



GRATTAN CATALOGUE COPY - 'ESSENTIALS'

(Pp 210 - 211 Introduction to Essentials section)

(Alternative A)

For sheer quality, flair and value, our 'Essentials' collection is streets ahead of the High Street! Check out the following four sections - your best choice in fashion for the Autumn-Winter season...

(Alternative B)

It's time to browse around the Essentials Shop... four exciting collections with something for everyone this Autumn-Winter season!

Essentials For Quality

High quality garments at highly attractive prices

Essentials For Fashion

Eye-catching designs with fantastic value and choice

Cotton Republic

Our own exclusive range of 'smart casual' leisure and pleasure wear

OR: Our own exclusive range of 'smart casual' wear - one step ahead for your leisure and pleasure!

Essentials For Value

A stunning collection of every-day fashion - without the stunning prices!

OR: This season's unbeatable 'value' collection offers more quality for less money!

(Pp 210 - 211 Silk-angora)

Pamper yourself with our silk-angora knitwear - kitten-soft luxury in two styles and a choice of seasonal colours. It's the perfect match for our classic pleat-front

trousers...a winning combination in stylish good looks!

(Pp 212 - 213 twinset)

Outstanding value

TWINSET IN SOFT EASY-CARE FABRIC

Pure softness in an easy-care fabric that's yours in three delicate feminine shades. Good looks. Great value.

ONLY œ00.99

Outstanding value

TWINSET IN SOFT EASY-CARE FABRIC

Softness you can see makes this ultra-feminine twinset a must for your new-season wardrobe. A choice of three delicate shades.

ONLY œ00.99

(Pp 214 - 215 boucle cardigan)

Boucle cardigan in 4 fashionable colours...

More than a match for most - this wear-anywhere chunky-knit cardigan combines warmth and style with versatility and value!

Top-drawer quality for your Autumn-Winter wardrobe! This wear-anywhere chunky knit cardigan combines warmth and style with versatility and value

This wear-anywhere chunky-knit warmer looks great with any outfit!

Top off any outfit with this wear-anywhere chunky-knit warmer in 4 attractive colours!

(Pp 216 - 217 ribbed knitwear & skirts)

(Left - p216)

Ribbed knitwear in 3 styles
for a fantastic fit in 3 colours!

Show off your figure with our skinny-rib sweaters
in 3 styles and 3 colours!

(Right - p217)

It's head-turning stretch Lycra!
Figure-hugging skirts in 3 lengths and 4 colours
- simply perfect with our skinny-rib sweaters!

Our best-selling stretch Lycra skirts for the figure-friendly look in a choice of 4
colours and 3 lengths - simply perfect with our skinny-rib sweaters!

(Pp 218 - 219 silk blouse)

Total luxury in a
PURE SILK BLOUSE
Choose from 6
eye-catching colours...

Generously cut to wear as a fashionable overshirt - terrific teamed up with our
stretch trousers and skirts!

(Pp 220 - 221 chenille knitwear)

Introducing this season's stars
in quality cardigans and sweaters...

Warm and chunky
CHENILLE
in 5 deep, rich colours!

(Pp 222- 223 Satin)

Alternative headlines:

SATIN style
Sassy SATIN
Smooth as SATIN...
The glamour of SATIN
Rich & ritzy SATIN
Steppin' out in SATIN

SATIN style

This season's versatile collection of skirts, jeans and blouses have the soft and sensual magic of glorious satin for those admiring looks wherever you go!

SATIN style

Step out in smooth and slinky satin - a versatile collection of skirts, jeans and blouses to attract admiring glances everywhere you go!

(Pp 224 - 225 Prints & Pastels)

Prints & Pastels

Pretty feminine designs in soft lambswool and angora set the tone for this season's luxury knitwear collection

Prints & Pastels

This season's luxury knitwear collection in soft lambswool and angora sets new heights in feminine fashion

(Pp 226 - 227 twinset)

Outstanding value

CLASSIC CABLE TWINSET

The look is 'forever elegant' - a timeless design in easy-care fabric available in red, black or ivory

ONLY £X

(Pp 238 - 239)

(left page)

Perfect for day or evening wear...

figure-happy KNITTED DRESS

in 3 head-turning colours

ONLY £X

(right page)

2-PIECE TUNIC in 4 colours

It's at home in the office -

or out on the town!

ONLY £X

OR:

2-PIECE TUNIC in 4 colours...

wear it well - anytime, anywhere!

(or: great to wear - anywhere!)

(Pp 240 - 241)

NEW-SEASON STRETCH CORDUROY SKI PANTS

with the fit to flatter in 5 smart colours

ONLY œ00.99

(perfect paired with our casual boucle sweaters and hand-knit twinsets!)

or:

(make up the dream team with our casual boucle sweaters and hand-knit twinsets!)

TRIM-FIT STRETCH CORDUROY SKI PANTS

in 5 tasteful colours

- the dream team with our boucle sweaters and hand-knit twinsets!

TRIM-FIT STRETCH CORDUROY SKI PANTS

in 5 tasteful colours

- see how good they look with our casual boucle sweaters and hand-knit twinsets!

(Close fitting/Perfect fitting/Snug fit/Trim-look...)

STRETCH CORDUROY SKI PANTS

in 5 colours make the perfect partner for our casual boucle sweaters and hand-knit twinsets

(Pp 242 - 243 tunic and cardigan)

Treat yourself today!

OUR LONG-LINE TUNIC AND CARDIGAN

Super-soft easy-care knitwear

- inviting value in your 5 favourite colours!

Great looks - great value!

LONG-LINE TUNIC AND CARDIGAN

IN 5 FAVOURITE COLOURS

(It's easy to relax in super-soft easy-care knitwear that is so affordable!)

A real 'find' in super-soft easy-care knitwear -

OUR LONG-LINE TUNIC & CARDIGAN

both in your 5 favourite colours!

(So affordable - why not order the pair?)

(Pp 244 - 245 jeans etc)

When it's time to relax -

Slip into our exclusive

'COTTON REPUBLIC'

CLASSIC DENIM JEANS

- in a choice of 3 washes & (3) lengths

...perfect partners for our popular cotton shirts and chunky seasonal knitwear

Relax in style...
with our exclusive
'COTTON REPUBLIC'
CLASSIC DENIM JEANS
- in a choice of 3 washes & (3) lengths

...perfect partners with this season's cotton shirts and easy-price chunky knitwear

Our own exclusive design
'COTTON REPUBLIC'
CLASSIC DENIM JEANS
- in a choice of 3 washes & (3) lengths

The feminine comfort and style of 'Cotton Republic' jeans make them perfect partners for our seriously good cotton shirts and chunky seasonal knitwear!

(Pp 246 - 247)

Welcome together!
Cotton knitwear choices in 5 attractive colours -
a complete look with our 2-length fashion kilts in 3 tartan checks

A choice to charm...
Cotton crew-necks and cardigan in 5 attractive colours - delightful with our 2-length fashion kilts in 3 tartan checks

Cotton knitwear choices in 5 attractive colours - perfect cast with our 2-length fashion kilts in 3 tartan checks

Cotton crew-necks and cardigan in 5 attractive colours - soul mates for our 2-length fashion kilts in 3 amazing checks!

(Pp 248 - 249 right page headline)

A CLASSIC BLOUSE
with a luxurious pearly-smooth finish
in 4 fashion colours

This season's
CLASSIC BLOUSE

Long or short-sleeve luxury in a
pearly-smooth easy-care fabric.
A choice of 4 fashion colours

This season's
CLASSIC BLOUSE
...with the smooth luxurious
feel of satin and pearls.
Long or short sleeves
in 5 fashion colours.

(Pp 250 - 251)

A WINNING COMBINATION...
Fully-lined classic skirt in 3 lengths,
checks and plains - plus 3 stylish
knitwear options in a choice of 4 colours

(OR: As above but with alternative lead-ins...)

A MAGIC MIX!
VARIETY IN VOGUE...
LINKING THINKING -
LIVELY LINKS -

(Pp 252 - 253)

Day and night-time favourites...

Textured crinkle-fabric
OVERSHIRT & TROUSERS
- so pretty with our
LACE-TRIMMED COTTON TOP

Each in a choice of 3 colours
