

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1965)  
**Heft:** 2

**Artikel:** London letter  
**Autor:** Macrae, Margot  
**DOI:** <https://doi.org/10.5169/seals-798341>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **Conditions d'utilisation**

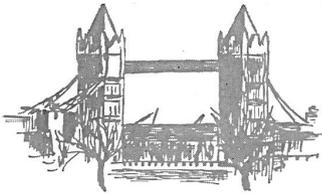
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 01.04.2026

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**



## London Letter

*Fair Lady of Spring 1965*

As the 36 million pounds super-film « My Fair Lady » swept the world, with Gala Premieres in London booked solidly for three weeks — and with a five years run predicted, it was already apparent to those on the fashion circuit that the commercial fashion world in every international city had got the message it brought — and a new exciting exquisitely feminine « Fair Lady » of Fashion was born.

Cecil Beaton, the brilliant Englishman who designed everything for the great film, so delightful to look at, delightful to listen to, from the ravishing creations its star, Audrey Hepburn wore, to the tea cups and the Edwardian furnishings, had this to say of his fantastic task: « How often does a designer have such an opportunity? The Ascot scene — who better to dress than Audrey Hepburn — so impeccable and elegant? The glistening



Chapeau « My Fair Lady », créé spécialement par Madame Vernier, modiste de la Cour, en broderie de: « My Fair Lady » hat, specially designed by Royal Milliner Madame Vernier from Swiss embroidery by: FORSTER WILLI & CO., SAINT-GALL  
Photo Beverly Le Barrow



Norman Hartnell.

Robe en soie blanche et manteau de soie jade avec garniture de plumes d'antruches; tissus suisses.  
 White silk dress worn with a jade green silk coat, with feather trimming; Swiss fabrics.  
 Modèle: Norman Hartnell, Londres

longed to the Rolls Royce set, but aware of the times he has introduced a third string to his bow of the « Petit Salon » and the « Haute couture », in « Semi-couture » — this a service which brings the look of the couture, its advantages within reasonable price by cutting out several fittings, giving only one to the garment which has the seams unstitched — and is thus fitted to the figure — and delivered within seven days — a great service from a great dressmaker.

His collection this year is as beautiful as ever — an Ascot ensemble of lily-of-the valley green silk strikingly trimmed with the same shade of ostrich feathers. A throwback to the thirties look was the pale green chiffon two piece, with cardigan top over slim pleated skirt. Clive — a good-looking 31 year old — is the « new boy » of the top couture set. This spring-summer collection is his first with the L.S.I.F.D. and it was a success — sure cut, a knowledge of fabrics, a feeling for delicious colour, and a flair for clothes which can go anywhere. Impact maker was the gorgeous wedding gown of Forster Willi lace-rosettes



Robe en broderie suisse dessinée par:  
 Swiss embroidered gown designed by:  
 John Cavanagh, Londres

John Cavanagh

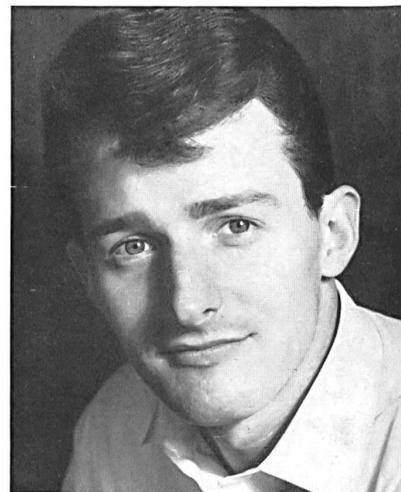
ball gown is like ice on trees in Switzerland — and she looked adorable in the Romney big-brimmed hats, the mobcaps, Bretons, and cartwheels giving added contrast to the black velvet and white lace, the broderie Anglaise and the beautiful embroideries and laces.»

After this, is it any wonder we are now launched on the most feminine spring we have had in decades?

As the season opened, the London Society of Incorporated Fashion Designers, gave the London look to this new international wave. These elegant gentlemen of the haute couture understand the life of an Englishwoman, and they produce the clothes they know she will need for the season ahead with its great social and royal occasions.

Great royal dressmaker, Norman Hartnell was traditionally the first to show. His clothes have always be-

spaced onto sheer organza — and Clive admits that he likes Swiss materials immensely. He uses vivid prints in Sarong dresses, draped with a true South Sea island flair — and his fondant colours for his coats and suits were delicious — pinks, lilacs, and lettuce green. John Cavanagh was right on the new wave length in his own inimitable fashion. He makes pretty clothes for pretty women — and as an impeccably dressed man himself understands just what a well dressed woman wants to wear. In looking backwards to the twenties and the thirties he no doubt remembered his years with Molyneux, the great designer of that period, who has just had his first collection under review at his new Salon in the Rue Royale, Paris, after



CLIVE



a retirement of some years on his carnation farm on the sunny Riviera.

The London designers generally confirmed swirling pleated skirts — with few straight skirts — suit jackets sitting mainly at hip level, the length mostly just below the knee (although Paterson showed some charming «young» fashions above knee); colours are fondant pinks, apple greens, powder blues, all the caramel and pale beige gamut, cream, and navy blue with white, while red and white checks made a welcome reappearance in suits and slim coats. Embroideries and lace, crepe and chiffon, with ostrich feathers to add to the mood of the thirties, will add chic to the Discotheques springing up everywhere as the bands take up the nostalgic theme and heat out the foxtrot and tango of former happy days.

As «My Fair Lady» does record business, music everywhere sobs out «On the street where you live» and «I could have danced all night».

The London fashion designers are with it. With an ear to the thirties, and an eye to the sixties, they've given us in this 1965 spring-summer collection, the best of both worlds.

The clever, brilliant, good looking gentlemen of the English fashion scene, have decreed that women must look like women — and pretty ones at that — and women are loving it.

After all, Audrey Hepburn cant have it all her own way, as she enchants the whole world in the world's most enchanting film.

*Margot Macrae*

FORSTER WILLI & CO., SAINT-GALL  
 Broderie sur tulle avec fleurs appliquées  
 Embroidery on net with appliquéd flowers  
 Modèle: Clive, Londres

*Swiss Cotton Fabric and Embroidery Centre, London*

FORSTER WILLI & CO.,  
SAINT-GALL

Organza d: soie brodé  
Embroidered silk organza  
Modèle: Dellwood Models, Londres  
Photo John Cole at Studio Five



A. NAEF & CO. S.A., FLAWIL (SAINT-GALL)  
Organza de soie brodé  
Embroidered silk organza  
Modèle: Angèle Delanghe, Londres  
Photo John Cole at Studio Five

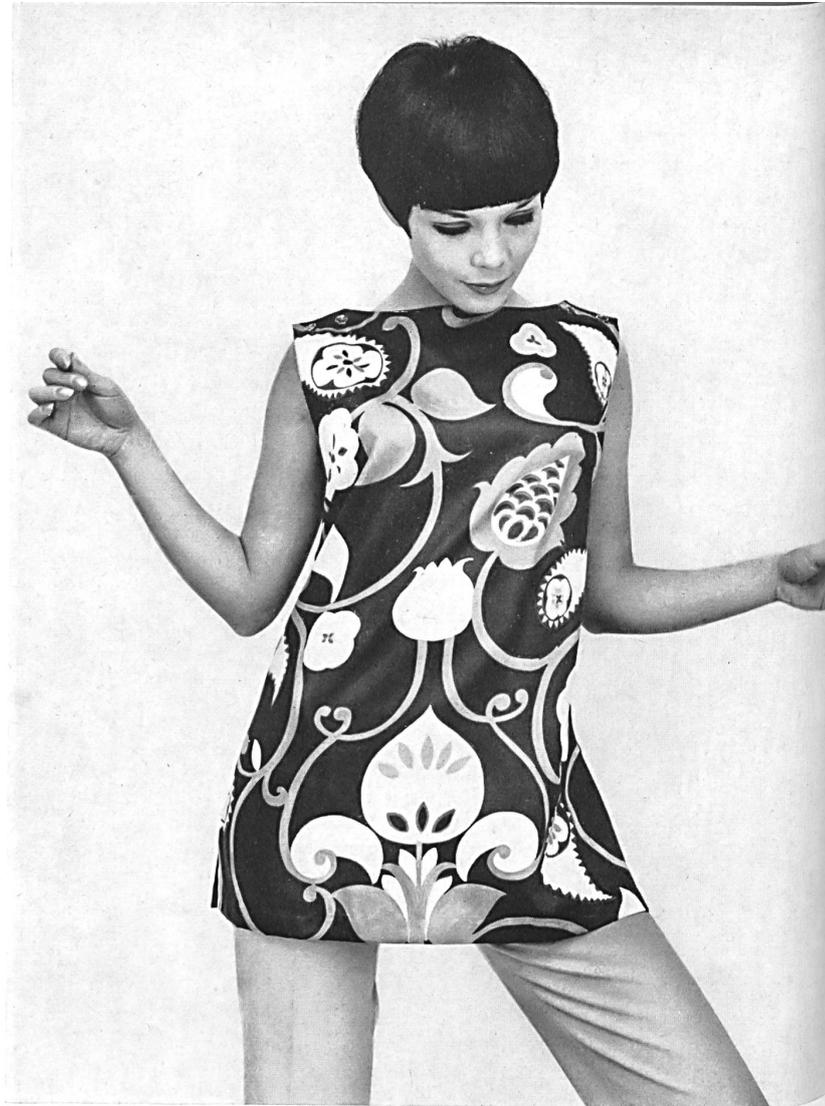




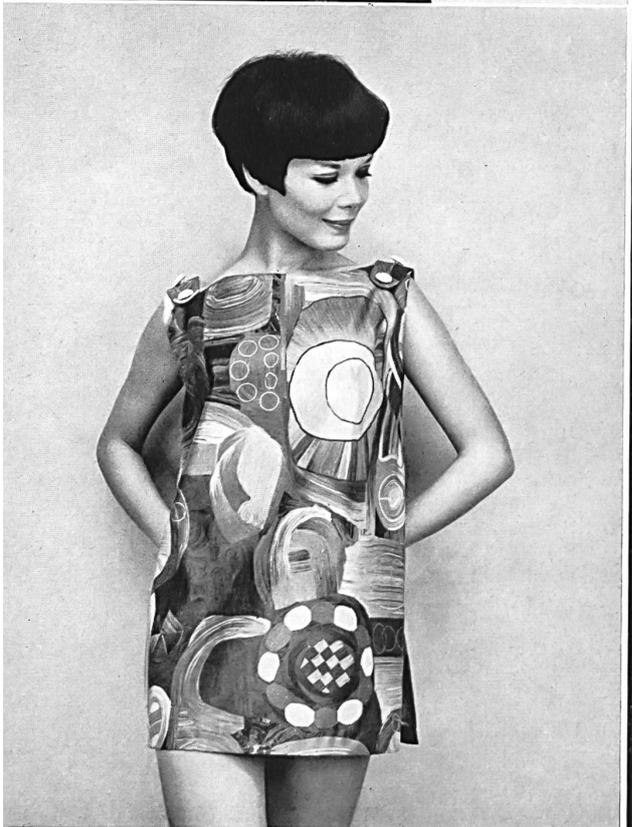
FORSTER WILLI & CO.,  
SAINT-GALL  
Guipure brodée blanche  
White embroidered guipure  
Modèle:  
Angèle Delanghe, Londres  
Photo John Cole at Studio  
Five

METTLER & CO. LTD., SAINT-GALL  
 Voile de coton  
 Cotton voile  
 Modèle: Reldan-Digby Morton

▼  
 METTLER & CO. LTD., SAINT-GALL  
 Satin de coton imprimé  
 Printed cotton satin  
 Modèle: Franklyn Fashions, Londres



TACO AG., GLATTBRUGG (ZURICH)  
 Satin de coton imprimé à la main  
 Hand printed cotton satin  
 Modèle: Franklyn Fashions, Londres



METTLER & CO. LTD.  
 SAINT-GALL  
 Voile jacquard fantaisie  
 de coton  
 Fancy Jacquard woven  
 cotton voile  
 Modèle:  
 Franklyn Fashions,  
 Londres  
 Photos John Cole  
 at Studio Five

FORSTER WILLI  
& CO.,  
SAINT-GALL  
Twill de Térylène  
brodé  
Embroidered Tery-  
lene twill  
Modèle:  
Teddy Tinling,  
Londres



« FISBA », CHRISTIAN FISCHBACHER CO., SAINT-GALL  
Toile Térylène/rayonne brodée  
Embroidered Terylen/Rayon broadcloth  
Modèle: Teddy Tinling, Londres



« ABC », ALEX BAUER & CO., SAINT-GALL  
Tissu Térylène/rayonne brodé  
Embroidered Terylene/rayon fabric  
Modèle: Teddy Tinling, Londres

« ABC », ALEX BAUER & CO., SAINT-GALL  
Térylène brodé/embroidered  
Modèle: Teddy Tinling, Londres  
Photos Chaloner Woods