

Uniforms and fashion in the clothing industry before 1914

Flyer for spring fashions, registered by printers Clements Newling in 1892
Copy 1, TNA



Dr Clare Rose
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- Boys' suits with military braiding
- L. Hyam & Co., London *The Gentleman's Illustrated Album of Fashion for 1850* John Johnson Collection MC 4 (9) © The Bodleian Library, University of Oxford

L. HYAM and Co., 86, Oxford Street.

YOUTHS' & CHILDREN'S CLOTHING.

Anxious as L. HYAM and Co. have always been to produce the very best description of Juvenile clothing, yet this Season in particular they have amassed such a Choice Collection of Fashionable Juvenile Attire as has never been equalled, and which can certainly never be excelled. The engravings on the next page will enable parents and guardians of children to form some idea of the Novelties in question, the prices of which are of the most moderate description.

PRICES OF YOUTHS' CLOTHING.

Ready for immediate wear, or made to order, comprising

HUSSAR SUITS, TUNIC, FRENCH, POLONAISE, & HABIT SUITS,

Prices, 12s. 6d., 18s. 6d., 22s., 26s., 32s., 38s., 45s.

TUNIC COATS, POLONAISE, HABIT, AND HUSSAR JACKETS,

8s. 6d., 11s., 13s. 6d., 16s. 6d., 21s.

SPRING AND SUMMER TROUSERS,

3s., 4s. 6d., 5s. 6d., 6s., 12s. 6d., 14s. 6d.

SPRING AND SUMMER WAISTCOATS,

Double-Breasted, Roll-Collar, or for Dress purposes,

1s. 6d., 2s. 6d., 4s., 5s. 6d., 7s. 6d., 10s. 6d.

L. HYAM and Co., 86, Oxford Street.

Suit à la Marinère.



Tunic Suit.



Hussar Suit.



Marketeer Suit.



Polonaise Suit.



Polka Suit.

Sailor suits as fashion items for children

- 1870, Prince of Wales' children were portrayed in sailor suits
- Sailor suit variants became a staple of ready-to-wear manufacturers' ranges



© NPG x96036

The children of the Prince of Wales,
1875, by Bassano NPG x96036



A poster advertising a season's range of ready-to-wear boys' clothes including 8 variants of sailor suits, 1886 (Copy 1/74 folio 355)

Sailor suits as clothing for very young

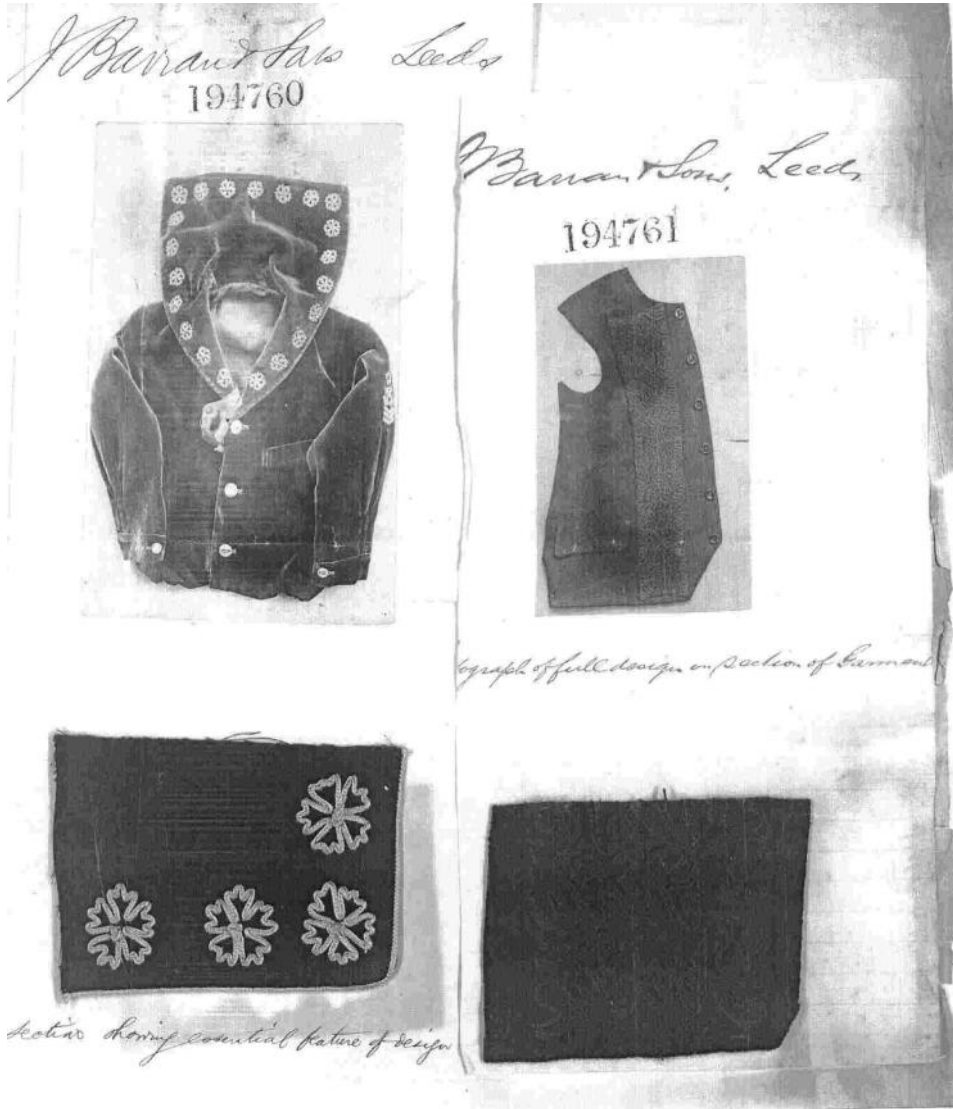


Mixed infants at Holden St School, London, 1897
Sailor suits dominant but NOT uniforms

Sailor suits and fashionable variations

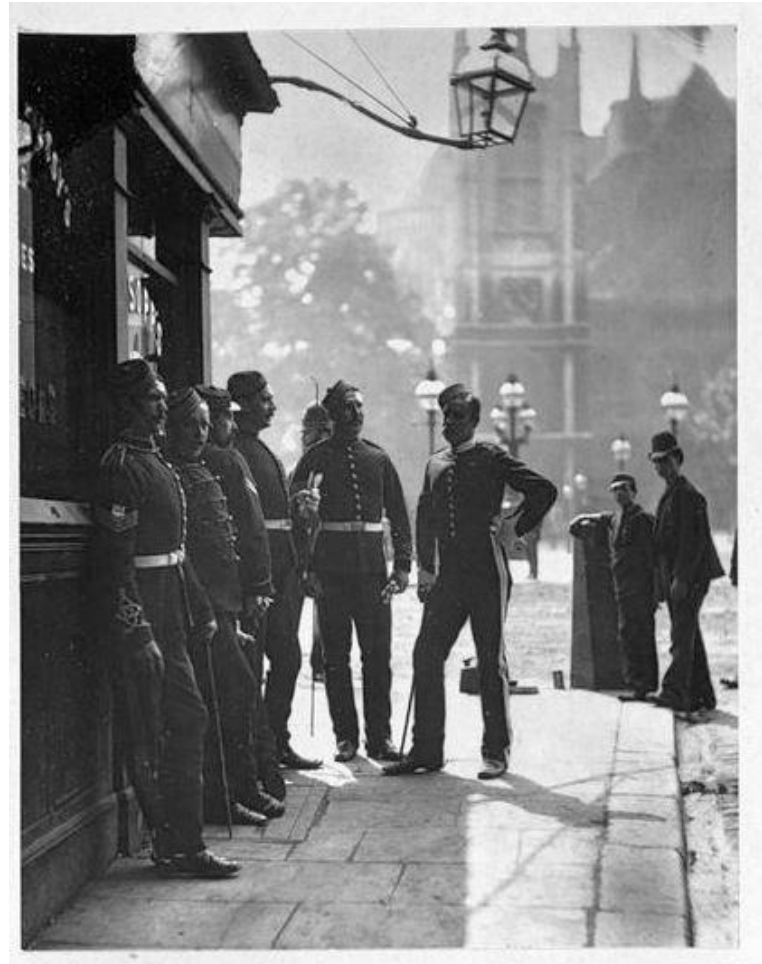
Copyrighted design for sailor suit trimming by John Barran and Son, Leeds 1892

BT 50/ 194700, TNA



Uniforms as a means of attracting recruits

- Recruiting sergeants at the 'Mitre and Dove', Westminster
- 'here may be seen every day representatives of our picked regiments. No modest linesman [foot soldier] is allowed on this beat; and, though nearly all the recruiting is for the infantry, the sergeants themselves belong to the cavalry'
- Thomson and Smith, *Street Life*, p12

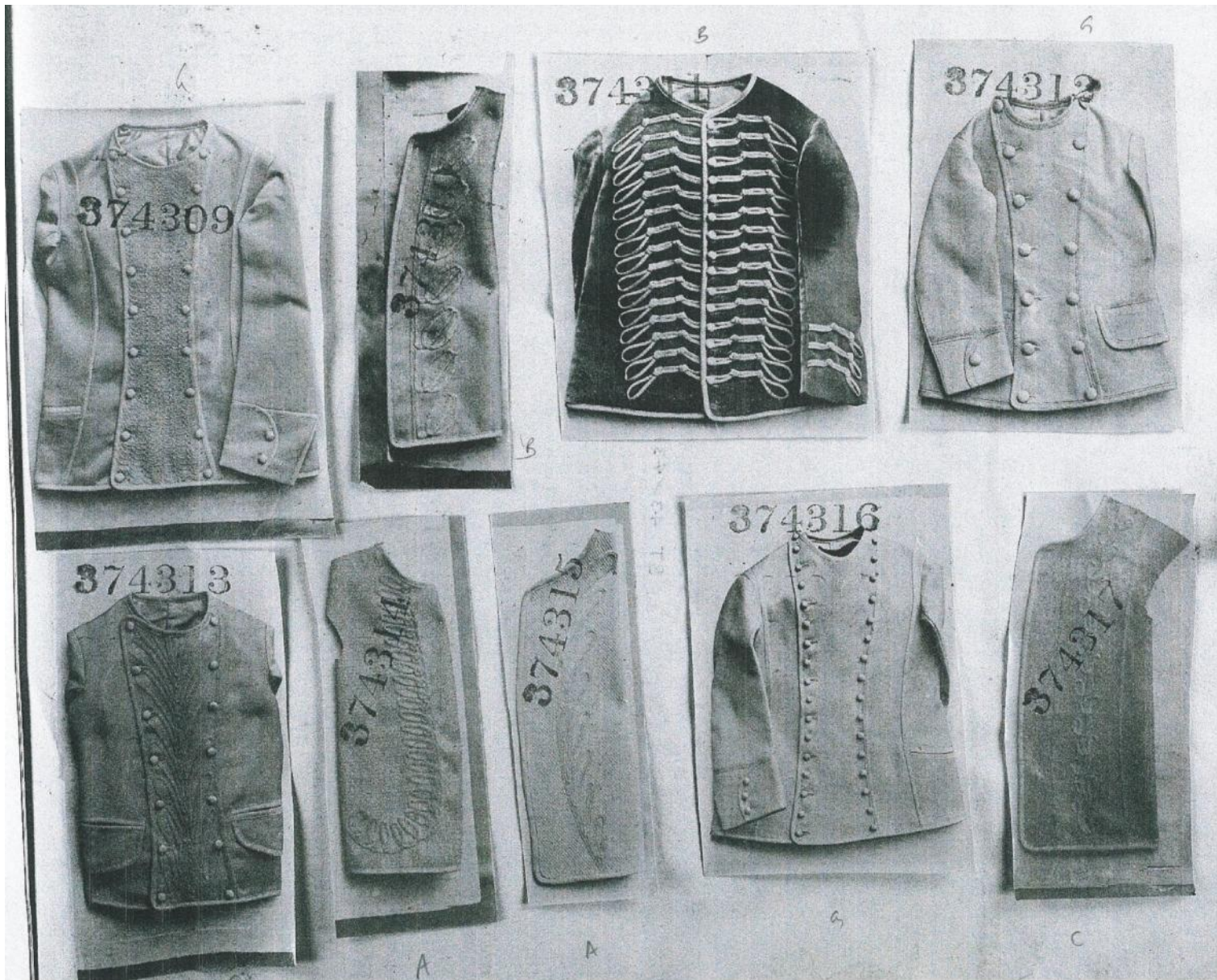


The decorative uniform

- Hussars: 'with their fur-lined coats, jackets, skin-tight breeches in showy colours, in many hues: sky blue, maroon, silver-grey, light green, royal blue, dark green; adorned with tresses, embroidery, braids, stripes, fourragères; their silk belts in lively shades, coiffed with their colbacks...these young men well-cinched in their fashionable uniforms had a truly proud air'
- Ney, *Album de l'armée française* (1889), cited in Matthews David 2003, pp.15-16

Making military uniforms

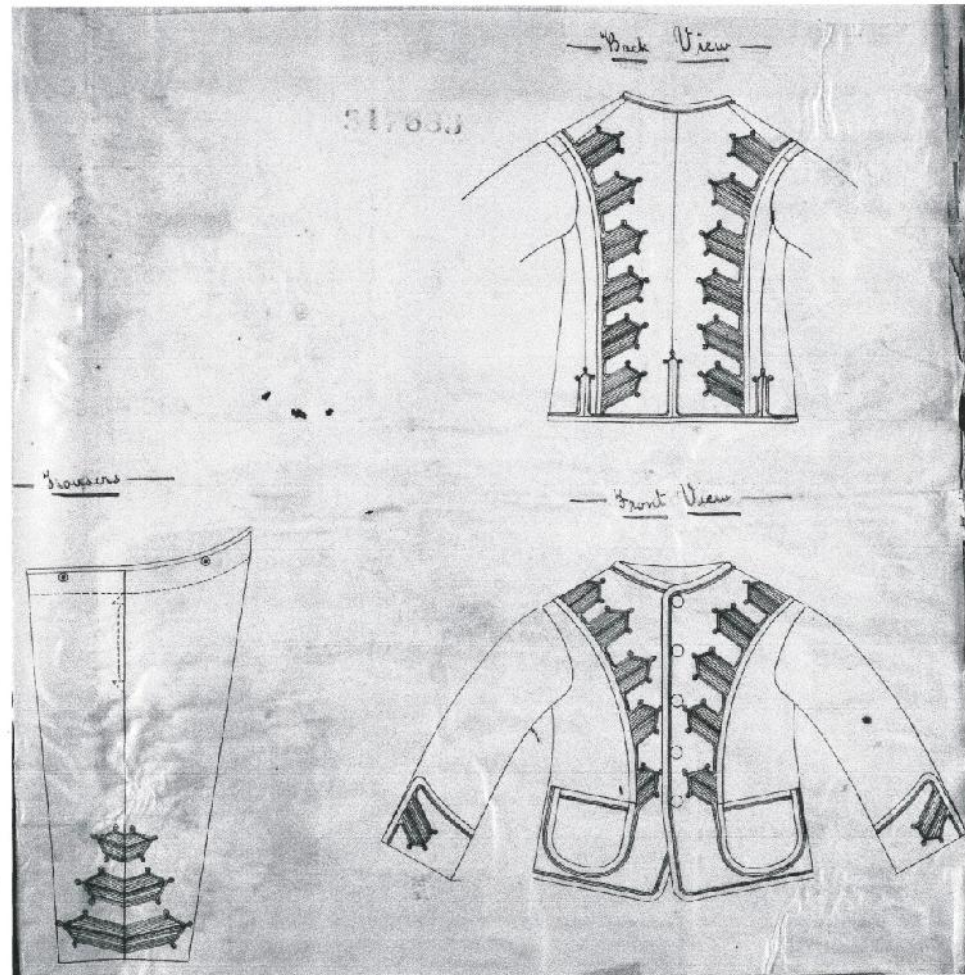
- It will, of course, be understood that we are here treating of the dress of officers only, the uniform of the rank and file being provided for them by the Government, and is made for them, either at the Royal Army Clothing Factory, Pimlico, or by some of the various contractors, who make a speciality of this kind of dress...
- [at] the War Office, the sealed garments for nearly every rank and variety of service may be inspected. This is arranged by Government to facilitate uniformity in the garments of the officers, consequently the attendant in charge will, as a rule, do all in his power to give the information necessary, and even allow a rubbing to be taken of any particular section of braiding or embroidery
- Vincent, *The Cutting of Military Garments*, pp.1-2



- Designs for small boys' jackets registered by the manufacturer John Barran & Son, Leeds, 1882 BT 43/390813-31, TNA

Military designs as boys' fashions

- Boys' suit, registered by manufacturers Buckley & Sons of Leeds, 1880
- BT 43/12 317683, TNA



Military designs for ladies

- 'Royal Horse Artillery' braided costume, price £6-15s
- Army & Navy Co-operative Society Limited (London:1892). John Johnson Collection WCM 6 (54) © The Bodleian Library, University of Oxford



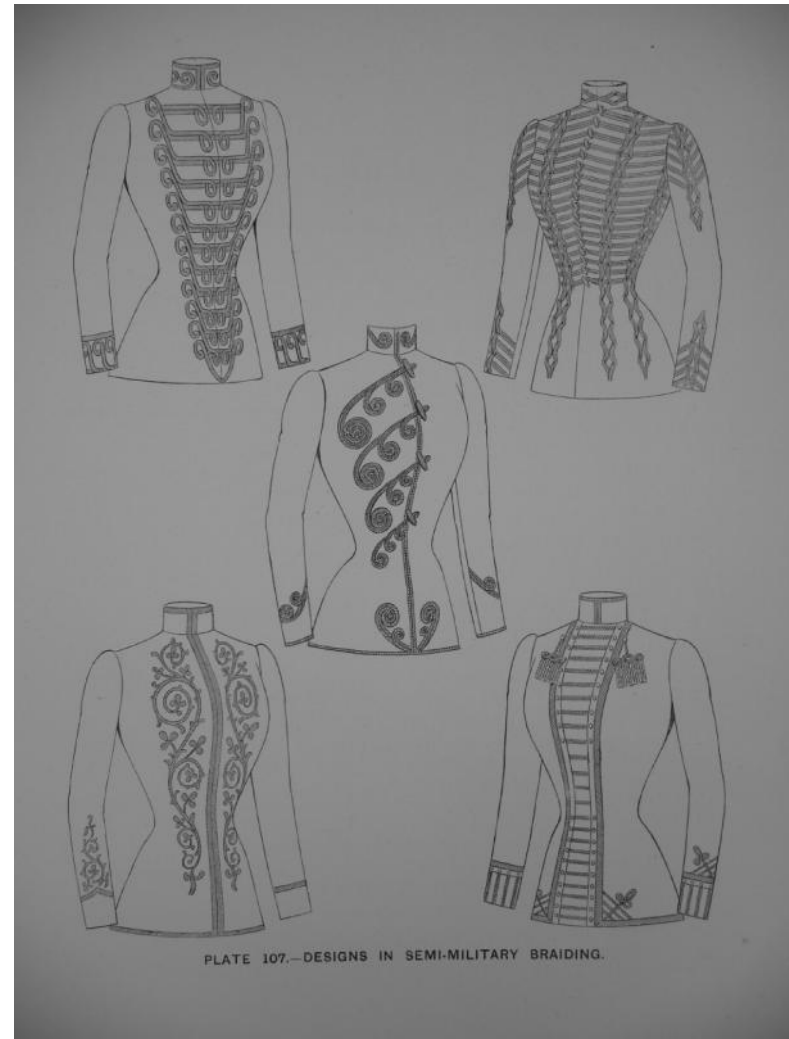
Designs in semi-military braiding

- The great variety of ornamental braiding, and tracing, now so popular on almost all descriptions of ladies' garments, has suggested the advisability of including in this work a few suggestions for such decoration.
- This department of the business is one in which the tailor of artistic tastes as a splendid opportunity to indicate his ability.
- He is not tied down to any stereotyped features like his fellow-craftsmen engaged in the gentlemen's department, whose most extravagant essay in ornamentation is the introduction of flat braid and silk breast facings....
- He can introduce colours into his trimming from the most subdued to those whose tones are as brazen as a Salvation Army brass band.
- He can select any form or character of design, ranging from the hieroglyphics on Cleopatra's needle to the crow's toes on a militiaman's jumper

Thornton, *Sectional System*, p.282

Designs in semi-military braiding

- Cuirass braiding(diagram 2)
- “this design, at first sight, appears – as it really is – rather heavy, but tastes are very divergent, and as an ornamentation to a winter jacket for a lady of the “dashing” type it may be described as appropriate; the lady who may select this style of trimming will doubtless think more of a dragoon or a lion-tamer than or a curate or – we say it with all due respect – a tailor.
- Thornton, *Sectional System*, p.284



M. 1883. Act. 11. 1883. 11. 1883. 11. 1883.

- 63/93

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THE "FALKA"



Drawing of Lady half length wearing a Half Haze Jersey (Copy cancelled)

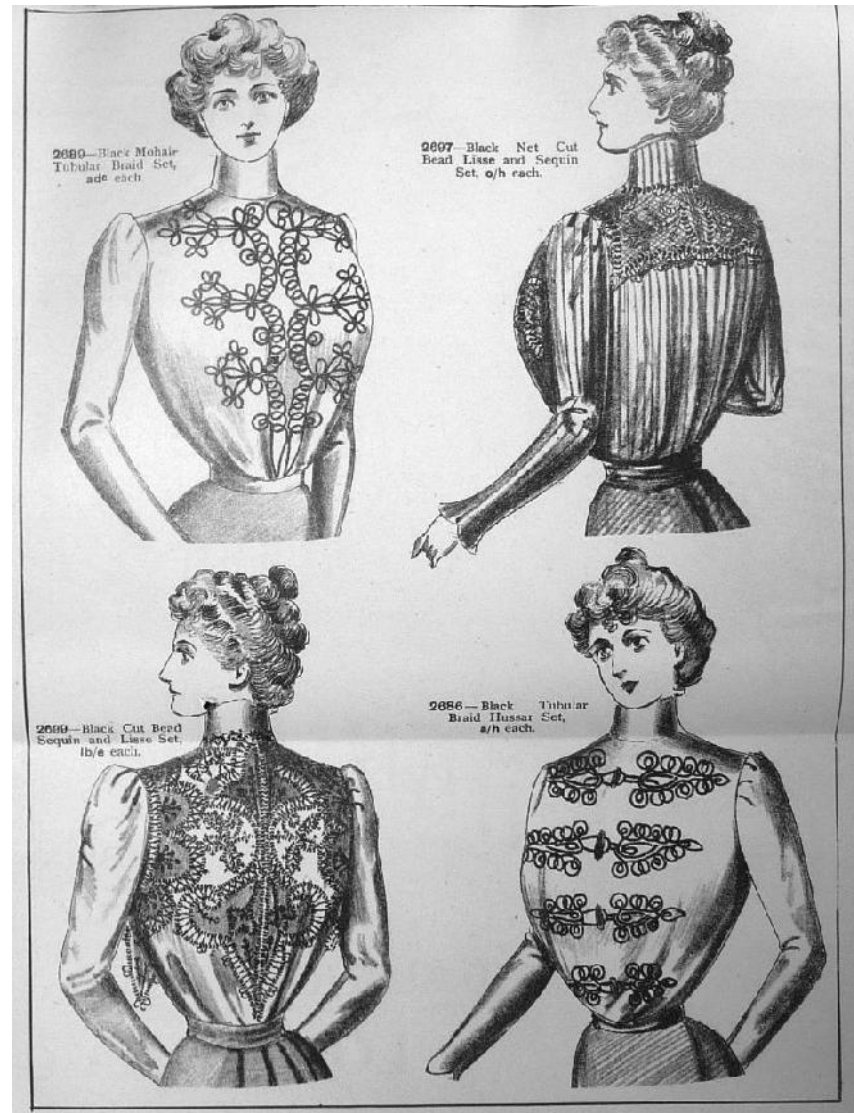
20th of December 1883

Signed: Hilder & Godbold

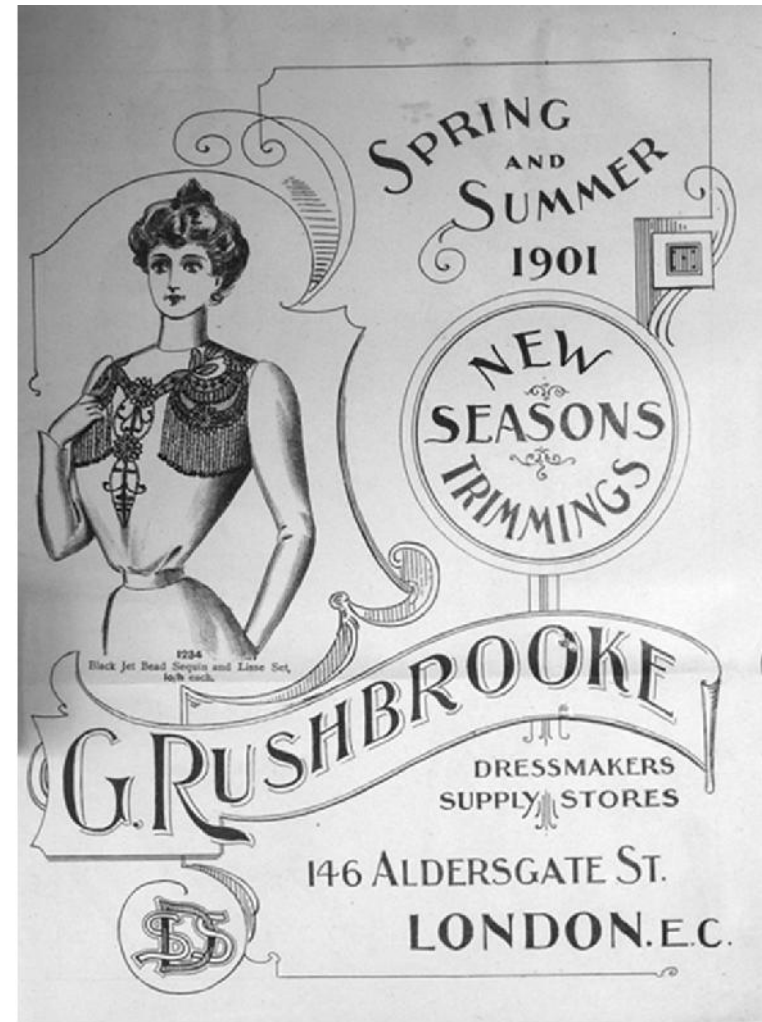
- 'Falka', jersey jacket with military braid trim, advertising image drawn by Adelaide Claxton Turner and registered by Hilder and Godbold, London 1883 Copy 1 Box 63/93, TNA

Military style braiding as a product

- Military style trimmings sold by G. Rushbrooke, Dressmakers' Supply Stores, Aldersgate London, 1900. Note prices in code, referring to separate price list; this was for trade use
- Registered publicity leaflet, Copy 1 978-19920, TNA



- Passementerie 'is excessively widely-used. In addition to the delicate ornaments it makes for women's dress...this industry - produced very great quantities of braid in silk and wool for edging men's garments. In military uniforms it is for epaulettes, frogging, stripes, stars, which mark the ranks; gold braid plays a very important role'
- Picard, *Report on the 1889 International Exhibition*, cited in Matthews David 2003, pp.15-16



1899: khaki fashions



Sketch of Vesta
Tilley, male
impersonator, in
World War I
uniform
S.3100-2009,
V&A

Label for khaki
fabric marketed to
civilians, 1900
Copy1 162/17, TNA



Uniforms and the counter-culture



Peter Blake, artwork for 'Sergeant Pepper's Lonely Hearts Club Band' (Beatles, 1967)

Primary Sources

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- TNA Stationers' Hall (Copy 1) publicity materials registered by printers, publishers, advertising agents, retailers and manufacturers

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Civilian bandsmen in uniform, Jodphur, 2012