

BEAR BRAND

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GIGI

A galaxy of stars, fabulous sets and costume, enchanting music and all the extravagance, gaiety and fin-de-siècle wit of Colette's novel; "Gigi" is an assured success, bringing with it a great nostalgia for the Grand Era that has passed away.

An era of luxury, magnificent manners and great sophistication, now alas surviving only in a few oases appreciated by the connoisseurs of this age. And it is for them that Bear Brand's GIGI has been created - a whisper of the most fabulous luxury possible in the queen of fibres - silk.

Bear Brand's silk stockings GIGI are produced in four flattering shades, "Paris", the palest and most delicate shade, "Cafe", for the conventional, "Colette", flatteringly dark, and "Night", the most elegant of all - black. Bear Brand's GIGI is made in three weights of silk retailing from 10/11.

With compliments:
Joy Sutcliffe-Robinson

3rd February, 1959.

Metro-Goldwyn-Mayer Pictures acknowledge gratefully the co-operation of the following companies, who have made this show possible:-

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