



City of Westminster

# Cabinet Member Report

<b>Decision Maker:</b>	Cabinet Member for Sports, Culture & Community
<b>Date:</b>	16 August 2019
<b>Classification:</b>	For general release
<b>Title:</b>	<b>Commemorative Green Plaque for the Lady Jane boutique at 29 Carnaby Street, W1F 7DH</b>
<b>Wards Affected:</b>	West End
<b>Key Decision:</b>	No
<b>Financial Summary:</b>	The Green Plaque Scheme is funded by sponsorship, which has been secured for this plaque
<b>Report of:</b>	Richie Gibson, Head of City Promotions, Events and Filming

## 1. Executive summary

- 1.1 Carnaby Street was revitalised in the 1960s by a new wave of fashion boutiques.
- 1.2 The post war baby-boomers had come of age and with the end of National Service in 1960 and a post-war economic recovery, they had more freedom and disposable income than their parents. The Carnaby Street shops made sure their designs were always up to date, and followed the trends, which, as far as their young male customers were concerned, were changing on an almost weekly basis. The sixties youth, tired of wearing clothes their fathers and grandfathers might have liked, wanted something new, daring, colourful and different - the 'Mod' look.
- 1.3 The street was exclusively menswear until the arrival of Lady Jane in April 1966, the first ladies fashion shop on Carnaby Street. Lady Jane brought miniskirts, culottes and go-go boots to modern women creating the iconic look of the era. The boutique was opened by Henry Moss and his financial partner Harry Fox on the site of a former dairy.

1.4 A Green Plaque to mark the site of the former boutique has been nominated by Danny Ben-Moshe, son of original co-owner, Harry Moss.

## **2. Recommendations**

2.1 That the nomination for commemorative Green Plaque to mark the site of Carnaby Street's first women's fashion store, Lady Jane at 29 Carnaby Street, W1F 7DH be approved subject to Listed Building consent.

## **3. Reasons for decision**

3.1 While Harry Fox has passed away, Henry Moss is now in his eighties, and it is appropriate that those that made Carnaby Street and 'Swinging London' famous throughout the world are acknowledged for their part in Westminster's social history and celebrated as the last of the 1960's generation who gave the street its global reputation.

## **4. Policy context**

4.1 The Green Plaque scheme aims to highlight and improve awareness of Westminster's diverse cultural heritage and social history, provide information for visitors and to create a sense of pride in neighbourhoods.

## **5. Background**

### **5.1 Harry Fox and Henry Moss**

5.1.1 Harry Fox and Henry Moss both had small clothing factories and after meeting on a cruise, decided to launch a clothing store for women on Carnaby Street. They could see no reason why Carnaby Street shouldn't equally be a magnet for girls and young women's fashions as well as for trendy young men.

5.1.2 Like many other Carnaby Street retailers, Harry Fox expanded the original concept by opening more shops including Lady Jane Again, Lady Jane's Birdcage and menswear shop, Mr Harry. Henry Moss opened The London Mob, Sweet Fanny Adams, Pussy Galore and Henry Moss of London.

5.1.3 In his role as President of the Carnaby Street Trading Association, Harry Fox was the driving force behind the street's first sign declaring 'Carnaby Street Welcomes the World'.

### **5.2 Masterminding publicity**

5.2.1 Carnaby Street in the 1960s was more than a fashion street. It was the location where shop proprietors engaged in publicity stunts to catch public attention. The Lady Jane boutique was no exception. Fox and Moss were showmen and marketing whiz kids who succeeded in attracting more people and publicity than any other business, making Lady Jane the iconic boutique of its time.

- 5.2.2 On 11<sup>th</sup> May 1966, two models stepped into the small window display and began changing into the clothes sold by the boutique. Within half an hour, crowds had gathered at the shop window and soon the street was impassable to traffic. The police were called but struggled to clear the thoroughfare as spectator numbers increased, clamouring for a glimpse of the live mannequins. The stunt was so successful that it continued for three days and made national headlines. As a result, Harry Moss was arrested and tried at Great Marlborough Street Court for obstructing the highway and fined £2 with 20 guineas costs.
- 5.2.3 In 1967 both Moss and Fox, who were against the pedestrianisation of the street, stood as Independent Carnaby Street candidates for the Cities of London and Westminster, in a parliamentary by-election. They lost their deposits, but it attracted even more customers including celebrities of the day Jayne Mansfield, Mia Farrow, Martha Reeves and the Vandellas and Joan Collins.
- 5.2.4 Lady Jane had a reputation for being a little shocking. When the see-through clothing craze started in the late 1960s, the shop retained the services of artist Audrey Watson to paint the missing underwear on its female customers.

## **6. Financial implications**

- 6.1 The cost of production, installation and administration will be covered by the sponsor, Danny Ben-Moshe, son of the surviving owner Harry Moss. There is no cost to Westminster City Council.
- 6.2 Landowners, Shaftesbury, have given permission for the plaque to be installed and will organise the unveiling ceremony.

## **7. Legal implications**

- 7.1 The property at 29 Carnaby Street is a Grade II listed building of 1820. A Listed Building Consent application relating to the proposed installation of the plaque has been submitted.

## **8. Consultation**

- 8.1 Shaftesbury support the nomination and ward members have been informed with no objections raised.

If you have any queries about this report or wish to inspect any of the background papers please contact Claire Appleby  
Telephone: 020 7641 3388 - Email: [cappleby@westminster.gov.uk](mailto:cappleby@westminster.gov.uk)

## **APPENDICES**

### **Appendix 1**

Location plan of 29 Carnaby Street, W1 at 1:1250 scale

### **Appendix 2**

Photo Montage showing the proposed location of the Lady Jane Green Plaque on front elevation of 29 Carnaby Street.

### **Appendix 3**

Wording and layout of the proposed Green Plaque.

For completion by the **Cabinet Member for Sports, Culture & Community**

**Declaration of Interest**

I have <no interest to declare / to declare an interest> in respect of this report

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

NAME: **Councillor Iain Bott** \_\_\_\_\_

State nature of interest if any .....

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*(N.B: If you have an interest you should seek advice as to whether it is appropriate to make a decision in relation to this matter)*

For the reasons set out above, I agree the recommendation(s) in the report entitled **Commemorative Green Plaque for the Lady Jane boutique at 29 Carnaby Street, W1F 7DH**

Signed .....

Cabinet Member for Sports, Culture & Community

Date .....

If you have any additional comments which you would want actioned in connection with your decision you should discuss this with the report author and then set out your comment below before the report and this pro-forma is returned to the Secretariat for processing.

Additional comment: .....  
.....  
.....

If you do not wish to approve the recommendations, or wish to make an alternative decision, it is important that you consult the report author, the Head of Legal and Democratic Services, Strategic Director Finance and Performance and, if there are resources implications, the Strategic Director of Resources (or their representatives) so that (1) you can be made aware of any further relevant considerations that you should take into account before making the decision and (2) your reasons for the decision can be properly identified and recorded, as required by law.

Note to Cabinet Member: Your decision will now be published and copied to the Members of the relevant Policy & Scrutiny Committee. If the decision falls within the criteria for call-in, it will not be implemented until five working days have elapsed from publication to allow the Policy and Scrutiny Committee to decide whether it wishes to call the matter in.