

BY AIR MAIL  
*par avion*

Royal Mail



# first

**Great British Fashion**

Issue date: Tuesday 15 May 2012

Introducing a forthcoming Special issue to celebrate the best of British fashion.



NAME  
 ADDRESS  
 ADDRESS  
 ADDRESS PERSONALISATION 3  
 ADDRESS FONT 20PT/12PT CHEVIN  
 ADDRESS  
 ADDRESS  
 POSTCODE



Issue  
Great British Fashion

Design  
Johnson Banks

Photography  
Solve Sundsbø

Stamp format/size  
Portrait  
35mm x 37mm

Printer  
Cartor Security Printing

Print process  
Lithography

Perforation  
14.5 x 14

Phosphor  
Background Screen

Gum  
PVA

Number per sheet  
25/50

white  
mixed  
source  
fsc logo

# Introducing our new spring collection

In post-war Britain, austerity soon gave way to a love of fashion that has now grown to become a national industry, employing around a million people and contributing some £21 billion to the nation's coffers.

Britain also enjoys worldwide renown for the creativity of its designers and the excellence of its fashion houses. In fact, from the streamlined elegance of Norman Hartnell's creations, through the 60s psychedelia of Granny Takes a Trip and on to Alexander McQueen's dramatic design ethos, British fashion has always represented the cutting edge of couture.



## Mint Stamps

Price £6.00  
Code AS801

### Models of perfection

The Mint Stamps come to you in pristine condition and feature original outfits from our ten chosen design houses, beautifully shot by acclaimed fashion photographer Solve Sundsbø.

That's why, inspired by the popularity of the Mary Quant mini skirt stamp from 2009's British Design Classics issue, we are delighted to introduce this flamboyant Special issue, featuring ten of the most influential names in British fashion.

To do their wonderful creations justice, each has been shot by award-winning fashion photographer Solve Sundsbø. He has captured the essence of every outfit by eschewing the use of mannequins and instead casting models whose silhouettes represent the bodily ideals of each era, in poses that also recapture their zeitgeists.

## First Day Cover Stamps

Price Inland £7.68  
Price Overseas £6.40  
Code AF358

This specially designed Cover has all ten Great British Fashion Special Stamps affixed and contains a filler card that sums up the related design houses. It can also be cancelled with your choice of a Talents House or London W1 postmark; the latter chosen because it is the home of both Carnaby Street and Savile Row.



### Acknowledgements

Hardy Amies © Hardy Amies. No. 14 Savile Row. Norman Hartnell © Norman Hartnell: Granny Takes a Trip © Granny Takes a Trip, 1967; Ossie Clark (print by Celia Birtwell) © Ossie Clark and Celia Birtwell; Tommy Nutter © Nutters of Savile Row; Jean Muir © Harry Leuckert; Elizabethan Collection Autumn/Winter 1981 by Zandra Rhodes © Zandra Rhodes; Vivienne Westwood © Vivienne Westwood; Paul Smith © Paul Smith; 'Black Raven' from the Alexander McQueen Horn of Plenty Autumn/Winter 2009 collection courtesy of Alexander McQueen.

Buy now!

First Day Covers only available until

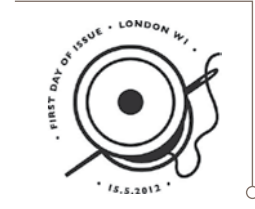
15 May

Don't miss out. This date cannot be extended.

Standard Royal Mail postmark



Alternative postmark





**Presentation Pack**

**Price** £6.50  
**Code** AP361

**Sumptuous material**  
In this lavishly illustrated Presentation Pack, Professor Amy de la Haye from the London College of Fashion takes an in-depth look at the many styles to have held sway from the post-war era to the present day. Includes all ten Special Stamps.



**Stamp Cards**

**Price** £4.50  
**Code** AQ183

**Plus sizes available**  
Our postcard size Stamp Cards enable you to enjoy the wonderful detailing captured by Sølve Sundsbø's stylish photography.



## Framed Stamps

**Price** £25.00  
**Code** N3023

### Picture perfect

The Special Stamps make a real fashion statement, as well as creating a unique, pictorial history of post-war British fashion, when collected together and mounted in this black ash effect frame. A superb addition to any room. Dimensions 32cm x 18.5cm.

## Order in a way that suits you

13FBE

Complete the order form or use a separate sheet of paper, including your debit/credit card details, cheque or postal order and send to **Royal Mail, FREEPOST EH3647, EDINBURGH, Scotland EH12 9PE**. If posting from overseas, return your form to **Royal Mail, Talents House, 21 South Gyle Crescent, EDINBURGH, Scotland EH12 9PB** (stamp required). You can also order online at [www.royalmail.com/fashion](http://www.royalmail.com/fashion) or by phone on **08457 641 641 (+44 131 316 7483** from overseas) quoting media code **13FBE**.

If you need to change your address details (as shown overleaf) or would like to send a personalised First Day Cover as a gift, please continue on a separate sheet. First Day Covers with the Talents House postmark can only be ordered using **first** or by calling **08457 641 641**.

Great British Fashion		Code	Price	Quantity	Total	
Orders of First Day Covers only do not attract a handling fee.						
<b>First Day Cover — Stamps</b>						
Inland	- Talents House postmark	AF358	£7.68		£	
	- Alternative postmark	AF358	£7.68		£	
Overseas	- Talents House postmark	AF358	£6.40		£	
	- Alternative postmark	AF358	£6.40		£	
Other orders attract one of the following handling fees: UK £1.45, Europe £1.55, Rest of World £2.15. For bulky handling fees: UK £2.95, Europe £5.00, Rest of the World £14.00. One fee will be charged per order, per address. The bulky handling fee will apply to mixed orders where at least one of the products is a bulky item.						
	<b>Mint Stamps</b>	AS801	£6.00		£	
	<b>Presentation Pack</b>	AP361	£6.50		£	
	<b>Stamp Cards (10 in set)</b>	AQ183	£4.50		£	
	<b>Framed Stamps (Bulky Handling Fee applies)</b>	N3023	£25.00		£	
					<b>Sub total</b>	£
					<b>Postage</b>	£
					<b>Total</b>	£

Visa   
  Mastercard   
  Maestro   
  Cheque/Postal Order   
  Debit my Royal Mail Account (inc. by VDD or CCCC)

Card number	Valid from	Expiry date	Issue no.
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cardholder's signature	Date	Contact telephone number	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
	Email	<input type="text"/>	
		<input type="text"/>	

Tick here if you would like to receive information by email   
  Tick here if your order is a gift (please provide address on a separate sheet)   
  first is not for me, please DO NOT send any future editions

The information you provide will be held under the Data Protection Act 1998 and will be used by Royal Mail Group Ltd, including Parcelforce Worldwide and Post Office Ltd. We may want to contact you from time to time with details of other products and services available from us. If you do not want this, please tick the box.