

The original documents are located in Box 38, folder “Ford, Betty - Fashion - Energy Savings” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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FEDERAL ENERGY ADMINISTRATION
WASHINGTON, D. C. 20461

*Should we
send this
to Susan P.*

JUN 11 1975

Ms. Frances Paris
Office of the First Lady
The White House
Washington, D.C. 20500

Dear Ms. Paris:

I am writing you at the suggestion of Bill Rhatican regarding his conversation with you about Mrs. Ford's participation in the Energy Conservation Fashion Show on Friday, June 27th, produced and directed by Eleanor Lambert.

I will start out by explaining a little bit about Eleanor Lambert. For the past 30 years or more, Ms. Lambert has been the outstanding fashion authority and publicist in the country. She founded the New York Couture group which, for years, was the only group in America that represented the fashion industry. She left the New York Couture and founded the American Designer Council among whose clients are Adele Simpson, Calvin Klein, Clovis Ruffin, Bill Blass, Ralph Lauren, Oscar de la Renta and Halston, to name a few. She personally was responsible for discovery of the talents of Bill Blass, Gus Tassell, and John Weitz. She is the originator of the Coty Fashion Critics Awards which is, as you know, the Oscar of the fashion industry and is responsible for the International Best Dressed List each year. She is very active in the arts community and was just last month at the White House for dinner.

The energy conservation fashion show luncheon will be part of the week-long press week of American Designer showings which will be presented at the Plaza Hotel in New York. During the week, 200 to 300 of the top women's editors from all over the country will be covering the Fall fashion story. On June 27th at 12:45 p.m., we now have scheduled the buffet luncheon fashion show which will consist of 40 energy right fashions. Each fashion will, in some way, be tied in with an energy and money saving tip. This is the first time that government has participated in press week and the editors



are very excited about it. Because of her interest in fashion and energy conservation, we feel strongly that this would be something that Mrs. Ford might be interested in and, frankly, from our standpoint, we feel her presence would help to guarantee us the press coverage we need in order to get the messages across of energy conservation. This is an unusual opportunity to get the message of energy conservation into the women's pages. (Should Mrs. Ford attend the New York and White House Press Corp would be included.) Women are a vital force in the energy conservation education formula.

We would like to suggest several possibilities for Mrs. Ford's participation -- modeling a couple of the fashions; being commentator of the fashion show; doing an introduction to the fashion show and explaining the need for energy conservation; or being the honored guest at the buffet luncheon. We feel her support of energy conservation is needed at this critical time in our history.

We would greatly appreciate anything that you may be able to do.

Sincerely,



Andrew H. Sansom
Director
Conservation Education

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WASHINGTON, D.C. 20461

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Ms. Frances Paris
Mrs. Ford's Press Office
East Wing
The White House
Washington, D.C. 20500

