



# the vogue list



WHO  
WHAT  
WHERE  
NOW

THE  
VOGUE  
LIST

## New lessons in Etiquette

Making ladies of us all

Etiquette became a bit *vieux jeu* in the latter half of the 20th century. A combination of perceived stuffiness, post-war informality and feminism led to good, old-fashioned manners falling out of favour. But businesses are now waking up to the vital necessity of good behaviour and parents realise that if they want their children to be world leaders, they need to know how to eat properly in public first. Etiquette was born in the court of Louis XIV, and when Californian Tamiko Zablith married a Frenchman and went to live in Paris, she spotted a gap in the market. Trained in international protocol, her "Minding Manners" programmes teach contemporary social skills, in Paris and in London, to all age-groups. Even the most recalcitrant teenagers have been won over. (020 8819 6320; [Mindingmanners.com](http://Mindingmanners.com))