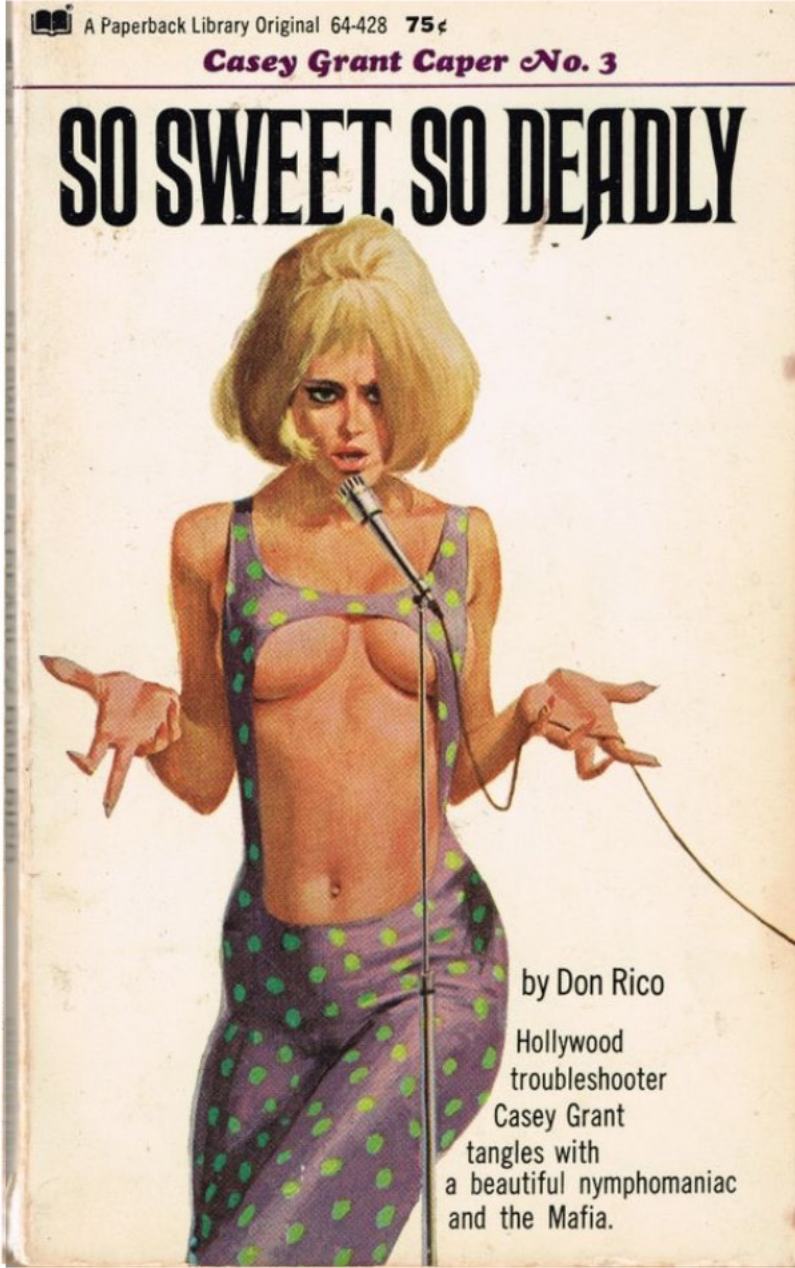
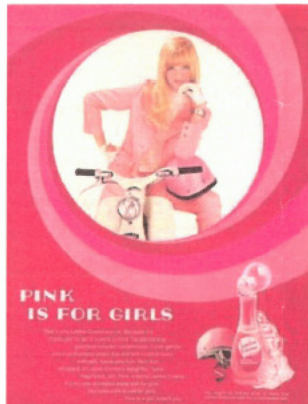
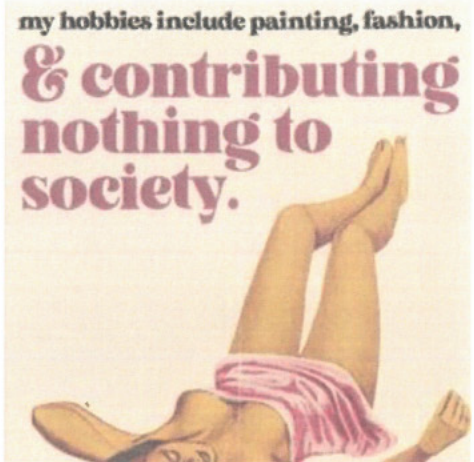


*India Callow*  
Blonde: Chlorosis and Synthetic Elegance

An examination of feminine delicateness and society's sexualisation of female fragility. A comment on the dichotomy of daintiness and harsh restriction/ discomfortability, and its relevance to the restrains society has imposed on blonde women, from the 20's to present day.







India Callow  
Blonde: Chlorosis and Synthetic Elegance



320930  
BHG  
111  
111



-watermark will NOT appear on your photo-

**Nonsense!**  
her figure  
is lovely - but  
she can't have "line"  
till she wears Kestos

If intuition doesn't tell you to wear Kestos, then say goodbye to intuition.  
Look at the reason for Kestos. Its unique cut gives uplift . . . control. Alone among brassières it ensures the high breastline that fashion demands . . . and guards against physical and mental strain.  
It is designed for day or evening wear. Above all - it flatters. Flatters you - flatters your clothes. Gives you the delightful knowledge that you have "line."

For everyday wear, most women choose the standard full-coverage Kestos as \$11.  
For evening wear, just adjust the straps. Or choose, perhaps, a Kestos Silhouette Brassière as \$11.  
The gift of some new Kestos also calls for a special Kestos to match - dress \$6. Also \$11.

Write for illustrated leaflet to  
KESTOS LTD  
Madison House  
Regent Street W1  
(Wholesale only)

**KESTOS**  
The brassière that gives you LINE

WITH SINCEREST WISHES  
FOR A  
GOOD OLD XMAS  
BUST.

India Callow  
Blonde: Chlorosis and Synthetic Elegance



1



2



3



N° 53 — BARD (Roue).  
(Photo Hamon).

4



5



6



look 7:



to top of side piece and strap



pulling too much  
→ add 2cm to each strap.

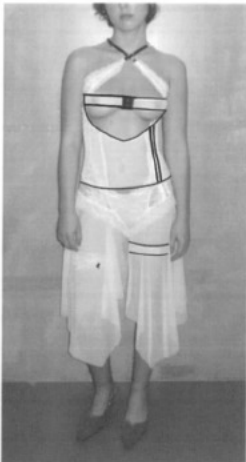


India Callow  
Blonde: Chlorosis and Synthetic Elegance



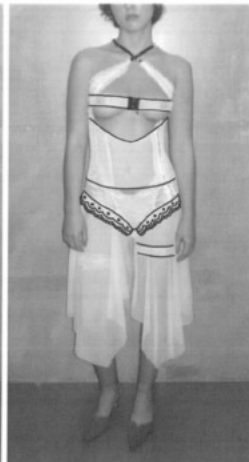


1



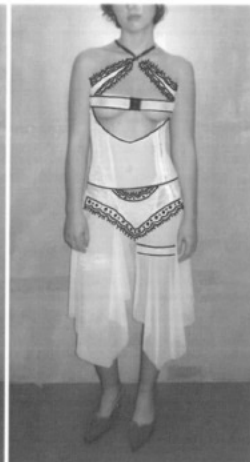
- all elastic / bra clasp
- one garter

2



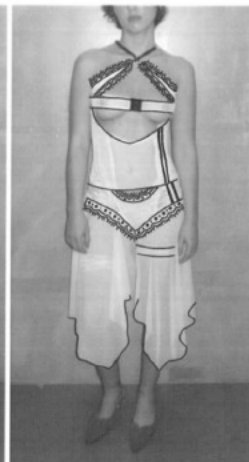
- all elastic / bra clasp
- one garter
- lace of knicker

3



- all elastic / bra clasp
- one garter
- all lace trimming of body suit

4



- all as 3 and baby locked short edges

5



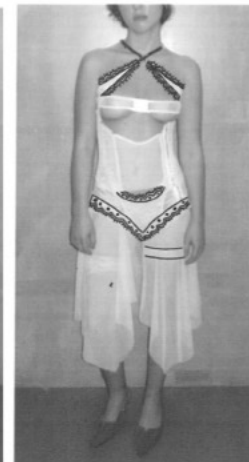
- all elastic / bra clasp
- lace of knickers
- baby locked short edges

6



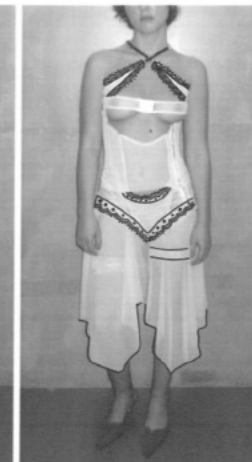
- all as 5
- hook and eyes

7



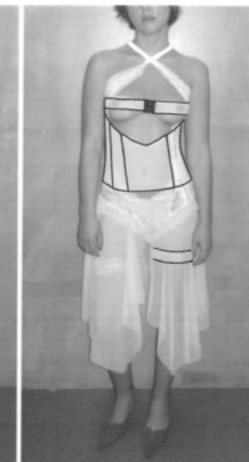
- all lace trimming of body suit
- garter

8



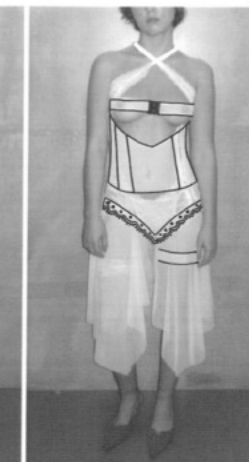
- same as 7
- baby locked short edges

9

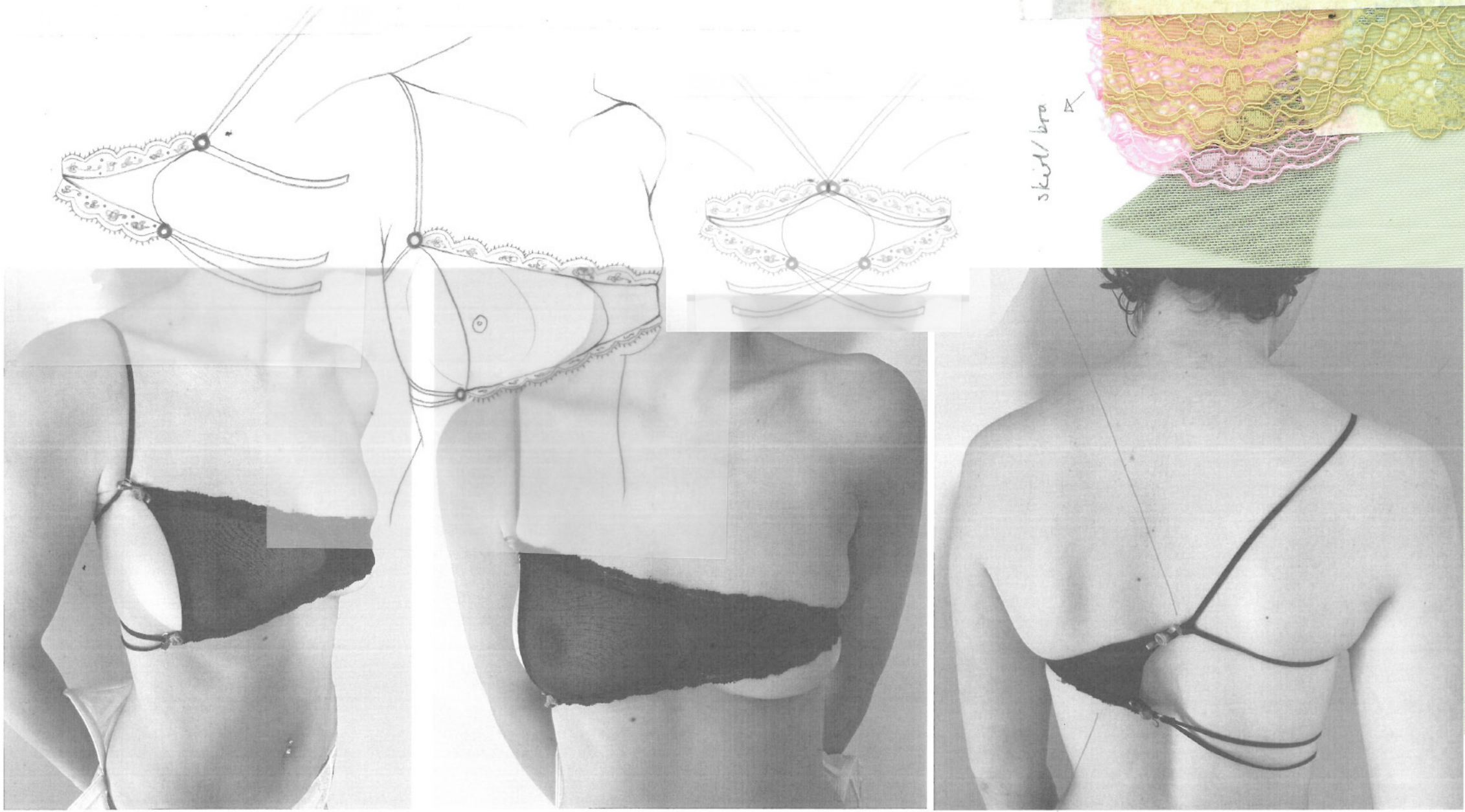


- all elastic and boning in corset
- garter

10



- same as 9
- lace trimming of knickers

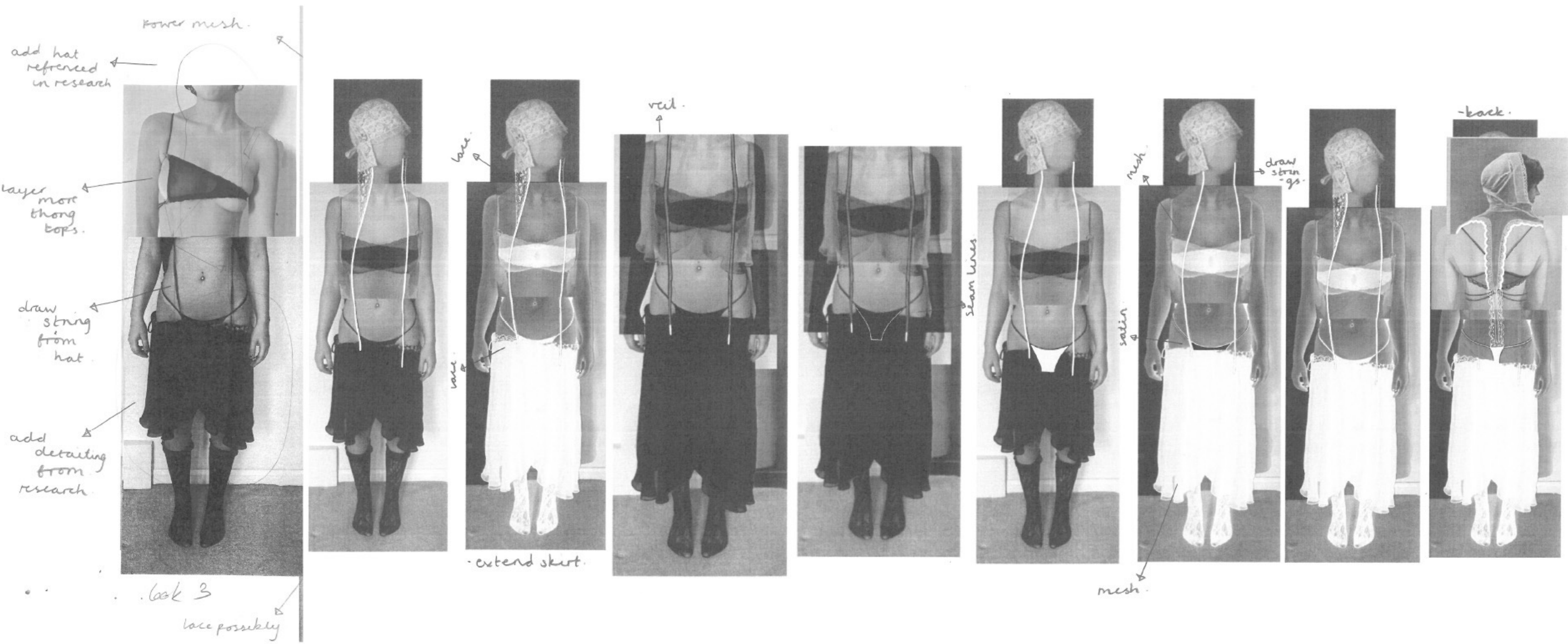


skirt/bra

possibly add thicker  
lace trim

India Callow  
Blonde: Chlorosis and Synthetic Elegance



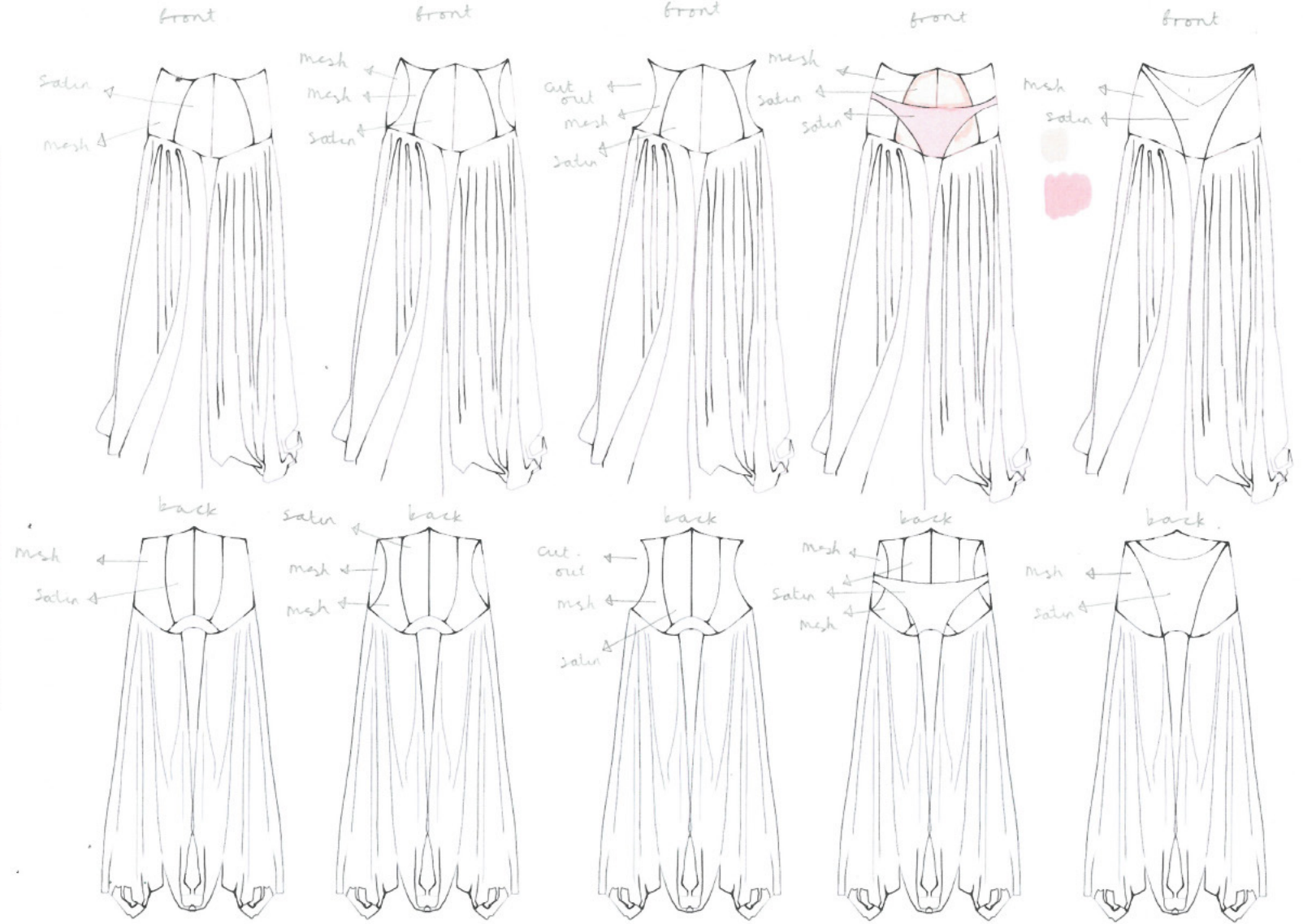
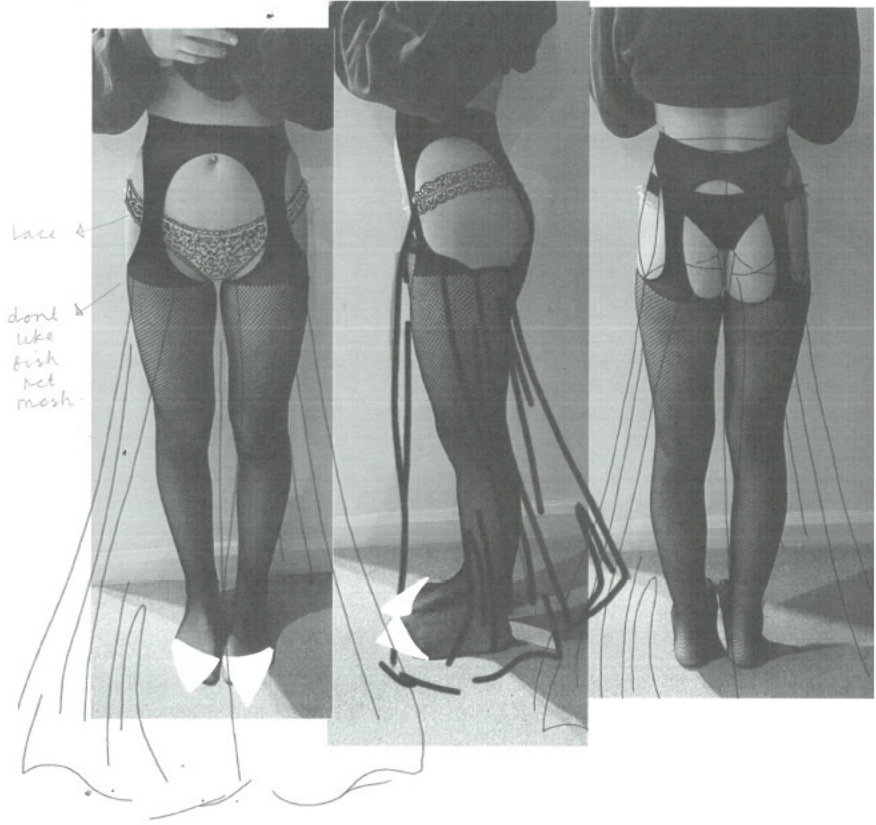


*India Callow*  
 Blonde: Chlorosis and Synthetic Elegance



*India Callow*  
Blonde: Chlorosis and Synthetic Elegance

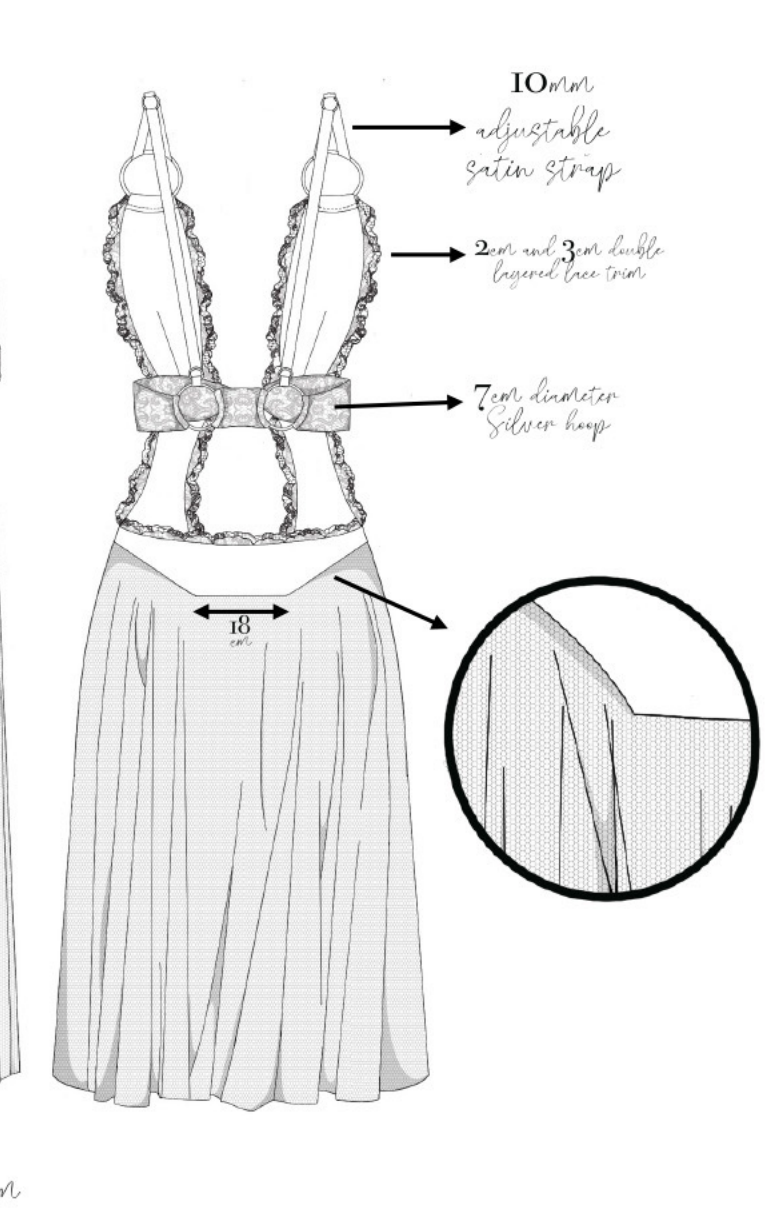
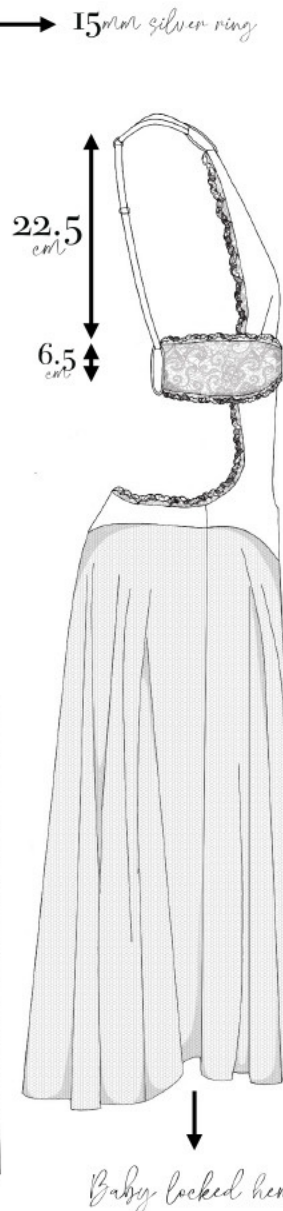
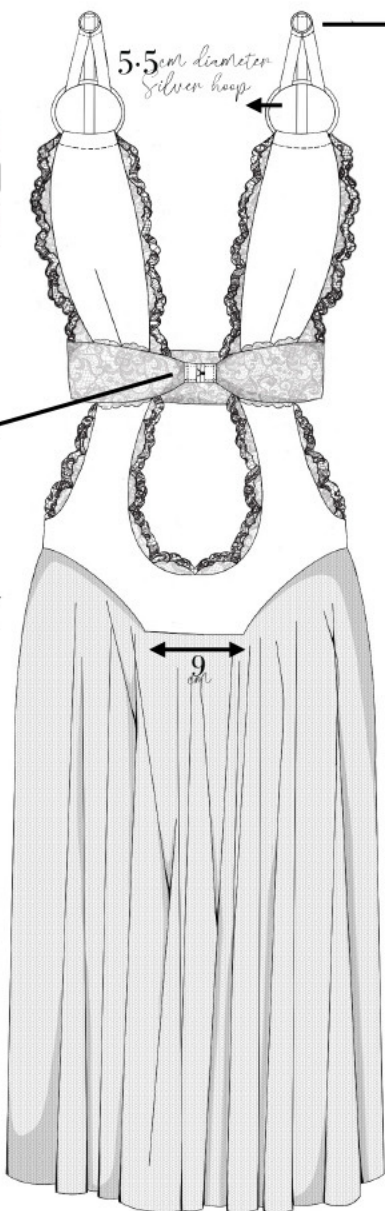
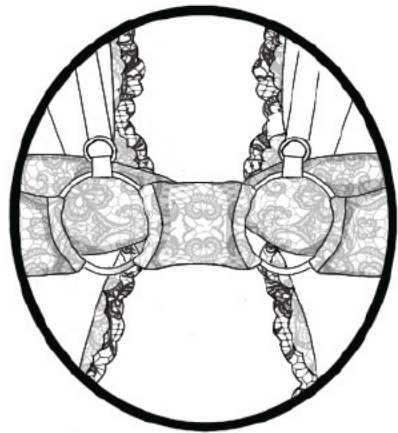




India Callow  
Blonde: Chlorosis and Synthetic Elegance



*India Callow*  
Blonde: Chlorosis and Synthetic Elegance



Single  
hook & eye  
fastening

5.5 cm diameter  
silver hoop

15 mm silver ring

10 mm  
adjustable  
satin straps

2 cm and 3 cm double  
layered lace trim

7 cm diameter  
silver hoop

18  
cm

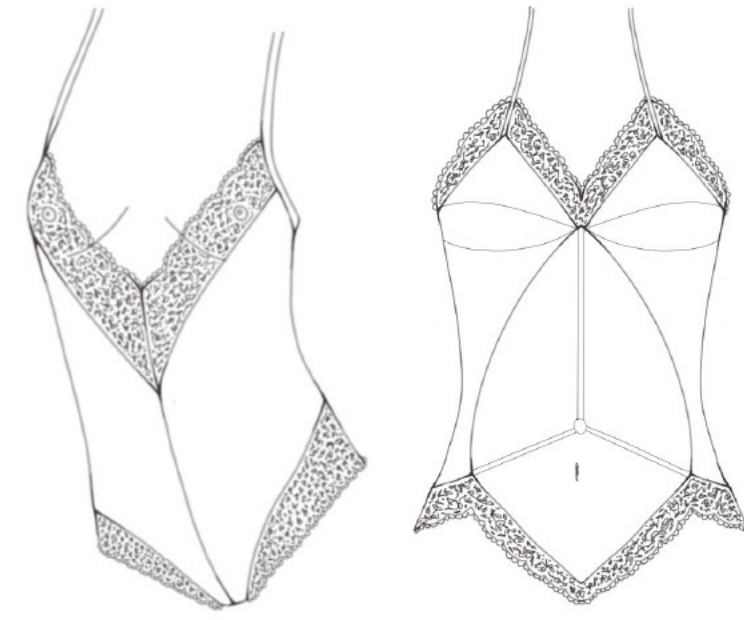
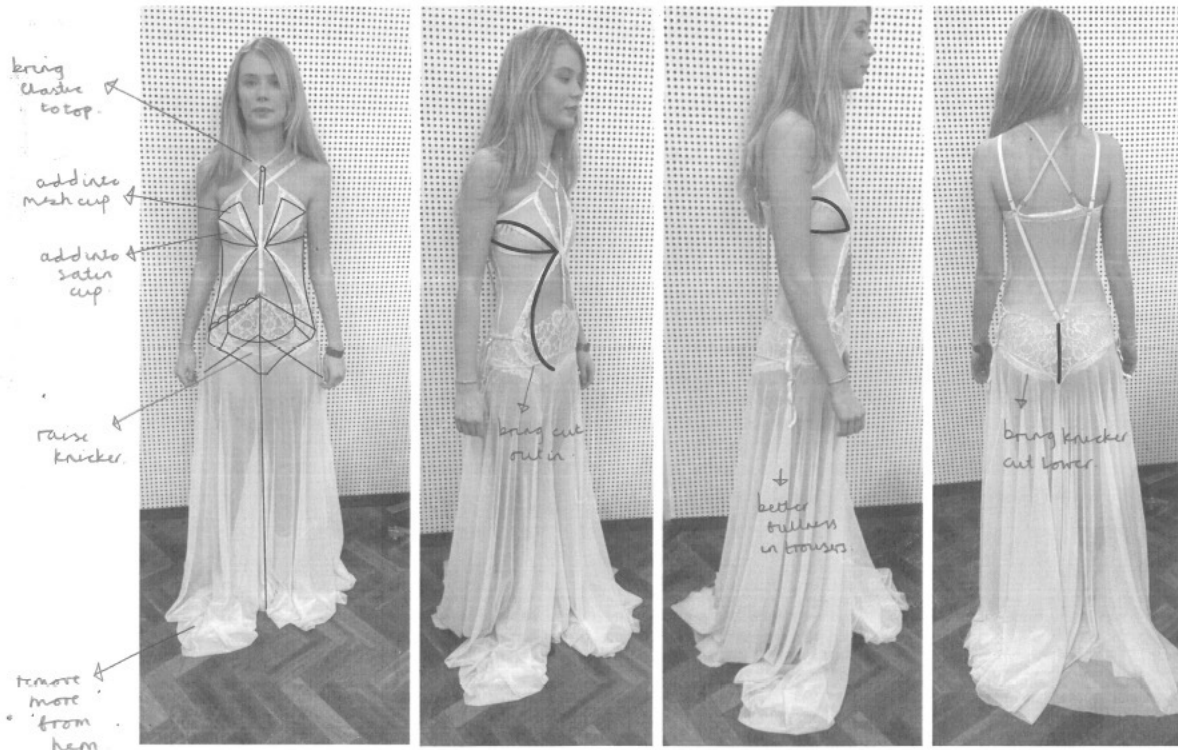
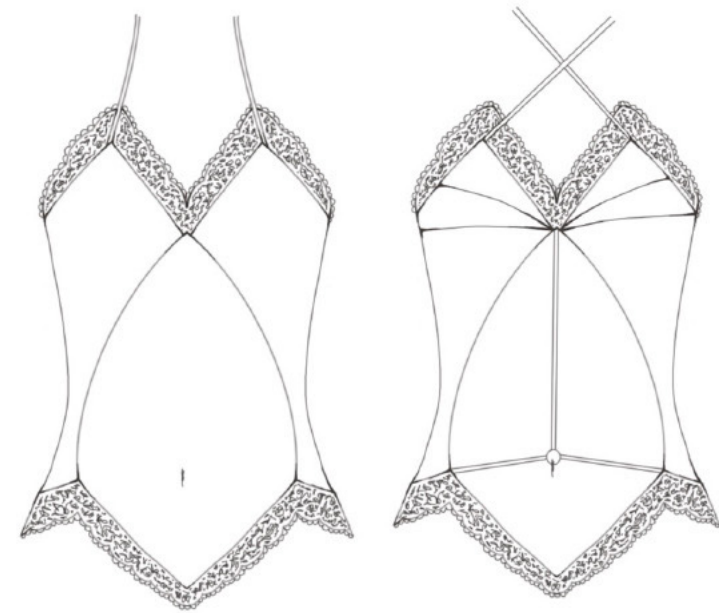
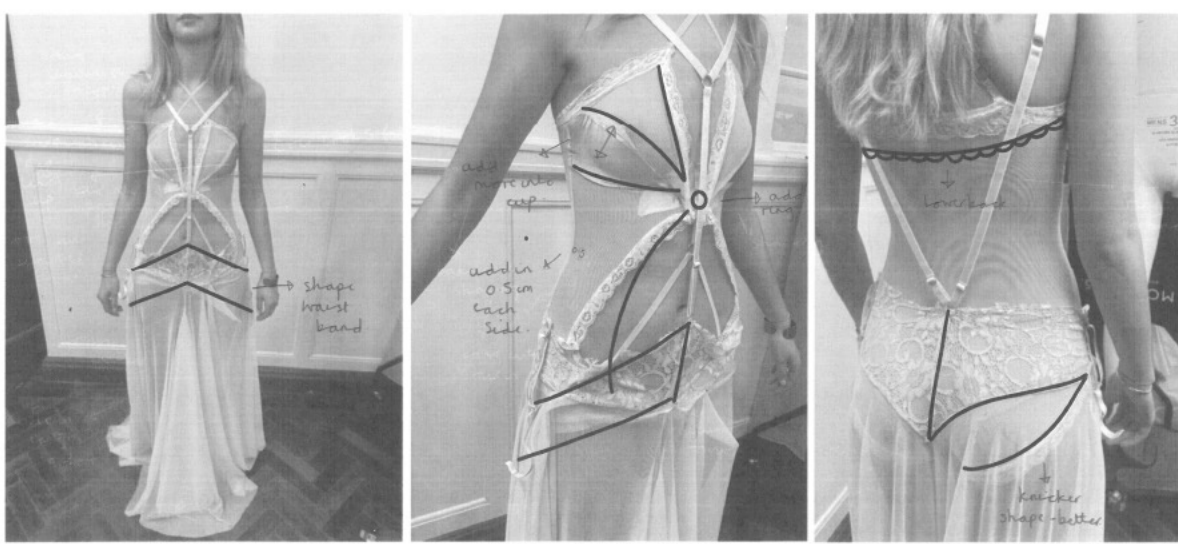
9  
cm

22.5  
cm

6.5  
cm

Baby locked hem





India Callow  
Blonde: Chlorosis and Synthetic Elegance



Look 1: Sereni; Vestal



Look 2: Pollyanna; Menial



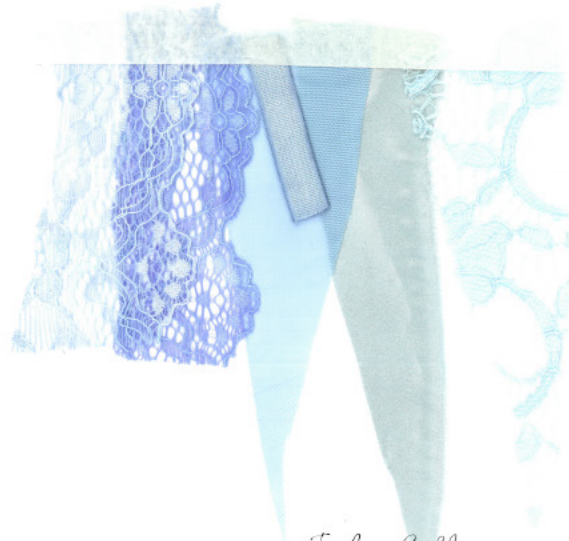
Look 3: Lucy; Atonement



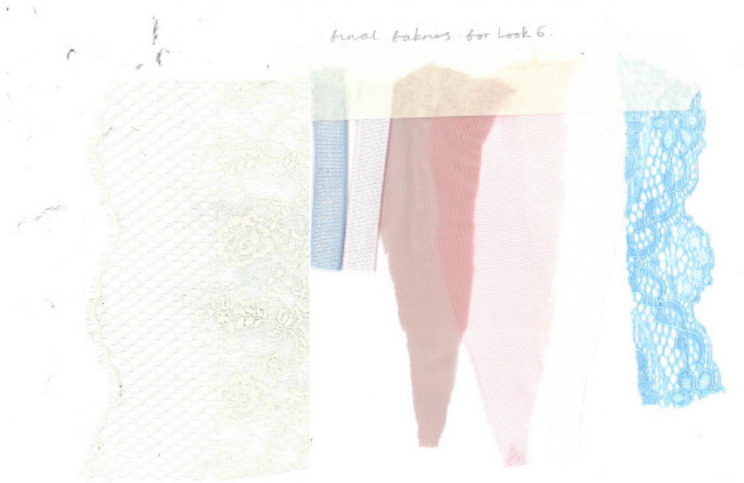
Look 4: Maya; Ignominy



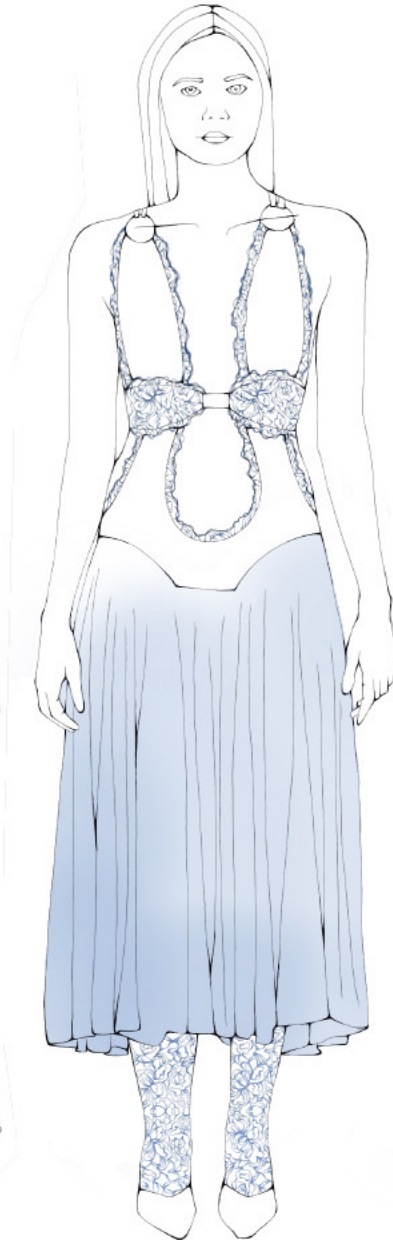
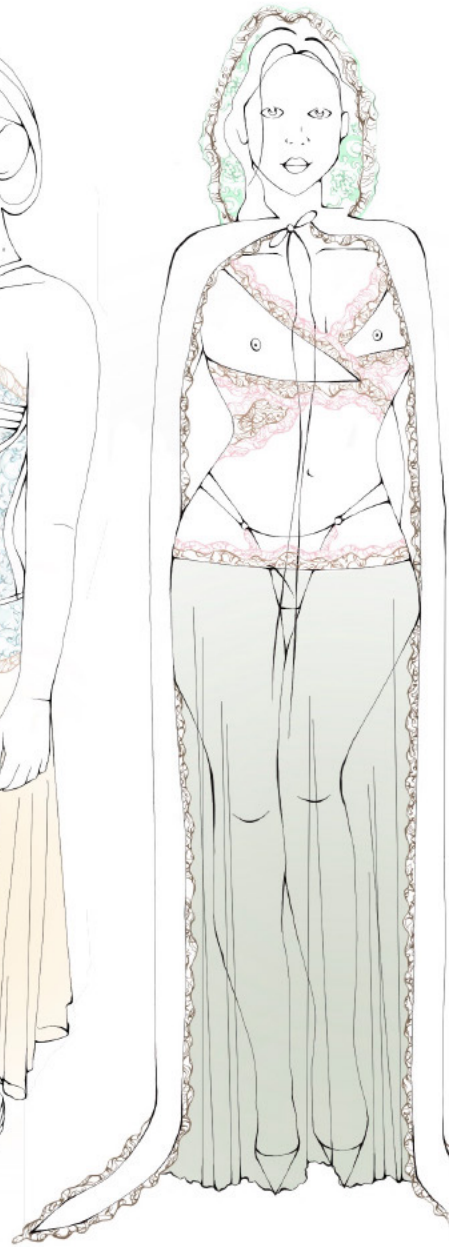
Look 5: Evie Christabell; Bawd



Look 6: Luce; Beldam



*India Callow*  
Blonde: Chlorosis and Synthetic Elegance





*India Galloway*  
Blonde: Chlorosis and Synthetic Elegance



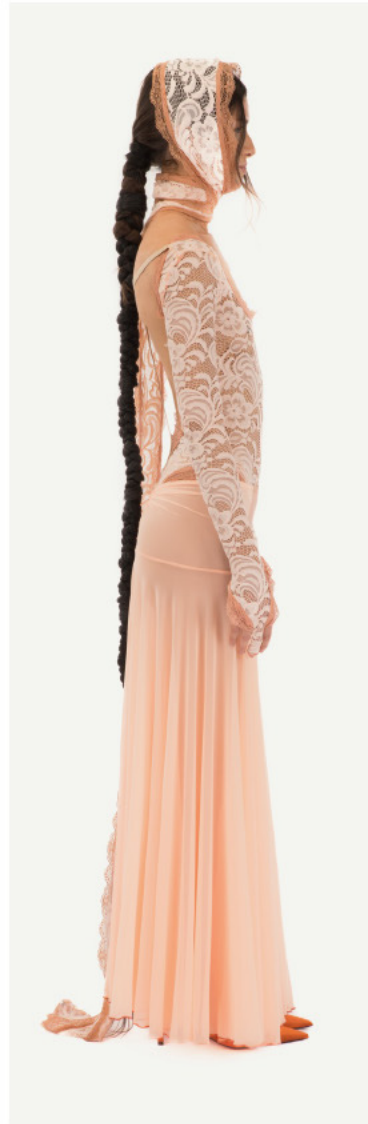
*Seren: Vestal*



*Pollyanna: Menial*



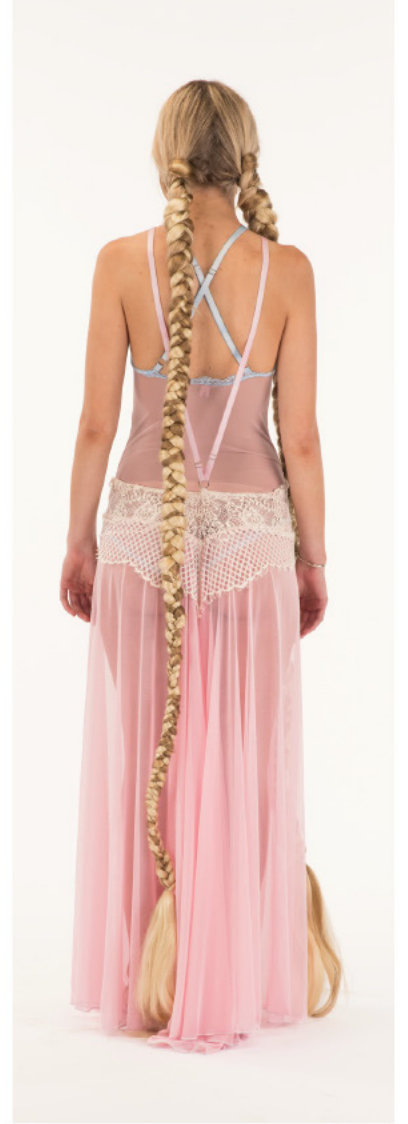
*Lucy: Atonement*



*Magni: Ignominy*



*Eric Christabel: Bawd*



*Luce: Beldam*