



# The Post-War Years: Contemporary Styles

The wartime restrictions placed on the home market were not lifted until 1953. Nevertheless, Shelley products were well represented at the 1946 'Britain Can Make It' and the 1951 'Festival of Britain' exhibitions. These exhibitions inspired the development of designs to reflect a new age, including the hand-decorated Sgraffito range.

Significant items were made for the showrooms to demonstrate the skills of the workforce, including the hand-painted vase with gold leaves and the pink lustre bowl exhibited here.

The company continued to place emphasis on its export market. Stirling was the first post-war contemporary cup shape designed by Eric Slater and was available in the full range of table ware to suit the United States market. Stylised patterns such as Naples and Fiord appeared. The final cup shape introduced by Shelley was Avon in 1964. It seemed poised to launch a new Shelley style era but events were to overtake the company.