winifred Young.
- THIRTY-FOUR + Specially designed for the Royal Show, a dinner dress in pink and white striped nylon woven with gold Lurex thread by WEST CUMBERLAND SILK MILLS.
Worn by Penelope Livingstone.

Finale

- FORTY + Specially designed for the Royal Show, evening dress in turquoise acetate brocade by BRITISH CELANESE.
Worn by Monica Hopson.

Hats by SIMONE MIRMAN. Stockings by ARISTOC.
Furs shown are designed by John Cavanagh and made by CALMAN LINKS.
Costume jewellery designed and made by COUNTESS PAHLEN.

CHARLES CREED

- SADDLER Belted suit in yellow and brown birdseye jersey, with knife-pleated skirt. Fabric by JERSEYCRAFT.
Worn by Nola Rose.
- CENDRES + Specially designed for the Royal Show, double-breasted grosgrain-faced topcoat and skirt of dark grey worsted coating by WILLIAM TINDLEY.
Grosgrain waistcoat.
Worn by Pamela Crampton.
- CARDINAL Cardinal silk handkerchief and lining for a suit in red-glinting soft black tweed by LINTON.
Worn by Margaret Buchanan.
- LA TINTA Scoop-necked dress with cap sleeves, in black cellophane fabric from BRADFORD & PERRIER.
Worn by Bronwen Pugh.

Finale

- ORCHID + Specially designed for the Royal Show, a pure silk orchid satin dress - the satin by ASCHER.
Worn by Pamela Crampton.

Hats by SIMONE MIRMAN. Furs by S. LONDON.
Stockings by ARISTOC. Specially-dyed shoes by DOLCIS.

LACHASSE

LONDONDERRY AIR + Specially designed for the Royal Show, a dress and jacket in sapphire blue pure Irish linen damask patterned with acanthus scrolls, woven and specially dyed by SAMUEL LAMONT for the Irish Linen Guild.
Worn by Virginia Woodford.

ARCTIC CIRCLE Three-quarter length belted topcoat with phantom beaver collar, in thick nubbly cream-coloured tweed by GALLOWAY REELS.
Worn by Joan Fullard.

FRIVOLITY Cocktail suit in rayon and wool mixture fabric, woven in olive green and black to give a tree-bark effect, by WEST CUMBERLAND SILK MILLS.
Worn by Ann Halward.

TRADE WIND Country suit with shaped patent belt, in black, white and cream heavy tweed by SYMONDS.
Worn by Cynthia Blackburn.

Finale

CANDLELIGHT + Specially designed for the Royal Show, a short evening dress in wide-width white pure silk Duchesse satin. The embroidery is based on a background design in a painting by Dirck Bouts. British satin from JACQMAR.
Worn by Virginia Woodford.

Jewellery by WILSON & GILL. Shoes by RUSSELL & BROMLEY.
Stockings by ARISTOC.

MATTLI

ONE Suit with long double-breasted jacket, and bell-shaped skirt. In black tweed by LINTON.
Worn by Loretta Bowers.

TWO Fly-fastened, high-necked sheath dress with matching beaver-trimmed three-quarter length jacket. In beige tweed by OTTERBURN.
Worn by Margaret Buchanan.

THREE + Specially designed for the Royal Show, a grey suit with short fitted jacket trimmed with white sharkskin, and pleated skirt. Blended acetate and wool fabric by BRITISH CELANESE.
Worn by Fiona Barlow.

FOUR + Specially designed for the Royal Show, a dress and embroidered seven-eighths coat in beige pure Irish linen by STEVENSON.
Worn by Olga Paterson.

Finale

FIVE Short evening dress in black silk and rayon lace, trimmed jet embroidery - the lace is by BIRKIN.
Worn by Ann Joyce.

Furs by MATTLI FURS. Jewellery by ASPREY. Stockings by ARISTOC.

MICHAEL

ROVING EYE Topcoat of brown and white flecked tweed by OTTERBURN,
+ worn with a specially designed jumper suit of off-
white doeskin - a West of England fabric from DUMAS &
MAURY.
Worn by Margaret Vass.

DARK FABLE Dark grey British velours street dress - fabric from
DUMAS & MAURY. Worn with an EMBA topaz mink stole -
the only one in the country.
Worn by Avril Humphries.

CURZON Suit in yellow and black tweed by OTTERBURN.
Worn by Anne Gardiner.

MITHRAS + Specially designed for the Royal Show, a cocktail
dress in dull-gold lamé by WEST CUMBERLAND SILK MILLS.
Full-length ranch mink coat.
Worn by Patricia O'Reilly.

Finale

SALAMANDER + Specially designed for the Royal Show, an evening
dress in soft-pink rayon Dogana by WEST CUMBERLAND
SILK MILLS.
Worn by Margaret Vass.

Jewellery by CHARIG LTD. Hats by MADAME BRILL. Stockings by ARISTOC.
EMBA topaz mink stole and ranch mink coat by BRADLEYS.

DIGBY MORTON

ONE Dark grey topcoat in British velours from DUMAS &
MAURY. Day-dress in a fine British wool alpaca from
SOIERIES NOUVEAUTES.
Worn by Eve Launay.

TWO Jumper-suit in crisp white cotton-and-acetate suiting,
+ threaded with black. The long matching coat was
specially designed for the Royal Show. Fabric by
MARTIN & SAVAGE.
Worn by Dexter Vaughan.

THREE + Specially designed for the Royal Show - a cocktail
dress and long coat in crimson, pink and white
patterned polished cotton by FERGUSON.
Worn by Marla Scarafia.

FOUR + Specially designed for the Royal Show, an afternoon
dress in Persian-printed pure silk foulard by LIBERTY.
Worn by Gaby Young.

Finale

FIVE + An evening gown specially designed for the Royal Show
in ash-gold pure silk paper taffeta - a British silk
from GARIGUE.
Worn by Dexter Vaughan.

Hats by RUDOLF at Digby Morton. Furs by DEANFIELD FUR MODELS.
Jewellery by GARRARD & CO. Stockings by ARISTOC.

RONALD PATERSON

- ANTHRACITE Soft tailormade in dark grey British worsted from DUMAS & MAURY.
Worn by Deidre Mackenzie.
- TURNBERRY Street dress with flaring skirt in snow-cream nubbly tweed by GALLOWAY REELS.
Worn by June Duncan.
- SILVER FLAME + Specially designed for the Royal Show, a flame-coloured topcoat and silver-grey restaurant dress, both in pure-silk-with-mohair mixture by WEST CUMBERLAND SILK MILLS.
Worn by Shirley Worthington.
- WAYWARD A sheath dress and tailored jacket in white-patterned dove-beige cotton by FERGUSON.
Worn by June Wheeler.

Finale

- CANDICE + Specially designed for the Royal Show, a ball dress in parchment acetate satin, with jewel-encrusted jacket. Fabric by BRITISH CELANESE.
Worn by Deirdre Mackenzie.

Jewellery by R. G. HENNELL & SONS, LTD.
Shoes by BREVITT. Stockings by ARISTOC.

MICHAEL SHERARD

- ONE + Specially designed for the Royal Show, a water-proofed full-length topcoat in chocolate-coloured Taiho - a new acetate fabric; worn over a natural-coloured dress of the same fabric. (Both with chocolate-coloured broderie Anglaise). Fabric by CYRIL LORD.
Worn by Nola Rose.
- TWO + Specially designed for the Royal Show, an Ascot suit - over royal blue poplin, a pink and blue printed voile by TOOTAL BROADHURST LEE.
Worn by Melanie Williams.
- THREE + Specially designed for the Royal Show, a debutante evening dress - over a wistaria acetate satin, white re-embroidered nylon lace by A. C. GILL.
Worn by Amanda Edwards.
- FOUR + Specially designed for the Royal Show, a ball dress and stole in citron acetate satin by BRITISH CELANESE.
Worn by Sylvia Shelley.

Finale

- FIVE + Specially designed for the Royal Show, a champagne-coloured dance dress in British nylon gauze from ZURRER SILKS.
Worn by Nola Rose.

Hats by MARCELLE MODES. Jewellery by WILSON & GILL.
Stockings by ARISTOC.

VICTOR STIEBEL

- ONE Black velvet and faille suit - two British fabrics from JACQMAR.
Worn by Helen Connor.
- TWO + Specially designed for the Royal Show, an after-six dress in white lace, with a lace-lined black velvet coat. British fabrics from JACQMAR.
Worn by June Oakes.
- THREE Full length evening dress in white and black organza and black lace. British fabrics from JACQMAR.
Worn by Jill Coates.
- FOUR + Specially designed for the Royal Show - a full length evening dress in white British organza from JACQMAR.
Worn by Eliette Mouret.

Finale

- FIVE + Specially designed for the Royal Show, a full-length evening dress in white Duchesse satin - a British fabric from JACQMAR.
Worn by Helen Connor.

Hats by EDELLE. Stockings by ARISTOC.

WORTH

- TO BEGIN WITH Topcoat in honey coloured velours, and suit in black and tan British tweed - both fabrics from DUMAS & MAURY.
Worn by Ilona.
- MATTER OF FACT Velvet trimmed dress and jacket in black rough wool - a British fabric from DUMAS & MAURY.
Worn by Jeanne.
- TOI ET MOI Evening dress with an enormous skirt, in Fragonard-blue, satiny-surfaced silk and rayon organza - a British fabric from SOIERIES NOUVEAUTES.
Worn by Alison.
- BELLE DE NUIT Classic pearl-and-rhinestone embroidered ball gown, with huge skirt and small train, in white acetate satin from BRADFORD & PERRIER. Green-and-blue shot stole.
Worn by Antonia.

Finale

- MADAME MIDAS Gold-dusted, creamy-yellow ball gown with 'topaz' embroidery and a big topaz-coloured scarf. The fabric is by ASCHER.
Worn by Ilona.

Stockings by ARISTOC.

NORMAN HARTNELL

WHITE AND WOOLLY White wool coat with white mink collar, over white sheath dress in heavy wool lace by PLAYLE.
Worn by Jane.

NEGRESCO Heavy black lace appliqued on a cocktail dress of black British velvet from GARIGUE.
Worn by Elizabeth.

LILY POND White satin halter neckline on a lily-strewn evening gown of moss green tulle by HEATHCOTE.
Worn by Dolores.

WHITE LILAC Dark green and white satin evening gown, embroidered with white lilac. The matching coat is collared with white fox. Satin by BRADFORD & PERRIER.
Worn by Lana.

Finale

PRIMROSE PATH Picture dress of lime, lemon and white tulle, scattered with primroses. The tulle by HEATHCOTE. *Specially designed for the Royal Show*
Worn by Jane.

+

NORMAN HARTNELL

Hats by MADAME CLAUDE ST. CYR at Hartnell.
Flowers by ANN SCORY. Stockings by ARISTOC.

WHITE AND WOOLLY White wool coat with white mink collar, over white sheath dress in heavy wool lace by PLAYLE.
Worn by ---oOo---

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Finale

PRIMROSE PATH Picture dress of lime, lemon and white tulle, scattered with primroses. The tulle by HEATHCOTE.
Worn by Jane.

NORMAN HARTNELL

Hats by MADAME CLAUDE ST. CYR at Hartnell.
Flowers by ANN SCORY. Stockings by ARISTOC.

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Worn by ---oOo---