



# The Macclesfield Stripe

Shining a Light

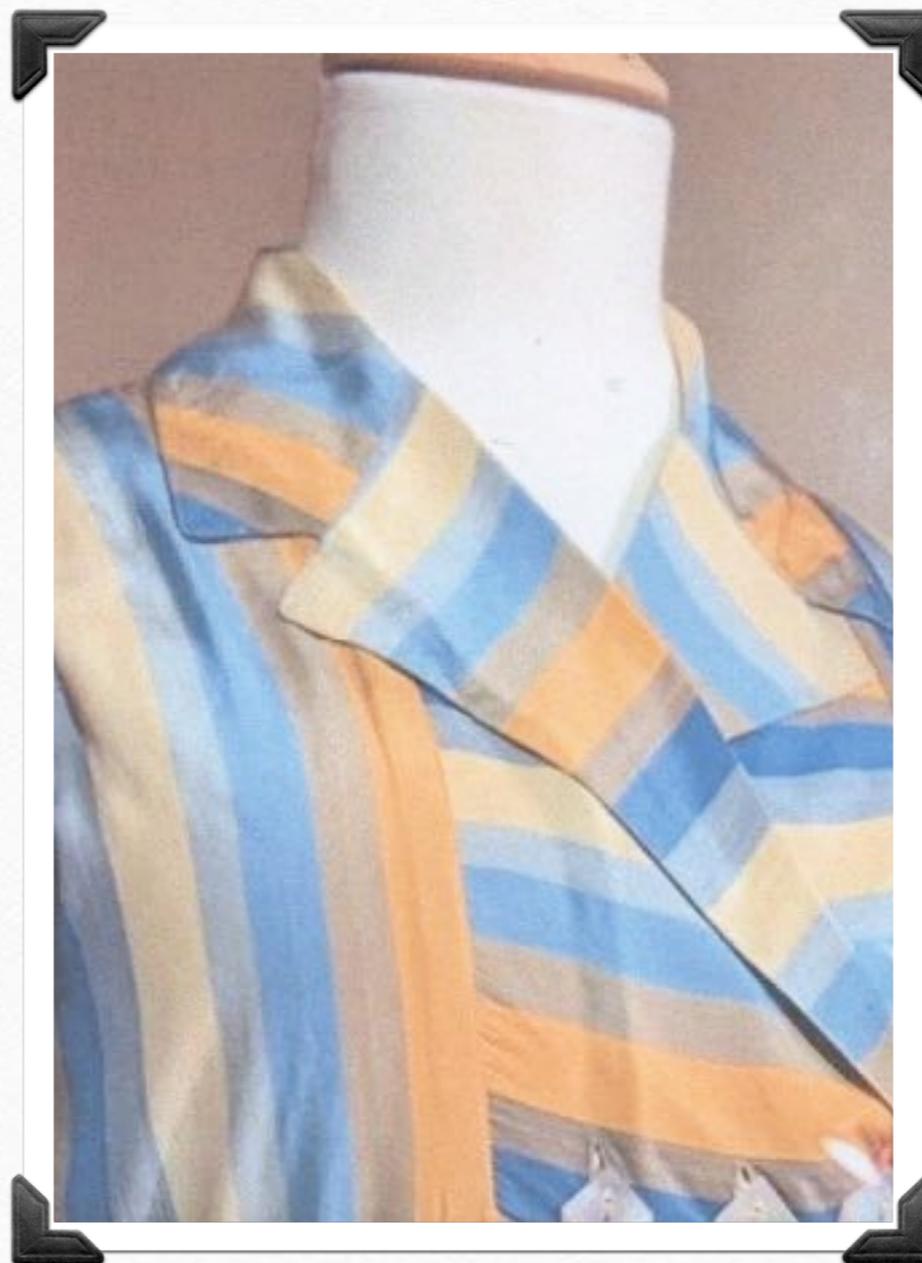
# Research Project

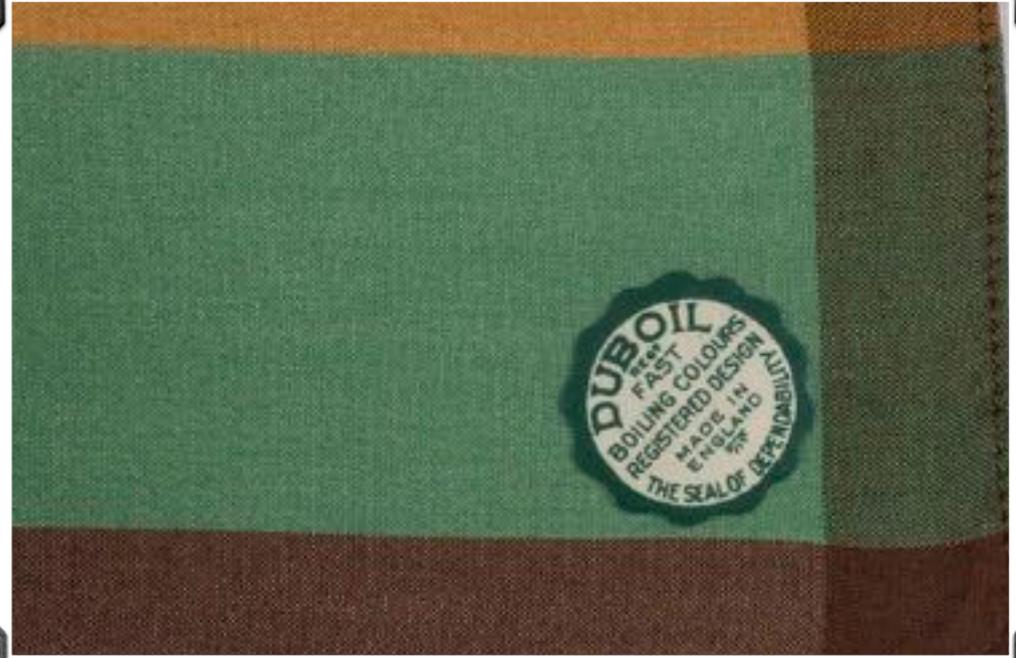
Macclesfield Museums Silk Heritage Trust has been awarded £4,800 for their project Shining a Light on the Macclesfield Stripe – A Unique Macclesfield Textile Story. The project will revive the hidden history of the Macclesfield silk industry between the wars, showing the craze for iconic patterns and bright stylish colours known as the 'Macclesfield Stripe'.

The collection which consists of pattern books, dresses, blouses, skirts, textile samples, scarves and handkerchiefs will involve a review of the collection, conservation of artefacts and improvements to storage. The Textile Society funding will also help create digitisation of the collection and a new visual display for visiting groups. It will also include the launch of an online Macclesfield Stripe exhibition to illustrate this hidden collection.

The judges were particularly interested in the new research that is an important aspect of this project – the links with specific manufacturers, the weavers who hand made these textiles, and the people who used them. On completion of the project, Macclesfield Museums Silk Heritage Trust will share their work with Textile Society members through a series of online talks.

Textile Society  
21 December 2020





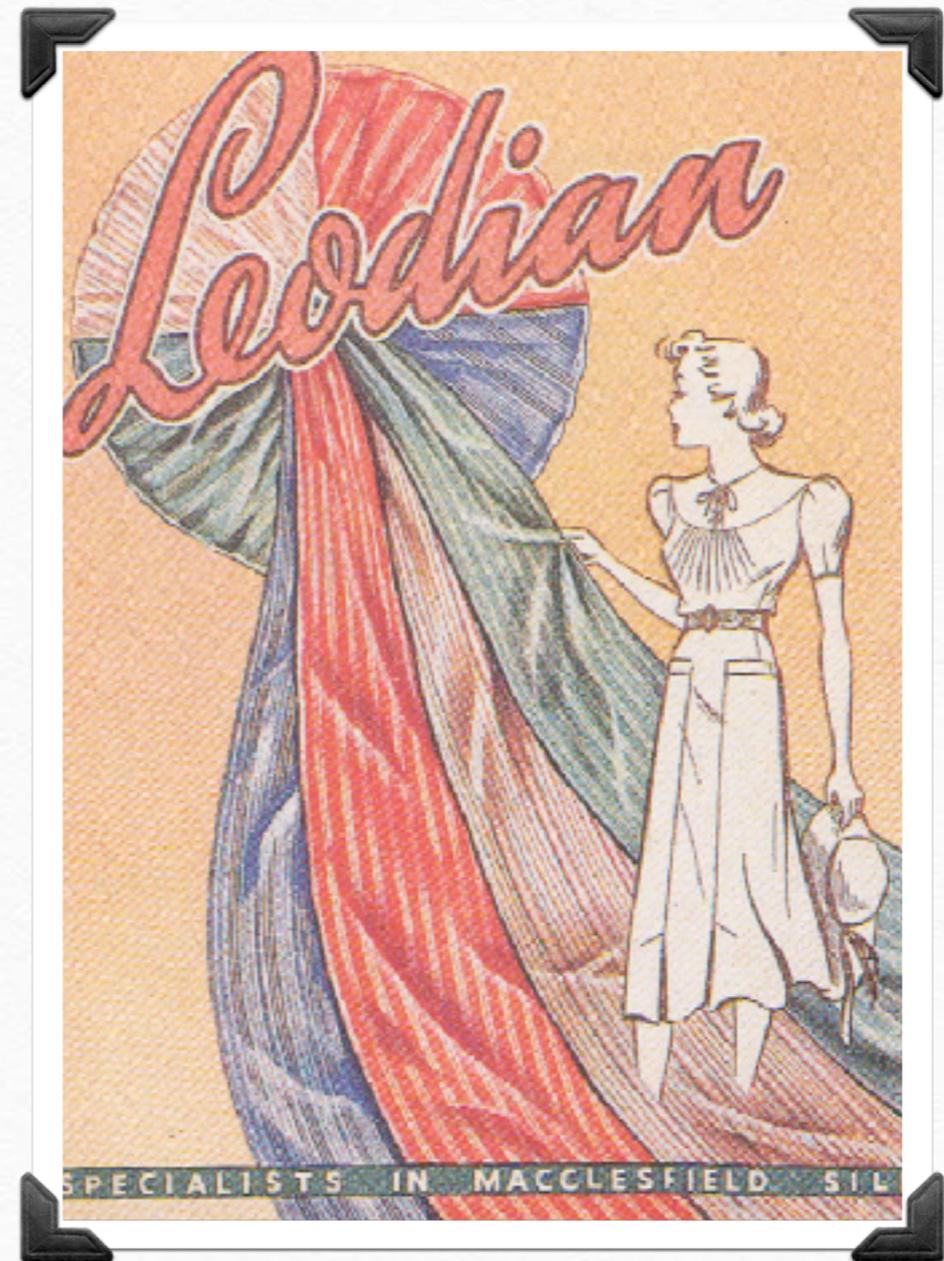
# The Fabric

It was a plain weave crepe with a spun silk warp and a thrown cape weft. It draped well, was crease resistant, durable, washable to boiling. The stripe was set in the warp and weft was often one colour, this made it comparatively cheap to produce.

The stripe was introduced by the firm of David Whitfield in about 1916 when it registered the trade marks Maccleboil and Crepolis (Collins, 2000).

By the 1930s Macclesfield was described as “being covered in stripes” with at least nine firms producing The Stripe and registering trademarks.

Major retailers had their own collections and dressmakers were ordering the fabric. Now in 2021 the research project set out to study the firms involved in the craze.



# A New Fashion

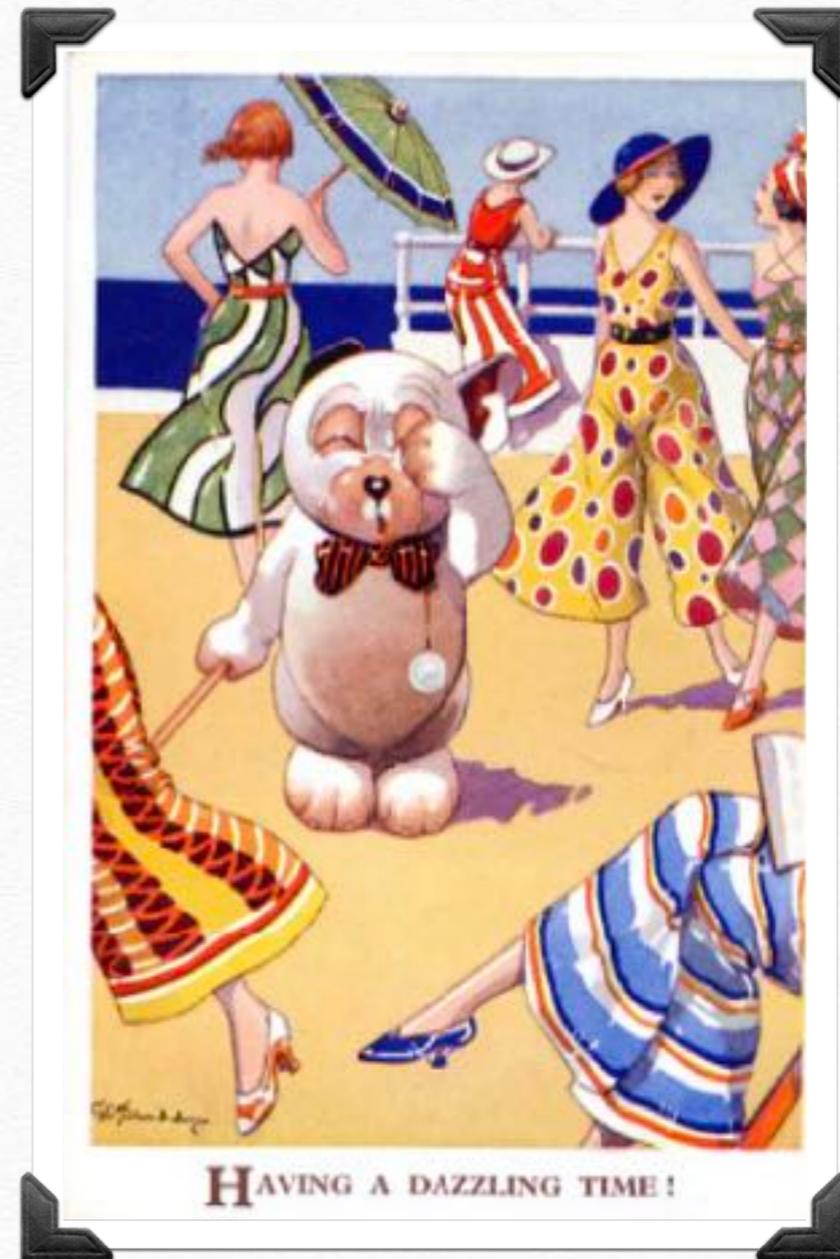
George Studdy - the creator of Bonzo also captures the Macclesfield Stripe fad a century ago in several postcards and cartoons.

Can we create a new fashion in the Macclesfield Stripe? When the Museum launched the news of the research award the response was immediate with a number of potential licensees coming forward wanting use these bold patterns.

The collection that follows, has been put together in response to those inquiries and for us to showcase the Stripe at Spring Fair @ Home 8-11 February 2021.

Take a look through and then for more information on licensing please contact

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# Patterns & Designs

## Samples



With a Satin Stripe.

A new washing silk shirting is used for this neat short-sleeved style with pointed yoke at back and short revers. In ivory/red, ivory/blue and ivory/navy.

Sizes 13-14½ .. **39/6**

*Suit as Approval*

# Greens







# Blues

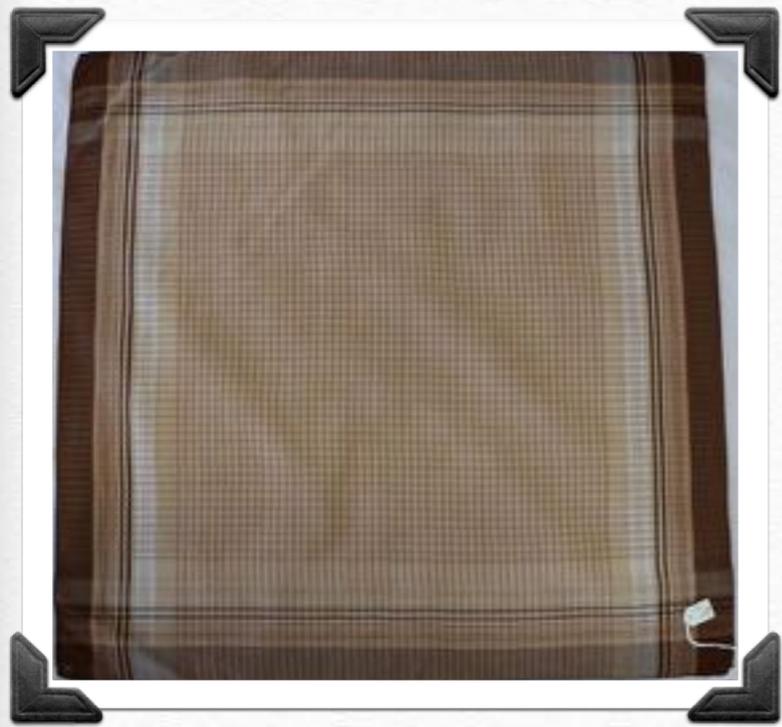


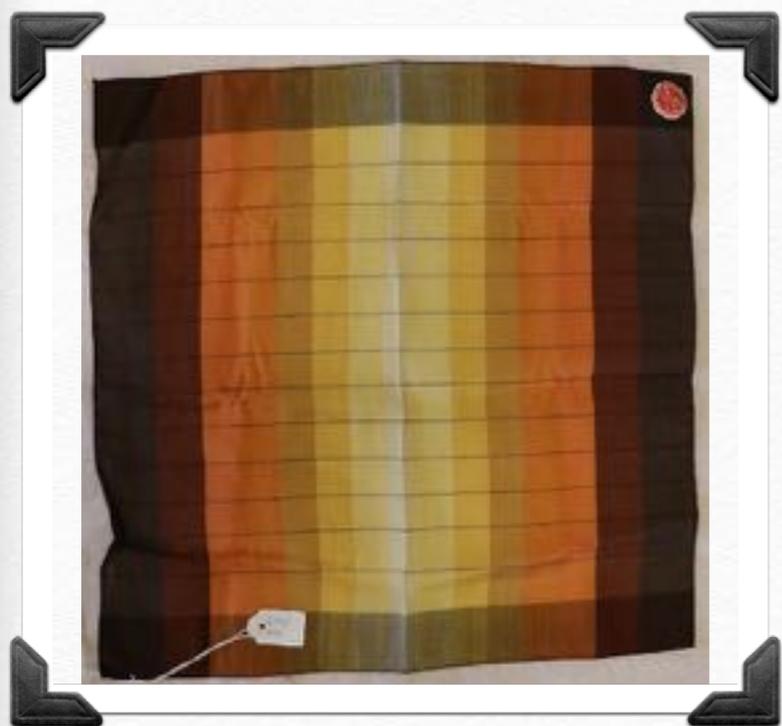




# Browns







# Reds



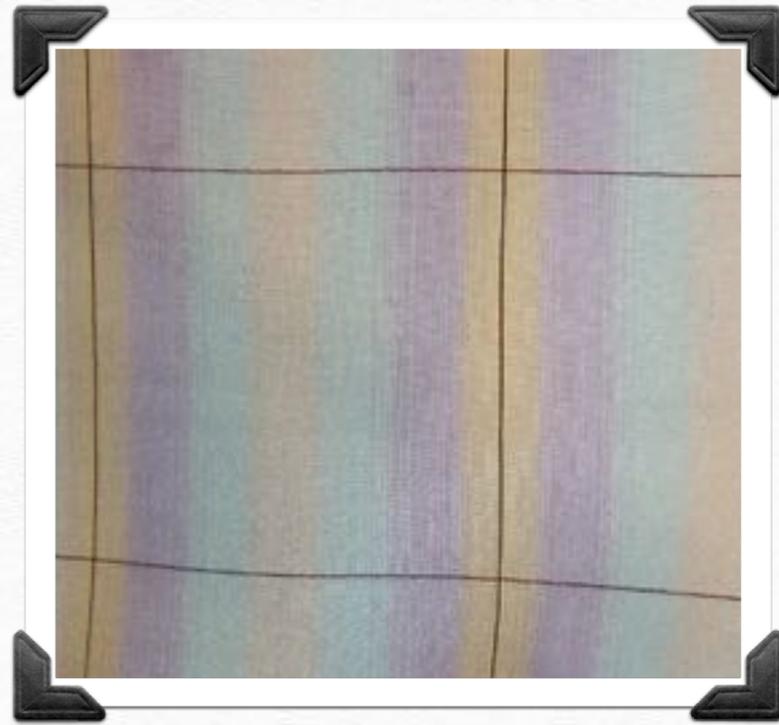




Multi-Coloured







# Further Information

If you are interested in creating a Macclesfield Stripe Collection of products or using individual stripes please do contact us.

This collection has been put together in response to those inquiries and to us showcasing the Stripe at Spring Fair @ Home 8-11 February 2021.

The collection is being fully digitised. We will develop range of visuals to show how the Stripe designs could be used a wide range of other products, to suit today's lifestyle.

For more information on licensing  
The Macclesfield Stripe  
please contact

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INCREASING DEMAND  
"Maccleboil" Pure Silk  
Handkerchiefs and Scarves  
are an essential accessory to  
the smart woman's toilet.  
They add the final touch of  
colourful chic to the season's  
smartest frocks and costumes.  
All the vivid colours woven  
into the rich pure silk are  
guaranteed fast boiling.

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AND SCARVES

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MACCLESFIELD  
BRITISH MADE

PURE SILK  
HANDKERCHIEFS  
AND SCARVES  
MACCLESFIELD  
DAVID WHITFIELD & CO. LTD.

PAGE THIRTY

Peter Robinson catalogue 1933

The advertisement is a rectangular page with a decorative border. It features a woman in a dress holding a handkerchief in the upper left, and a woman's profile holding a scarf in the lower right. The text is arranged in a formal, typographic layout, with the brand name 'MACCLEBOIL' in large, bold letters. A circular logo at the bottom left contains the text 'PURE SILK HANDKERCHIEFS AND SCARVES MACCLESFIELD DAVID WHITFIELD & CO. LTD.' The page is numbered 'PAGE THIRTY' at the bottom left and is identified as 'Peter Robinson catalogue 1933' at the bottom right.

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