

"MODE DU CONCOURS"
BRINGS HIGH FASHION
TO MEADOW BROOK

The Concours d'Elegance at Meadow Brook put fashion in high gear at last year's event - to the delight of spectators. This year promises to create magic, once again, between the finest in classic contemporary fashion and classic autos.

Now entitled, "Mode du Concours," this part of the Concours takes its inspiration from the earliest Concours events held in Paris in the 1920s and 30s; when the haute couture designers of the day presented their latest works, along with the latest automobiles. These luxurious sprawling Concours events were de rigueur for their time.

At the 1993 Concours d'Elegance, the illustrious Somerset Collection of Michigan brings the finest fashion houses in the world to the Concours through Neiman Marcus, Saks Fifth Avenue, Barneys New York and the many other world class establishments under its roof. Fashions at Meadow Brook were featured last year in Women's Wear Daily. This year, Sally Victor, Marketing Director for the Somerset Collection, will expand the

fashion show segments at Concours.

During the presentation of award winning autos at the Meadow Brook reviewing stand, three separate fashion shows will be staged. One will feature sportswear, another business/day wear and the third will feature formal evening wear.

High fashion models will emerge from the award winning classic autos as they reach the review stand to model ensembles specially selected to match the fabulous autos - a la the 1920s Concours.

How to Participate

Auto collectors currently invited to participate in the 1993 Concours may also participate in this unique event by submitting a color photo of their automobile to Meadow Brook Hall, Attention Concours Fashion Show. Models will not drive the cars but will be passengers in the cars at review time. Only fifteen cars will be selected, five for each of the three fashion categories. Cars will be selected strictly on the basis of their compatibility with the latest fashions and in no way reflect a judgment of auto quality.



Mode du Concours — The Somerset collection of Troy brings the finest fashion houses in the world to the 1993 Concours d'Elegance at Meadowbrook.

CONCOURS HOSTS
THE ORIGINAL WORK OF
PETER HELECK

This year, the Meadow Brook Concours d'Elegance is proud to present a retrospective exhibition of the original works of Peter Heleck, America's foremost automotive fine artist and illustrator, on the 100th anniversary of his birth.

Bob Auten of Auto Art in New Jersey, and private collector, James Conant of Cleveland, Ohio will be transporting the 30 works of art representing Heleck's prolific art career which spanned the decades between 1918 and the early 1980s.

Heleck's work is unique because of his talents and abilities as an artist as well as the fact that he was present at many of the races that he painted from as far back as 1906.

Peter Heleck's Portrait of Jenatzky, "The Red Devil" will be on display during the Concours d'Elegance event. Having attended and painted from many of the races since 1906, Heleck's work is well-known in this arena.

