

1960/61 COLLECTION

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presented by

NATIONAL FUR COMPANY LIMITED

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F U R  
L A T T E R Y

AT YOUR SERVICE 1878 - 1960

NATIONAL FUR COMPANY LIMITED  
193/195 Brompton Road,  
LONDON, S.W.3.

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NATIONAL FUR COMPANY PRESENT :

THE COMING LOOK IN FURS FOR THE 1960/61 SEASON

by RENEE PEZARO

1878 - 1960 - For over three-quarters of a Century the love of beautiful furs by women of discrimination has led them to the Salons of NATIONAL FUR COMPANY. Whether that final choice be Mink, Sable or one of the less costly furs, a purchase from National Fur Company is an insurance of perfection in fur craftsmanship, combined with the best value obtainable.

MINK MAGNIFICENT

Without doubt Mink is the unchallenged star of NATIONAL FUR COMPANY'S fabulous 1960/61 Collection. World-wide demand is continually increasing - Mink flatters the wearer, whether in the subtle shades of the glorious mutations - in the glowing look of the Wild skins - or in the deep richness of Natural Ranch. All are synonymous with elegance and are in constant demand for coats, jackets, boleros and wraps.

TRENDS IN FUR

Styles this year are young, casual and easy to wear. Coats are full, dropped from the shoulder or slimly belted. The standaway collar and wide neck effect, together with the three-quarter length sleeve, are seen again and again. The three-quarter length coat, the long jacket and the new seven-eighth length coat are deservedly more and more popular. They solve the problem of the rising or falling hem-line.

For evening wear, capes, cape boleros or little bolero jackets are practical and becoming favourites made in Mink or Sable.

COLOUR IN FUR:

Emphasis this year is on pastel shades. New dyeing techniques have effected the loveliest ivory, honey and ice-blue colours in Persian Lamb, Beaver, Nutria and ponyskin. In SOUTH WEST AFRICAN PERSIAN LAMB a new beauty emerges in COPPER BRONZE - a youthful warm shade made possible by a unique British dyeing technique.

DUET IN FUR

This season contrasting furs are again top fashion news. Persian Lamb - in its many new and exciting colours, as well as favourite Black, lends itself perfectly to matching or contrasting collars in Mink or Sable. In fact, Mink when used for a collar on any of these less opulent furs, just exudes that luxurious effect.

FOR THE YOUNG AND 'YOUNG IN HEART'.

A 'YOUNG LONDONER' COLLECTION - PARIS INSPIRED.

For the coming season the NATIONAL FUR COMPANY introduce an interesting range of furs that are 'different' - inexpensively priced - and, above all, designed to appeal to the younger generation. The 'Young Londoner' Collection is a gay galaxy of furs, comprising some 40 models - all feature an essentially 'Young Look'. Although called 'Young Londoner', the majority of these new models have been designed in Paris, and made in the National Fur Company's London workrooms. A majority of the skins are recent newcomers to the London scene. Arabian and Chinese Lamb - Kalgan Lamb Gill - Caramel Ponyskin and Chinese Kidskin. These furs are not included in the Dorchester Show Collection but can be seen at the National Fur Company showrooms.

As with the more expensive furs, colour emphasis is on flattering pastel shades. Adding a touch of luxury are sumptuous collars in Mink, Nutria and Kolinsky. Three-quarter length coats,  $\frac{7}{8}$  length coats and jackets are favoured. Some of the prettiest of these are in Kidskin, dyed to resemble Leopard - so effective that they almost look like this more expensive fur. Furs in becoming White are featured in Chinese and Kalgan Lamb. An adorable little jacket in fleecy white Tuscany Lamb makes its debut.

A Collection of furs designed for the 'Younger set' must not only appeal in looks but also in price. Jackets cost well under £100 -  $\frac{3}{4}$  coats at less than £150 - full length coats under £200. Few models in this special Collection exceed this limit.

FURRY - TAIL END.

POOR EVE - then it was Leopard or nothing! Now times have changed. Her contemporary counterpart not only enjoys the thrill of choosing from an endless variety of beautiful skins - maybe a modest jacket at under a hundred pounds, or perhaps that exciting beauty - a coat in fabulous EMBA Tourmaline Mink for £3,545. Plus ... plus ... plus ... the invaluable advice of National Fur Company experts on the most flattering choice ideally suited to ~~HER~~ individual requirements.

ADAM'S ROLE OF PROVIDER REMAINS UNCHANGED ! .....