

# **Felicity Green, fashion journalist : press cutting volumes, 1960 - 1972**

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## **Introduction and summary description**

**Reference:** AAD/2008/16

**Extent:** 40 files

## **Context**

Felicity Green's (b.1926) career in women's journalism spans more than sixty decades. After promotion to fashion editor at Woman and Beauty magazine in 1955 she moved to the Mirror Group where she would spend 22 years, first as Associate Editor on the Woman's Sunday Mirror, then at the Sunday Pictorial, before moving to the Daily Mirror where she worked for fourteen years. Her fashion journalism was characterized by her instinctive understanding of her readership and her ability to communicate in her trademark witty and entertaining style the youthful trends of the 1960s and 1970s to readers, including the many men who inevitably made up a large part of the readership. Her features covered the Paris collections, the advent of Twiggy, the rise and fall of Biba, health, beauty and fashion and her team included the journalists Penny Vincenzi and Marjorie Proops amongst many others.

In 1973 she was made Director of Promotions and Publicity, the first woman main board member in Fleet Street. In 1977 she left Fleet Street to be Managing Director of the Vidal Sassoon Corporation in Europe, but returned to publishing in 1980 to take up the Associate Editorship of the Daily Express, where she remained for three years. From 1984-1990 she was a senior lecturer on the BA Degree course for fashion journalism at St Martin's School of Art, and during this time co-authored a book on colour with Mary Quant and was contributing editor on Working Woman magazine. In 1991 she was the winner of the British Society Magazine Editors' Mark Boxer Award for Outstanding Contributions to Journalism. She was one of the founder members of Redwood Publishing, and launch editor of the Marks & Spencer Magazine. For ten years she was Editorial and Marketing consultant to The Daily Telegraph Group. In 2005 she was elected to the Press Gazette Newspaper Hall of Fame, as one of the 40 most influential journalists of the previous four decades.

## **Scope and content**

Press cutting volumes (1960 -1972) containing press cuttings from the Daily Mirror of women's interest articles. Topics include fashion, beauty, cookery and the domestic sphere. Journalists include Felicity Green, Jean Dobson, Peggy Briggs, Shirley Lowe and Robert Carrier.

## **Provenance**

Given by Felicity Green, 2008.

## **Access**

This archive is available for consultation in the V&A Archive and Library Study Room, which is located at Blythe House, 23 Blythe Road, Olympia, London, W14 0QX. The Study Room is open Tuesday to Friday between 10.00 am and 4.30 pm, by appointment only. To request an appointment please email [archive@vam.ac.uk](mailto:archive@vam.ac.uk) or telephone 020 7603 7493. Access to some files may be restricted; these are identified individually with the catalogue.

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### **Restrictions on use**

For conservation reasons the photocopying of archival material is not permitted. Archives may be photographed for study purposes only, at the discretion of the archivist.

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## Detailed catalogue

Reference	Description	Dates
AAD/2008/16/1	Press cutting volume, 30 August 1960 - 13 April 1961 1 volume	30 Aug 1960 - 13 Apr 1961
AAD/2008/16/2	Press cutting volume, 27 March 1960 - 30 September 1961 1 volume	27 Mar 1960 - 30 Sept 1961
AAD/2008/16/3	Press cutting volume, 3 October 1961 - 24 February 1962 1 volume	3 Oct 1961 - 24 Feb 1962
AAD/2008/16/4	Press cutting volume, 17 February 1962 - 26 April 1963 1 volume Most articles in this volume are by Amy Landreth	17 Feb 1962 - 26 Apr 1963
AAD/2008/16/5	Press cutting volume, 27 February 1962 - 31 July 1962 1 volume	27 Feb 1962 - 31 July 1962
AAD/2008/16/6	Press cutting volume, 2 August 1962 - 15 December 1962 1 volume	2 Aug 1962 - 15 Dec 1962
AAD/2008/16/7	Press cutting volume, 19 December 1962 - 27 March 1963 1 volume	19 Dec 1962 - 27 Mar 1963
AAD/2008/16/8	Press cutting volume, 28 March 1963 - 11 July 1963 1 volume	28 Mar 1963 - 11 July 1963
AAD/2008/16/9	Press cutting volume, 11 July 1963 - 2 November 1963 1 volume	11 July 1963 - 2 Nov 1963
AAD/2008/16/10	Press cutting volume, 4 November 1963 - 29 February 1964 1 volume	4 Nov 1963 - 29 Feb 1964
AAD/2008/16/11	Press cutting volume, 2 March 1964 - 15 June 1964 1 volume	2 Mar 1964 - 15 June 1964
AAD/2008/16/12	Press cutting volume, 16 June 1964 - 2 October 1964 1 volume	16 June 1964 - 2 Oct 1964
AAD/2008/16/13	Press cutting volume, 2 October 1964 - 15 January 1965 1 volume	2 Oct 1964 - 15 Jan 1965
AAD/2008/16/14	Press cutting volume, 20 January 1965 - 13 May 1965 1 volume	20 Jan 1965 - 13 May 1965
AAD/2008/16/15	Press cutting volume, 14 May 1965 - 14 October 1965 1 volume	14 May 1965 - 14 Oct 1965
AAD/2008/16/16	Press cutting volume, 15 October 1965 - 25 January 1966 1 volume	15 Oct 1965 - 25 Jan 1966
AAD/2008/16/17	Press cutting volume, 25 January 1966 - 19 April 1966 1 volume	25 Jan 1966 - 19 Apr 1966
AAD/2008/16/18	Press cutting volume, 22 April 1966 - 22 July 1966 1 volume	22 Apr 1966 - 22 July 1966

AAD/2008/16/19	Press cutting volume, 25 July 1966 - 17 October 1966 1 volume	25 July 1966 - 17 Oct 1966
AAD/2008/16/20	Press cutting volume, 19 October 1966 - 31 January 1967 1 volume	19 Oct 1966 - 31 Jan 1967
AAD/2008/16/21	Press cutting volume, 2 February 1967 - 24 May 1967 1 volume	2 Feb 1967 - 24 May 1967
AAD/2008/16/22	Press cutting volume, 31 May 1967 - 4 October 1967 1 volume	31 May 1967 - 4 Oct 1967
AAD/2008/16/23	Press cutting volume, 5 October 1967 - 1 February 1968 1 volume	5 Oct 1967 - 1 Feb 1968
AAD/2008/16/24	Press cutting volume, 6 February 1968 - 31 May 1968 1 volume	6 Feb 1968 - 31 May 1968
AAD/2008/16/25	Press cutting volume, 3 June 1968 - 18 October 1968 1 volume	3 June 1968 - 18 Oct 1968
AAD/2008/16/26	Press cutting volume, 18 October 1968 - 27 February 1969 1 volume	18 Oct 1968 - 27 Feb 1969
AAD/2008/16/27	Press cutting volume, 1 March 1969 - 30 June 1969 1 volume	1 Mar 1969 - 30 June 1969
AAD/2008/16/28	Press cutting volume, 1 July 1969 - 4 November 1969 1 volume	1 July 1969 - 4 Nov 1969
AAD/2008/16/29	Press cutting volume, 5 November 1969 - 3 March 1970 1 volume	5 Nov 1969 - 3 Mar 1970
AAD/2008/16/30	Press cutting volume, 4 March 1970 - 25 June 1970 1 volume	4 Mar 1970 - 25 June 1970
AAD/2008/16/31	Press cutting volume, 26 June 1970 - 5 October 1970 1 volume	26 June 1970 - 5 Oct 1970
AAD/2008/16/32	Press cutting volume, 6 October 1970 - 15 December 1970 1 volume	6 Oct 1970 - 15 Dec 1970
AAD/2008/16/33	Press cutting volume, 19 December 1970 - 31 March 1971 1 volume	19 Dec 1970 - 31 Mar 1971
AAD/2008/16/34	Press cutting volume, 1 April 1971 - 21 June 1971 1 volume	1 Apr 1971 - 21 June 1971
AAD/2008/16/35	Press cutting volume, 11 September 1971 - 18 December 1971 1 volume	11 Sept 1971 - 18 Dec 1971
AAD/2008/16/36	Press cutting volume, 17 December 1971 - 3 April 1972 1 volume	17 Dec 1971 - 3 Apr 1972
AAD/2008/16/37	Press cutting volume, 6 April 1972 - 29 June 1972 1 volume	6 Apr 1972 - 29 June 1972
AAD/2008/16/38	Press cutting volume, 29 June 1972 - 22 September 1972 1 volume	29 June 1972 - 22 Sept 1972

AAD/2008/16/39	Press cutting volume, 21 September 1972 - 5 January 1973 1 volume	21 Sept 1972 - 5 Jan 1973
AAD/2008/16/40	Press cutting volume, 9 January 1973 - 5 April 1973 1 volume	9 Jan 1973 - 5 Apr 1973