



Says Dolores Rosen, who designed today's exclusive Dolores collection in Netlon: "These hats are made for all the year round wear. They are gay and delightfully feminine. The new material means that it is no longer necessary to carry a hat box when we go away. Netlon hats can be packed away with the rest of the clothes in a case or a beauty box without fear of damage. And you do not have to worry about wearing a Netlon hat in the rain. Netlon shrugs off the wet.

"When I was in Paris recently I bought a lovely model hat. I have redesigned it in the new material and it is in today's collection. It is certainly as lovely, and as easy to wear, as the original."

The new range of Netlon hats by Dolores is already in shops and stores throughout Britain in a wide range of colours at prices ranging from 49/6d. to five guineas.

Say Spicers: "We believe the new material will prove popular here and throughout the world and provide a new boost for British fashion exports."

END

Further information:

Doreen Gainsford,  
HUNter 1522

NETLON HATS by DOLORES

		<u>Approx Retail price</u>
ALICIA	Picture hat with draped brim and self rose trimming.	5 gns.
APERITIF	Rose petal bouffant cap.	4 gns.
BLACK DIAMOND	Cocktail cap with roses forming low back	49/6d.
CAFE NOIR	Draped pillbox in coffee and black.	
CARAVELLE	Pillbox with godet folded brim.	4 gns.
CASUAL	Head hugging cloche trimmed with self box.	49/6d.
CENTRE COURT	Head hugging cloche.	49/6d.
DRY MARTINI	Wig cap covered in tiny bows.	4 gns.
EDANA	Face framing picture hat.	4 gns.
GISELLE	Cocktail hat of full blown rose with veil.	49/6d.
MARGUERITE	A close fitting hat swathed with contrasting colour. <i>9/10</i>	
PINK CHAMPAGNE	Cocktail hat studded with tiny self flowers.	75/11d.
ROYAL ASCOT	Picture hat with pleated brim. <i>eps</i>	£4.19.11d.
YVONNE	Frilled cap of gathered Netlon	4 gns.
WHITE LADY	Off the face ruched hat.	4 gns.
SUMMIT	Coiled pillbox <i>9/10</i>	£4.19.11d.

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All the hats listed above and shown to you today are in NETLON and designed exclusively by DOLORES.