

26, Curzon Street,

W.1.

Grosvenor 1076.

Dear Miss Field

Please come and see these hats. They are absolutely enchanting - and there is something new in accessories, too, that is quite sensationally lovely.

You will find news in line, materials and colour; there is a wide choice of first-class photographs.

The Collection goes off to the States directly after the show - to provide proof that London can compete with Paris in making chic and beautiful hats. Later, these hats will be on sale at the best shops throughout this country and in Australia.

cfu-s.

I hope to have the pleasure of seeing you on Wednesday, November 5. Subsequently, press enquiries should be addressed to Miss Jolly at Otto Lucas Ltd., Mayfair 4442.

27/91 New Bond St. Yours sincerely,

~~Ed. Bagshaw~~

Mr. Lucas
Miss Jolly.

Vere French

(Mrs) Vere French.

confirming our telephone conversation - VF.

Camerman?

CORONATION COLLECTION OF HATS

by OTTO LUCAS

Spring 1953

In this Coronation Collection, which goes to the States next week, Otto Lucas has been inspired by tradition which he has brilliantly translated into hats which have everything in the world to do with fashion, no truck at all with fancy dress.

He takes the traditional shape of the peeress's coronet, and transforms it into a witty, gay and above all chic little straight-on-the-head piece of flattery.

He takes an Elizabethan man's 'bonnet as inspiration for a folded straw cloche a hat of Anne Boleyn's is a faint echo caught by a tiny velvet "gable". Ducal strawberry leaves appear in straw, curving back from the face in a manner totally 1953. See them, too, in cut velvet, appliqued on the under side of huge brims, sole decoration of classically simple Bretons.

Sensationally new straws are used, involving entirely fresh techniques in weaving. Irridescent "Coronation Straw", shimmering in gold, silver and copper shades to give a tremendous richness to simple shapes. Metallic straws, actually woven from metal, yet light as a moth's wing. Jewelled pedal straws, glowing with the fire of the Crown Jewels. Anthracite straw, sootily black yet shot with a gleam that makes it vibrant as a colour -- these, with velvets and satins, are the materials used.

Brilliant jewel embroideries, rich and imaginative, demonstrate a standard of workmanship unequalled anywhere else in the world. Flowers, when used, are an integral part of the hat rather than a trimming. (Note particularly the recurrence of Queen Alexandra's favourite parma violets). Veils, worn wimple-wise, bring a hint of Plantaganet beauties. Little cushions of white angora recall the base of a coronet, certainly, but also provide a wicked flattery.

COLOURS stem from a Royal inspiration -- Robe Red, Miniver White, Sceptre Gold, Garter Blue, all the Imperial Violets paling to a tender lilac.

And to come down to earth :

Almost every hat is designed to be worn with a short upswept hair cut.

Almost every hat is worn straight on the head.

Apart from a few deep cloches, crowns are shallow, usually receding slightly at the back.

NEWS! NEWS! FABULOUS NEWS!

You have seen them in mink, in satin, in chiffon. In jersey, in knitting, in tweed. But you haven't seen before, and they really are fabulously lovely, STOLEES MADE ENTIRELY OF FLOWERS.

There's a drifting cloud of sweet peas, shading from a deep mauve and mounted on nothing more substantial than a trellis. White peonies, scarlet poppies, pink roses. With these, the simplest "nothing" of a hat, a matching curve of velvet.

They are made, these swooning, romantic, dream-like clouds of blossom, in London, by British work girls. Next week they go to America, with this Collection of hats, to show what London has to offer in chic, imagination, taste and workmanship. To act, in fact, as ambassadors of fashion at this moment when the eyes of the world are on London, and when every woman from Kansas City to Hong Kong is asking "What is London going to do for Coronation Year?"

These hats will be on sale from the end of December

IN THE UNITED STATES at Lord & Taylor, New York
Marshall Field, Chicago
I. Magnin, San Francisco
and 27 major stores throughout the States

IN CANADA at Holt Renfrew, Montreal
and Toronto
The Hudson Bay Stores

IN AUSTRALIA at David Jones, Sidney

Also in London and throughout Great Britain at the finest stores.

DRESSES by Frederick Starke, Ltd., 31, Bruton Street, W.1.

FURS by Albert Hart, Ltd., 26, Curzon Street, W.1.

JEWELLERY by The Goldsmiths & Silversmiths Company Ltd.,
(incorporating Garrard & Co.), 112, Regent Street, W.1.

Otto Lucas Ltd., 89/91, New Bond Street, London, W.1.

Miss Field

Otto Lucas

requests the pleasure of your company at a showing of his

Coronation Collection

prior to his departure for the United States
where it will be shown at Lord & Taylor, New York,
Marshall Field, Chicago, J. Magnin & Co. San Francisco
and twenty seven major stores throughout the United States.

11.30 a.m. Wednesday November 5th
Cocktails. Buffet.

R. S. V. P.
87-91 New Bond Street, W. 1