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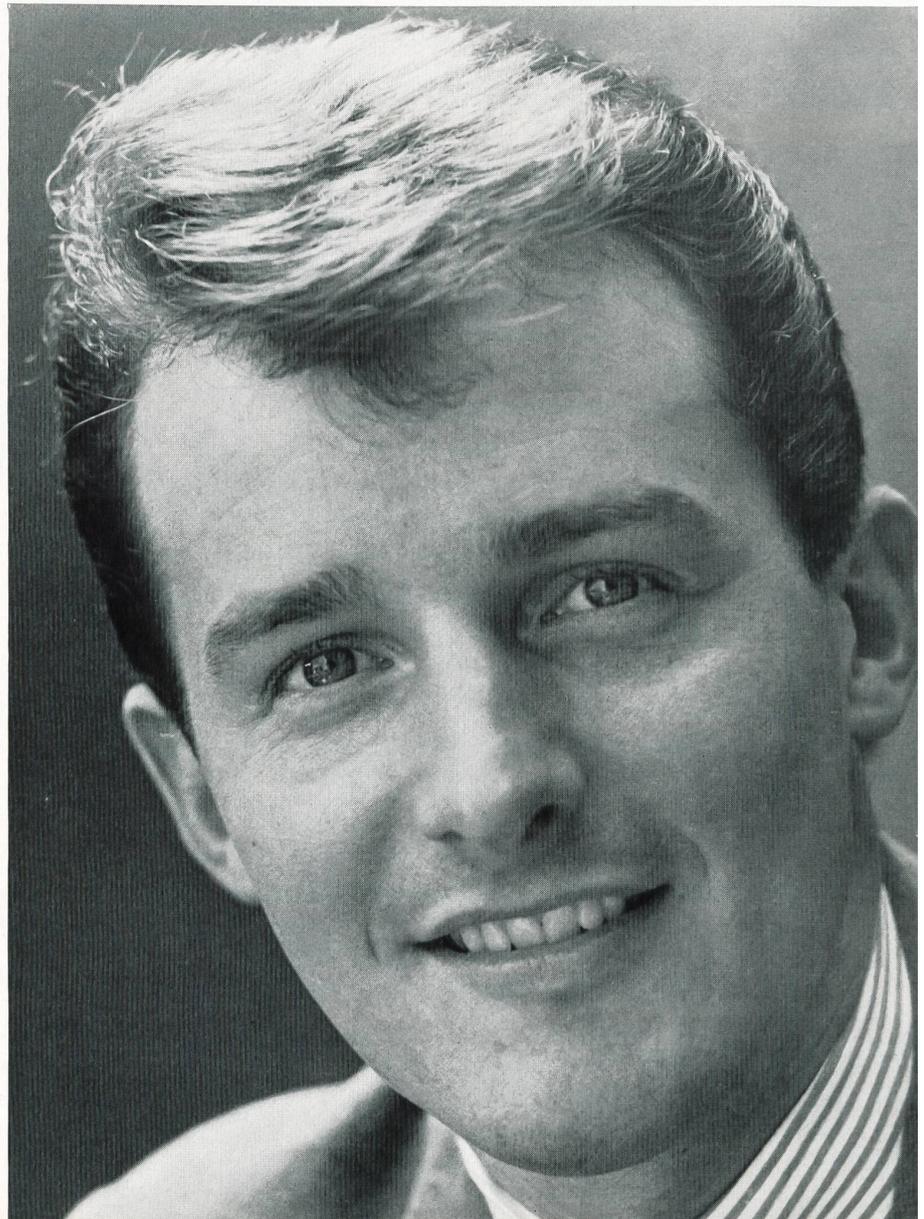
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Model: Clive, London
Home-dress in orange, purple, pale grey and coral wool lace
by
JAKOB SCHLAEPFER & CO. LTD., ST. GALL

Britain's
Youngest
Couturier

clive



Model: Clive, London

Dress in pale blue, with pink, yellow and white flowers on embroidered wool lace by
JAKOB SCHLAEPFER & CO. LTD., ST. GALL



Clive was born in London thirty-four years ago. He was to be a doctor like his father and six generations before him, but when he failed his examinations in mathematics and science, this career was soon abandoned. He was more interested in drawing and spent a year at Canterbury Art School. Ironically however, mathematics and science caught up with him again when he joined the Navy. Out of the Navy, Clive studied journalism but found that he was still more interested in drawing and designing. He then joined London couturier Michael and later moved to Lachasse where he took the only job available which was in the costing department. Whilst there, he was encouraged to enter a design competition which he won. Part of his prize was his first trip to the Paris collections. Then Clive moved to couturier Cavanagh and later to the ready-to-wear house Berketex where he spent two years as assistant to the design director. He then decided that it was time for him to start up on his own. After a brief spell in a borrowed showroom, he moved on his thirtieth birthday into his own salon in the West End of London. In the summer of 1964 Clive was invited to become the youngest member of the Incorporated Society of London Fashion Designers. Then came an offer to design clothes for the J. Arthur Rank film *Maroc 7* which was released in 1967 starring Cyd Charisse and Elsa Martinelli. This was followed more recently by the assignment to design the entire wardrobe for the Betty Box and Rank production *Some Girls Do*, a *Bulldog Drummond* film which will open in London at Christmas, starring Richard Johnson, Daliah Lavi and Bebe Loncar. Clive also designed the complete wardrobe for the Paramount production *Negatives* which opened in New York in October 1968. For the theatre, Clive designed the entire wardrobe for the hit play *Not Now Darling* which runs currently in the West End of London. In June 1967, this young couturier designed the first Clive Set ready-to-wear collection for Cope Allman International. Most publicized ensemble from this collection was a white, short-sleeved coat and sleeveless dress in Swiss cotton jacquard by Christian Fischbacher Co., St. Gall.

Clive loves beautiful fabrics. 'Fabrics are more important than anything else', he declares, 'clothes should be an "encasement" of beautiful fabrics and the less cut-about the better.' Clive's hallmark is his cleanness of line and femininity - no fluffiness or frou-frou - but elegant clothes with beautifully moulded shoulders, meticulous seaming and, above all, becoming and obviously for women. He also likes St. Gall embroideries. A wedding dress in embroidered organza with super-imposed embroidery motifs by Forster Willi & Co. figured prominently in one of his couture collections. In his current autumn/winter collection he has used Swiss wool guipure and silver lamé embroidery by Jakob Schlaepfer & Co. Ltd. In October 1968, the first Clive-owned retail shop called Clive Shop was opened in London only two doors away from his couture salon. Here he co-ordinates hats in matching fabrics designed by Graham Smith and furs which he designs exclusively for George Smith. In this small and cosy boutique, one can rub shoulders with well-known personalities and actresses like Shirley Bassey and Diane Cilento who drop into the Clive Shop after a visit to his couture salon to supplement their wardrobes with a few ready-to-wear ensembles.

This young designer is still carefree, pleasant and accessible - 'I think I am sometimes too accessible, but I also think that it is important to know what goes on' - his zest and enthusiasm are most refreshing. When asked for his favourite hobby, Clive replies: 'My work is really my hobby and I am quite absorbed in it, but I also like dancing and love travelling. I have many customers in the U.S.A. and I am, in fact, just off to Canada where my collection sells very well. I have not been to Switzerland except for a ski-ing holiday when I was twenty-three years old and should love to go there again, particularly to St. Gall, to see those embroideries which one never gets to see in London.'

Greta Sitek



Model: Clive, London

Silver lamé and pink evening-dress in embroidery by
JAKOB SCHLAEPFER & CO. LTD., ST. GALL