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Fatale attraction

Fashion's forays into glamour are few and far between, but the designers behind the Pierre Fonda label are in the right place at the right time. Tamsin Blanchard talks to two master tailors with an elegantly biased cut.

Photographed by
Clare Wickcraft. Styled by
Harriet Jagger



Women love those sculpted jackets and elegant skirts that flip up at the hem and make them look as though they have just come off a 1950 Hollywood movie set. They love the way they can slip on a little ruffled or, every so often, a more and it will give them an instant cloak of elegance. And the British designers behind Pierre Fonda, the label responsible for such wondrous glamour, could not care a jot if fashion designers that women should dress down. Fortunately for them, though, they are completely in tune with the latest desire for a return to clothes that are glamorous, womanly and instantly chic.

Raymond Proust, 35, top right, and Andrew Fonda, 28, left, have covered a lot of ground in the short time since they formed their own label just over a year ago, working out of the tiny front room of Andrew's Holloway flat. They met in 1987 at Trent University in Nottingham, but went their separate ways after graduating. Andrew took a place at the RCA to do an MA, then moved to Hong Kong, while Raymond was given a glimpse into a world as close to haute couture as reality-tv can get, working with John Galiano. He, too, went on to receive an MA in fashion, at Central St Martin's, this time landing a job with Richard Klein. Their joint catwalk debut was made as part of the Pitta Contemporary show during London Fashion Week in 1994.

Thomson Logan, the director of fashion at Liberty, was so impressed by the technique...

BLISE BOK wears red lace top and shoes, £200, by PIERRE FONDA, at Liberty. Black lace dress, £200, at Paul & Tom, 14 Blomfield Street, SW1. Gold and red earrings with red dress, £200, at Fash Links, 107 Fulham Road, SW3.



October £2.50

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