

COPY



# Renée Peyaro

PROMOTIONS, PUBLIC RELATIONS & EDITORIAL SERVICES

STEP-ASIDE · EDGEHILL ROAD · EALING · LONDON · W-13 · PERivale 4138

1st September 1959

Miss Grace Field,  
News Editor,  
PATHE NEWS  
Pathe House,  
133 Oxford Street,  
LONDON, W.1.

My dear Grace,

I am writing to you regarding the National Fur Company's Show which will be held this year on Monday, 5th October, at approximately 5 p.m. at the Dorchester Hotel - Orchid Room. As at previous Shows, the Press Preview will be from 12 noon.

The main theme this year will be 'WITH A LITTLE BIT OF MINK' - many coats will be featured with Mink trimming, even including a number in the more inexpensive range. We shall, of course, have our lush 'all Mink' collection.

At this stage, I would like to know if Pathe are interested in covering the above Event, as I have received a telephone call from another Newsreel asking me for details of any shows I am doing. Naturally, I do not wish to do anything in this direction if we can co-operate with Pathe again this year.

I look forward to hearing from you at an early date. Perhaps we can really fix that luncheon date this time!

With kindest regards,  
Yours ever,

Renée

Press Officer: National Fur Company

P.S. Following my telephone conversation with your Secretary, I confirm the above would be exclusive to Pathe, and look forward to your confirmation of arrangements in due course. So sorry the first letter went astray!

R.

TILL 3 CW.

Pat Chilton  
Patt.

1959/60 COLLECTION

presented by

THE NATIONAL FUR COMPANY LIMITED.

'MINK MAGNIFICENT'

and

INEXPENSIVE FURS ..... 'WITH A LITTLE BIT OF MINK'

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NATIONAL FUR COMPANY,  
193, Brompton Road,  
LONDON,  
S.W.1.

KENSington 4801.

BRANCHES: Birmingham  
Leicester  
Cardiff  
Swansea  
Newport (Mon)  
Exeter  
Carmarthen.

PRESS OFFICER:

Miss Renée PEZARO.

WITH THE COMPLIMENTS OF:-

RENÉE PEZARO

PERivale 4138

Step-Aside,  
Edgehill Road,  
Ealing, W.13.

### FABULOUS MINK

The appreciation of fine furs by discerning women has led them to the Salons of the National Fur Company for over three-quarters of a Century. Since those early days in the 1870's, when their craftsmen were working almost entirely on Royal Ermine, Sable and 'cute little sets in Sealskin', Mink has become the cream of the Collection. This Season, the NATIONAL FUR COMPANY are featuring magnificent examples in all the glorious mutations, as well as Wild and Ranch Mink. Stars of this 1959/60 Show are models in ARGENTIA (Silver Blu) AUTUMN HAZE (Royal Pastel), CERULEAN (Sapphire), DIADEM, TOURMALINE and LUTETIA (Aleutian). Beauty of the Collection is a BLACK DIAMOND MINK - one of the most perfect Ranch Mink coats ever to be seen in this country.

### TRENDS IN FUR

#### IMPORTANT COLLARS:

Flattering standaway, face framing collars are in favour this Season. One Voluminous cape collar highlights a full length coat in gorgeous CERULEAN (Sapphire) Mink. Another - the 'Duet Model' - is a glossy Black Persian Lamb coat with a beautiful tiered Mink collar, which cleverly converts to become a cape for late evening wear. The Bolero and Cape/Stole will be more in evidence this Winter, than the Stole. That precious American Fur - the Empress Chinchilla - is a perfect foil for cocktail or evening gown. Style theme of the Collection is that casual elegant look.

#### COLOUR IN FUR

Emphasis of the Collection is on becoming pastel shades. The National Fur Company introduce for the first time, new-as-to-morrow coats in feather-weight HAMSTER. Skins are in exquisite shades of pastel Blonde and are the finest ever imported from China. New shades are introduced in Kidskin - namely 'Champagne' and 'Cloud Grey'. Beaver becomes Blonde - Persian Lamb is featured in the newest shade - Marron. Dazzling white Fox - that Regal favourite - is currently fashionable for evening. A new ultra-long stole in snow-white Arctic Fox, is made from six flawless skins.



'WITH A LITTLE BIT OF MINK'

This Season, the National Fur Company also introduce an inexpensive Collection of Furs with that 'expensive touch'. All the Mink mutations, Wild and Ranch, are used as trimmings on these furs, worked into fabulous collars or snug cuffs. Some charming combinations are the new Persian Lamb shades teamed with 'Sapphire' or 'Lutetian' Mink. Wild Mink collars give that expensive look to those old friends - Musquash and Pony Skin. The new pastel blonde Hamster has Wild Mink flattery used on both collar and cuffs. 'With a little bit of Mink' is a brilliant new fashion dreamed up by a Psychologist-Furrier. Every woman knows that prestige-wise nothing in the world is more of a moral booster than Mink, even a 'little bit' just exudes luxury.

NEW INEXPENSIVE FURS

One of the National Fur Company's new season's pets is 'OCELOT CAT.' This striking newcomer is an attractive relation of the Ocelot family. Softer than Ocelot, in marking and price, a three-quarter length coat costs from £325 - a jacket from £195. New too, are flattering Grey PERSIAN LAMB PIECE coats made up in an inexpensive way - each skin is composed of a myriad pieces of fur, perfectly matched like mosaic and sewn by the inhabitants of a Greek fishing village, who specialise in this industry. The finished result is as solid and beautifully marked as a whole skin, with no joins discernable. This unique treatment has enabled the National Fur Company to produce a full length Persian Lamb 'piece' coat for as little as £169.

Whether the final choice be Mink or a less costly fur, a purchase from the National Fur Company in London or the Provinces represents (as it has done for the last 80 years) perfection in fur craftsmanship allied with the best value possible for the amount expended.

THE NATIONAL FUR COMPANY

presents

'MINK MAGNIFICENT'

and

INEXPENSIVE FURS ..... 'WITH A LITTLE BIT OF MINK'

1959/60 COLLECTION.

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H A T S  
by  
SIMONE MIRMAN  
9, Chesham Place,  
LONDON, S.W.1.

MANNEQUIN

FUR

PRICE

REMARKS

1.	Ilona	Brown Persian Lamb $\frac{3}{4}$ coat	£410	
2.	Paula	Pastel Mink Cape/stole	£595	
cu' 3.	Jill	Leopard coat	£459	18
4.	Joan	Ranch Mink $\frac{3}{4}$ coat	£1,250.	50
5.	Jean	Beaver coat	£795	
6.	Anne	Sapphire Mink Bolero	£675.	
7.	Ilona	Dyed Ermine coat	£750.	3
8.	Paula	Silver Blu Mink cape/stole	£350	
9.	Jill	Persian Lamb $\frac{3}{4}$ coat	£325.	11
10.	Ilona	Wild Mink coat	£1,695	
11.	Anne	White Fox Stole	£169.	36
12.	Jeanette	Dyed Canadian Squirrel coat	£395	
13.	Jill	Pastel Mink Jacket	<del>£295</del> £875	51
14.	Ilona	'Duet Model' - Persian Lamb Coat, 3 Wild Mink cape/cum/collar	£1,160 (Coat £565 Cape £595)	60
15.	Paula	Tourmaline Mink Cape/stole	<del>£795</del> £825	
16.	Joan	Blonde Beaver coat	<del>£695</del> £825	
17.	Joan	Wild Mink Jacket	£795	
18.	Ann (JEWEL)	Ranch Mink Coat	£2,850	
19.	Ilona	Dyed Ermine Jacket	£475	
20.	Jill	Persian Lamb Coat, Diadem Mink collar.	£545	
21.	Paula	Sapphire Mink Cape/stole	£575	
22.	Joan	Diadem Mink Bolero	<del>£795</del> £675	
23.	Jean	Black Broadtail Coat	£1,210	
24.	Ann	White Mink Wrap	<del>£975</del> £955	
25.	Joan	Ocelot Cat Jacket	£198	
26.	Jill	Sapphire Flank Musquash Coat	<del>£149</del> £150	
27.	Paula	Black/White Kid Jacket, Hat and Muff-Bag	£125	

<u>MANNEQUIN</u>	<u>FUR</u>	<u>PRICE</u>	<u>REMARKS</u>
28. Joan	Brown Persian Paw Coat -	£165	
29. Ilona	Brown Pony Coat -	£175	
30. Jill	Grey Persian Lamb 'piece' Coat -	£169	
31. Paula	Dyed Hamster Coat -	<del>£185</del>	199
32. Joan	Sapphire $\frac{3}{4}$ Kid coat, Mink Collar -	£121	
33. Ann	Chinchilla Bolero -	£1,350	
34. Jean	Ranch Mink Cape/stole -	<del>£410</del>	495
35. Ilona	Wild Mink $\frac{3}{4}$ coat -	<del>£1,595</del>	1495
36. Paula	Sapphire Mink Coat -	<del>£2,250</del>	1995
37. Joan	Brown Persian Lamb Coat, Lutetia Mink Collar -	£595	
38. Jill	Diadem Mink Stole -	<del>£450</del>	£495
39. Ann	Lutetia Mink Bolero -	£935	
40. Paula	Seal Musquash Coat, Wild Mink Collar -	£695	
41. Jean	Pastel Mink Coat -	£2,595	
42. Joan	Ocelot Coat -	£895	
43. Ann	Tourmaline Mink Cape/Stole -	£495	
44. Paula	Persian Lamb Coat - 'Trojain' -	£429	
45. Jill	Stranded Dyed Musquash Coat -	£350	
46. Joan	Grey Squirrel Coat -	£395	
47. Jean	Ranch Mink Bolero -	<del>£320</del>	£75
48.	White Ermine jacket -	<del>£675</del>	£975
49. Ann	Sapphire Mink Jacket -	<del>£675</del>	
50. Paula	Grey Ermine Cape/Bolero -	£375	
51. <del>Jill</del> ILONA	Black Mink Jacket, trimmed Silver Blu -	£880	
52. Joan	Wild Mink Cape/Stole (Buckenham) -	£650	
53. <del>Jean</del> ETC.	Bronze Alaska Sealskin Coat -	£950	
54. <del>Ann</del>	Diadem Mink Cape/Stole -	<del>£529</del>	£75
55. Ilona	Persian Lamb Jacket, Black Mink collar -	<del>£295</del>	325 995
56. Paula	Tourmaline Mink Coat jae -	£450	
57. Jill	Ranch Mink Cape/Stole -	£450	
58. Jean	Persian Lamb Coat, Sapphire Mink collar -	£545	
59. Ann	Canadian Sable Cape/Stole -	£650	
60. Jill	Silverblu Mink Coat -	£2,150	£2495

JEWELLERY  
by courtesy of  
GARRARD & CO. LTD., Crown Jewellers,  
112, Regent Street,  
LONDON, W.1.