

■ 20th Century Costumes, the London-based costume shop (3) which has supplied clothes for *Out of Africa*, *The Last Emperor*, and *Who Framed Roger Rabbit*, recently opened a branch in New York City's Soho district (1). "At the moment, we only have a peripheral connection with American films," says owner Laurence Hollande (2).

● 20th Century Costumes, la maison de costumes londonienne (3), qui a fourni les costumes pour *Out of Africa*, *The Last Emperor* et *Who Framed Roger Rabbit*, vient d'ouvrir une succursale dans Soho à New York (1). "En ce moment, nous n'avons qu'un rapport très périphérique avec le cinéma américain," dit le fondateur-gérant Laurence Hollande (2).

▼ 20th Century Costumes, ein in London ansässiger costume shop, (3) der die Kostüme fuer *Out of Africa*, *The Last Emperor* und *Who Framed Roger Rabbit* lieferte, Veroeffnete kuerzlich eine Zweigstelle im Stadtteil Soho in New York (1). "Im Moment haben wir nur periphaere Verbindungen zum amerikanischen Film", sagte der Besitzer Laurence Hollande (2).



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with over 2,000 costumes, so the designers tend to go to several different places to accumulate stock. In New York, we'll be breaking new ground. At the moment we only have a peripheral connection with American films—we supply costumes for odd scenes shot in Europe—we're not involved with indigenous productions." By opening a New York branch he hopes to break into this 'indigenous American' film production market, and is already confident that a number of producers who have always been "keen on our prices but not keen on shipping" can be secured as regular clients.

The 270 square meter New York premises has a staff of two, John Scott and Donna Morrison, who were sent from England to oversee the American operation. Although there are facilities for fittings and alterations, the New York branch is primarily for processing stock and serving as a showcase with its collection of some 500 complete outfits. "Obviously we'll keep much more of the American stock there," says Hollande. "It's very different—different cut, different fabric, the jackets have half linings. Then, of

course, there are all the college sweaters and hotel liveries"—he waves his hand over rows of cropped jackets with brass buttons and epaulettes filling the London home office.

The stock in London is arranged by decade and is divided into menswear, womenswear and childrenswear and subdivided into different garments. The 1970s are most poorly represented as there is the least demand for this epoch; the collection includes some stock that dates back to the 1860s—this was used for the American NBC-TV mini-series *Around the World in 80 Days* which aired in April 89. They also have a Viking collection, having made the costumes designed by Pat Tait for the film *Eric the Viking*, directed by Terry Jones. Apart from this one amusing anachronism, Twentieth Century Costumes has no intention of diversifying. "That would be a weakness, specialising is our strength," says Hollande. "We have a bigger collection of twentieth century costumes than any other company." They do, however, have plans to cover more theatre productions, and may be announcing new theatre projects in the near future.



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