

first the clientele...

At first the clientele tended to be the debutantes with large clothes allowances but then with places like Biba opening up, the market changed and everyone under the age of 30 wanted to buy a new dress every weekend...even if it was their whole wage packet. So Saturday's the boutiques were jam packed and the whole of London was buzzing. The King's Road, Carnaby Street and Kensington were a shoppers' paradise and it soon became a way of life.

HARRIET, which always spells itself with a lovely flower over the 'i', was opened by 27 year old Wendy Lewis in April 1963 to sell the clothes she had always enjoyed making. She designs a new collection every few weeks, only making a few of everything so that her customers, who include Julie Christie and any number of model girls, don't get bored with the sight of their own clothes. This quiet personal boutique, situated in a Victorian drawing room in an attic, stocks dresses (6 to 12 guineas), suits, coats, beachwear (all the year round which is worth remembering), trouser suits (9 to 20 guineas), ski and sportswear (2 to 7 guineas), wedding dresses (15 to 30 guineas) and accessories such as jewellery and belts. Because she designs and therefore really understands the clothes she is selling, Wendy Lewis is happy to advise on hair and make-up and so on: nice to know this, especially, for instance, if you are buying a wedding dress.



Down Carnaby Street (use the map opposite to get there, if you are one of the few people left who has never been there) you will find a dazzling concentration of fashion stores. The word 'swinging' must have had its inspiration from this transformed old London Street, where music blares out of every open doorway and contented customers jostle with the window gazers and traffic in the relentless quest to be - dare I say it? - 'with it'. Shapes, colours, people, moods...they kaleid here as nowhere else on earth.

The man who got here first was John Stephen, who has so far opened in the street His Clothes, the Man's Sop, J. S. Custom Built Clothes, Male West One, The J. S. Store, Adam West One, The Village Store and Trecamp. (J. S. also has branches of His Clothes in Old Compton Street, King's Road, Queen's Way and Earl's Court.)

