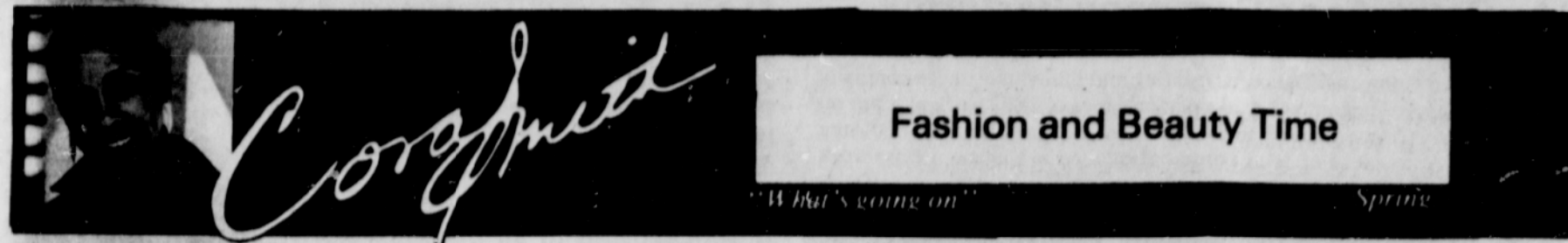


Fashion Page



A Sneak Preview of Fashion Shapes to Come

NEW YORK GREATS

IN THE PAST, American designers relied on Europeans for fashion trends, but the tables are turned in the fields of design and craftsmanship. Now, the European ready-to-wear market clearly conceptualizes the American way of life and the success of its designers' relating to the effects of American life style. The American interest in designer garments in the past has been limited to high society and bourgeois clients. However, American designers, finally taking note of the consumer's level of awareness, pulled forward with cannons of artillery.

NEW YORK, NEW YORK

On the homefront, casual dress relating to simplicity is epitomized by our strongest American designer, Calvin Klein. Joining him are Donna Karan and Louis Dell'Olio for Anne Klein and newly aboard, Perry Ellis.

New shapes... but clothes must be simple, wearable, and attractive with a strong statement of style.

Simplicity is obviously American, but the Europeans are in the fashion arena—strong and safe as ever. Fashions featured are undeniably where fashions began—Paris, France.

The Europeans have designed a multitude of shape options. "Emphatic shapes treated in perfect balance and proportion," states the current International Fashion Group newsletter. Shape determines the length. on *front stage*, featured again this season, is the importance of completing your costume with proper accessories.

The newest change will be the shapes and dimensions of HATS. The French dramatization... totally framing the face. The colors going into fall are basic black—the dominant color—with white, brights, color sliced, piped, banded or lined... grey to light and dark, and the jewel tones of teal and fuchsia.

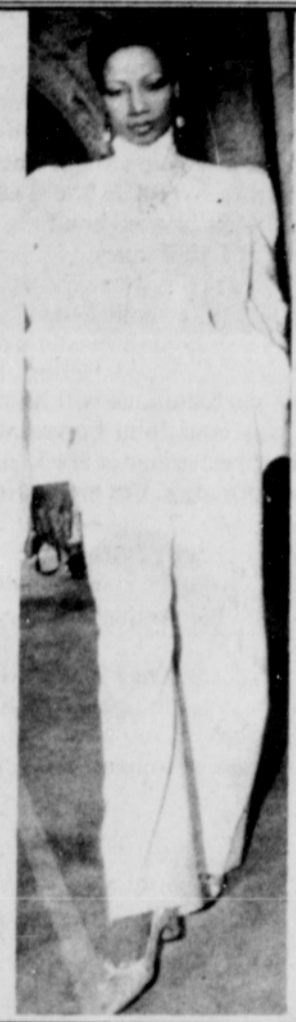
Scarves of all shapes, sizes and fabrics: tweeds, velvets, plaids, leather, suede and of course, knits. Scarves—worn artily on the shoulders, hanging on the arm, but never to be seen worn like it is *really* in need.

Going to the feet—what is, is no longer an issue, however, a preferred look of the BOOTED foot and leg is favored by the European designers—high and low heels complete your individual mood. Your mainstay—the pump—is center stage.

Your moods will be dramatized by a wide spectrum of fantasy, starting from the beginning of time—historical Medieval, Renaissance and Baroque—military, non-military and parade dress—buffalo girls, American homesteaders, emigres, Russian dolls, colorful peasants and so on. Look out for cool cats, they're this season's *pet!*

No one does it better than a signature designer. Instant recognition of a *certain fashion label* can increase and encourage your "money wise" shopping spree. Forsaking a bargain is the NOW attitude—preferring instead luxury, perfection and style.

More notably is the look of softness in our preview of fabrics and style—the tent, cape and smocked look—the relaxed look—frills of silk, wool, tweed and velvet put it together for *your* look for fall.



Hot items to look to for are: the Big Coat, oversized blazers, ponchos, capes and blankets—short, shaped jackets, the Spencer vests, pantsuits, short slim-skin skirts, circular plaid skirts, fit and flare dresses, flat knits and the tuxedos. We don't have to travel to

Paris to purchase these items—many will be on the racks of downtown Portland. And, if they prove to be too costly, Butterick, Simplicity and Vogue Patterns are in abundance and will accommodate your talented hands.

Coming soon: Hats, Swimwear and June brides.



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