

Press Release  
July 2013

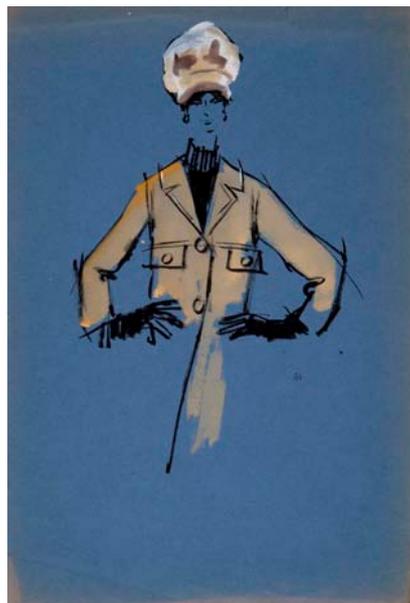
# LAPADA

ART & ANTIQUES FAIR  
BERKELEY SQUARE

25TH-29TH SEPTEMBER 2013

"Pure Elation"  
The Colour & Elegance of 1950's Fashion

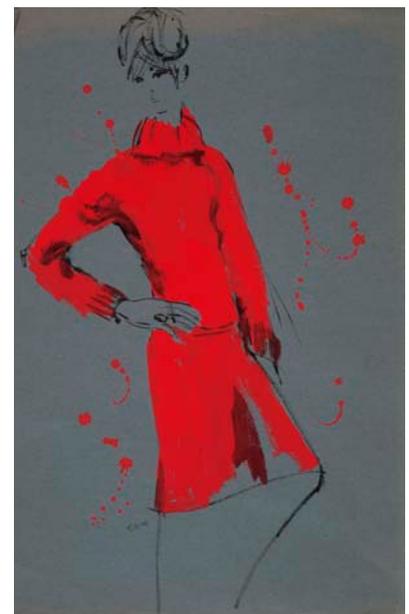
Gray Modern & Contemporary Art are delighted to be showcasing for the first time since their original publication in 1956, a series of original fashion illustrations from the 'darling' of the British press, Eva Aldbrook (b.1925) at the upcoming LAPADA ART AND ANTIQUES FAIR, Berkeley Square, London  
**25<sup>th</sup> - 29<sup>th</sup> September 2013**



The series of original fashion illustrations by iconic & renowned fashion illustrator Eva Aldbrook were commissioned by the Associate Editor, Ernestine Carter, for The Sunday Times fashion pages in 1956 and have never been seen since. The illustrations will go on sale at this year's prestigious LAPADA ART & ANTIQUES FAIR Berkeley Square, the 'must see' event of the art and antiques calendar held annually in London, Mayfair.

Eva was favoured by the British press during the 1950s and 1960s, receiving commissions from all of the most respected fashion editors of the time, including British Vogue Editor, Alisa Garland (1961 - 1964), Eileen Ascroft at The Evening Standard and the doyenne of London's newspaper and fashion world Ernestine Carter (1955 - 1972), Associate Editor of The Sunday Times.

Eva worked with top models, such as the leading fashion model of the time, Christine Tidmarsh, who posed for these illustrations; she was recognisable whenever she was featured whether in photography shoots, or within illustrations. Christine was one of the hand-picked models that Christian Dior used for all his shows and she was the chosen British model for Yves St Laurent's first ever catwalk collection, when he was a young designer at Dior.



**murray  
weir willats**

For more information please contact Zoe Ramsay at Murray Weir Willats at [lapada@murrayweirwillats.com](mailto:lapada@murrayweirwillats.com) tel: +44 20 7245 1066

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Eva's understanding of movement and fashion allowed her to illustrate with great flair and grace her subjects that epitomised the essence of 1950's & 1960's fashion.

Eva's ability to translate a fashion designer's creation into beautiful illustrations that every reader could respond to and desired, stemmed from her classical training as a dancer, her studies under the legendary fashion and costume tutor Muriel Pemberton at St Martin's School of Art and her time as head designer at Nathan's Theatrical Costumiers, working on films and stage productions.

She truly understood the female form, the cut of a fabric and the elegance of the period.

Eva says, 'After growing up in wartime London during the blitz, the dismal grey time of war and clothing coupons, the colour and elegance of the '50s and '60s was pure elation'.



Eva remembers her years as a fashion illustrator with great fondness, describing them as exhilarating and sophisticated, although she says 'the world in which I worked was an intensely competitive field; even some of our teachers were trying to secure the same commissions!'

Eva today is as elegant and sophisticated as the period in which she worked. She continues to paint and draw from her studio, but has left a legacy for the fashion world that she hopes will endure through her illustrations, wherever their final destination may be.

For interviews with Eva Aldbrook and images please contact: Zoe Ramsay at Murray Weir Willats on 020 7245 1066 or [zoe@murrayweirwillats.com](mailto:zoe@murrayweirwillats.com)

Ends

## Notes to Editors:

**Event:** LAPADA ART AND ANTIQUES FAIR Berkeley Square

**Dates:** Wednesday 25th September – Sunday 29th September 2013

**Location:** Berkeley Square, Mayfair, W1J 6EB

**Website:** [www.lapadalondon.com](http://www.lapadalondon.com)

**Telephone:** +44 (0) 20 7823 3511

### Opening Hours:

Wednesday 25th September 2013: 11am – 9pm

Thursday September 2013: 11am – 5.30pm

Friday 27th September 2013 - Saturday 28th September 2013: 11am – 7pm

Sunday 29th September 2013: 11am – 5pm

**Ticket Price:** entrance by ticket priced at £15 each or by invitation

### Underground stations:

Green Park - Jubilee, Victoria & Piccadilly lines

Bond Street - Central & Jubilee lines.

**Major bus routes:** via Piccadilly, Regent Street and Oxford Street.

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## Gray Modern & Contemporary Art

Gray Modern & Contemporary Art specialises in Modern British Art, Contemporary Art by artists rooted in the finest traditions of Modern British painting and original fashion illustrations & textile designs. Their exciting fashion illustrations and textiles from the late 1940s to the 1970s attract attention from around the globe. Gray Modern & Contemporary Art is the leading specialist in original fashion illustrations & textile designs from the 1940's to the 1970's.

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LAPADA

THE ASSOCIATION OF  
ART & ANTIQUES DEALERS

## LAPADA The Association of Art and Antiques Dealers

LAPADA (The Association of Art & Antique Dealers) is the largest society of professional art and antiques dealers in the UK. It is a trusted resource for private collectors and the art & antiques trade in the UK and 16 other countries around the world. Established in 1974 it boasts 600 worldwide members, who are experts in their fields, with specialities ranging from fine art, jewellery and furniture to contemporary works, sculpture and ceramics. Due to the Association's strict Code of Practice, clients are offered total reassurance when purchasing from a LAPADA member. LAPADA offers a referral service for any member of the public looking for a trusted dealer in a specific area, who is seeking quality and assurance of authenticity. It also offers industry advice and lobbies on issues affecting its members and good practice in the art and antiques trade.

<http://www.lapada.org/>

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