

Queen of CASHMERE

Cashmere is a true classic, never out of fashion, a staple in every closet. The Valerie Louthan boutique in Palm Beach is considered to be one of the finest cashmere retailers.

Valerie started her own label in 1972; her foray into knitwear started when she was employed at Braemer in Scotland. During her time there she honed her skills and technical training and it didn't take long before the fashion world began to take notice of this creative young designer. Diana Vreeland, the fashion icon, was so impressed with Valerie's innovative Liberty printed cashmere cardigan, which was part of the Braemer collection, that she put it on the front cover of VOGUE. This made Valerie a cashmere legend. Eight years later, Valerie bought the former Ballantine factory and began selling

her unique sweaters on both sides of the Atlantic, from the famed cashmere purveyor, N. Pearl, in London to Fifth Avenue stores and specialty stores.



Throughout her career, she has represented Great Britain as a designer at "British Fashion Week" around the world. Ms. Louthan is constantly designing new styles to add to her collection; at the moment she has 83 different designs in her boutique. Her designs are intricate with hand stitching and finishing, combining fashion trends with timeless elegance which can be worn throughout the year.

Valerie's evening wear sweaters are exceedingly popular; this year she has added some very exciting new designs: a stunning evening sweater called Nancy which has a small organza ruffle on the neck and cuff; a short jacket with a black sequin trim on the front and

the cuffs and an off the shoulder sweater with the same trim; two stunning ponchos, one with a wide neck with a silk tassel from Paris on the front and the back, the second one a sporty version with a turtle neck made in two ply cashmere; a trendy jacket which is short and ribbed in 5-ply Italian cashmere with a zip front.

It was while doing a charity trunk show in Pebble Beach that Valerie decided to resurrected the Spyglass, the perfect sweater for playing golf; it has extra long sleeves and deep pockets to keep hands warm while playing golf. Valerie holds Trunk Shows all over America many of which are for charity. This year she will be traveling to Los Angeles, Harbor Springs, Michigan, Newport, South East Harbor, Maine and Washington.

Louthan has designs to suit all tastes and ages for both men and women. Her boutique is in The Paramount. Valerie Louthan, 139 North County Road, Palm Beach FL 33480. 561-833-0809.