



JARDRE

A SCOTTISH HOUSE OF FASHION CELEBRATES ITS CENTENARY

When a business like that of Jenners' house of fashion founded in Edinburgh in 1838, has existed for a whole century sufficient proof is given of the high standard it has always maintained and of the solid basis on which it is established, and in itself is reason enough for celebrating the 100th anniversary of its founding in a festive manner. Looking back on its long and prosperous development, the House depicts the stages it has passed through in a series of shop-window displays representing the change of fashion throughout the century, and the alterations made in the building itself, all with the simplest of materials. In addition, a most attractive centenary booklet has just been published containing delightful illustrations by Walter Hodges and in which the historical background with its stirring events has been particularly pleasingly treated in a descriptive style of great literary charm.

The stress laid on this traditional element in the centenary publication is precisely that which gives Jenners an air of stability, quality of a high order, and reliability in this restless age of ours.

Translated by Flora Salmond-Volkman