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F A C T S A B O U T
L O N D O N
F A S H I O N
W E E K

....and the FASHION HOUSE GROUP OF LONDON

1. This is the fourth London Fashion Week sponsored by the Fashion House Group of London, and once again several hundred buyers from all parts of the world have come to London for the biggest attraction in the British fashion calendar. Countries represented include Australia, Canada, Denmark, Egypt, Germany, Kenya, the Lebanon, Rhodesia, South Africa, Switzerland and the United States.
2. The last London Fashion Week in May produced nearly £500,000 additional export business. New records for November are expected during the present Week, which promises to be Britain's biggest ever fashion event.
3. Last May, London Fashion Week was opened by H.R.H. the Duchess of Kent. This time the President of the Board of Trade, Mr. Reginald Maudling, has agreed to open our Week. This is an indication of the importance the government attaches to the export drive by the British fashion industry. The opening of London Fashion Week is also being graced by the presence of H.R.H. Princess George of Denmark.
4. Heading the Group is its chairman, Mr. Frederick Starke, the well-known fashion designer.
5. Backing him are 27 leading manufacturers, whose clothes have made London Europe's No. 1 centre for off-the-peg fashions. Enthusiasm, plus originality of cut, style and design, have combined with competitive prices to ensure that British ready-to-wear clothes to-day represent unbeatable value.
6. Associated with the 27 are a further 23 British fabric manufacturers, whose designs have also earned them international acclaim.
7. The joint presentation which you will see to-day gives buyers an opportunity to see and judge the handwriting of each member firm. Full collections can then be seen in the individual showrooms throughout the week. The salons of many members will remain open during Fashion Week from 8 a.m. until 8 p.m. To-day's presentation has been produced by Michael Whittaker.

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With compliments :

FASHION HOUSE GROUP OF LONDON

Public Relations: 26 Upper Brook Street, Park Lane, London, W.1

HYDE PARK 6050

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8. The following are some international comments on London Fashion Week:

"Buyers who came and saw with the eyes of professionals are certain to pass their information on to colleagues throughout Canada and the United States. The effects of the Week are likely to be far reaching." - H. G. Wonnacott, Associated Merchandising Corporation of America.

"Wonderful clothes." - Robert Gates, California.

"A perfect display and production of new and inspired ideas." - Lilly Cavounidi, Athens.

"London Fashion Week is superb". - Herr Shroder, Hanover, West Germany.

"What a welcome, and what a wonderfully presented show of British fashions. Business is sure to follow." - Miss Mary Hatch, Hicks Atkinson Ltd., Melbourne.

9. The drive by members of the Fashion House Group of London to boost Britain's fashion exports and fashion prestige throughout the world is receiving practical and material backing from British Nylon Spinners, Chemstrand, Courtaulds and I.C.I.

10. Also backing London Fashion Week are some of the most famous firms in Britain. ARISTOC supply all the stockings worn by our 24 model girls, while shoes are the handwork of CLARKS of Somerset. Gloves come only from the internationally known house of DENTS, and jewellery is exclusively supplied by PARIS HOUSE, who recently made a collection of royal jewel replicas for an exhibition in Niagara sponsored by the Canadian Government. REVLON cosmetics are used exclusively at all Fashion Group presentations. Leather comes from UNITED CHROMETANNERS and ANDRE BERNARD is responsible for all hair styles.

11. The hats that head the fashions at every London Fashion Week are designed exclusively for each house by OTTO LUCAS.

12. The Fashion House Group of London seeks to combine business with typically British hospitality during London Fashion Week. This week one of the highlights will be a special performance at the Royal Opera House, Covent Garden, followed afterwards by a reception in the famous Crush Bar. In addition, Harper's Bazaar are giving a reception at Claridges on behalf of the Group for all overseas visitors, while Courtaulds are planning a lunch-time cocktail party to highlight the superb display of British fashion fabrics in the hall adjoining the Fashion Theatre.

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13. The next London Fashion Week is planned to commence on May 15, 1961.
14. Finally, a few facts behind the facts of London Fashion Week.
- (a) A six-man committee meets for four hours every Monday evening throughout the year to plan the two annual Fashion Weeks....or more than 1,000 man hours during the year by six of Britain's highest paid executives.
 - (b) The cost of staging each London Fashion Week is £25,000.
 - (c) The Group has been invited to present its collections in Paris, Brussels, Zurich, Vienna, Moscow and San Francisco.
 - (d) The presentation is staged with the same eye to detail and perfection as a West End production. Three days of concentrated rehearsing make this possible. And when the show goes on there are 100 people backstage, including models, dressers, technicians and production staff.

END

Further Information:

Moss Murray,
Public Relations Executive,
Fashion House Group of London.

LONDON FASHION WEEK - November, 1960

PHOTO CALL

<u>HOUSE</u>	<u>MODEL</u>
MATITA	JOAN FULLARD
REMBRANDT	CHRISTINE HARRIS
AQUASCUTUM	NOEL SCOTT-GORMAN
NABRE	ANN SOUTH
SYLVIA MILLS	INGRID WALKER
GROFUS	AVRIL HUMPHREYS
HARRY B. POPPER	JOAN NORTH
KOUFY	ADRIENNE CROFTS
DERETA	ROSALIND BECKETT
RIMA	PAULINE HOLMES
SAMBO	SUSAN LONGFIELD
LINZI	EVE LUCET
LONDON TOWN	JO GRAY
JULIAN ROSE	PAAMELA ROWE
BRENNER	LIVIA CORRETT
JEAN ALLEN	JUDY WILSON
POLLY PECK	JACQUELINE BOWYER
SUSAN SMALL	HANNERLE DEHN
HARDY AMIES	ALDINE HONEY
FREDERICK STARKE	JEANETTE McCORMELL
MARCUS	HEDDA MARKS
VERNERVOGUE	ANNE PHILLIPS
FRANK USHER	CARCLINE WESTMACOTT
STRELITZ	KAY HUTTON
