

# STYLE MERCHANTS



**TASK** You are going to read a magazine article about five young designers. For questions 1-15, choose from the designers A-E. The designers may be chosen more than once.

Which designer...

advises against certain styles?	1	
took a business decision based on their own personal taste?	2	
had begun designing before being trained?	3	
have adapted a traditional style?	4	5
works in a variety of environments?	6	
is working with a material which is new to them?	7	
have used their reputation to develop a new area of business?	8	9
are completely self-taught?	10	11
mention how tastes have changed recently?	12	13
have received professional recognition?	14	15

*Style informs every part of our lives today from clothes to interior decoration and accessories.*

*Jo Foley provides a taste of the trends of this year's followers of fashion.*

## A Ned Ingham: Dress Designer

Ned Ingham makes dreamy, romantic wedding dresses. "People would do well to avoid the traditional, rather stiff dresses and the frilly look in favor of much simpler styles," he explains. Ingham has been drawing and designing wedding dresses since he was a schoolboy. Then, at the age of 16, he enrolled at fashion school, where he gained the technical skills to cut and construction clothes. But you do not have to be a bride to own an Ingham dress; he also designs long, classic evening dresses, given a fresh touch by up-to-the-minute colors and fabrics. For the less adventurous, Ingham's designs include a classic summer navy-blue suit, the centerpiece of the Englishwoman's wardrobe for most of the 20<sup>th</sup> century. But in his hands, it looks as new as tomorrow.

## B Sally Quail: Jeweler

Although she once worked for an art dealer, Sally Quail has had no formal training in jewelry. It was only when she could not find an engagement ring she liked that she decided to design her own. The result enquiries encouraged her to set up as a designer in 1990. Now her pieces are sought out by many stars of stage and screen. Her signature style is large semi-precious stones set in gold to make magnificent necklaces, bracelets and rings fashioned after those worn in the 18<sup>th</sup> century. However, she has recently begun to use the most precious stone of all - diamonds. "It must reflect my age," says 36-year-old Quail. "I reached that moment in every woman's life when she wants a diamond and that is when I began working with them."

## C Lily Grimson: Handbag Designer

Just four years after setting up in the fiercely competitive fashion business, Lily Grimson, with only an introductory course in art and design behind her, has had two of her creations selected for a major design exhibition. Whatever the shape and form of her designs, they are never ignored.

All of Grimson's fashion bags are handmade in the UK. The Grimson handbag is not simply a container—the bags are full of glamour, whether fashioned from the finest calfskin or the heaviest silk. A combination of chic and care makes a Grimson bag something special.

## D Peter Little: Hairdresser

For over 20 years, Peter Little has taken his scissors to some of the world's top heads. Everyone who is anyone has had their hair styled by this man. "Most women want real-looking hair and a style they can manage at home," he says. So his approach is a novel one- to ensure that his clients never appear as if they have just walked out of a salon. But this carefree attitude and casual look does not come cheap. £250 for the first appointment, and there's a three-month waiting list. Trading on his celebrity, Peter has produced his own range of hairdryers and other styling equipment. Now, those who can't make it to his salon can create their own styles back at home.

## E Penny Pratt: Florist

In addition to running her tiny sheep, Penny Pratt is a flower consultant for a large chain of supermarkets and provides floral ideas to a number of top restaurants. All of this is good going for someone who has no floristry qualifications and gave up her job as a teacher 10 years ago in order to do "something different". And her simple, yet incredibly modern, creations have begun to capture every design prize in the flower business, which has helped her in setting up her own London Flower School. She has recently combined her skills on extremely successful lecture trips to Japan and the USA: She says, "Flower arrangements are much simpler these days. Keep them simple but strong and don't have too many leaves--they are too large and architectural. For wedding bouquets, whatever your arrangement, the golden rule remains: The flowers must be of the same species."