

Lilian Hyder, secretary and editor working in fashion industry: papers, 1941-1987

Introduction and summary description

Reference: AAD/2011/14

Extent: 40 files

Context

Lilian Hyder was the organising secretary to the Incorporated Society of London Fashion Designers, a grouping of the major British fashion designers in the 1940s and 1950s. The Society was formed on 6 January 1942 with the aim of promoting British fashion abroad and positioning London as a leading international centre of the fashion industry. In part, this archive considers the needs of Britain during wartime and afterwards as rationing continued into the 1950s, as well as showing the development and interaction between the leading designers of the period.

Members of the Society included Norman Hartnell, Mr Michael (of Lachasse), Victor Stiebel, Peter Russell, Hardy Amies, Digby Morton, Mattli, Michael Sherard, John Cavanagh, Molyneux and Bianca Mosca.

Hyder also edited and distributed a monthly fashion calendar, between 1954 and 1971. These listed events related to the fashion industry including trade fairs and shows, primarily in London but also throughout Europe and globally.

Scope and content

Bound minute books of the Incorporated Society of London Fashion Designers from its incorporation in January 1942 until September 1959; Press cuttings relating to the Society, its members and Hyder's own work (1941 - 1952); Copies of the entire series of Fashion Calendars edited by Hyder (1954 - 1971); Black and white photographs documenting numerous fashion shows and in particular several document private showings arranged for Queen Elizabeth II and other members of the royal family. Some photographs are dated and include detailed typed descriptions on the back, whilst others have no date or description; The archive also includes personal items, including greetings cards and gifts of books received from Hardy Amies.

Provenance

Transferred from V&A Fashion & Textiles department, 2011.

Custodial history

Given to V&A Fashion and Textile department by Cyril Appleton and Andrew Marriver, executors of Lilian Hyder's estate.

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 or telephone 020 7603 7493. Access to some files may be restricted; these are identified individually with the catalogue.

Arrangement

This archive has been arranged into the following series:

- AAD/2011/14/1 - Minute Books of the Incorporated Society of London Fashion Designers
- AAD/2011/14/2 - Newspaper cuttings and magazine articles
- AAD/2011/14/3 - Events organised by the Incorporated Society of London Fashion Designers or its members
- AAD/2011/14/4 - Fashion Calendars

Detailed catalogue

Minute Books of the Incorporated Society of London Fashion Designers, 1942-1959

Reference: AAD/2011/14/1

Extent: 2 files

Reference	Description	Dates
AAD/2011/14/1/1	Minute Book Volume 1 1 volume	6 Jan 1942-12 Oct 1949
AAD/2011/14/1/2	Minute Book Volume 2 1 volume	8 Nov 1949-2 Sept 1959

Newspaper cuttings and magazine articles , 1941-1952

Reference: AAD/2011/14/2

Extent: 15 files

These relate to the Incorporated Society of London Fashion Designers, its members and/or Lilian Hyder.

Reference	Description	Dates
AAD/2011/14/2/1	Assorted press cuttings 1 file Assorted press cuttings: Daily Dispatch (08/07/1941), Express (23/01/1951) Daily Express (12/03/1951), Evening News (12/03/1951), Evening Standard (12/03/1951), Sunday Graphic (16/09/1951), Birmingham Gazette (05/11/1952 - two copies), The Evening News (12 November 1952), The Belfast News-Letter (20/11/1952), The Northern Whig (21/11/1952 - two items), Bristol Evening News (20/01/1953), Wool Review (February 1954), Evening News (08/04/1954), Evening News (14/04/1954), The Daily Telegraph (23/04/1954), Evening Herald (17/07/1954), Morecambe Guardian (26/04/1955), The Visitor (27/04/1955), Belfast News Letter (05/07/1955), Leicester Mercury (09/12/1955), Leicester Evening Mail (09/12/1955), The Shoe and Leather News (11/10/1956), Sun-Herald (undated - two copies), One Czech publication (undated), Several other British publications (22/01/1951, 12/11/1952, 13/11/1952, undated)	08 July 1941-11 Oct 1956
AAD/2011/14/2/2	Vogue: Hats, Shoes and Accessories 1 file	May 1941
AAD/2011/14/2/3	Vogue Book of British Exports: Wool, Fashions and Fabrics with Children's Wear, No. 6 1 file Contains an article introducing the Incorporated Society of London Fashion Designers, page 23.	Aug 1941
AAD/2011/14/2/4	Woman's Own magazine 1 file Magazine introduces Secrets of Fashion column on page 3, written by Lilian Hyder	6 Mar 1952

AAD/2011/14/2/5	Woman's Own magazine 1 file	Contains Secrets of Fashion column by Norman Hartnell on page 10.	13 Mar 1952
AAD/2011/14/2/6	Woman's Own magazine 1 file	Contains Secrets of Fashion column by Lachasse on page18.	20 Mar 1952
AAD/2011/14/2/7	Woman's Own magazine 1 file	Contains Secrets of Fashion column by Charles Creed on page 15.	27 Mar 1952
AAD/2011/14/2/8	Woman's Own magazine 1 file	Contains Secrets of Fashion column by Victor Stiebel and Peter Russell on page 23.	3 Apr 1952
AAD/2011/14/2/9	Woman's Own magazine 1 file	Contains secrets of Fashion column by Hardy Amies on page15.	10 Apr 1952
AAD/2011/14/2/10	Woman's Own magazine 1 file	Contains Secrets of Fashion column by Digby Morton on page 17.	17 Apr 1952
AAD/2011/14/2/11	Woman's Own magazine 1 file	Contains Secrets of Fashion column by Mattli and Michael Sherard on page 17.	24 Apr 1952
AAD/2011/14/2/12	Woman's Own magazine 1 file	Contains Secrets of Fashion column by Worth on page 15.	1 May 1952
AAD/2011/14/2/13	Woman's Own magazine 1 file	Contains Secrets of Fashion column by Molyneux and Bianca Mosca on page 17.	8 May 1952
AAD/2011/14/2/14	Woman's Own magazine 1 file	Contains Secrets of Fashion: The Story behind the Shows column on page 23.	15 May 1952
AAD/2011/14/2/15	Article "Eleven Designing Men" in Housewife magazine 1 folder		July 1952

Events organised by the Incorporated Society of London Fashion Designers or its members, May 1948 - Nov 1953

Reference: AAD/2011/14/3

Extent: 5 files

Contains orders of showings and programmes for events arranged by the Incorporated Society of London Fashion Designers or its members.

Reference	Description	Dates
AAD/2011/14/3/1	Order of Showing - Jewel Ball 1 file	5 May 1948
	Order of showing for the Jewel Ball, arranged by the National Jewellers Association, Hardy Amies, Angele Delanghe, Charles Creed, Mattli and Bianca Mosca.	
AAD/2011/14/3/2	Order of showing - mannequin parade 1 file	7 June 1948
	Order of showing for mannequin parade showing tweeds, arranged by the International Wool Secretariat and the Incorporated Society of London Fashion Designers, for a visit of HRH Princess Elizabeth	
AAD/2011/14/3/3	Order of showing - private fashion show 1 file	12 Mar 1951
	Order of showing for a private fashion show for Queen Elizabeth (wife of King George VI), arranged by the Incorporated Society of London Fashion Designers, 12 March 1951, with two accompanying photographs.	
AAD/2011/14/3/4	Programme - London Region Dinner Dance 1 file	14 Feb 1953
AAD/2011/14/3/5	Order of showing - private fashion show 1 file	19 Nov 1953
	Order of showing for a private fashion show for Queen Elizabeth, the Queen Mother, arranged by the Incorporated Society of London Fashion Designers	

Fashion Calendars , 01 Feb 1954 - 30 Nov 1971

Reference: AAD/2011/14/4

Extent: 18 files

Fashion calendars edited by Lilian Hyder listing events related to the fashion industry including trade fairs and shows, primarily in London but also globally.

Reference	Description	Dates
AAD/2011/14/4/1	Editions 1-11 1 file	Feb 1954-Dec 1954
AAD/2011/14/4/2	Editions 12-23 1 file	Jan 1955-Dec 1955
AAD/2011/14/4/3	Editions 24-35 1 file	Jan 1956-Dec 1956
AAD/2011/14/4/4	Editions 36-48 1 file	Jan 1957-Dec 1957

AAD/2011/14/4/5	Editions 49-60 1 file	Jan 1958-Dec 1958
AAD/2011/14/4/6	Editions 61-72 1 file	Jan 1958-Dec 1959
AAD/2011/14/4/7	Editions 73-84 1 file	Jan 1960-Dec 1960
AAD/2011/14/4/8	Editions 85-95 1 file	Jan 1961-Dec 1961
AAD/2011/14/4/9	Editions 96-107 1 file	Jan 1962-Dec 1962
AAD/2011/14/4/10	Editions 108-119 1 file	Jan 1963-Dec 1963
AAD/2011/14/4/11	Editions 120-131 1 file	Jan 1964-Dec 1964
AAD/2011/14/4/12	Editions 132-143 1 file	Jan 1965-Dec 1965
AAD/2011/14/4/13	Editions 144-155 1 file	Jan 1966-Dec 1966
AAD/2011/14/4/14	Editions 156-167 1 file	Jan 1967-Dec 1967
AAD/2011/14/4/15	Editions 168-179 1 file	Jan 1968-Dec 1968
AAD/2011/14/4/16	Editions 180-191 1 file	Jan 1969-Dec 1969
AAD/2011/14/4/17	Editions 192-203 1 file	Jan 1970-Dec 1970
AAD/2011/14/4/18	Editions 204-214 1 file	Jan 1971-Nov 1971
