

Monday. Min Peacock

Jan 15

NEWS about

Hair

5.0.00

his Passes checked.



? T.V. (BBC) (Radio) hot-motivator.

Please telephone for further information to Frederick H. Radford
Day: CHancery 7694
Night: Grimsdyke 135

Issued by the Professional Hairdressing Development Group
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News Editor

January 5, 1962

Invitation to European Common Market hairdressing demonstrations, Criterion Restaurant, Monday evening, January 15, 7.30 p.m. with press rehearsal for cameramen from 6-7 p.m.

The story:

British hairdressers are holding meetings to discuss Britain's possible entry into the European Common Market. The first step is to bring together leading London and provincial hairdressing competition winners and outstanding European hairdressers to exchange professional "know-how" by demonstrating their skills.

The Fellowship of Hair Artists of Great Britain who are holding these meetings have invited 12 of their most expert members from all parts of the United Kingdom and four champion hairdressers from Austria, Germany, France and Belgium to give this demonstration on a series of beautifully-gowned models.

/more fellows.....

The Belgium champion is a woman. Another foreigner is the reigning European hairdressing champion and included in the British hairdressers will be most of the candidates for Britain's team to compete in the ladies' hairdressing events for the world cup competition at the end of the year.

One of the hairdressers will present a model wearing a beautifully-made fashion wig. This will be "accidentally" pulled off in front of the audience and the hairdresser will then re-dress the real hair, leaving her just as attractive as before.

Another hairdresser will do this in reverse, putting a fashion wig over a beautifully-dressed head of hair. There will also be at least one "fantasy" style to demonstrate technique. A large audience is anticipated.

Timings:

The event will be open to the audience at 7.30 p.m., but behind the scenes from 6-7 p.m. many of the models will be ready and full facilities will be provided for "rehearsals" for cameramen. Spokesmen able to give press interviews will also be available.

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Other press arrangements:

Mr Frederick H. Radford, M.I.P.R., the public relations officer to the Professional Hairdressing Development Group will be present and a press release will be available which will give full details of each hairdresser with his or her address.

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