

I.W.S. NEWS SERVICE

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PARIS SHOW IN LONDON SIGNALS START OF WORLD-WIDE WOOL WEEKS

I.W.S. Stages Biggest Series of Promotion Events

The enthusiastic applause of more than 3,000 guests who attended the presentation of exclusive wool models from the latest Paris collections at the Savoy Hotel, London, yesterday (September 25) gave an encouraging start to the biggest series of wool events in the history of the International Wool Secretariat.

Twenty-two of the leading Paris mannequins displayed the models at what the British press has described as "the finest Autumn dress show of the year".

Twenty-two famous French houses each showed three models of morning, afternoon and evening wear at the parades which were staged by the International Wool Secretariat in co-operation with the Chambre Syndicale de la Couture Parisienne.

Millions Saw The Show

The evening parade was televised direct from the Savoy Hotel to an audience of millions.

Distinguished guests included the Prime Minister's wife, Mrs. C.R. Attlee, and their daughter, Miss Alison Attlee; the Rt. Hon. W.J. McKell (Governor-General of Australia) and Mrs. McKell; the Rt. Hon. Richard Stokes, M.C., M.P., Lord Privy Seal; Sir Hartley Shawcross (President of the Board of Trade) and Lady Shawcross; Viscount and Viscountess Bruce of Melbourne; Mr. F.W. Doidge (New Zealand High Commissioner) and Mrs. Doidge; Mrs. A.L. Geyer, wife of the South African High Commissioner, and members of the Diplomatic Corps in Britain.

The parades were filmed for the world's newsreels. Coincidentally, Associated British Pathe are releasing their Technicolor film "Paris, City of Fashion" for showing throughout the leading cities of Europe. This film, shot

during the Autumn and Winter collections, features wool as a fashion fabric.

Simultaneously, after twelve month's planning the International Wool Secretariat is putting into operation a programme of wool displays, exhibitions and trade fairs which will show the world the uses and usefulness of wool.

In Britain, with the help and advice of all sections of the industry, the I.W.S. is organising the country's biggest yet wool promotion with a national "Wool Fashion Week" from October 22-27.

In Holland and Switzerland, Wool Weeks are already under way.

In France, the "Quinzaine de la Laine" takes place from October 2-19. A wool exhibition is being staged at Bordeaux and in Paris the leading stores are co-operating in the "Fortnight" with special wool displays.

Extended To Five Cities

In Italy such was the interest shown in the 1950 wool "Decade", held only in Milan last year, that the I.W.S. has extended the 1951 exhibitions to Rome, Florence, Naples and Genoa, as well as Milan, from October 13-22.

More than 1,000 stores in the five cities will be competing in window display competitions which will incorporate I.W.S. materials.

In Belgium, a "Wool Fortnight" starts on October 9.

In America, a "Wool in California Colours" promotion by the Wool Bureau Inc., features a series of special colours inspired by California flora and interpreted in an outstanding array of fabric in woollens and worsteds of 100 per cent virgin wool for next Spring.

The couture of California and more than 100 designers are now creating coats, suits, dresses and sportswear in "Wool in California Colours".

Plans are well in hand for the staging of special mannequin parades of wool sportswear at Oslo during the Olympic Winter Games period.