

# LAURA ASHLEY

27 Bagleys Lane, Fulham, London SW6 2QA  
Tel. 020 7880 5100 Fax. 020 7880 5200  
www.lauraashley.com

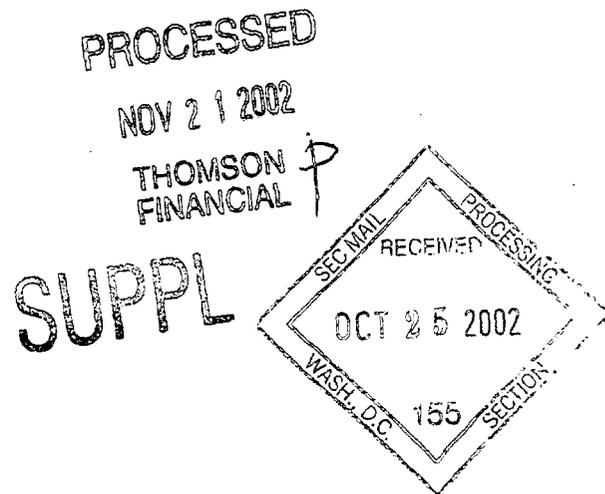
Please reply to Fax No: 020 7880 5111



24 October 2002

**BY SWIFTAIR**

Securities and Exchange Commission  
Office of International Corporate Finance  
450 Fifth Street, NW  
Washington DC 20549  
USA



Dear Sir

LAURA ASHLEY HOLDINGS plc  
FILE NO 82-1356

Pursuant to the exemptions granted to Laura Ashley Holdings plc (the "Company") under Rule 12g3-2 (b) of the Securities Exchange Act of 1934, as amended, please find enclosed an announcement released to the London Stock Exchange by the Company.

**Please receipt stamp the enclosed copy of this letter and return it to the undersigned in the envelope provided.**

Yours faithfully

Ann. E. Mantz  
Company Secretary

cc. Mr. Brian Teitelbaum (Citibank)



A Member of The MUI Group

# LAURA ASHLEY

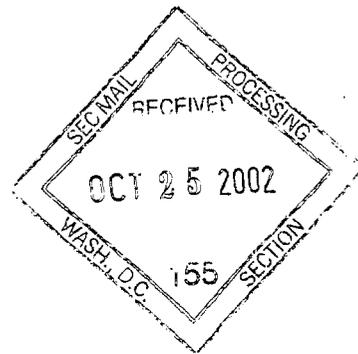
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Handwritten signature of Ann E. Mantz.

Ann. E. Mantz  
Company Secretary

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24 October 2002

LAURA ASHLEY HOLDINGS plc  
Director's Dealings

Laura Ashley Holdings plc ("the Company") has been advised today that Dr Khoo Kay Peng, Chairman of the Company, is deemed to have an interest in an additional 1,250,000 ordinary shares in the capital of the Company. The shares were acquired by Bonham Industries Limited on 23 October 2002 at £0.10 per share.

Dr Khoo Kay Peng is now deemed to have an interest in a total of 69,156,867 ordinary shares representing 11.587% of the Company's issued ordinary share capital.

For further information:

Ann Mantz	Company Secretary	020 7880 5100
Katya Reynier/ Deborah Spencer	Brunswick Group	020 7404 5959