

Fashion Page



Fashion and Beauty Time

"What's going on"

Spring

MAD HATTERS..... HATS, HATS, AND HATS

Looking ahead to Fall and Winter for what brings head coverings aglow.... New York Seventh Avenue fashion groupies predict a love affair for the new look of hats. The star and mainstay being the new shape of the classic Fedora. It's a flirty, mannish look worn low over the eyebrows, cocked over to the side and sometimes worn to totally cover the head. The turn of the brim creates an attitude and the crown's depth is a point of view to consider. Shallow or deep—but it does depend on the wearer—"creased crown to sloping brims."

Remember, when choosing your basic hat for fall and winter, your selection process should consider the shape of the face and size of the head. Overall body shape and figure are also of importance.

Your season's accessory purchases should be in tune to the colors of black, brown, beige and burgundy. Simplicity and elegance are the keys to your purchase. Newer hat design fashion concepts are the riding cap, the black ringmaster top hat and the gauchó—complete with long feather. Remember, its only a fashion trend for today's market—but in keeping with the inspiration of looking and feeling good.



Riding hat by Perry Ellis

The fashion conspiracy of hats has created a look of the past, bringing back the gangster look from head to toe. "The Dandies" are fashionably created and inspired by movies such as *Victor/Victoria* and *Chariots of Fire*; the street attire of London or costumes from *Guys and Dolls*, the hit musical in London. The Dandies dress it up with their bow ties and bibbed shirts; dressed up brigade of vested Wall Street captains; rakish tuxedos and waif-like poor boys. It's all topped off with our Chicago gang look of the 40's. Black it is—with white remaining faithfully by. This fashion influence will be strong into the fall and winter. Men's wear look will be dominant, however, the feminine air will remain with ruffled blouses, curly hair and hair pulled up softly or tucked neatly in a strategic area.



The serious fedora at Calvin Klein

Summer Straws - The Accent Is On You



The finishing touch of a fine straw hat will be every lady's ticket to a look of cool confidence during this summer's steamy days. A beautiful sampler of the alluring summer straws is waiting to be enjoyed in the June *EBONY*. The hats come in a variety of striking shapes - from portrait brim to sailor and an array of breathtaking colors - from shimmering yellow to sophisticated black. A good example is the *EBONY* model's spectacular multi-colored platter accented in silver and gold. This hat will turn a lot of heads as it shields you from the sun's glare. Get set for the sizzling days ahead by accentuating your image with a beautiful summer straw.



The coy cloche - Bill Blass

The stylish appeal of the coy cloche is a bit more difficult to wear, but it will require the wearer to bare the total fashion concept. The diamond felt construction of the coy cloche is soft with a simplicity of line. The good news about hats is that the total fashion concept pulls the idea together, and speaks to a whole new generation of ladies who have never before worn hats.



Reviewing other prospective trends—"outrageous" is also available—rhinestone fingers curling over the crown and hats sculpted after playing cards in hearts, spades and diamonds. Parisian, Madame Poulette's tradition ranges from the "Turban" to hats resembling objects from other planets (maybe a bit eccentric for Portland). Hats to her? "It's all a matter of publicity."



American designers are basic in form but use extravagant materials, such as luxurious furs, to create the style of the wide-brimmer and bowlers. To Portlanders, I'm saying, add a bit of spice and a key important accessory for fall and winter—purchase that one beautiful hat and place your attitude accordingly.



The wide brimmed bowlers at Oscar de la Renta

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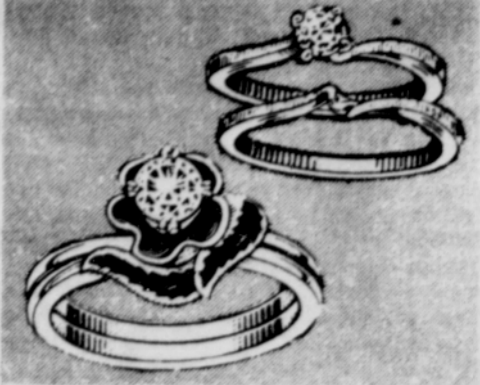
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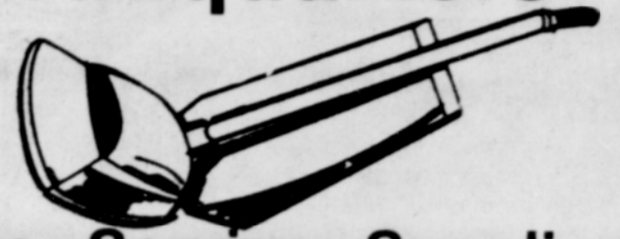


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