



# TARTAN Herald



The Newsletter of the Scottish Tartans Authority

No. 45 Christmas 2013

## Merry Christmas

from all at the  
Scottish Tartans Authority



## Festive Governor Greetings!

It's hard to remember a time when there has been such global interest in tartan! These pages provide but a flavour of the current interest in our best-loved national icon and I consider it a great honour to be entering my second year as Chairman of our Board of Governors at such an exciting time.

The past year has seen The Scottish Tartans Authority emerge from a very difficult financial period. The strategic review we commissioned more than 12 months ago provided us with serious momentum and by July we were looking to the future with confidence, having secured a substantial private donation. We hope to add to this good news by securing further support by the year-end, support that will allow us to review our governance and management infrastructure, allowing us to be more proactive and to develop key partnerships with others who are interested in promoting, protecting and preserving tartan for the benefit of current and future generations.

The Governors and our Director are grateful to you, our members, for your continued and unconditional support. Without you, The Scottish Tartans Authority would have withered on the vine. Thanks to you and a small band of key stakeholders, we are now looking at a healthy and happy 2014 and I look forward to updating you on some key developments early in the New Year.

In the meantime, please accept our best wishes for a very Happy Christmas!

*Right: It gives the Tartans Authority particular pleasure to see their 'Oor Wullie' tartan 'woven' up for this comic strip pipe band. See more overleaf.*



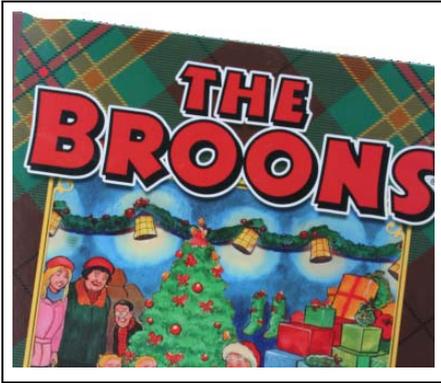
## When is a tartan not a tartan?

**A question that has exercised more than a few minds in the past.**

Our Director Brian Wilton well remembers this argument surfacing back in 2008 in the run-up to the drafting of the Scottish Register of Tartan Act. There was a sizeable opinion in parliament and in the tartan industry that a tartan couldn't be a tartan unless it was woven. There was also a small but more extreme view that it was only a tartan if it was woven in wool!

Understandable as such traditional and protectionist ideas were, they did tend to fly in the face of logic and the Scottish Government legislators accepted our Director's view that 'tartan' was a design which might be utilised in a variety of ways of which weaving was the most traditional and prevalent. It was accepted that tartan was no less a tartan if it was painted

on the tail fin of an aircraft or on the bodywork of a 4 x4 USV.

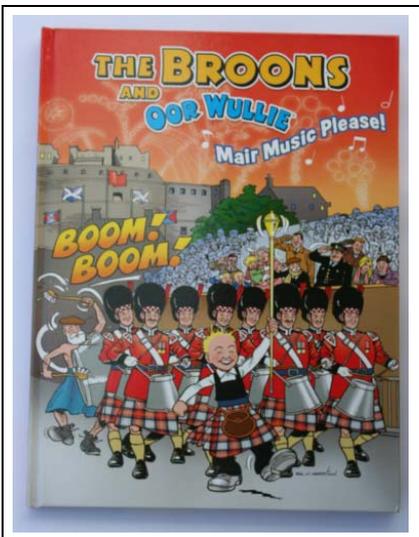


The use of tartan in a non-woven form has much greater exposure than ever its woven version could achieve. This is of immense value on various fronts - in the promotion of the company using it; the promotion of tartan as a unique branding device; the stimulation of interest in and demand for the woven form and the silent and all-pervading publicising of the authentic home of tartan - Scotland.

It's always extremely satisfying therefore to see commercial organisations maximising the use of their commissioned corporate tartans. The ones featured here were all from the 'design studio' at the Tartans Authority and their use is thus closely followed.

Top of the league has to be D C Thomson of Dundee who have enthusiastically embraced their unique tartans for The Broons and for Oor Wullie. Visitors to Scotland's trade fairs at Glasgow's SECC arena will have seen both designs gracing a wide range of products.

Nowhere are the tartans better displayed than on the annual



publications featuring the 76 year old Sunday Post comic strips - a newspaper with the enviable circulation of 1,000,000 per week!

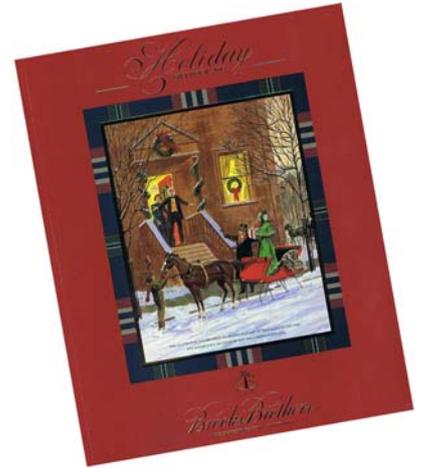
Even the annuals enjoy a circulation of around 100,000 so just think of the number of exposures these tartans receive over the period of a year!

Traditionally tartan has always been a regular on Scottish sweet (candy) and biscuit tins and D C Thomson are continuing that custom with the Broons' Scottish Fudge.

Another great promotion is that of Brooks Brothers of Madison Avenue whom we mentioned last issue. Since then their iconic shopping bags (tens of thousands in three sizes) have hit the streets in NY and other cities around the world. Shopper in NY declined the conventional BB bags,



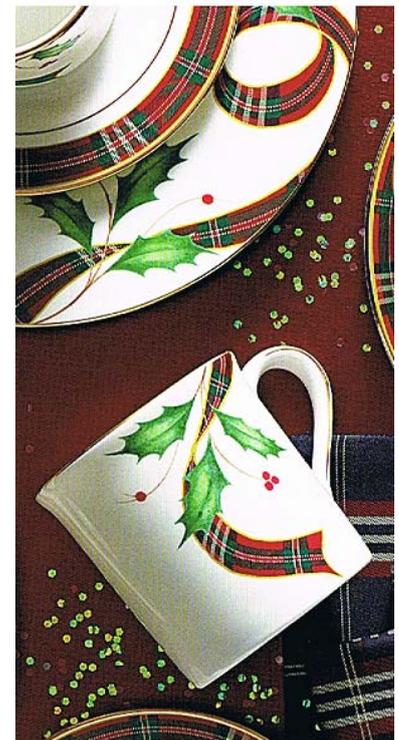
seeking to replace them with this new 'trophy' bag that's attracting admiring looks in Manhattan.



Above is their beautiful Christmas catalogue in which even the instore Gift Cards are tartanised.



And the Christmas bone china collection is enough to turn Father Christmas into a serial burglar!



And more good news!

# 11,000 metres for Clarks Shoes



from Strathmore Woollens of Forfar!

To attract an order for 11,000 metres of tartan is probably a once-in-a-lifetime experience for a small family firm like Strathmore Woollens of Forfar. Design led from the start, owner David Cowley lays the praise at the door of fellow Director Jonathan (Jo) Brown Mdes whose inspiring design took the 188 year old Clarks shoe company by storm.

The tartan colours were chosen to accord with specific colours in Clarks'

2013 Autumn/Winter colour palette, so that the tartan could sit with products throughout the whole season. The wisdom of that brief from Clarks and the brilliance of Jo's design was evidenced by the massive sales of the brogues alone which meant that by the end of only had two or three sizes available online.

## Clarks

Clarks has been a household name for over six generations of British shoppers since 1825 when James Clark created his first pair of slippers in the English village of Street in Somerset. Especially well known to parents for whom the name Clarks has always been synonymous with children's shoes, Clarks International has long branched out into adult shoes, bags and other leather related accessories.



Right: The Forfar HQ.  
Below left: Jo Brown.  
Below right: David Cowley



Free delivery and returns

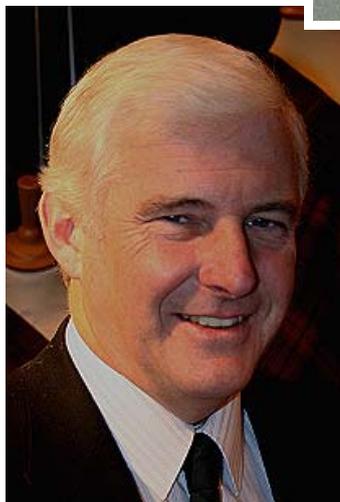
WOMENS MENS GIRLS BOYS BABIES BAGS ORIGINAL

hamble  
OAK

SHOP NOW

Wine  
£54.99

Our gorgeous brogue gets a cool makeover with luxurious new colours and finishing touches this season



WWW.STANDREWS-DAY.RU

THE SCO-RUS. ORGANISATION LTD

www.veresk.ru

РОССИЙСКО-ШОТЛАНДСКИЙ МЕЖДУНАРОДНЫЙ ФЕСТИВАЛЬ

**МУЗЫКА**  
**Thomas Beavitt**  
**Iain MacFarlane**  
**(Шотландия)**  
**Foggy Dew**  
**Wallace Band**  
**(Россия)**

**ТАНЦЫ**  
**Laura Smith**  
**(Шотландия)**  
**Shady Glen**  
**CEILIDH**  
**(Россия)**

**ВИДЕО-АРТ**  
 Проекции, фильмы, VJ

**STORYTELLING, ПОЭЗИЯ**  
 Гэльское научное общество, МГУ  
 Màiri Òg Koroleva & Stephen Wilson

Storytelling Sessions

**ФЕСТИВАЛЬ**  
**“ДЕНЬ СВ. АНДРЕЯ”**  
**(покровителя Шотландии и России)**

**13 ДЕКАБРЯ**

**ЦДХ**  
 ЦЕНТРАЛЬНЫЙ ДОМ ХУДОЖНИКА  
 КРЫМСКИЙ ВАЛ, 10  
 НАЧАЛО В 19-00

Above: St Andrew's Day Celebrations in Moscow.

Bottom right: The modern head of the family Mikhail Lermontov in his Lermontov Highland dress.



Maria Koroleva (Màiri Òg Koroleva) is a Senior Lecturer in Celtic Studies, Faculty of Foreign Languages and Area Studies, concurrent Senior Lecturer in ESP (Economics and Management), and a research fellow in Demography, Faculty of Economics, Lomonosov Moscow State University. Her interests include Indo-European Studies, Scottish and Irish Gaelic Studies, Sociolinguistics, Folklore and Cultural Anthropology. Maria introduced Scottish Gaelic language and culture courses to the Moscow State University (2001). To support Gaelic Studies in Russia she founded Gaelic Society of Moscow (1999). Her numerous brainchildren include

Storytelling Sessions Project (2009), which unites storytellers from different corners of the world, scholars from the Moscow State University, talented musicians and singers. She is one of the co-founders of the Sco-Rus.org and a member of a huge Lermontov-Learmonth family.

# How good is your Russian?

2014 seems to be becoming a momentous year for Scotland in many ways and one of the most unusual celebrations is being organised from Russia!

Mikhail Lermontov is one of Russia's most celebrated poets and 2014 marks the 200th Anniversary of his birth.

Held in the same high esteem as our own Robert Burns he died in a duel at the tragically young age of 23. Scotland's connection with Mikhail Yurevich Lermontov is that the founder of the family line was a *Scotch Knight* from Fife - George Lermont - who emigrated to Russia in 1613 to fight as a mercenary. The connection with Fife was rekindled in 2004 when the STA designed a tartan for the modern Lermontov 'Clan'.

Brian Wilton was invited to Russia to present it to the international gathering of Lermonts, Learmonth and Lermontovs and is now very honoured to be invited to become part of the anniversary visit to Scotland next year - during which a statue of Lermontov is to be erected.

The event is being organised by a very talented young Russian - Maria Koroleva (see left) - who is a Lermontov

and co-founder of the Sco-Rus organisation which has been nominated as the official partner of the British Council for the joint British-Russia Year of Culture in 2014.





## 1899 McIlan Book Donation

We are most grateful to kiltmaker Betty Noble who has very kindly lent this fine 1899 edition of the McIlan/Logan collaborative work - *Costume of the Clans*. to us. Published in Glasgow by David Bryce the book is resplendent in its original Royal Stewart binding. The forerunners of these miniaturised copies ( 7.5 x 5 inches) were double the size (11 x 15 inches) and are described below by Bauman Rare Books of the USA who recently sold a set for \$15,000.

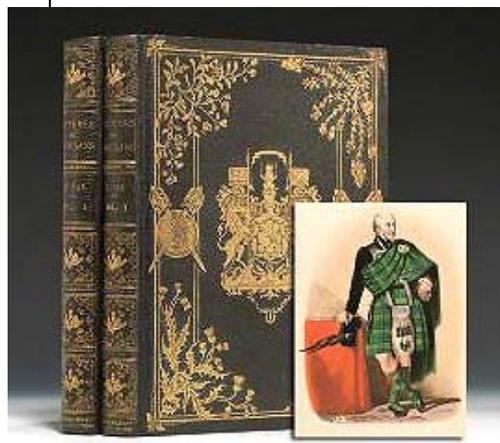
“FOND ADHERENCE TO THEIR PRIMITIVE GARB”: FIRST EDITION OF CLANS OF THE SCOTTISH HIGHLANDS, WITH 72 SPLENDID HAND-COLORED LARGE FOLIO PLATES OF TARTANS, IN ORIGINAL PUBLISHER’S BINDING

(SCOTLAND) MCIAN, Robert Ronald and LOGAN, James. *The Clans of the Scottish Highlands*. London: Ackermann, 1845-47. Two volumes. Folio (11 by 15 inches), publisher’s original half black morocco rebacked with the original spines laid down, raised bands, elaborately gilt-decorated spines and pebbled cloth covers, marbled end papers. \$15,000.

First edition of the first illustrated encyclopaedia of traditional Scottish tartans, with two chromolithographic heraldic frontispieces and 72 vibrant, hand-colored lithographic plates after the celebrated paintings of Robert Ronald McIlan.

Initially an aspiring actor in London, Robert Ronald McIlan eventually abandoned the stage to develop his gifts as a painter. Today, he is best remembered for the vibrant

and dramatic illustrations of Highlanders in their tartans that fill these large folio volumes. McIlan’s art, supplemented by text from scholar and journalist James Logan (author of the landmark *The Scottish Gael*, 1831), helped fuel the Victorian public’s fascination with Scottish costumes, particularly following the 1782\* law prohibiting the wearing of Highland dress. Very popular at the time, McIlan’s *Clans* is still considered the finest example of a large number of works on the subject. Originally issued in 24 parts.



\* 1782 was actually when the 1746 Act of Prohibition was repealed.

## To the Weavers Gin ye Go by Robert Burns

My heart was ance as blithe and free  
As simmer days were lang;  
But a bonie, westlin weaver lad  
Has gart me change my sang.

My mither sent me to the town,  
To warp a plaiden wab;  
But the weary, weary warpin o't  
Has gart me sigh and sab.

A bonie, westlin weaver lad  
Sat working at his loom;  
He took my heart as wi' a net,  
In every knot and thrum.

I sat beside my warpin-wheel,  
And aye I ca'd it roun';  
But every shot and evey knock,  
My heart it gae a stoun.

The moon was sinking in the west,  
Wi' visage pale and wan,  
As my bonie, westlin weaver lad  
Convoy'd me thro' the glen.

But what was said, or what was done,  
Shame fa' me gin I tell;  
But Oh! I fear the kintra soon  
Will ken as weel's myself!

Chorus\*  
To the weaver's gin ye go, fair maids,  
To the weaver's gin ye go;  
I rede you right, gang ne'er at night,  
To the weaver's gin ye go

## Tartan Spotlight

Wimbledon champion Andy Murray’s Mother at the recent Sportsman of the Year Awards which he won. Mrs Judy Murray is wearing a silk weaving of the asymmetric MacMillan tartan.



Photo: Press Association

Since time immemorial, noble fibres have assisted Man's survival and wellbeing - as clothing, bedding, and insulation for his home. King Alfonso of Spain protected The Merino Sheep for over 300 years from the 14th Century, War Lords of China protected the cashmere goats while the Priests and Emperors of Peru protected the vicuna, the llama and the angora.

The nobility of the World,



*The Murray of Atholl tartan first woven in Harris Tweed in 1846 and taken by Lady Dunmore to sell in London.*

protected the noble fibre fleeces of the World and it is only relatively recently that wool and such luxury fibres have been made available on the mass retail market. While that has created a demand for higher volumes of wool, it has also led to a sorry state of price deflation within the wool market as large stores around the world drive prices down in the competitive war for customers. Merino wool has lost its value, it is sold at far too low a price, to a market and a consumer who does not appreciate its worth.

In my view, this is due primarily to the fact that there is no one involved



# The Cloth of Kings

Malcolm Campbell CText FTI; CCol FSDC; FRSA

in the marketing and sale of superfine merino wool who understands the true value of this unique natural product, who can be involved in the product development, sales and marketing to a select consumer base. The market in which wool is currently sold dictates the current market price. Merino wool should have a value three times what is paid for it today and if prices do not rise, then volumes will continue to decline as the production of Merino wool will not be a viable commercial proposition compared to other farming

options offered to today's young farmers.

In the 18th Century, The King of Spain gave the finest of his coveted flocks as gifts to the powerful rulers in Saxony, France, and Great Britain. This 'Gift of Kings' was eventually shipped to the furthest reaches of the World, including South Africa, Argentina, New Zealand, and Australia, where the treasured Merino sheep flourished. Today's Merino wool retains all the romance of the *Gift of Kings* and a unique, refined fibre as

*The inspirational Callanish Stones (dating from 2900 and 2600 BC ) or Tursachan Chalanais in Gaelic, are situated near the village of Callanish on the west coast of Lewis in the Outer Hebrides.*



never seen or produced before. Traditional shepherding, animal husbandry and craftsmanship, coupled with twenty first century advancements in processing have given us high quality, luxuriously soft fleeces, which are spun knitted and woven, then tailored in to the finest garments.

The *Cloth of Kings* brand preserves Scottish and English textile heritage, bringing back to life traditional cloths with new blends of Merino wool and other noble fibres, as well as Cheviot wools, new cloths that look vintage, but with softer handles, and new finishes that create lustre and drape, with innovative technical applications which enhance the cloth, such as stain resist, shower proof, and anti microbial finish for freshness.

Innovative cloths developed within *The Cloth of Kings* collection have featured Super 150s with 24 carat gold pinstripes, as well as platinum pinstripes. Titanium micro encapsulated in to the cloth, jade particles micro encapsulated in to the cloth for the Chinese market, increasing the value and the commercial viability of the enhanced, luxury cloth.

*The Cloth of Kings* Harris Tweed - *An Clo Mor* - sent from The Carloway Mill on the Isle of Lewis to W.T.Johnson in Huddersfield to improve the traditional Harris Tweed

by cropping, KD press, silver shield application for anti bacterial properties and aqua block for shower proof feature, thus substantially increasing the value of the product through



Above: Malcolm Campbell in the unique Callanish Tweed.

uncompromising and unequalled skill, innovation and expertise in the art of textile design and production.

Harris Tweed from The Carloway Mill was micro encapsulated with diamond dust last year by W.T.Johnson, and a bolt of The Callanish Tartan sent to Her Majesty The Queen at Buckingham Palace on the occasion of Her Diamond Jubilee. Her Majesty was delighted. The Cloth of Kings Harris Tweed is a magnificent collection of apparel, luggage, shooting accessories and furniture created from two outstanding and beautiful Scottish tartans;

One is the Callanish Tartan - Inspired by Queen Victoria and the 1853 Balmoral tartan and the magical Callanish Stones. The other is The Lady Dunmore Plaid - inspired by Lady Dunmore who began the Harris Tweed industry in 1846 with her promotion in London of the Murray of Atholl tartan. Both these tartans are unique, exceptional designs. *The Cloth of Kings* collection is innovative and exclusive; the products have style and sophistication and exude luxury,

quality and the artisan textile crafts of The Outer Hebrides.

Australian Super Fine Merino wool needs to go through a similar process of product enhancement, to improve the yarns, the cloths, improve the styles and designs of garments and knitwear, improve the customer base to which it is sold, in order to increase the value of the raw material, and the price paid to the farmer, for one of nature's most outstanding fibres.

## Tartan moving with the times as always





## 'Wedde awa'

The untimely death of Henry Robert Scott in North Carolina sadly sees another 'flower of the forest' *wede awa*.

Photographed above with STA Director Brian Wilton back in 2009 at Grandfather Mountain Games, Henry was a much loved and weel kent face at many Scottish events.

Originally an electronics engineer with IBM in Colorado he gave it all up in the 1970s to settle in the Blue Ridge Mountains close to the small town of

Murphy in Cherokee County, North Carolina.

A kind, avuncular and outgoing character, Henry looked for all the world like Father Christmas taking time out between Christmas engagements.

He was an accomplished builder of log cabins, an expert archer and hunter and acted as Quartermaster for the Scott Clan Society. His wife Rebecca was a potter and his delight was getting her output to market at the

*Below: Peter Wilson of Great Scot International, Lord Jamie Sempill, Henry's wife Rebecca, Henry himself and Gordon Kirkbright of weavers Fraser & Kirkbright, Vancouver.*

many Highland Games that they attended.

Like many Americans of Scottish descent, Henry was more Scottish than any of us but paradoxically, had never been to Scotland. However, what he didn't manage in Life, he *will* manage in Death - a small urn of ashes is going to be buried at the base of a commemorative tree planted in Perthshire's Glen Lednock by friend Angus Crabbie.

Our thoughts and sympathies go to Rebecca, Rory, Fiona, young Josie and all the many friends and acquaintances who were lucky enough to know Henry.

Rest in Peace Henry and at long last do your hunting in a Scottish glen.



## Over the Top Corner

*Above: 1950s OTT. Below: Aaaargh!*

