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# a passion for fashion

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how to spend it fashion edition



**I**t pays to take note of what the world's most influential buyers are wearing. Sarah Rutson, vice president of global buying at Net-a-Porter, spent much of the last show season apparently in her pyjamas – an early adopter of the sleepwear-as-streetwear style she had seen on the catwalks, from bright printed-silk pyjamas at Dolce & Gabbana and floral ones with a tunic-style top, at Dorothee Schumacher to an avalanche of nightdress-inspired slip dresses, lace-trimmed at Céline, Chloé and Givenchy, bias-cut at Balenciaga and Jonathan Saunders, sequinned at Saint Laurent.

Last year Rutson discovered Milanese pyjama brand FRS (For Restless Sleepers). "I knew straightaway it wasn't about wearing pyjamas for sleeping but about beautiful garments for daywear," she says. "I could feel this was an idea that would catch on very soon." FRS first appeared on Net-a-Porter late last summer and has sold consistently well since.

At Selfridges, nightwear is described by director of womenswear and accessories Judd Crane as a "major crossover trend". Sales have grown from £200,000 to £1.2m in three years, meriting its place in the new Body Studio – a 37,000sq ft department (the biggest in the store) also encompassing lingerie, activewear and



From far left: Emilio Pucci silk slip dress, £1,285. Dorothee Schumacher silk pyjama trousers, £393. FRS silk-twill shirt, £495, and matching trousers, £495

# A NIGHTIE ON THE TOWN

Why keep the prettiness of petticoats and pyjamas to yourself, asks **Avril Groom**, as sleepwear and lingerie segue into seductive day and eveningwear



swimwear, opening in April. "Nightwear details and silhouettes are such a prevalent and translatable catwalk feature – we see it as one of our most exciting and fastest-evolving opportunities."

Momentum is added by the chicest of women seen out and about in pyjamas and slips – Liv Tyler and Cindy Crawford in the sophisticated 1930s-influenced designs of Olivia von Halle; Kate Hudson in silk prints from Asceno; and Ellie Goulding in gold lace from Gilda & Pearl.

Not that the story is new. Silk pyjama-style trousers, dresses and robes have long been worn as day and eveningwear in eastern climes. Von Halle spent four years in Shanghai and has taken its 1920s heyday for inspiration. "I've always intended my pyjamas [£350] to double as daywear for entertaining, so I wanted them to be flattering and glamorous, made in the most luxurious materials. Cut is crucial: they need to be oversized so they are comfortable for sleeping in, but tailored and shaped at the waist so they flatter if worn in public."

Silk satin slip dresses, of course, were a 1930s screen-goddess standby, and those bought from vintage stores are prized for their delicate embroidery and lace. The slip witnessed a rock-inflected revival in the 1990s (as channelled by Kate Moss, whose iconic metallic version by Liza Bruce is part of the V&A's *Undressed* exhibition, opening on April 16). Von Halle wears her own Remy slip (£280) to parties. "It has two layers of heavy silk and is bias-cut so it has slight stretch and support yet skims the body rather than clinging." Cécile Gavazzi Daccò, one half of new British nightwear brand Morpho + Luna, finds women are more confident when they feel relaxed and comfortable. "We use pure, top-quality Italian silk and Swiss and

*A slip dress needn't feel "undone" if teamed with a big cardigan, tailored jacket or boyish coat*

Italian cotton cut to be supremely comfortable, and in prints not associated with sleepwear." The brand has black cotton pinstripe pyjamas (£275) and pure cashmere robes (£2,030) that could double as chic belted coats. Amanda Wakeley, who has new double-layered, optical-stripe slip dresses (£1,195, pictured near right) alongside her signature loose cashmere tunics with satin cuffs (£395), says: "Being dressed down but in gorgeous luxurious materials is a modern definition of sexy."

Besides, the detail and fabrics in luxury nightwear are too good to hide. As Catherine Johnson of Three Graces London puts it: "Why confine beautiful things to the bedroom?" A former accountant who fell in love with vintage, she has simple but beautifully detailed slips (£250) inspired by the sort of handmade items that were built to last. Carine Gilson, too, has long suggested her clients treat her pieces as ready-to-wear. Her silk slips (from £600), pyjamas (from £740) and kimonos (£750) are famed for their meticulously cut-in fine lace, handworked in her Brussels atelier.

Gilson's is not the only lingerie label finding its designs doubling as day and eveningwear. La Perla has lace-trimmed silk satin slips (£744) and pyjamas



Clockwise from right: Jonathan Saunders khadi slip dress, £1,290. Dior cotton voile top, £950, and matching shorts, £650. Céline leather and lace slip dress, £3,150. Amanda Wakeley satin and silk slip dress, £1,195. Dolce & Gabbana silk charmeuse pyjama shirt, £875, and pyjama trousers, £875



(£309) in myriad shades, while Diane Houston of Gilda & Pearl makes to measure slips (from £600) as well as pyjamas (£450) and kimonos (£750) from her Mayfair salon. Finding a growing demand for her pieces to masquerade as eveningwear, she can add linings, raise a slip-back to accommodate a bra, or insert soft cups for light support in her vintage glamour-inspired styles.

That lingerie and sleepwear are equal to the best of ready-to-wear was evident at Riccardo Tisci's epic show for Givenchy at last September's New York Fashion Week. He styled silk pieces in a nuanced and sophisticated way, pairing camisoles (examples pictured overleaf, from €995) with tailored trousers (example pictured overleaf, from €1,200) and slip dresses (from €1,750) under kimono robes (from €2,800). Chloé added lace details to its signature boho silhouettes (dress £2,270, pictured overleaf), and Céline to a showstopping white leather slip dress (£3,150, pictured near left). Jonathan Saunders' long slip dresses (£1,290, pictured top right) in desert-shaded silk prints or stripes are on many wish lists, especially as it's his label's last collection.

A slip dress needn't feel "undone" if teamed, as Rutson suggests, "with a big cardigan and grounding flats", as Christopher Kane showed with his sunshine-yellow dress (£1,595) on the spring/summer 2016 catwalk. Dior's fresh, scalloped lingerie whites (top, £950, shorts, £650, pictured centre) work under tailored jackets, parkas or cropped sweaters; Massimo Giorgetti's cutwork slip for Emilio Pucci (£1,285, pictured on previous page) works alone for evening or over a 1990s-style T-shirt for day; while an oversized leather jacket or boyish coat and wellies gives Saint Laurent's short slips in beaded leather (£19,635) or beaded lace (£2,980) a rebel rock-chick air worthy of Courtney Love. Leather also pairs well with pyjamas worn as



separates. Asceno's Lauren Skerritt, who with Poppy Sexton-Wainwright founded her brand on a shared love of printed textiles and is inspired by 1990s adopters of the trend like Kate Moss, says: "A beaten-up leather jacket and trainers bring pyjama trousers into day – just be careful to reveal a little ankle – and a pyjama shirt looks great loose over skinny jeans."

Wearing the full pyjama set, of course, makes a bolder statement. FRS's 1940s oriental-style florals (example pictured on opening page, top, £495, trousers, £495) or denim-effect pyjamas (jacket, £270, trousers, £225) look fabulous with sandals. Dolce & Gabbana's joyfully bright florals (example pictured on previous page, top, £875, bottoms, £875), shown with embellished evening bags and sandals, breathe languorous Riviera holidays, while Stella McCartney's monochrome set (£275) and Schumacher's navy and pink blooms (£393, pictured on opening page) are versatile enough to wear head-to-toe day and night.

Working life is not beyond the pyjama either. "Throwing on a tuxedo jacket knits the look together," says Wakeley, while Morpho + Luna suggests its sharply cut, plain linen pyjama trousers (full set, £380) are the ideal partner for a slim, tailored jacket in the modern office. Any doubts about the trend should be soothed by luxury brands backing it for next season – Fendi's denim and mink dressing-gown coat (£7,250, available in June) is a masterpiece of louche insouciance. And if style moves on, you'll have nightwear both gorgeous and comfortable beyond your sweetest dreams. ✦

From left: **Riccardo Tisci** for Givenchy crepe-jersey, lace and chiffon top,

from €3,995, and cady trousers, from €1,200. **Chloé** crepe de Chine slip dress, £2,270



#### THE CAT'S PYJAMAS

**Amanda Wakeley**, 18 Albemarle St, London W1 (020-3691 2982; [www.amandawakeley.com](http://www.amandawakeley.com)) and see Harvey Nichols. **Asceno**, [www.asceno.com](http://www.asceno.com) and see Selfridges. **Balenciaga**, 12 Mount Street, London W1 (020-7317 4400; [www.balenciaga.com](http://www.balenciaga.com)). **Carine Gilson**, 11 Pont St, London SW1 (020-7235 9491; [www.carinegilson.com](http://www.carinegilson.com)) and see Harrods and Net-a-Porter. **Céline**, 103 Mount St, London W1 (020-7491 8200; [www.celine.com](http://www.celine.com)). **Chloé**, 152-153 Sloane St, London SW1 (020-7823 5348; [www.chloe.com](http://www.chloe.com)). **Christopher Kane**, 6-7 Mount St, London W1 (020-7493 3111; [www.christopherkane.com](http://www.christopherkane.com)). **Dior**, 31 Sloane St, London SW1 (020-7245 1330; [www.dior.com](http://www.dior.com)) and see Harrods. **Dolce & Gabbana**, 6-8 Old Bond St, London W1 (020-7659 9000; [www.dolceandgabbana.com](http://www.dolceandgabbana.com)) and branches. **Dorothee Schumacher**, 66-68 Ledbury Rd, London W11 (020-7229 0911; [www.dorothee-schumacher.com](http://www.dorothee-schumacher.com)) and see Harrods and Harvey Nichols. **Emilio Pucci**, 169 Sloane St, London SW1 (020-7201 8171; [www.emiliopucci.com](http://www.emiliopucci.com)). **Fendi**, 141 New Bond St, London W1 (020-7927 4172; [www.fendi.com](http://www.fendi.com)) and see Selfridges. **FRS**, [www.forrestlessleepers.com](http://www.forrestlessleepers.com) and see Net-a-Porter. **Gilda & Pearl**, 21 Conduit St, London W1 (020-7499 7060; [www.gildapearl.co.uk](http://www.gildapearl.co.uk)) and see Harrods. **Givency**, [www.givency.com](http://www.givency.com) and see Harrods and Selfridges. **Harrods**, 87-135 Brompton Rd, London SW1 (020-7730 1234; [www.harrods.com](http://www.harrods.com)). **Harvey Nichols**, 109-125 Knightsbridge, London SW1 (020-7235 5000; [www.harveynichols.com](http://www.harveynichols.com)). **Jonathan Saunders**, [www.jonathansaunders.com](http://www.jonathansaunders.com) and see Net-a-Porter. **La Perla**, 9 Old Bond St, London W1 (020-7399 0620; [www.laperla.com](http://www.laperla.com)) and branches. **Matchesfashion.com**, 87 Marylebone High St, London W1 (020-7487 5400; [www.matchesfashion.com](http://www.matchesfashion.com)). **Morpho + Luna**, [www.morphoandluna.com](http://www.morphoandluna.com) and see Matchesfashion.com. **Olivia von Halle**, [www.oliviavonhalle.com](http://www.oliviavonhalle.com) and see Harrods. **Net-a-Porter**, 0800-044 5700; [www.net-a-porter.com](http://www.net-a-porter.com). **Saint Laurent**, 17-172 Sloane St, London SW1 (020-7235 6706; [www.saintlaurent.com](http://www.saintlaurent.com)) and branches. **Selfridges**, 400 Oxford St, London W1 (0800-123 400; [www.selfridges.com](http://www.selfridges.com)). **Stella McCartney**, 30 Bruton St, London W1 (020-7518 3100; [www.stellamccartney.com](http://www.stellamccartney.com)). **Three Graces London**, Screenworks, 22 Highbury Grove, London N5 (020-3735 7401; [www.threegraceslondon.com](http://www.threegraceslondon.com)) and see Selfridges and Matchesfashion.com.

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