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# CLIVE'S

## **Straight Way to the New Fashion**



1  
In the country where the mini and the maxi were born, designers seem to be taking a long time to break away from the extremes, for they swing back and forth with obvious uncertainty in matters of length and cut. Even London's top designers seem unable to make any uniform or convincing statement on this burning theme, except that they lay definite emphasis on respectability. A discreet reserve is little suited however to giving English fashion a new face, for belted jackets and coats, swinging hems and flaring skirts are to be seen elsewhere too. The gifted, imaginative young designer Clive of London however goes his own very personal way. In a rich, beautifully balanced collection of carefully designed models he shows that he is against « fancy dress »; for him fashion is contemporary, rooted in the present, a lived expression of English life at its most intense. His loveliest creations for party-going were created out of the glamorous specialities of the St. Gall embroidery industry. Exclusive guipures, delicate lace enriched with jewels and applications, Snakeskin motifs embroidered on organza or raw silk were among his favourites, from which he designed and created ankle-length evening and cocktail dresses.

With the subtle sixth sense of the connoisseur, Clive knows how to seize on the swinging trends of fashion and interpret them with perfect taste. That in doing so he makes extensive use of Swiss novelties can be taken as a great compliment by the St. Gall embroidery industry.

2



4



3



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1  
JAKOB SCHLAEPFER & CO. LTD.  
ST-GALL  
Snake embroidered grey organza

2  
FORSTER WILLI & CO.  
ST-GALL  
Embroidered pink and grey  
organza

3  
FORSTER WILLI & CO.  
ST-GALL  
White embroidered black panne  
velvet

4  
JAKOB SCHLAEPFER & CO. LTD.  
ST-GALL  
Snake embroidered raw silk

5  
FORSTER WILLI & CO.  
ST-GALL  
Chocolate brown zig-zag crushed  
vinyl and velvet

Models: Clive, London

1  
FORSTER WILLI & CO., ST-GALL  
Jet embroidered black chiffon

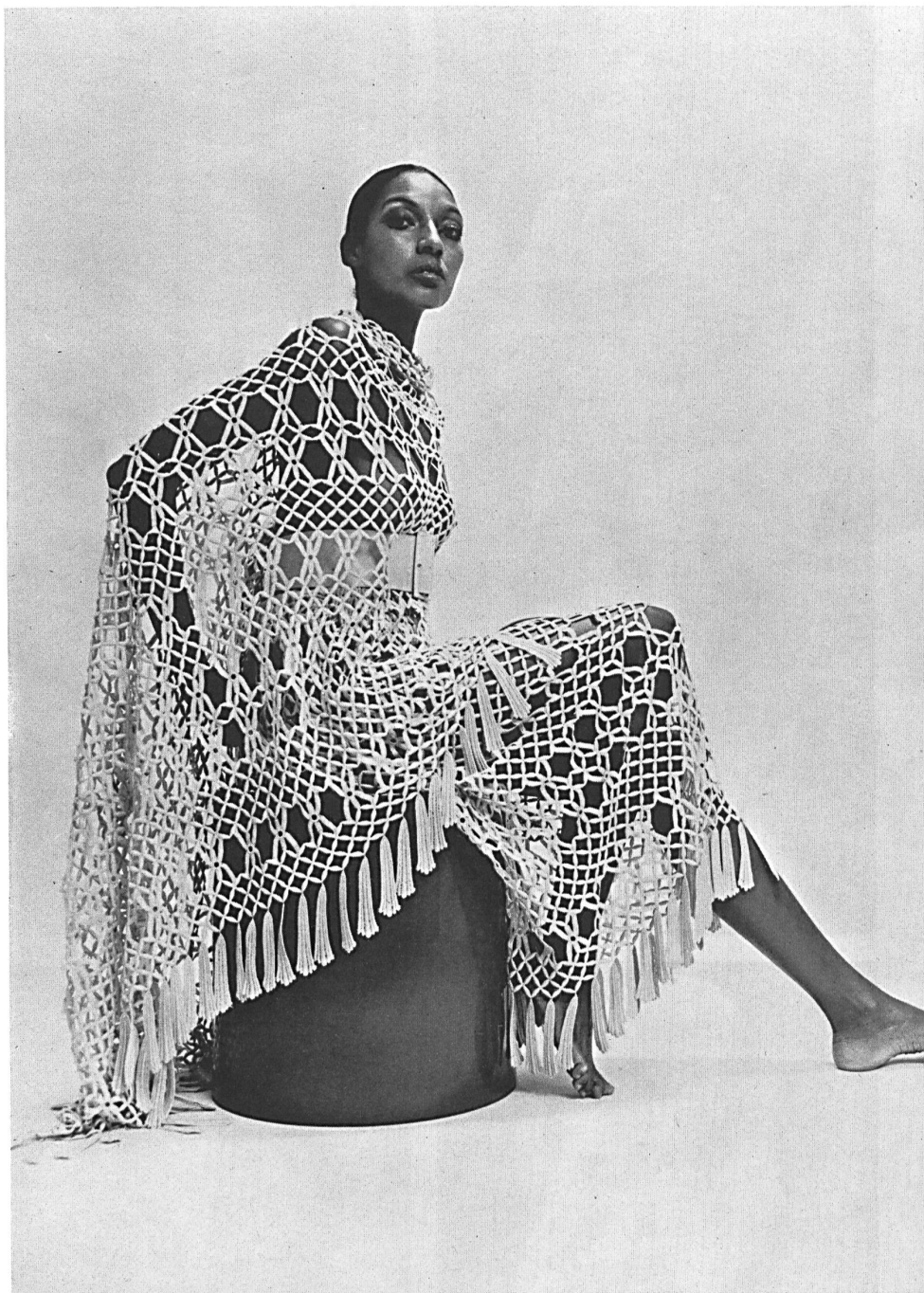
2  
FORSTER WILLI & CO., ST-GALL  
Grey fringed guipure lace

3  
JAKOB SCHLAEPFER & CO. LTD.  
ST-GALL  
Flower printed, navy, stone  
embroidered organza

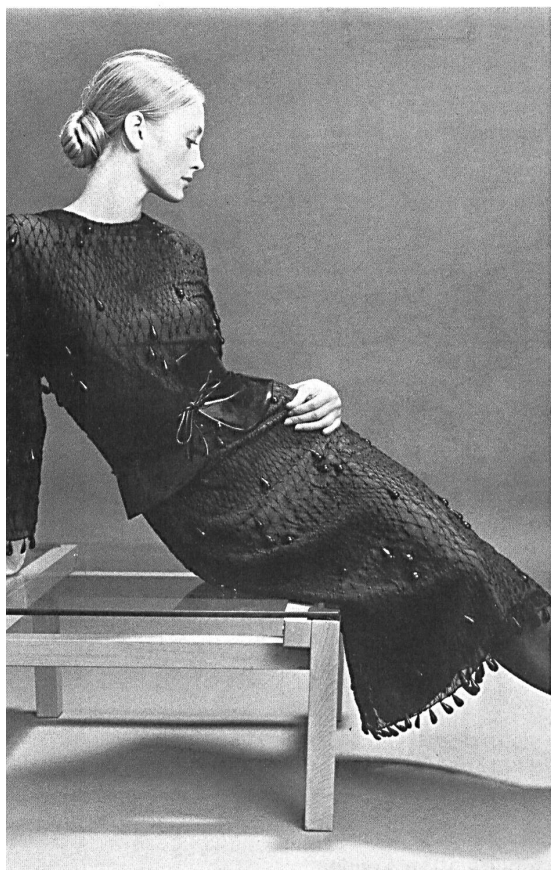
4  
JAKOB SCHLAEPFER & CO. LTD.  
ST-GALL  
Three-coloured sequin  
embroidered chiffon

5  
JAKOB SCHLAEPFER & CO. LTD.  
ST-GALL  
Black fringe embroidered  
organza and black velvet

Models: Clive, London



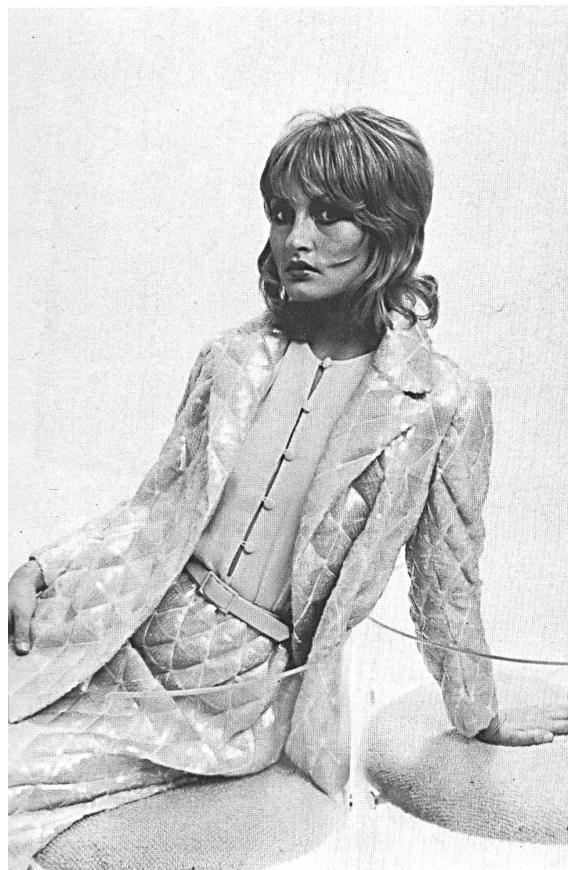
2



1



3



4



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