

PRESS RELEASE

A Jewel in the Cotswolds



With a treasure trove of clothes and more in beautiful fabrics, vibrant colours and intricate patterns, fashion designer Tania Llewellyn invites you to her pop-up shop in her Studio for a personalised post-lockdown Christmas shopping trip.

By pre-booked appointment, throughout December Tania is opening up her Studio in Willington, just outside Shipston-on-Stour, showcasing her unique fashion collection made in Jaipur. Tania will be on hand to offer honest advice and styling tips in an informal and comfortable setting.

Ten per cent of the proceeds will be donated to the local charity, Shipston Home Nursing, who offer invaluable home-based palliative care in the Shipston area (www.shipstonhomenursing.co.uk).

The ideal place to find that perfect Christmas outfit or gift, the stars of the show are Tania's jewel-bright jackets and coats in velvet and silk, her bestselling pin-tuck cotton tops, exquisitely soft hand-embroidered and hand-block printed cotton nightwear and a dazzling selection of scarves and shawls. Tania's attention to cut and detail gives each design great shape and style. Sizes from 10 – 18 and prices range from £38 to £220.

“This is a fabulous way for a couple of friends to enjoy a lovely Covid-safe shopping experience,” said Tania, who each year travels to India and works with a group of tailors to create and perfect her designs.

“My collection encompasses a myriad of beautiful, tactile, unusual fabrics and patterns you won’t find anywhere else – we bring the east to the west with a dazzling choice of styles and designs.

“Ladies in particular are fed up of having their shopping options limited, and this is the perfect opportunity to spend time with a friend browsing, chatting and trying on.

“It would be a lovely idea to expand your Christmas shopping experience by adding in coffee and cake at Whichford Pottery perhaps, or a nice lunch in Shipston – The Bower House restaurant and The George pub are excellent options.”

Another big plus is that shoppers can draw on the considerable styling expertise of Christian Dior-trained Tania in a relaxed and sociable way, without any pressure.

Covid regulations permitting, Tania is planning to open her pop-up shop when lockdown ends on Saturday, December 5, and then throughout December from Tuesday (starting December 8) to Saturday each week until December 23. There will be four hour-long appointments available each day between 10am and 5pm and pre-booking is essential via email: tania.llewellyn@hotmail.com

Tania expects her Christmas shopping experience to be popular and advises booking your hour-long slot as soon as possible.

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(A ready-written 900-word feature is also available)

Please credit: Photographs by Louise Darby www.louisedarby.co.uk



Editor's notes:

In the hip and hedonistic days of the late 1960s and early 1970s, Tania Llewellyn was a young fashion designer with an impeccable Christian Dior training who went on to co-own an ultra-trendy London boutique, designing clothes for starry clients such as Shirley Bassey and Joan Collins. In 1972, the front cover of the very first UK issue of *Cosmopolitan* magazine featured a model wearing a scarlet dress by Tania.

Back in the swinging 60s Tania was a pioneer in a fledgling world of ready-to-wear fashion and instrumental in the birth of London Fashion Week. She and her friend Annette Worsley-Taylor created a fashion collection and opened their boutique Tsaritsar in Pont Street, Belgravia, in 1969. It was the beginning of ready-to-wear boutiques, and it took off. The friends gave top designer Paul Smith his first job after leaving fashion college.

Tania, the daughter of Russian film director Paul Soskin, always loved drawing and sewing, making clothes for her dolls and then herself. She was introduced to the heady world of haute couture at the tender age of 16 when, through friends of her father, Tania got an apprenticeship at Christian Dior in Paris. She started by picking up dropped pins but within two years was working in couture, zipping up Sophia Loren's dress!

Tania moved to work at the new Miss Dior store in Paris, and was asked to launch the London store, but decided she would rather "do her own thing" and teamed up with Annette to launch their boutique. All went well until 1974, when sadly the recession spelled the end.

Tania returned to Paris where she worked as a freelance designer in fashion and TV until meeting and marrying her husband Roddy Llewellyn in 1981 and devoting the next 20 years to raising their three daughters – Alexandra, 38, who makes luxury backgammon boards, Natasha, 36, a linguist, and Rose, 33, who helps Tania run her fashion business.

Tania's fashion renaissance came in 2003 when, at home, she began staging curated sales of hand-picked clothes from top London designers such as Edina Ronay, James Lakeland and Dolce & Gabbana, offering them at about a third of the high street price. Then came her lightbulb moment among the fabrics and colours of India in 2009 and the launch of her own fashion business, Tania Llewellyn Designs.



