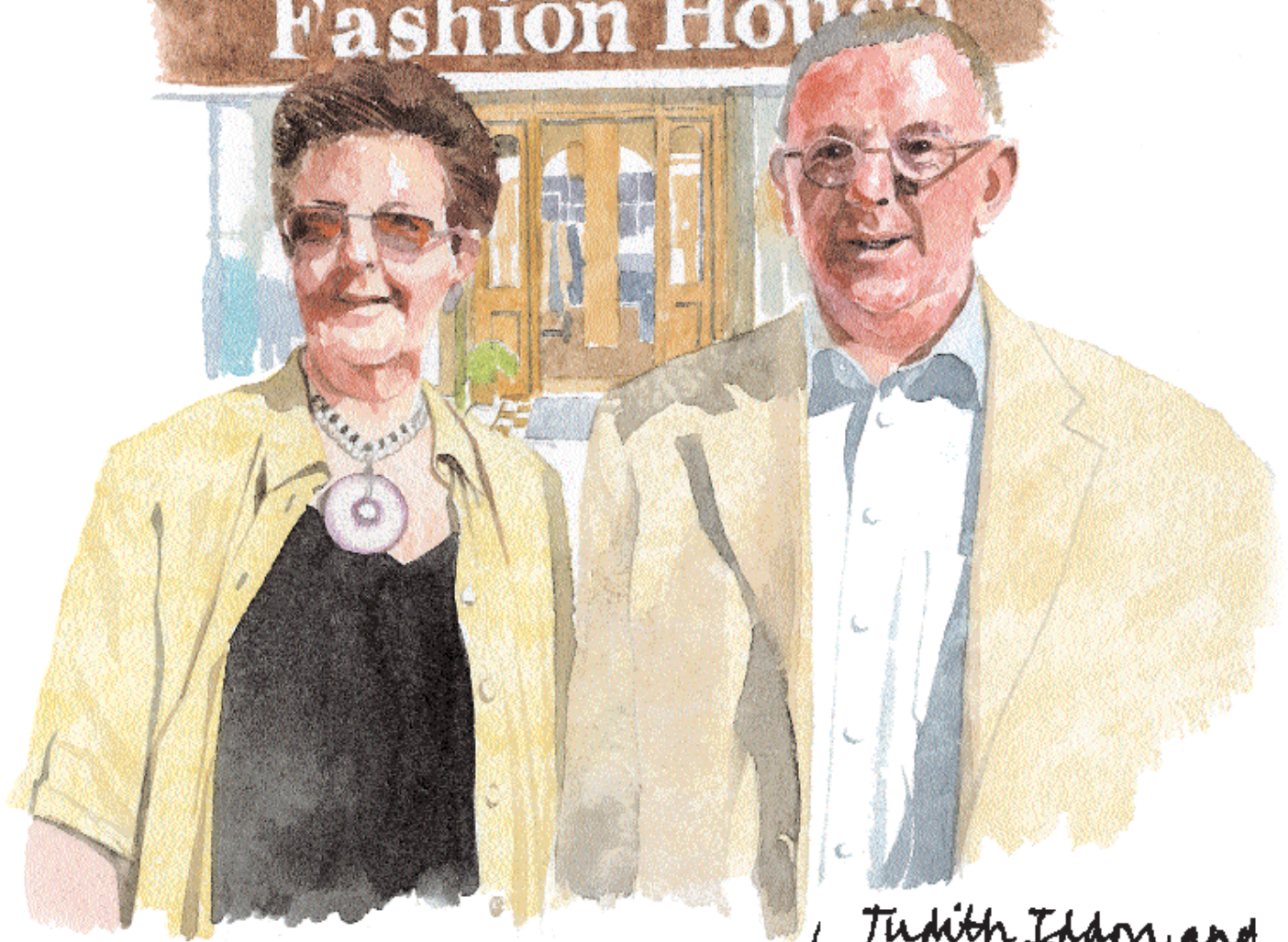


Fashion House



Judith Iddon and Robert Friedman

◀ pork and black pudding and pork and tomato.

Just along the road from Patton's is one of Cumbria's best known women's clothing shops, Fashion House. Any shop that keeps numerous back copies of Cumbria Life is an instant hit with me but frankly when you look at the large board on which are pinned masses of postcards from customers you realise that many other people feel the same.

There are cards from Ontario, Washington, the south of France, Budapest, Jersey, Malta, Spain, California, Scotland and heaps of other locations. Different destinations but the goodwill and the generous sentiments are pretty much the same. One card speaks for them all:

"Judith and Robert. You are stars. The frocks are the answer to all my prayers. Thank you."

Judith Iddon and Robert Friedman are sister and brother, offspring of Magda and Sanyi (Alexander) who left their respective countries in 1939 - Czechoslovakia and Hungary - and met at the International Club in Manchester a short time later.

Sanyi's cousin set up a tannery in Haverigg in 1939/1940 and Sanyi came to work for him, with Magda joining them two or three years later. After the war the couple began to sell Sekers seconds fabrics from their home in Haverigg, expanding that to household textiles, bedding and knitwear when they opened a shop in Millom in the early 1950s.

Over the years the business has gradually

evolved and now Fashion House sells an expansive range of ladies wear - casual clothes, smart clothes, wedding wear, special occasion wear, hats, shoes, jewellery and handbags. Customers come from all over the north of England and further afield and we could see why.

Robert, who's worked here for 25 years, does the buying in cities like Paris, New York, Dusseldorf, Florence, Copenhagen and London while Judith stays in the shop.

"Everyone likes her because she's got time for them all," said Robert.

On its counter Fashion House keeps a large bowl of chocolates for the customers. We were offered some immediately we entered the premises

Naturally the museum pays its own tribute to Norman Nicholson who won the Heinmann Prize for Poetry in 1944 and the Queen's Gold Medal for Poetry in 1977. He was born in Millom in 1914 and apart from a short time spent all his life here, his work influenced by the town, its people and its industry.

es and then when we left the shop Judith ran out after us with a selection of chocolates in her hand.

"Here, take these," she said. "They'll keep you going during the day." That sort of kindness is one reason why Fashion House will never go out of fashion. Life

INFORMATION:

Surees Thai Restaurant: (01229) 775662.

At the moment the restaurant, which serves buffet style food, is open from Tuesday-Friday from 10am-3pm but evening openings are imminent. An evening delivery service and take away operates on Thursday, Friday and Saturday from 5.30-10pm.

Terry Jarvis furniture upholstery and restoration: (01229) 770000

Millom Tourist Information Centre: (01229) 774819.

Pelleyounters: (01229) 772347;

Seascale (019467) 28822;

Ulverston (01229) 582029;

Egremont (01946) 820210.

Patton's butchers: (01229) 772696.

Fashion House: (01229) 772572.