

Celebrating
150 YEARS
of fine fabrics



JAMES HARE

SINCE 1865



Dress by David Hartnell
Fabric by James Hare

150 YEARS OF FASHION
Throughout the history of the House of Hare



James Hare – Celebrating 150 Years of Fine Fabrics

'Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening'

Coco Chanel

When it comes to fashion, looking back is always part of the equation. Virtually everything we are wearing today can be traced back to a previous trend from an earlier decade. Indeed, the Little Black Dress (LBD), cigarette pants and classic white shirt are all proof positive that everything old is new again.

As we celebrate our anniversary specialising in 150 years of fine fabrics here at James Hare, we take a stylish look back at the most important trends and designers throughout the history of the House of Hare – all of which continue to inform modern-day style.



Recreate the look



Dress Stewart
31013/27



Royal Stewart
31013/26



1860s

The British royal family have been a constant source of fashion inspiration, from women wearing corsets mimicking the slim silhouette of Elizabeth I, to modern women taking inspiration from Kate Middleton's simple, elegant outfits.

In the mid-19th century plaid was not new, but Queen Victoria's status as a trendsetter, combined with her infatuation with the romanticised Scottish highlands, were a dynamic pair. Victoria was fond of the Dress Stewart tartan and had her own version created with a red stripe added. Historic records show us the woollen variety of tartan had another use at Balmoral: keeping ladies warm! A wonderful anecdote from one of Queen Victoria's ladies' maids reveals that the Duchess of Manchester owned a pair of scarlet tartan drawers. How fabulously scandalous!

1900s

In the early 1900s, social rituals, such as the custom of formal visiting still dictated fashionable women dressed according to the time of day and occasion. They had a wardrobe of morning dresses, afternoon dresses and evening gowns as well as less occasion-specific gowns. Women's clothing in the late 19th and early 20th century was designed to show off their tightly corseted figures and such close fitting clothes required 'the perfect fit'. Most stylish women went to dress makers who could do this for them, but it was also during this time that the term 'haute couture' came into being along with the development of Parisian fashion houses.

Englishman Charles Frederick Worth, described as the 'father of haute couture', was instrumental in establishing the foundations of today's fashion industry when he started his own fashion house in Paris. Worth was the first designer to present seasonal collections; to create international fashion trends and provide clients with a complete head to toe wardrobe for all occasions. He was also the first designer to sew his own name label into a garment, all achievements that are fascinating and altogether remarkable as the house is still inspiring designers today.



Recreate the look



Paisley Embroidered Tulle
Black 8283/01

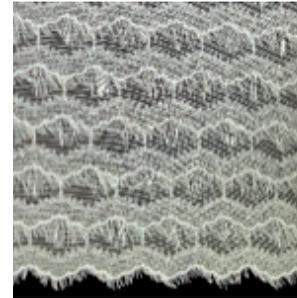


Crepe Backed Satin
Citron 8133/18

1920s

The decade of the 1920s was an era of vast change; fashion adapted to new lifestyles dramatically with young women shocking their men as their hemlines gradually rose, reaching the predominantly mid-twenties flapper style. The notorious flapper girl is known by all and the short sleek hair, above the knee straight shift dress and the boyish figure will never fail to be remembered. The androgynous, masculine look was the complete opposite of the previous lady-like demure from the earlier decades. The Art Deco influences gave clear inspiration to twenties fashion: the structured lines, squares and pyramid shapes from the architecture of the time can be clearly identified in the style of the short, drop shouldered dresses popular for the period. With no waist, this style of dress was relatively easy to make at home, allowing the middle class women to blend in with the highly fashionable upper class.

Recreate the look



Fringed Tulle
Ivory 8284/01



Crepe Backed Satin
Nude 8133/73



Feather Georgette
Ivory 31577/01

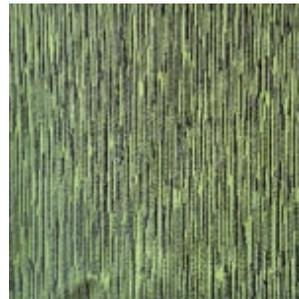




Recreate the look



Serenade
Gilda 31595/01



Serenade
Patriot Green 31595/02



Serenade
Bluebird 31595/03

1940s

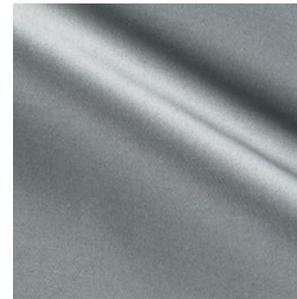
With the start of World War II life changed for all. Females were required to make a contribution to the war effort and with women working, this impacted hugely on fashion. After decades of opulence, economic constraints and social responsibility hit the fashion world creating need for a new utility and austerity. Despite these strict regulations and the upheavals brought about by war, couture design, led by a talented group of dressmakers, flourished. The 'Incorporated Society of London Fashion Designers' was founded in 1942 to represent Britain's high fashion industry due to the need for practical, professional wear for working women.

By the spring of 1947, whilst rationing was still in place and austere styles were still de rigueur, women wanted change. After rationing, Christian Dior wanted to use an excess of material and his sumptuous use of fabrics was a bold choice. His first collection was so popular that it was dubbed 'the new look' by the press and was instantly emulated by designers across the world - introducing the hourglass silhouette, emphasising the bust, waist and hips and reasserting female sexuality.

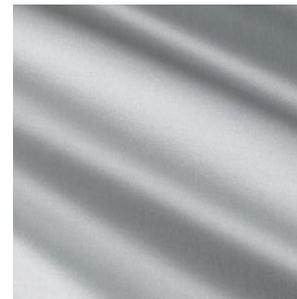
Recreate the look



Savoy Silk
Celestial 31504/28



Savoy Silk
Scottish Isle 31504/26



Savoy Silk
Dovecote 31504/25



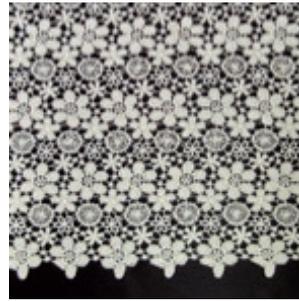
1950s

In the 1950s the world had to deal with the post-war destruction and rebuilding of architecture from the German bombing. In Britain the re-election of Winston Churchill resulted in the lifting of rationing on clothing and fabrics. The end of the war saw a resurgence in haute couture with designers such as Christian Dior and Norman Hartnell, the royal designer of choice, rebelling from the restricted austerity styles. The fifties also saw changes in family life - women returned to housekeeping and the stereo typical image of the glamorous fifties housewife was born.

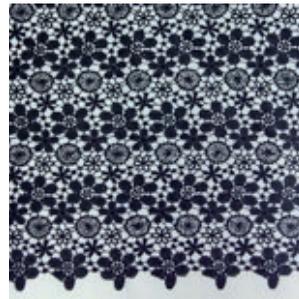
The decade saw a return to femininity. The British fashion styles and fabrics were being influenced by home grown designers who were celebrating the female hourglass figure. More silhouettes were emerging with A-line and princess style dresses.



Recreate the look



Guipure Lace
Ivory 8285/01



Guipure Lace
Black 8285/02



Super Weight Crepe
Light Ivory 8147/67



Super Weight Crepe
Black 8147/18

1960s

The sixties was a decade of huge fashion, music and social change. Conventions were challenged and old attitudes faded. The voting age dropped to 18, miniskirts became the norm and pop music blared from every teenager's radio. People had more money and the time to enjoy it. The sixties created great optimism and will always be remembered as a time of freedom, social change and fun!

The decade was full of icons; Twiggy was discovered and seen as the first teenage supermodel. Young designer Mary Quant opened Bazaar, a boutique on the King's Road, at a time when 'fashion wasn't designed for young people' but she decided that fashion should exist for everyone, not just the privileged. Quant was influenced by Chelsea beatniks and dance outfits she remembered from childhood. Famed for popularising, if not inventing, the mini skirt, her clothes were made up of simple shapes combined with strong colours.

1970s

The 1970s can be called the decade of excess and androgyny. As women emerged in the work place, trouser suits and a more androgynous look also became increasingly popular. The seventies saw a huge change of women roles and power in society. Many women achieved success in fields that were previously meant for men only and this was reflected in the fashions. Only after the movie 'Annie Hall' was released in 1977 did the androgynous fashion for women come back into prominence, recycling and reinventing styles from the 1930s. This look was seen as a sign of liberation for women expressed in a radical fashion statement. The influence of this film and the designs of Ralph Lauren reinvented the masculine look turning it into a loveable and desirable fashion trend, accessible to all through high fashion stores such as Biba and Chelsea Girl.



Recreate the look



Chelsea Stripe
Perle 31596/01



Connaught Silk
Alfresco 31519/09



Connaught Silk
Mother of Pearl 31519/03



Recreate the look



Handwoven Silk
Scarlet 31000/43



French Tulle Veiling
Rose Red 8223/05



Leavers Lace
Red 8254/04

1980s

Fashion can be commended for its creativity. Some fashion designers rejected history, some borrowed from it, while others tried to design the future. During the eighties designers abandoned all convention and their creations were interesting to say the least! New Romanticism was a manufactured genre in the early 1980s and the 'poseurs' within a group, often the more creative people who had always been more interested in the sartorial aspects of dressing up than the anarchic statement of punk, looked for new ideas to draw attention to themselves. This period also saw the display of lavish evening wear, as exemplified by the opulent dresses of Oscar de la Renta, the increasing use of silk and rich voluminous fabrics in women's fashion. James Hare are proud to have started their silk lives in the 1980s with the dawn of the infamous 'puffball' dress; an extravagant, voluminous style of dress which popularised the use of silk. The demand for this versatile luxury fabric in exciting colours is why, here at James Hare, we have one of the best collections of Dupion today!



2000 to the present

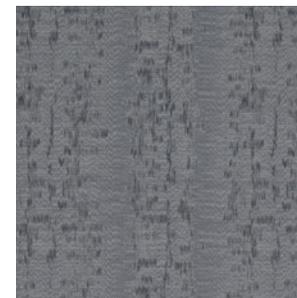
Fashion trends since the turn of the new century have covered everything from denim to boho-chic. We tried the styles, some we loved and some we laughed at.

Fashion is constantly changing. Over the past decade we've seen wild women turn into stunning starlets and girls-next-door turn into rock-n-roll hipsters. But has there been a defining trend that encompassed the start of the 21st century?

New collections have us seeing spots as several designers jumped on-board the safari train launching a revival of animal prints. Leopard and cheetah prints adorned many a fashion conscious celebrity.

Many of these animal skin trends have come and gone, but snake and crocodile scales remain a constant on the fashion catwalks. While animal prints have recently found their way into the collections of almost every designer, it is snakeskin that is currently exciting the fashionistas! Emerging as a key print in muted neutral shades creating a fresh, sophisticated look on sculptural clothing. Subtle and not so subtle snakeskin designs were no strangers to the runway and you can still find these patterns and textures in the collections of designers from Stella McCartney to Gucci.

Recreate the look



Cobra Stripe
Hurricane 31574/03



Cobra Stripe
Monsoon 31574/04



Cobra Stripe
Serpent 31574/06



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