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British Fashion

Designer

JEAN ALLEN

is internationally acclaimed for her elegantly styled formal and informal dresses. "I live in easy-care shirt-waisters because I have to travel so much and they are so suitable for this sort of life" she explains. Accordingly, Jean Allen produces the look she herself likes and knows that many women want to wear. Short and long shirtwaisters in printed woven and knitted fabrics, including wool and Acryl jersey, are prominently represented in her Autumn 1973 collection. Pretty and feminine evening dresses in chiffon and floral printed nylon are also included. Typical of Jean Allen's elegant simplicity which is her signature, is the long white evening dress featured on this page. It is in white "Lascara" by Weisbrod-Zürcher Ltd., Hausen a. A., offset by a navy chiffon scarf and a bunch of artificial flowers. Miss Jean wishes that she could buy more fabrics from Switzerland, but feels that at the present time, they are just a bit too expensive for her. However, she hopes to go back to Switzerland again because she loves Swiss colours and prints. 27 years ago, Jean's cousin, Peggy Allen started the business in the beautiful "Adam" house at 14 Cavendish Place in the West End of London, where it still is. After completing her commercial training, Jean joined her cousin 17 years ago and at first worked on the administrative side, subsequently graduating to production and later to designing, so that she acquired a good allround experience in every aspect of the business which many designers are lacking. Nowadays, Jean Allen employs 100 people in the town house and London factory and in addition, many outworkers. Factories in Leicester and in Scotland knit for the "Miss Casual at Jean Allen" collections. One third of the turnover is derived from export to the USA, Germany, Belgium, France and Italy (not yet to Switzerland). Her clothes are well finished and well made and this is yet another asset of her business. Wholesale prices range from £5-£50.

Jean Allen accepted the invitation of the Publicity Centre for Swiss Textiles to judge the first ever fashion design competition held at the fashion school of Brighton Polytechnic in February 1973 (see report in this issue). As a result of her visit, she was asked to sit on the advisory Committee of this college, which she accepted. Jean Allen already performs these duties for the Leicester Polytechnic as she is very interested in the education of future designers.

Greta Sitek



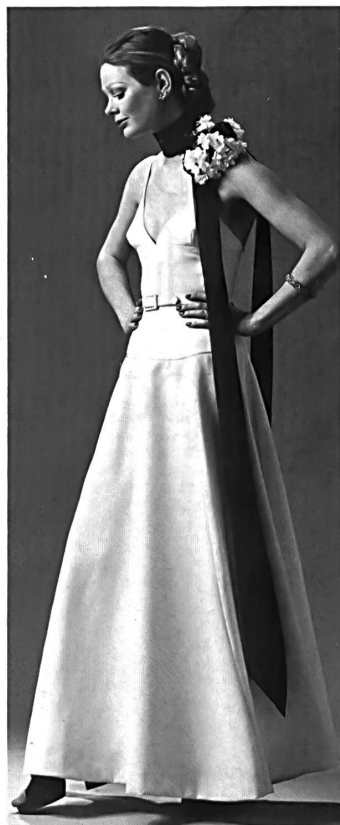
WEISBROD-ZÜRCHER AG
HAUSEN a.A.

Full length evening gown in white "Lascara" pure spun viscose, with navy blue shawl and white flowers.

Langes Abendkleid aus weissem «Lascara» 100 % Spun Viscose, mit marineblauem Schal und weissen Blumen.

Robe du soir longue en pure rayonne de viscose «Lascara», blanche, avec châle marine et fleurs blanches.

Model/Modell/Modèle: Jean Allen, London



A. NAEF AG, FLAWIL

Embroidered organza top combined with a long pleated chiffon skirt.

Dieses bestickte Organza-Oberteil ist zu einem plissierten langen Chiffonrock kombiniert.

Haut plissé en organza avec longue jupe de chiffon plissé.

Model/Modell/Modèle: Roland Klein at Marcel Fenez Ltd., London