



THE FINEST FOOTWEAR
FASHION JOURNAL
IN THE WORLD

Slit-toe heels &
pointed shoes

FOOTWEAR

and Leather Trades Home and Export Journal

DRURY HOUSE, RUSSELL STREET, DRURY LANE, LONDON, W.C.2
PHONE:- TEMPLE BAR 3422

26th September 1960

Dear Sir (or Madam),

PREVIEW - FASHION IN FOOTWEAR

I apologize for not making it clear in a previous notice that no special tickets are required for the PRESS PREVIEW of the FASHION IN FOOTWEAR EXHIBITION in the Cafe Royal at eleven o'clock on Thursday next, September 29th. Cameras and reporters' cards are the only credentials needed.

Exhibitors' shoes demonstrated at the Preview will be concerned mainly with next Spring's fashions, and models for displaying both ladies' and men's shoes will be at the service of all cameramen.

Yours truly,

James Brewster
Public Relations Officer

PR452

PRESS RELEASE

NATIONAL TRADE PRESS LIMITED

FASHION IN FOOTWEAR
EXHIBITION

3 - 7 OCTOBER 1960

Washington Hotel London

PURPOSE: To provide British and overseas buyers and retailers with a preview of the latest fashions in men's and women's shoes for Spring, 1961.

ORGANISED BY: "Footwear".

OFFICIAL OPENING: By Mr. J.F. Mitchell, President of the British Footwear Distributors Federation, at 10.30 am in the Savile Room, followed by a Footlight Parade and Reception.

PRESS SEASON TICKET: Enclosed with compliments.

PRESS OFFICE: Room 303, 3rd Floor.

EXHIBITION OFFICE: Room 605, 6th Floor.

"FOOTWEAR": Rooms 602/603, 6th Floor.
EDITORIAL OFFICE:

CATALOGUES: Available at Press Office.

OPENING HOURS: Monday - Thursday 10 am - 6 pm.
Friday 10 am - 1 pm.

FOOTLIGHT PARADES: In Savile Room (Ballroom Lower Ground Floor)
Monday 10.45 am & 3 pm.
Tuesday - Thursday 10.30 am & 3 pm.
Friday 10.30 am.

*** **PRESS PREVIEW AND** Thursday, September 29th, at 11 am in the
PHOTO CALL: Cafe Royal, Regent Street, W. 1.
(Derby and Queensberry Suite).
Captions available on request.

EXHIBITORS' HANDOUTS: Available in Press Room.
& PHOTOGRAPHS:

ADMISSION: Trade and Press only, by invitation.

TELEPHONES: GROsvenor 7030, extensions to all rooms.

x-50890

Fashion in Footwear

PRESS RELEASE

THE BATTLE OF THE TOES

Toeline Variety at Fashion in Footwear Exhibition

The chief fashion news is still in the toe. To point or not to point -- that is the question. Roger Vivier, designing for Dior, has scrapped the point! Nevertheless, reports from the Continent indicate that designers in general still favour the point. So do most British manufacturers.

But there's infinite variety in the kind of point. There's the long rapier toe, the spatula toe, the chopped-off square, the chisel, the oblique chisel, and the new picador point with its long oval toe shape.

Whatever the tip, however, elongated vamps are important. There's a new, higher-cut look and there's also a vogue for open waists or "window-pane" cutouts at the waist, with open toes again popular, as seen in the shoes for Spring on view at the FASHION IN FOOTWEAR EXHIBITION in the Washington Hotel, London (October 3 - 7).

Heels, too, offer a great variety of choice. Although Vivier has designed for Dior "different" heels, such as a narrow 3-sided one and a low Louis XV style, the tall stiletto still holds its own.

But lower heels have made a big return in spectator and casual shoes. The Cuban heel has been smartened up, while there's the Baby Louis, the spoon, the squared-off, the dumpy, the middy, the Baby Doll... the list seems endless. Stacked leather and mock-stacked heels are highly popular, and may be either tall or low.

Fashion colours for Spring include sunny yellow and golden tones, beige, apricots and tans, reddish and earthy browns, sophisticated greens, whites and off-whites, pastel blues, blondes, lilacs and soft greys.

Exhibitors are also displaying many attractive new pearlised leathers and numerous textured skins for which they anticipate great demand. The daily fashion parades will show these and many other high-lights from an exciting Spring collection of British and Continental shoes.

PR453/2800/27MW9JT60

x-SP8P01

Fashion in Footwear

PRESS RELEASE

MEN'S SHOES GET THE SLIM LINE

New Trends at Fashion in Footwear Exhibition

An elegant narrow style has influenced even the conservative types of shoe displayed at the FASHION IN FOOTWEAR EXHIBITION, fining them down to team with the new slim and smarter look in suits and overcoats.

Toes are pointed, oval or chiselled. Even an oblique chisel is made. Yes, the tapered line for men's shoes is definitely "in".

There are more brown shoes than for the past few years, but the darker shades are smartest. Blackened browns, walnut, olive and greenish browns are also fashionable. Two-tone combinations, in black-and-white, brown-and-white and two shades of green, are shown and are expected to be popular. Some manufacturers feel that all-white shoes will be in big demand next summer.

Pearlised leathers are now used for men's shoes, and the textured leathers include pigskin, wild boar, imitation armadillo, imitation ocelot and seal.

Other fashion trends in men's shoes, as seen at the FASHION IN FOOTWEAR EXHIBITION, Washington Hotel, London (October 3 - 7), include straps, buckles and "D" rings, elastic side or throat gussets, inset aprons in contrasting material or colour, and mock aprons outlined with stitching and ridged seams. Saddle-stitching, close-seaming, embroidery, braiding and plenty of broguing are also displayed.

Rising tabs in strapped and buckled shoes follow the high-throat line that is a feature of some of the new shoes. Exhibitors offer a wide choice of casuals, often with the new, high-cut front; while some casuals have pointed toes and side gussets. In lace-up shoes, the 3-eyelet variety appears to be taking the lead.

The slip-on trend is now well established for evening wear, with suede still popular; but in general textured leathers tend to take its place.

PR454/2800/27MW9JT60

x-SP8P01

Fashion in Footwear

PRESS RELEASE

FASHION TOES FOR CHILDREN'S SHOES

British Manufacturers Delight Schoolchildren

Well-publicized attempts to smarten up the traditional gym-slip, blouse and blazer have met with no startling results. But, without fuss or fanfare, British shoe manufacturers have produced children's styles which reflect today's adult fashions. And they've even transformed the classic lacing school shoe.

How has this been done, since many schools insist on a certain type of shoe?

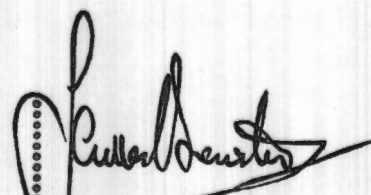
Without losing any of the fitting qualities for which they are famed, the best children's shoe manufacturers have added a fashion look to lacing school shoes by touches such as a slantwise cut to the waistcoat, tapered toes, decorative punching, raised seams and stitching, aprons and mock aprons, leather tags and so on, as shown at the FASHION IN FOOTWEAR EXHIBITION, Washington Hotel, London (October 3 - 7).

Casuals, worn by many teenage schoolgirls, have also been given the fashionable pointed toe. Smart colours, an infinite variety of heels --- low, shapely higher-than-low, Queen Anne, Baby Louis --- interlacing, punching, saddle-stitching, aprons of a different colour or material, all help to please the teenager with fashion awareness. And with suede, calf, pebble-grain, velvet, tartan, print, tweed, sailcloth there's practically as much choice as in the adult trade.

British shoe manufacturers, while adhering to their anatomically correct lasts, have managed to bring fashion into the picture for schoolgirls of all ages, and have contributed to what is one of the most exciting of a long series of highly successful Fashion in Footwear Exhibitions.

Fashion parades will be held daily.

PR455/2800/27MW9JT60



JAMES BREWSTER
Public Relations Officer

10305-x-SP8901

Fashion in Footwear.

PRESS RELEASE

SHOES FOR SPRING

The World's Latest Styles

In Men's, Women's and Children's Footwear

141 exhibitors will show their Spring 1961 ranges at the FASHION IN FOOTWEAR Exhibition at the Washington Hotel, London, from October 3 - 7, during London Shoe Week.

Organized by FOOTWEAR and including daily Footlight Parades, this Exhibition brings you all the latest ideas in men's, women's and children's footwear from Britain, France, Italy, Germany, Belgium, Switzerland and Sweden.

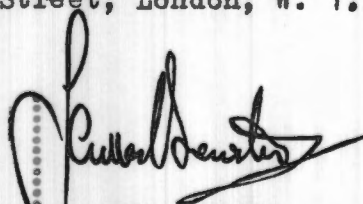
Shoes have never been so exciting -- nor so controversial! Vamps are more elongated than ever and, while needlepoints and stiletto heels are holding their own, the lower heel is definitely with us and the squared heel, the chisel and the oblique toe are fashion trends that must be noted.

Today, fashion embraces men's and children's footwear as well as women's. Toes oblique, chisel and pointed are found in the men's ranges, while there have been revolutionary changes in the manufacture of children's shoes. New lasts, including the chisel and the pointed toe but specially designed to provide the fitting qualities necessary for the growing foot, will be shown in the nursery to teenage groups. A new, smarter version of the classic school shoe fulfills a modern need.

Among other items of special interest are:

- Hand-stitched men's shoes on double flexible soles, hitherto shown only in the United States;
- Hand-stitched moccasins for men with novel violin-shaped soles;
- A new form of heel construction for sandals and a new concept in beach shoes;
- Complementary evening shoes and handbags in exclusive fabrics;
- A vulcanised sandal with a natural foot-bed.

A Press Preview and Photo Call will be held on Thursday, September 29 at 11 a.m. at the Cafe Royal, Regent Street, London, W. 1. Captions will be available.



JAMES BREWSTER
Public Relations Officer

X-SP8PO/

Fashion in Footwear

PRESS RELEASE

THE BATTLE OF THE TOES

Toeline Variety at Fashion in Footwear Exhibition

The chief fashion news is still in the toe. To point or not to point -- that is the question. Roger Vivier, designing for Dior, has scrapped the point! Nevertheless, reports from the Continent indicate that designers in general still favour the point. So do most British manufacturers.

But there's infinite variety in the kind of point. There's the long rapier toe, the spatula toe, the chopped-off square, the chisel, the oblique chisel, and the new picador point with its long oval toe shape.

Whatever the tip, however, elongated vamps are important. There's a new, higher-cut look and there's also a vogue for open waists or "window-pane" cutouts at the waist, with open toes again popular, as seen in the shoes for Spring on view at the FASHION IN FOOTWEAR EXHIBITION in the Washington Hotel, London (October 3 - 7).

Heels, too, offer a great variety of choice. Although Vivier has designed for Dior "different" heels, such as a narrow 3-sided one and a low Louis XV style, the tall stiletto still holds its own.

But lower heels have made a big return in spectator and casual shoes. The Cuban heel has been smartened up, while there's the Baby Louis, the spoon, the squared-off, the dumpy, the middy, the Baby Doll... the list seems endless. Stacked leather and mock-stacked heels are highly popular, and may be either tall or low.

Fashion colours for Spring include sunny yellow and golden tones, beige, apricots and tans, reddish and earthy browns, sophisticated greens, whites and off-whites, pastel blues, blondes, lilacs and soft greys.

Exhibitors are also displaying many attractive new pearlised leathers and numerous textured skins for which they anticipate great demand. The daily fashion parades will show these and many other high-lights from an exciting Spring collection of British and Continental shoes.

PR453/2800/27MW9JT60

X-SPSP01

Fashion in Footwear

PRESS RELEASE

Grain
Seems possible
let slave boy look see
A

SHOES FOR SPRING

The World's Latest Styles

In Men's, Women's and Children's Footwear

141 exhibitors will show their Spring 1961 ranges at the FASHION IN FOOTWEAR Exhibition at the Washington Hotel, London, from October 3 - 7, during London Shoe Week.

Organized by FOOTWEAR and including daily Footlight Parades, this Exhibition brings you all the latest ideas in men's, women's and children's footwear from Britain, France, Italy, Germany, Belgium, Switzerland and Sweden.

Shoes have never been so exciting -- nor so controversial! Vamps are more elongated than ever and, while needlepoints and stiletto heels are holding their own, the lower heel is definitely with us and the squared heel, the chisel and the oblique toe are fashion trends that must be noted.

Today, fashion embraces men's and children's footwear as well as women's. Toes oblique, chisel and pointed are found in the men's ranges, while there have been revolutionary changes in the manufacture of children's shoes. New lasts, including the chisel and the pointed toe but specially designed to provide the fitting qualities necessary for the growing foot, will be shown in the nursery to teenage groups. A new, smarter version of the classic school shoe fulfills a modern need.

Among other items of special interest are:

- Hand-stitched men's shoes on double flexible soles, hitherto shown only in the United States;
- Hand-stitched moccasins for men with novel violin-shaped soles;
- A new form of heel construction for sandals and a new concept in beach shoes;
- Complementary evening shoes and handbags in exclusive fabrics;
- A vulcanised sandal with a natural foot-bed.

A Press Preview and Photo Call will be held on Thursday, September 29 at 11 a.m. at the Cafe Royal, Regent Street, London, W. 1. Captions will be available.

BOOTS AND SHOES

* KATHLEEN TOPHAM
LINK INFORMATION SERVICES LIMITED
Orchard House, Orchard Street,
LONDON, W.1. Hyde Park 7871

THE INCORPORATED FEDERATED ASSOCIATIONS OF BOOT & SHOE
MANUFACTURERS OF GREAT BRITAIN & IRELAND

NOW: THE BRITISH FOOTWEAR MANUFACTURERS FEDERATION

BRITISH SHOES FOR SPRING FORTHCOMING EXHIBITION IN LONDON

128 exhibitors will be showing their Spring ranges in London's West End, at the Mount Royal Hotel, Marble Arch, during London Shoe Week, 3rd to 6th October.

The Exhibition, run by the British Footwear Manufacturers Federation, will be one of several events which are being organised to attract the attention of the public to British design in shoes.

These will include a special fashion show at Londonderry House to show all that is best in British Shoes, when models will be dressed by leading couture houses and the Men's Fashion Council.

In addition, there will be special displays in the Press Room at the Mount Royal Hotel, (Room 401) of shoes worn by our medal winners at the recent Olympic Games in Rome, shoes worn by the well-known ballroom dancers of Great Britain, the oldest Saxon shoe ever discovered in Europe, and **best sellers in British footwear overseas.**

Personalities of the Olympic Games and Dancing World will appear at the Mount Royal and Londonderry House during the shows.

* * * * *

BOOTS AND SHOES

* KATHLEEN TOPHAM
LINK INFORMATION SERVICES LIMITED
Orchard House, Orchard Street,
LONDON, W.1. HYDe Park 7871

THE INCORPORATED FEDERATED ASSOCIATIONS OF BOOT & SHOE
MANUFACTURERS OF GREAT BRITAIN & IRELAND

NOW: THE BRITISH FOOTWEAR MANUFACTURERS FEDERATION

PERSONAL APPEARANCES OF BRITISH SHOE DESIGNERS AT LONDONDERRY HOUSE

EIGHT leading designers of British shoes will be at Londonderry House on Monday, 3rd October, to give their views on the future trends in shoe fashion.

They will bring examples of their ideas of styling, colour and materials which will show the direction their designs are taking in 1961 onwards for informal discussion with members of the audience immediately after the presentation of 'British Shoes at their Best' which will be staged in the presence of Mrs. Reginald Maudling.

The team of shoe designers will include : -

Mr. Edward Rayne
Mr. L.T.R. Dack
Mr. Tony Frank
Mr. W. Forest
Mr. Tony Hutchings
Mr. A. Barker (men's shoes)
Miss Eunice Wilson.

* * * * *