

By Vera, Inspired In China

By ENID NEMY

Vera Neumann, known in the fashion world as Vera, is celebrating her 30th anniversary in business with something of a coup.

Her newest collection of scarves was not only inspired by several recent visits to the People's Republic of China, but is being made there for export here.

"It's a major breakthrough," said Nicholas Ludlow of the National Council for United States-China Trade in Washington.

Mr. Ludlow was particularly impressed that Vera's signature was on the scarves. He believed it was the first time that American designs had been produced in China for sale here.

Originally, according to Vera, there was no great enthusiasm for reproducing either her designs or her signature.

"They weren't too anxious to have designs from us, nor to do the signature, but we explained and they agreed," she said.

Truth and Honesty

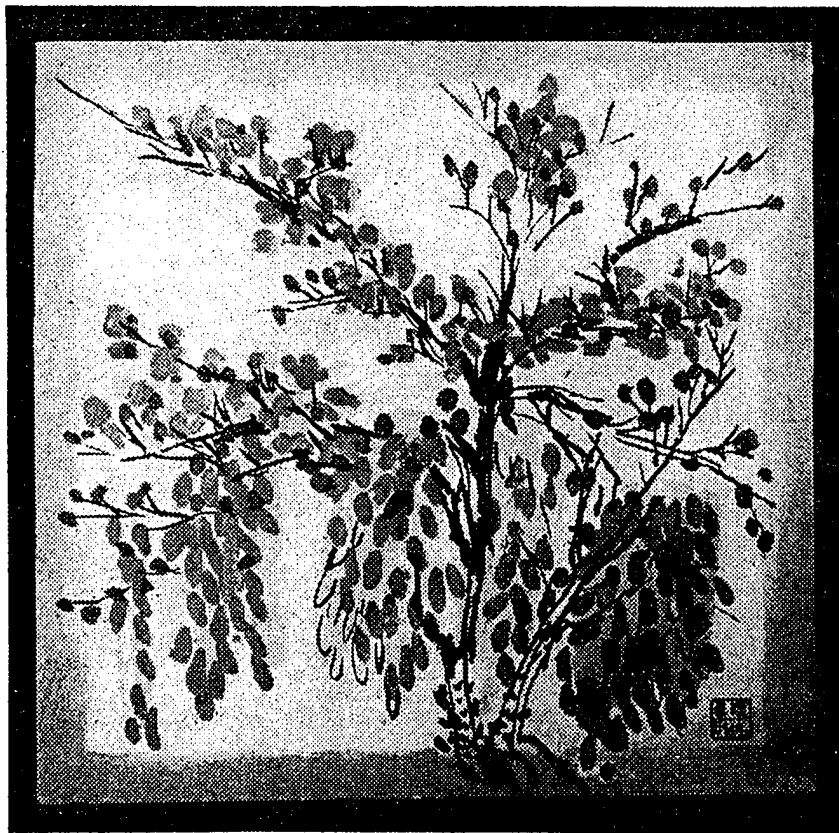
Now each scarf has not only the traditional Vera signature but a Vera chop, which apparently translates to "Truth and Honesty."

The scarves, eight designs in all, were sketched after Vera's first trip, some 18 months ago. On her second visit last fall, she carried the designs, and color separations, with her for manufacture in Shanghai.

"They looked at them, and said very politely that the lines were very free and did I want them to fill them in," she recalled. "I said 'no' and they, again, very politely left them the way they were."

The scarves, measuring 28 inches square, or 15 x 45 inches, all have hand-rolled edges and include designs of Chinese calligraphy ("Set a Good Example for Yourself"), Chinese horses, taken from cloisonné at a museum in Shanghai, a paintbrush effect, blossoms, sun and rain, and waves.

"I've seen scarves from all over the world, but none have had the perfection of the Chinese scarves," Vera said. She was particularly pleased with the



quality of the silk and the clarity and brilliance of the colors.

The scarves will sell for \$12 and will be available at department stores in September. Vera's silk scarves, manufactured in Italy and the United States, usually sell for about \$10.

Vera, and Marvin Pelzer, her company's vice president in charge of production, who accompanied her on her visits, plan to accept an invitation to return later this year.

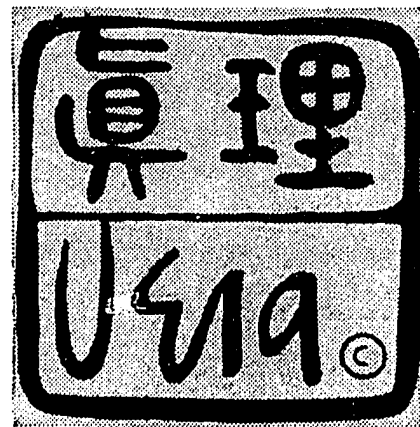
"This is only the beginning of our relationship with China," Vera said. "Now that we've broken the ice, future collections will allow for greater experimentation."

Wallpapers and Fabrics

Vera's 30th business anniversary is also marking the re-establishment of her ties with Schumacher, the wallpaper and fabric house with whom she was associated for almost a decade.

She has just completed designing a collection of wallpapers and fabrics for the firm, which will be shown early in 1976.

Vera designs are also on china, table and bed linen, sportswear separates and needlepoint.



"Blossomtime" is one of new Vera scarves inspired by, and being made in China. Vera signature is done in Chinese and English.