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THE WORLD'S FIRST INTERNATIONAL FUR COLLECTION  
Presented by Swears & Wells, Spotlights Designs From  
Six Countries.

The world's largest retail fur firm, Swears and Wells Ltd. have once again presented news in the field of fashion with the introduction of their International Fur Collection especially created for them by nine great designers from six countries. At a showing held in the Orchid Room of the Dorchester on United Nations Day, October 24th, Swears and Wells presented thirty or so of the most fashion wise silhouettes of the season highlighted with this specially created group of Beaver Lamb Coats by Jean Desses, Jacques Griffe, Madelaine de Rauch of Paris, Sybil Connolly of Dublin, Fontana of Rome, Simonetta of Rome, Pertegaz of Spain, and Pauline Trigere of the United States, and Walter Kerner of London. Entitled "Luxury on a Shoestring" the collection happily allied high fashion with low price tags and conclusively proved again that fashion is not a matter of "what it costs" but "how it looks" no matter the price tag.

The International Collection sparkled with new ideas in design for that ever popular fur, Beaver Lamb. Used as Simonetta of Rome does it, it comes in sun splashed Capri blue in a short, very full after-ski coat with drop sleeves accented by black; as Jacques Griffe of Paris handles it an easy going elegance is enhanced by the honey blonde colour with double back fullness and a kg slim line with double rows of golden buttons; as designer Sybil Connolly of Dublin does it, it gains great sophistication in velvety blackness in a beautifully cut coat with deep drop collar. Here in London Swears & Wells' own designer, Walter Kerner, gives still another look to Beaver Lamb when he uses a stencilled Leopard pattern for a slim line, collarless coat with great winged cape sleeves which give a new cachet of chic to this famous fur.

From Madelaine de Rauch of Paris there is a matn brown Beaver Lamb cut on a softer silhouette with her own casual touch of knitted jersey in a scarf and cuffs .. silver cuff links and buttons to accentuate them. Fontana of Rome chooses a Roman blue for her young silhouette with its double fur collar of fur and velvet... its luxury touch on a fur of little price. Jean Desses uses another version of Embros Lamb in silvery grey for a slimmed-down, slightly higher waisted coat with an Empire feeling. From the United States, and believed to be the first time any American designer has been invited to present a design in an International Collection, famous Pauline Trigere creates a coat cut on the diagonal with the side split accentuated by giant harlequin buttons. Platinum grey Beaver Lamb is sued for a comparatively simple coat by Pertegaz of Madrid and another group of highly styled imaginatively handled mouton lamb coats, complete this phase of the fashion presentation.

High fashion is very much a part of the story always at Swears & Wells where designer Walter Kerner holds forth. For fun, there is a barrelcoat of white squirrel, there's a Pierrot cape of black kidskin cut like a poncho and highlighted with a fluffy little roll collar and bow of white musquash, so pretty you'd swear it was white mink... there's a bloused back Persian lamb cape with a petal like collar of silver blue mink- there's one of the prettiest coats in the collection made of shaded embros lamb cut slim and narrow with an easy bloused back, and

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shirtwaist effect. Swears and Wells not only believe in giving you a lot for the money in mouton, but they are perfectionists in mink too and they show a range of Royal Pastel Ranch and Lutetia minks designed with distinction and authority.

It takes a good deal of forethought and imagination to plan and arrange for this type of International collection.

While fabric firms and some others have presented designs from various coutures under one label, this is the first time in the world that any furrier has ever visualised fashion on an international scale. Swears and Wells have done this and their International collection, sparked by their own brilliant designing staff, is one to be applauded

Accessories for the International Show at the Dorchester include gowns by Frederick Starke, sportswear by Dorville, hats by Simone Mirman and Jewellery by Paris House.

Rosemary Sheehan, who is an International Fur Stylist, was commissioned by Swears and Wells to coordinate this International Fur collection and has flown to London for this presentation.

This entire show will be presented in Canada where Swears and Wells have many stores, and in the United States where they are also large fur retailers.

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