

Betty Newmarch, fashion designer: papers, 1946 - 1983

Introduction and summary description

Creator Betty Newmarch
Reference: AAD/1995/16
Extent: 97 files

Context

Betty Constance Newmarch began her career in fashion by selling clothes wholesale. She started designing clothes whilst working in a dress factory during the Second World War. She subsequently formed a design team with Marta Pirn and John Tullis at Horrockses' Fashions, where she worked from 1952 to 1963. The team specialised in designing women's clothes and cotton fabrics. Both Queen Elizabeth II and Princess Margaret wore clothes from their collections in the 1950s. Between 1964 and 1968 Newmarch worked as a designer for Doretta Coats. During the 1960s she designed for celebrities such as Margot Fonteyn. She was also associated with both the Birmingham College of Art and the London College of Fashion.

Scope and content

Publications by Horrockses' Fashions (1946 - 1950); photographs of Horrockses' Fashions and staff (1946 - 1958); press cuttings (1946 - 1983); booking out book (1948); photographs of Queen Mary and Princess Elizabeth wearing Horrockses' Fashions clothes (1948); photographs of models (1950s); personal photographs (ca. 1953); sizing books and diaries (1954 - 1955); sketchbooks (1955 - 1957); notes relating to a business trip to the USA (undated); patterns (undated); samples of textiles (undated); sketches (undated).

Provenance

Given by Peter Flutter, 1995.

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.

Restrictions on access

The sizing books and diaries are closed for reasons of confidentiality until the year 2030.

Detailed catalogue

Personal photographs, ca. 1953

Reference: AAD/1995/16/1

Extent: 6 files

Reference	Description	Dates
AAD/1995/16/1/1	Betty Newmarch on motor scooter	Undated
AAD/1995/16/1/2	Portrait	Undated
AAD/1995/16/1/3	Group including Betty Newmarch and Marta Pirn in a garden	Undated
AAD/1995/16/1/4	Portrait taken in the design studio; photographer Carlton	ca. 1953
AAD/1995/16/1/5	Portrait taken in the design studio by Carlton (annotated)	ca. 1953
AAD/1995/16/1/6	Portrait taken in the design studio by Carlton (detail used for article in <i>Everybody's</i> , p. 16)	ca. 1953

Photographs: Horrockses and members of the firm, ca. 1946 - Oct 1958

Reference: AAD/1995/16/2

Extent: 11 files

Reference	Description	Dates
AAD/1995/16/2/1	Shop window of Horrockses	Undated
AAD/1995/16/2/2	Fashion presentation for workers	ca. 1946
AAD/1995/16/2/3	Group on a river boat	Undated
AAD/1995/16/2/4	Group including Betty Newmarch, Marta Pirn, John Tullis, Jane Edwards and three other members of Horrockses	Undated
AAD/1995/16/2/5	Betty Newmarch, Marta Pirn and a man at dinner on board R.M.S. Queen Mary	Undated

AAD/1995/16/2/6	Group including Betty Newmarch, Jane Edwards (© Svenskt)	Undated
AAD/1995/16/2/7	Group at a deck rail, including Betty Newmarch, Jane Edwards	Undated
AAD/1995/16/2/8	Fashion show with Betty Newmarch and Marta Pirn in background (© Condé Nast Publications)	ca. 1956
AAD/1995/16/2/9	Fashion show with Betty Newmarch and Marta Pirn in background (© Condé Nast Publications)	ca. 1956
AAD/1995/16/2/10	Group photograph with Betty Newmarch at Horrockses' entrance (colour photograph)	July 1958
AAD/1995/16/2/11	Betty Newmarch at Horrockses' entrance (colour photograph)	Oct 1958

Fashion photographs, 1956 - 1959

Reference: AAD/1995/16/3

Extent: 19 files

Reference	Description	Dates
AAD/1995/16/3/1	Bride and groom coming out of church (© Portman Press)	Undated
AAD/1995/16/3/2	Model in beachwear (blouse and trousers) (George Miles, Studio Five)	Undated
AAD/1995/16/3/3	Model in summer dress on garden bench (David Olins)	Undated
AAD/1995/16/3/4	Model in dress and with white, hat, gloves and handbag	Undated
AAD/1995/16/3/5	Model in striped dress at secretaire (David Olins, Studio Kanova)	Undated
AAD/1995/16/3/6	Model in dark dress with dalmatian and birdcage (Vernier, Vogue Studio)	Undated
AAD/1995/16/3/7	One model in two different summer dresses, standing between some bamboo canes (Henry Clarke, Vogue Studio) Two photographs taped together	Undated

AAD/1995/16/3/8	Model in cord dress (Ken Ross-Mackenzie, Max Rayner Photography Ltd.)	Undated
AAD/1995/16/3/9	Model in summer dress with tied top (John French)	Undated
AAD/1995/16/3/10	Model in flowered dress (John French)	Undated
AAD/1995/16/3/11	Model in poplin shirtwaister, annotated, (John French)	1956
AAD/1995/16/3/12	Model in day dress in black and white cotton (annotated)	1956
AAD/1995/16/3/13	AAD/1995/16/12 enlarged	1956
AAD/1995/16/3/14	Model in poplin sundress with full flared skirt (annotated)	1956
AAD/1995/16/3/15	Model in poplin with deep V neckline and printed Willow pattern (David Olins). Annotated	1956
AAD/1995/16/3/16	Model in summer dress in waffle pique, annotated, (John French)	1957
AAD/1995/16/3/17	Model in coat style dress in heavy cotton poplin, annotated (David Olins)	1957
AAD/1995/16/3/18	Model in multi-coloured beachwear with strapless black bodice, annotated, (Michael Molinaire)	1957
AAD/1995/16/3/19	Model in semi-fitted coat to be worn over one-piece sun suit, annotated, (John French)	1959

Royal photographs, 1948

Reference: AAD/1995/16/4

Extent: 4 files

Reference	Description	Dates
AAD/1995/16/4/1	Princess Elizabeth in summer dress	Undated
AAD/1995/16/4/2	Queen Mary viewing a summer dress, Leslie Brown on her left	11 Mar 1948
AAD/1995/16/4/3	Queen Mary viewing a long flowered dress, Leslie Brown on her left	11 Mar 1948
AAD/1995/16/4/4	Queen Mary leaving Horrockses	11 Mar 1948

Sketchbooks, 1955 - 1957

Reference: AAD/1995/16/5

Extent: 3 files

Reference	Description	Dates
AAD/1995/16/5/1	Sketchbook containing ca. 50 pencil sketches (mostly dresses) with fabric samples, design numbers and annotations	1955-1956
AAD/1995/16/5/2	Sketchbook containing ca. 80 pencil sketches (mostly dresses) with fabric samples, design numbers and annotations	1956-1957
AAD/1995/16/5/3	Second sketchbook containing ca. 30 pencil sketches (mostly dresses) with fabric samples, design numbers and annotations, ca. 15 fabric samples with design numbers and ca. 25 loose fabric samples	1956-1957

Finished sketches (coloured), Undated

Reference: AAD/1995/16/6

Extent: 15 files

Reference	Description	Dates
AAD/1995/16/6/1	Two sketches of model in beachwear (dress and bikini) with fabric sample	Undated
AAD/1995/16/6/2	Model in evening dress, white colour on black paper with fabric sample	Undated
AAD/1995/16/6/3	Model in evening dress, white colour on brown paper	Undated
AAD/1995/16/6/4	Model in wedding dress, fashion plate board	Undated
AAD/1995/16/6/5	Model in short black-and-white dotted coat, fashion plate board	Undated
AAD/1995/16/6/6	Model in short red summer dress	Undated
AAD/1995/16/6/7	Model in light-coloured blouse and yellow trousers	Undated
AAD/1995/16/6/8	Model in green geisha costume, fashion plate board	Undated
AAD/1995/16/6/9	Model in tight red dress, fashion plate board with loose frame	Undated

AAD/1995/16/6/10	Model in tight blue dress, fashion plate board with loose frame	Undated
AAD/1995/16/6/11	Model in tight green dress, fashion plate board with loose frame	Undated
AAD/1995/16/6/12	Model in tight dark skirt, white blouse and wide dark waistcoat, fashion plate board with loose frame	Undated
AAD/1995/16/6/13	Model in tight purple dress, fashion plate board with loose frame	Undated
AAD/1995/16/6/14	Model in tight brown skirt, green blouse and brown cape, fashion plate board with loose frame	Undated
AAD/1995/16/6/15	Model in short brown dress, fashion plate board	Undated

Sketches (pencil), Undated

Reference: AAD/1995/16/7

Extent: 8 files

Reference	Description	Dates
AAD/1995/16/7/1	Model in short dotted dress, fashion plate board	Undated
AAD/1995/16/7/2	Model in short wide coat, fashion plate board	Undated
AAD/1995/16/7/3	Model in short dress, fashion plate board	Undated
AAD/1995/16/7/4	Model in long dress with ruches and belt, fashion plate board	Undated
AAD/1995/16/7/5	Model in long wide evening dress (no belt), fashion plate board	Undated
AAD/1995/16/7/6	Model in wide skirt, waistcoat, wide belt and beret, fashion plate board	Undated
AAD/1995/16/7/7	Pencil sketches, some with felt-tip and fabric samples, mostly dresses, suits and costumes	Undated
AAD/1995/16/7/256		

Patterns, Undated

Reference: AAD/1995/16/8

Extent: 1 file

Reference	Description	Dates
AAD/1995/16/8/1 - AAD/1995/16/8/17	Pattern for 'Bolero Bombay'	Undated

Small textile samples, Undated

Reference: AAD/1995/16/9

Extent: 1 file

Reference	Description	Dates
AAD/1995/16/9/1 -	Small textile samples	Undated
AAD/1995/16/9/3	3 items	

Sizing books/diaries, 8 Mar 1954 - July 1955

Reference: AAD/1995/16/10

Extent: 2 files

Reference	Description	Dates
AAD/1995/16/10/1	Sizing book and diary with some loose sizings and letters (contains members of the Royal Family and society figures) Access to this file is restricted until 2030.	8 Mar 1954 - 13 May 1954
AAD/1995/16/10/2	Sizing book and diary with a few pencil sketches (contains members of the Royal Family and society figures) Access to this file is restricted until 2030.	8 Mar 1954 - July 1955

Booking out book, 3 June 1948 - 7 Oct 1948

Reference: AAD/1995/16/11

Extent: 1 file

Reference	Description	Dates
AAD/1995/16/11/1	Booking out book for the use of Betty Newmarch and M. Gigg	3 June 1948 - 7 Oct 1948

Horrockses' publications, 1946 - 1950

Reference: AAD/1995/16/12

Extent: 4 files

Reference	Description	Dates
AAD/1995/16/12/1	Three pages about the short history of the firm and latest developments, written by Leslie Brown	1946
AAD/1995/16/12/2	Contains report of 1946 continued by three pages about latest developments, written by Leslie Brown	1947
AAD/1995/16/12/3	Three pages of commentary on Spring collection	1948
AAD/1995/16/12/4	Four pages about cotton couture in 1950	1950

Business notes, Undated

Reference: AAD/1995/16/13

Extent: 2 files

Reference	Description	Dates
AAD/1995/16/13/1	Internal firm letter about purpose of journey	Undated
AAD/1995/16/13/2	List (two pages) of "American contacts for Betty Newmarch", annotated	Undated

Press cuttings, 1946 - 1983

Reference: AAD/1995/16/14

Extent: 20 files

Reference	Description	Dates
AAD/1995/16/14/1	<i>Country life</i> , p. 872 'Cool, crisp cottons'	10 May 1946
AAD/1995/16/14/2	<i>The Lancashire Daily Post</i> : group photograph at opening of Cotton Exhibition with Betty Newmarch	Sept 1946
AAD/1995/16/14/3	<i>The Lancashire Daily Post</i> : photograph of Betty Newmarch at Cotton Exhibition	Sept 1946 - Oct 1946
AAD/1995/16/14/4	Group photograph of workers of Horrockses and short article	ca. 1948
AAD/1995/16/14/5	<i>The Times</i> : death of Leslie Brown	1 Dec 1948
to		
AAD/1995/16/14/6		

AAD/1995/16/14/7	<i>Women's Wear News</i> , no. 725, 'Death of Mr. Leslie Brown' on title page	2 Dec 1948
AAD/1995/16/14/8	Cutting from a Swedish newspaper about London Fashion Show at Grand Hotel, Stockholm on 27 August, with photograph of Marta Pirn, Betty Newmarch and Jane Edwards	Aug 1953
AAD/1995/16/14/9	Article about Horrockses	ca. May 1953
AAD/1995/16/14/10	<i>Empire News</i> , double page, Betty Newmarch mentioned in article about Barbara Goalen	17 May 1953
AAD/1995/16/14/11	<i>The Sunday Express</i> , p. 8, article about Betty Newmarch	31 May 1953
AAD/1995/16/14/12	<i>Sunday Express</i> : three half pages including Betty Newmarch article	31 May 1953
AAD/1995/16/14/13	<i>Sunday Express</i> : article about Betty Newmarch, cutting	31 May 1953
AAD/1995/16/14/14	<i>Everybody's</i> , p. 16 'Princess Margaret chooses `off the peg', article about designer group of Horrockses	26 Jan 1955
AAD/1995/16/14/15	See AAD/1995/16/14/13. Section missing	26 Jan 1955
AAD/1995/16/14/16	<i>The Star</i> : 'Designers' choice', cutting	ca. 1960
AAD/1995/16/14/17	<i>The Lady</i> , vol. 164, no. 4260, Betty Newmarch mentioned on page 776	24 Nov 1966
AAD/1995/16/14/18	<i>Dressvertising weekly</i> : a library of dress information, vol. 68, no. 28	12 July 1968
AAD/1995/16/14/19	Cutting about fashion preview for 1983, and rebirth of Horrockses fashion	Dec 1982
AAD/1995/16/14/20	<i>The Sunday Times</i> , p. 37: 'The fifties full circle' about rebirth of Horrockses fashion	16 Jan 1983
AAD/1995/16/14/21	Cutting showing coloured fashion photograph, model in summerwear	Undated