

New Look for Picnics



Color is the queen of sportswear fashions. For this new decade the brightest colors make everyone happy and carefree at the thought of an outdoor outing. Many say that America's new First Lady, who was named the First Lady of Fashion (top of the ten Best-Dressed list) before her husband was officially made president is making a tremendous influence. Mrs. John F. Kennedy's image has given us the "Jackie Kennedy look." Designers name

it "the new young look." Whatever it is, the young theme is the across-the-board fashion trend and a delight to see and a surefire catcher of compliments. Pink, pink and more pink is busting out all over. From culottes to swimwear, pinks casts its flattering glow. Paris started the vogue for the favored color. It was named Paris Pink. Now comes hot pink, azalea pink, strawberry pink as in ice cream, baby pink and just plain pink.

Brilliant Prints

There's a gay gypsy spirit in brilliant colored prints with young dirndl fullness and flounced hemlines. For the woman with the gypsy spirit in her—this is the summer to wear these dresses for outdoor barbecues and patio parties in hot pinks, flaming yellows, bonfire red, and smoky greens. They come in both bold prints and wild stripes which is emphasized in the full-skirted flare—so important in fashion this season.

Denims with a difference also line up in the season's favorite color—pink. There's casual ease in a denim culotte. (The divided skirt opens up new fashion areas. The activity skirt is a natural for play clothes). It is worn with a butterfly chintz shirt. Play clothes are patriotic. Everyone is waving the flag in red, white and blue separates that couldn't be more American. If the picnic includes a swim—it's the plunge into the water that counts. Back interest in swimwear is rampant. Bathing suits are sometimes bare to the waist in back. The low-back maillot is particularly important. With matching skirts, some suits go from dip to buffet table.

The bikini—the barest fashion of all—will be most apt to be worn by women who like to sunbathe or swim around their swimming pools or just in their own backyards.

New Synthetic Fibers

The lightweight trend emphasizes outstanding achievements taking place in the perfection of new synthetic fibers. They're knitted or woven into fabrics which are weightless delights. All shape—no weight is the way one leading designer describes it. "Swimshapes by the Ounce" is one group introduced by Rose Marie Reid. Of Vyrene, Helanca and Lycra, they fit and feel like a second skin and of course, dry in a jiffy. The last one . . . Lycra is the most recent development and is elastic without the use of rubber and transparent off body but amazingly opaque on.

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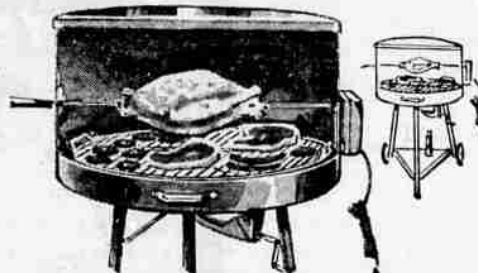
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