

Oct 22

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F. H. Radford Ltd.

Press and Public Relations
44/46, KINGSWAY, LONDON, W.C.2.
~~31, CURSITOR ST., LONDON, E.C.4~~

CHAncery 7694/5/6 (Night: Grimsdyke 135)

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THE NEWS EDITOR,

17th October, 1956

HAIRDRESSING FESTIVAL.

You are cordially invited to send a reporter and/or photographer to the Festival of Hairdressing Technique at the Seymour Hall on Monday next, Oct 22, 1956 from 3.0p.m. to 9.45p.m. arranged by the Fellowship of Hair Artists.

The programme is as follows:-

- 3.0 - 5.0 p.m. Display of cutting, setting and ~~dress-~~out, with a commentary by approx. 24 members.
- 6.0 - 7.30 p.m. Anglo-Belgian display. About 10 Belgian hairdressers and an equal number of members of the Fellowship will display top class artistic hairdressing.
- 8.0- 9.45 p.m. A mass presentation of a new British secret hairstyle (name ~~not~~ to be disclosed) by 40 members on models aged between 18 and 60. They will give their own interpretation of the new line, for day, evening and cocktail wear.

Ask for Mr. J. Hannan PRO and all available facilities will be given.

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BRITAIN'S "OLYMPIC" WINNER

FIRST DEMONSTRATION OF ENTIRELY NEW HAIR STYLE.

Produced after six months experimental and research work by 20 of the country's top hair stylists the "Olympic" line will be shown for the first time at the Seymour Hall, London, W.1. by members of the Fellowship of Hair Artists of Great Britain.

The presentation of the new style to an audience of hairdressers from all over the country is part of the Festival of Hairdressing Technique organised by the Fellowship.

The 20 hairdressers, working as the Fashion Study Group, are the first recognised body in any of the fashion centres of the world to produce a new hair style.

Their work will enable a woman in the Provinces to obtain the same hair style in her home town as she would get in Mayfair. Hairdressers will be provided with detailed instructions on the technique involved in dressing the "Olympic" and will be supplied with photographs and blueprints of the new style.

The members of the group remain anonymous. They come from London, Birmingham, Brighton, Glasgow, Liverpool, Nottingham and Tunbridge Wells.

Their work, now and in the future, will enable Britain to replace Paris as the arbiter of hair fashion.

The "Olympic" is described as a new style for "Mrs Everywoman" and is suitable for all age groups. It can be both a day and an evening style and is one which she can easily manage herself between visits to the hairdresser.

cont.

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DESCRIPTION

The "Olympic", so named because of its circular movement (reminiscent of the Olympic Games emblem) requires fairly long hair. At the crown it should be four inches; below the crown - three inches; nape of the neck - two inches; sides - three to four inches.

The style emphasises permanent waving, professional cutting and the use of two-tone colouring.

Within the basic limits of the line hairdressers may introduce their own interpretation - hence one style may have a slight fringe while another may not.

"The "Olympic" has a circular bouffant wave on top of the head. It is shaped like a horseshoe with the open end towards the forehead. The side hair is swept backwards and slightly upwards, which is a fashion innovation against the popular styling of the moment.

The colouring is important - two tone colouring is employed which, in the opinion of the Fashion Study Group, will become increasingly popular among British women.

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PARIS HAIRDRESSERS WATCHING LONDON

WE HAVE A NEW SECRET "LINE"

Parisian hair stylists - up to now the acknowledged leaders of the hairdressing craft - have their eyes on latest developments in London.

A new hair style, being kept a close secret, will be presented next Monday (October 22) by the Fellowship of Hair Artists at their Festival of Hairdressing Technique at the Seymour Hall, London, W.1.

"Many of us have just returned from the International Festival of Hairdressing in Paris, and we know that leading hair stylists there are very keen to see which style Britain will adopt", said Mr. C. Ashley the Chairman of the Fellowship in London today (Wednesday).

"The new style will be a compromise between the two conflicting trends in European hair styling - the very short, and the very long. It will be very different, very definite, very feminine and most practical. There will be a great emphasis on professional cutting, permanent waving and colouring.

Forty of our members will present the new line on identically set and dressed hair. The models will be women aged from 18 - 60. We expect about 2,000 hairdressers to attend the Festival from all over the country, and it is intended that they will be able to watch the styling demonstrations and go back to their own provincial salons to give the new line to the women patrons", he said.

The new line will be launched under its own name - but that, too is a secret. /cont.....

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"Paris is watching London with particular interest just now because the hairdressers there have by no means reached agreement on whether hair should be short or long," he went on.

The members of the Fellowship will be giving a six-hour display of hairdressing technique at their Festival, and ten top-ranking Belgian hairdressers are flying over to appear in the demonstrations - part of a new exchange arrangement made with the Institut de la Coiffure de Belgique. It is hoped that amongst them will be Mr. Julian Vermote, the new champion world hairdresser.

End.