



the avengers

NEW!

Rigg 5/w series

A summary of information
on the clothes worn by
Emma Peel in THE AVENGERS.

THE JEAN VARON AVENGERS COLLECTION

DESIGNED BY JOHN BATES

The Jean Varon Avengers Collection is a pioneer project in the Fashion Industry: the first collection of clothes designed specifically for a television programme to be adapted in its entirety for retail distribution.

The project was inspired by the demand which arose from viewers for the type of clothes worn by Honor Blackman in earlier series of ABC Television's famous thriller series THE AVENGERS.

Some of Miss Blackman's clothes were made available by the designer for sale to viewers, but only on a small scale. For the new series, the house of Jean Varon has sought the co-operation of other well-known firms to make all the clothes designed by John Bates for Diana Rigg as Emma Peel available in stores throughout Britain and overseas.

The Avengers Collection comprises ^{- ed} some three dozen items, with all the relevant accessories. These ^{were} ~~will be~~ added to as and when further garments ^{were} ~~are~~ required for Diana Rigg's role in the series.

The principles on which John Bates ~~has~~ designed Miss Rigg's wardrobe ^{were} ~~are~~ necessarily different from those which would guide any ordinary fashion collection. The new AVENGERS ^{was} is the first series of this programme to be made on film for world distribution; it ^{could} ~~can~~ therefore expect a screen life of five years or more, ^{so} ~~and~~ Emma Peel's clothes ^{had to} ~~must~~ be as modern as her character and yet timeless enough to remain acceptable for a long time ~~to come~~.

Also they ^{afterwards} ~~must~~ photograph clearly and simply on the small screen; ^{which meant} this ~~means~~ using uncluttered lines and materials that ^{would} ~~will~~ not "strobe" in front of the cameras, and that ^{would} ~~will~~ stand up to the strenuous adventures in which Emma Peel ^{became} ~~becomes~~ involved.

By and large, these principles ^{added} ~~also add~~ up to the kind of clothes that most modern, thinking women of ^{the period} ~~today~~ would choose for life in the 1960's. Therefore Jean Varon and the other fashion houses making Emma Peel's clothes for retail presentation ~~have~~ made only small amendments to the original John Bates designs - mostly concerned with greater freedom in the use of colour and materials.

Basically, however, the Avengers Collection ^{took} ~~takes~~ as its theme the black and white of the television medium as most viewers know it, and the "lines" from which the TV screen is made up. These lines ^{were} ~~are~~ seen repeatedly in the use of braid on coats and dresses, as in the two-piece ensemble named "TV" and "Communicate".

The other recurring motif ^{was} is a target, symbolising the op-art designs of the Space Age (as seen in Kangol's Avenger Beret and the dial of Freedman's Avenger Watch). This target motif ^{was} is ~~being~~ used by Jean Varon for all point-of-sale and display material being distributed in the nation-wide promotion of the Avengers Collection.

The new series of ~~THE AVENGERS~~ once again present^{ed} PATRICK MACNEE as the suavely elegant and aristocratic secret agent John Steed; and introduces DIANA RIGG, a 27-year-old Yorkshire girl who was formerly a leading actress with the Royal Shakespeare Company, as Steed's new helpmate, Mrs. Emma Peel, daughter of a millionaire shipping magnate and youthful widow of a famous test pilot.

Since Emma Peel ^{was} is a younger, gayer and more feminine character than her predecessor Cathy Gale, John Bates' designs for Diana Rigg include a number of day and evening dresses which ^{are} ~~are~~ by turns both demure and daring, in womanly materials such as lace, silk, lame and crepe.

Emma's fighting suits also largely discard the old leather image for a different kind of sex appeal based on form-fitting stretch jersey, or (where leather ^{was} is used) on an 'animal look' conveyed through snakeskin, or a 'soft-centre' look achieved by wearing leather over a crepe blouse.

Emma also ^{had} ~~has~~ some black and white furs by Selincourt, cunningly worked in simple rabbit, which not only look expensive enough for a lady of means but ^{are} ~~are~~ so cuddly as to make it hard for any but the most cold-blooded male to keep his hands off the wearer.

The Avengers Collection featured ~~the~~ thigh-length skirts, catsuits and hipster pants that John Bates believed ^{will} ~~will~~ remain popular because of their practicability ^{for the 1960's woman}. Mr. Bates does not see these fashions as belonging only to the young; the tempo of our lives now dictates that clothes be simple and functional; therefore the same styles can in most cases be worn by mother and daughter. And once these new, any-age fashions are established, manufacturers will begin to adapt them to suit these women whose figures lack model-girl proportions.

Since JEAN VARON ^{was} ~~are~~ manufacturing only the day and evening dresses in the Avengers Collection, they ^{have} ~~have~~ ^{taken} the pioneer step of arranging with other firms to make up and market the John Bates designs for the rest of the clothes and accessories. REGINALD BERNSTEIN, ^{are} ~~are~~ ^{making} the woollen coats and suits; SIMON ELLIS the jersey fighting ^{suits} and crepe and lace catsuits; PAUL BLANCHE the leather and rainwear; SELINCOURT the fur coats; CHARNOS the lingerie; ECHO the stockings; DENTS the gloves; FREEDEX the handbags; KANGOL the berets and FREEDMAN the Avenger watch.