

THE AMBASSADOR

THE BRITISH EXPORT MAGAZINE FOR TEXTILES AND FASHIONS

THE AMBASSADOR PUBLISHING CO. LTD. 49 PARK LANE LONDON W1

"THE AMBASSADOR" TO SPONSOR AND DIRECT BRITISH FASHION SHOWS IN SWITZERLAND.

Once more "The Ambassador", The British Export Magazine, is to undertake the promotion of British fabrics and fashions overseas.

Eight of Britain's most beautiful models, together with Mr. and Mrs. H.P. Juda (respectively The Publisher-Editor and Fashion Editor of "The Ambassador") will leave London Airport for Switzerland on February 13th as 'flying Ambassadors' of the creations which London's leading fashion designers have prepared for the Coronation Season. They will also take with them lengths of cloth chosen from those recently shown to H.M. The Queen.

En route "The Ambassador" troupe of models will give a show in the Swissair 'plane, in which they are travelling. While in Switzerland they will give shows during a two-day stay at famed Suvretta House, St. Moritz.

The mannequins will include Barbara Goalen, "Garbo" of English fashion models, who is already well known to 'Ambassador' readers. Also on the trip are Shelagh Wilson, who went with Mrs. Juda (Jay) to Latin-America; Fiona Campbell-Walter, Myrtle Crawford and Nola Rose (who was "Miss Pacific").

Among the creations to be presented will be those of Hardy Amies, who made many of the Queen's dresses for her Canadian tour; Victor Stiebel, who designs most of Princess Margaret's clothes; Digby Morton and John Cavanagh. Other presentations will include those of Lachasse, Creed, Worth, Peter Russell, Mattli, Michael Sherard, and of course, The Queen's dressmaker, Norman Hartnell.

Wholesale designers will also be represented. They will include Frederick Starke, Susan Small, Matita, Dorville, Aquascutum, Simpsons, Horrockses, Louis London and Leathercraft. Hats are being created for the shows by Otto Lucas; jewellery from Paris House, gloves and leather accessories from Finnigans of Bond Street; the sweaters will be from the new range of Turner Rutherford. Umbrellas are Constantine's, and the Stockings by Aristoc.

This oversea promotion - the first undertaken by "The Ambassador" this year - follows a long line of successful overseas "drives" which include the two ballet promotions to the North American Continent, the flying visit to Latin-America, and the prolonged trip to Australia and New Zealand, carried out by Mr. and Mrs. Juda in 1951.

"The Ambassador" which has never stopped developing its own overseas sales, as well as those of its friends and advertisers, is now pre-eminent in its field, and this venture, therefore, can hope to be no more than another feather in an already crowded cap.

