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===== A Lady's Guide to =====

# Dress and Style

at the

## Goodwood Revival

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## L'automobilista – Queen of the Highway

Whether a racing driver or a Duchess driven by her chauffeur — you need to carry yourself like the Queen you are. It's all about the headgear. A refined fashion hat from post-war Dior or a fabric flying helmet fit the bill. Throw a long silk scarf over your shoulder, wear white cotton overalls (from the Goodwood shop) or a long woollen pencil skirt and blouse, rouged lips and start your motors girls!

## The Lady Cyclist

Tweeds and soft merino (bicycle not essential)  
— The Revival encourages the lady visitors to join the elite band of Tweed Cyclists abroad on the highways and byways of this land. You need a jacket and breeches, or opt for the 'Continental' racing look of the 1960s. Light brogues, merino cycling woollens and your socks pulled up. Pip pip.



## WAAFS – The Women's Auxiliary Air Force

Calming keeping the air forces going through the war. Stand tall and proud. You need a belted tunic of the men's four-pocket style, but cut to flatter the female form. Your panelled A-line skirt will be worn well below the knee and blue-grey woollen stockings lead to sturdy black lace-up shoes of a very modest height. A peaked cap should be worn at a jaunty angle atop neatly coiffed hair, curled up well off the collar. You can opt for the airfield dress-down version of this with woollen overalls, wellies and a dash of red lipstick.



## WRNS – All Aboard HMS Pinafore!

The most glamorous of the women's services, they were kind, caring and ultra feminine. You can source full uniform, head to toe from re-enactment groups or fancy dress hire but don't forget your trusty standard issue shoulder bag for those spare nylons.



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## The Great British housewife!

Keep the home fires burning! Whether a Mrs Mop or a glamour puss in carpet slippers, these ladies were said to win the war with their single-minded approach to keeping the family fed and the war effort on track. Whip your family into shape and come as a 1940s team. Short pants for little boys with school caps and ties, pinafores and boaters, knee high socks and buckled shoes for your girls. Tweeds and a trilby for your old man and for you a two-piece skirt suit in tweed with a velvet collar, a corset and stockings to go underneath. You really ought to wear seamed nylons but in the war these were in short supply so ask someone to draw them on with eye pencil if in doubt!



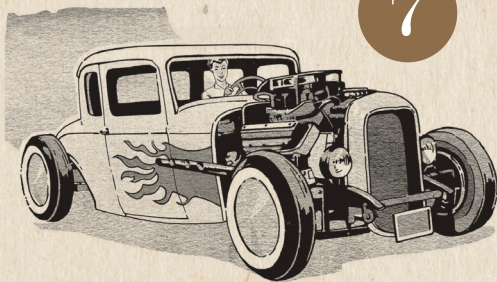
## Lindy Hoppers, Bobby-Soxers and Jitter-Bug Jivers!

All the cool cats and kittens of the late '40s and early '50s new how to jive! The American sportswear style of the time is a good choice with black and white rubber-soled saddle shoes, pedal pushers (also known as clam diggers) and a cap sleeve blouse. Circular skirts that came just past the knee also work when matched with ankle length bobby-sox. Dress your dancing partner in straight-cut jeans or chinos, turned up to sit well above the shoe, paired with saddle shoes or loafers and a short-sleeve plaid shirt with arms rolled up to the shoulder.

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## Hot Rod Girl

Wear your jeans tight and turned up to mid-calf, a black leather jacket, gingham blouse and pair of flat pumps. Team with some big gold hoops and swinging curls and a headband and rock down the road.

## Teddy Girls

Be one of Britain's rockin' rebels! One of the least well known yet most stylish looks of all the post-war movement, the teddy girls' look was unique. A nonchalantly tied silk scarf, a rolled-up trouser and a pump, a cameo brooch, a thigh skimming jacket with a big lapel. Create your own individual style.

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## Carnaby Girls – Huge at Revival this year

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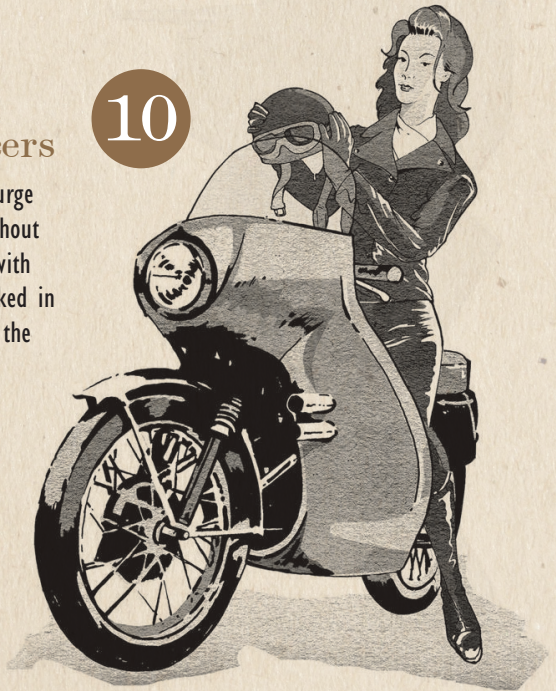


This look is all about the Swinging Sixties. Mary Quant, Pierre Cardin, Courrèges — start with the best shoes you can find and work up. The Miniskirt with a roll-neck, sleeveless top, capri trousers, tight sweaters and scarves. The look was inexpensive and versatile. Hair was either gamine or long and bouffant. Headbands, bug-eyes glasses and lashings of mascara ruled the day.

## Rockers and Café Racers

The golden era of '50 to '67 saw an upsurge in bikers racing from café to café throughout the London arterial roads. Get the look with period leathers, RAF boots with jeans tucked in and cream fisherman's socks turned over the top. A white scarf is obligatory.

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BEST DRESSED 2017. PHOTOGRAPHY BY AMY SHORE

Mastercard® is the proud presenting partner of Revival Fashion, a celebration of the iconic styles of the Revival where a look can Start Something Priceless™.

Throughout the weekend, Mastercard will present the coveted Best Dressed Competition and our #GoodwoodStyle competition for a chance to win a £250 prepaid Mastercard. To enter share your style with us on social media using #GoodwoodStyle, along with your style inspiration and why you come to Goodwood Revival.

As preferred payment partner of Goodwood Revival, Mastercard technologies have been enabled across the event allowing you to make quick, secure payments for fashion, food and more.

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