

Incorporated Society of London Fashion Designers

A PRIVATE SHOWING

FOR HER MAJESTY QUEEN ELIZABETH THE QUEEN MOTHER

AND HER ROYAL HIGHNESS PRINCESS MARGARET

BY THE INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS

Osterley Park House

March 22 1960

The title and theme of today's Showing is

FROM TWEEDS TO TIARAS

AT OSTERLEY PARK

The presentation has been devised by Robert Nesbitt

with the assistance of George Carden

Announcer: Reginald Bosanquet

The Incorporated Society has accepted an invitation from the Fashion Group of New York to show a large proportion of today's Collection at a Ball in New York on April 20. Over 1,000 guests will be present and the occasion will be organised by the Fashion Group. This will be the first Showing by the Society in America.

Six British model girls, the Society's Administrator Ann Ryan and the Collection of clothes will be flown to New York by Pan American World Airways for the function.

After the New York Showing the Collection will tour the principal cities of North America for Showings under the auspices of the Fashion Groups of those centres.

The clothes to be shown in America will be chosen from today's Collection by a Committee of the London Fashion Editors, the recently formed group of fashion journalists representing the leading British Press. Augmenting the Committee is Mrs. John Hay Whitney, wife of the United States Ambassador to Britain, who has kindly agreed to help them in their choice. Mrs. Whitney will attend the Private Showing.

PHOTOGRAPHS of new models in today's Show are available.

The RELEASE TIME for photographs of new models is
3 p.m. on Tuesday, March 22.

The first 88 items in the programme, and many of the remaining 44 have been designed and made especially for today's Showing in BRITISH FABRICS. Suppliers names are listed in the programme. Most of these fabrics have been supplied through the members of the Textiles and London Fashion Organisation. The fabric groups are presented separately in the first 88 items shown today.

The work of the ASSOCIATE MEMBERS is featured throughout the Show and the Society is pleased to announce the election of a new Associate Member, Michael Gosschalk, in the category of Jewellery.

When Her Majesty attends today's Private Showing, it will be her first visit to Osterley. The House, originally finished in 1577, was transformed by Robert Adam over a period of nineteen years from 1761.

The house and grounds of Osterley Park were given to the National Trust in 1949 by the Earl of Jersey.

On arrival at Osterley the Royal guests will be received by the President of the Incorporated Society, Lady Pamela Berry, the Chairman, Mr. Hardy Amies and the two Vice-Chairmen, Mr. Charles Creed and Mr. Ronald Paterson.

After the Show the Queen Mother and Princess Margaret will take tea in the Eating Room.

Programmes for the Queen Mother and Princess Margaret will be bound in Society Grey leather from Martin & Bolton Leathers Ltd and embossed with the Society's symbol.

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