

# Fashion shop steps back in time

By AINE FITZGERALD

TO celebrate their 60th year in business, O'Donnell Ladies Fashion Centre on Catherine Street are turning back the clocks to the year 1946 for a post-war experience.

This Friday, customers are being transported back in time as the shop is transformed into a scene from 1946 for an afternoon tea party.

And according to proprietor Ann O'Donnell, the staff of nine are pulling out all the stops to make the experience as tangible as possible.

"We have invited all our customers—all 4,000 of them. There will be a grand piano, Chinese lanterns, an old-style car parked outside the front, and guests can look forward to tea, cakes and of course champagne," said Ann.

In 1946, Ann's father, the late Christy O'Donnell opened the doors of O'Donnell Ladies Fashion House which was then located at 48, Thomas Street.

"It was a post-war fashion house offering exclusive styles to the ladies of Limerick and beyond. The New Look fashion was just coming in and it was a time when there wasn't much choice in fashion," explained Ann.

In 1991, O'Donnell Ladies Fashion House relocated to the custom-built premises on Catherine Street, where it has enjoyed great success as an innovator of fashion ever since.

"There is much more choice and emphasis on fashion today. It is a huge achievement to mark 60 years in business and is a great cause for celebration," said Ann.

Customers are invited to attend the tea party at O'Donnell Ladies Fashion Centre between 10am and 9pm, during which time they can enjoy a special day of discount.

Visitors to the shop on Saturday can also enjoy the old-world transformation as the paraphernalia from 1946 will remain for the day.



Golden moments: Miss Limerick 2006, Eleanor Fitzgerald, taking afternoon tea with Geraldine Durack White, Broadford, Clare; Antoinette Hayes, Caherconlish, and Elaine Clogan, Kilmore, at C O'Donnell's Fashion Centre, Catherine Street to announce their 60 years in business celebration this Friday (LL)

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