

Preferences of Ivy League Exerting Styling Influence

The clothing preferences of Ivy League collegians are exerting a strong influence on the styling of male sportswear for spring.

In slacks, sport shirts and jackets, ideas that grow up on Ivy campuses emerge as even more important style factors than in past seasons. But even with the obvious dominance of Ivy styling, notes the American Institute of Men and Boys' Wear, sportswear this spring offers something for just about everybody — and the comfort and color of new sportswear will make going back into the sun even more fun than usual.

Spring Slacks
Spring slacks show a definite Ivy influence, with a trend toward a slim line more obvious. Ivy models are expected to account for a much greater proportion of the slacks sold this spring.

In walk shorts, too, Ivy is important, running a close second to the more popular Bermuda length.

White and striped white slacks and shorts are another Ivy idea that has been incorporated in spring styling. Solids should remain most popular, but patterns — particularly plaids and checks — will be in greater demand.

Fabrics will be very diversified, with interest extending through polished cottons, plaids of wool and the man-made fibers, flannels, gabardines, tropical worsteds and some silks and silk blends. Wash-and-wear fabrics will also come in for more attention.

In sports coats, there will also be a larger selection of fabrics. Silk and silk-cotton blends, all cotton, lightweight wools, linens and linen types, and many other blends will all help to make for a comfortable and fashionable spring.

As to the styling of spring sports coats, the three-button type is definitely coming into its own at the expense of the two-button model.

Bold patterns, especially plaids, will be shown more frequently. Dark shirts will be few in number as medium and light tones take over.



COOLIE COAT—Unfitted coolie coat tops a pencil-slim skirt, adds up to spring suit fashion. Fabric nub-weave, easy care cotton. By Tina Leser in "Everglaze."



COTTON MADRAS—For good sports to mix and match are spring separates of cotton madras. Solid color sleeveless blouse and slim skirt can be worn together, are shown here teamed with full skirt and scoop-necked blouse in a multicolor stripe—another good twosome. By Queen Casuals in Reeves fabric.

Costumes With Capes Are Newest, Most Important

The costume has really come into its own as a top fashion this spring, and costumes with capes are the newest and most important of all. Short jackets of all types and full-length coats, often with short sleeves or sleeveless, offer other popular variations of the ensemble look.

Cosmetics Choice Important in Dress

"But I can't wear purple!" may well be the regretful wail of many a woman surveying this season's fashions in enticing purple hues.

"Yes, you can!" is the answer from make-up experts. Hard-to-wear colors are becoming colors with the help of the right cosmetics.

Both purple and blue, for instance, have a reputation for draining the complexion. This "pallid look" can be overcome by careful choice of cosmetics and a complete and conscientious make-up job.

Powder base and powder should be chosen in a half-tone lighter.

Eye cosmetics, discreetly applied, do wonders to perk up the complexion. Suggestion here is to choose mascara in a shade to blend with the color of the eyes, and eye shadow in the same shade or a costume-coordinated color — such as lavender, orchid, blue-green or blue to wear with purple-hued outfits.

Complexion - flattering lipstick and rouge colors are important. Pure reds are usually a safe and becoming choice to wear with black and other neutrals, while pink and blue-red hues are harmonious with the purple family and many pastels.

Flower fragrances to go with flower hues give a well-groomed feeling that helps make any costume color easy to wear.

Capes for costumes range from the very brief to seven-eighths, three-quarter and full lengths. Of special interest are the cocoon shapes, narrower at the bottom than the top.

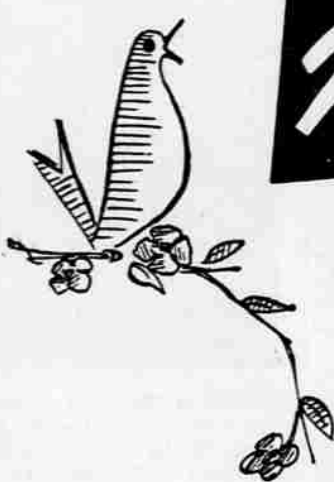
One of the most popular costumes is that of the semi-fitted jacket that just hits the top of the hipbone over a pegged-skirt dress. Another is the Eton or bolero jacket over a dress with printed bodice and cummerbund. The "complete look" through co-ordination of fabrics is highly favored.

Short Jackets
In general, semi-fitted, short jackets over softened sheath dresses are the rule. Blouson jackets of all types are big favorites. Popular back treatments include cape backs and mock boleros. An interesting variation is the "capelero," a cross between the cape and the bolero. Other boxy jackets come down to the waistline or flare out above it.

Many of the companion dresses feature empire bodices of silk or chiffon in colors or prints to match the linings of capes or jackets worn over them. This idea also extends to woolen coats lined in chiffon to match companion chiffon dresses. Another favorite combination is pastel chiffon shirtwaist dresses under coats of matching pastel tweed.

The influence of capes is seen in ensembles with jackets that look like capes, little capelets or cape-back jackets and cocoon-like wrap coats. Capes add a costume look to suits and companion skirts and blouses, as well as dresses. Bloused-back boleros and seven-eighths tunics are further interesting new versions of the costume.

BELTS ARE BACK
Belts return to the fashion spotlight. Besides leather and fabric belts, spring features a variety of cummerbunds and sashes.



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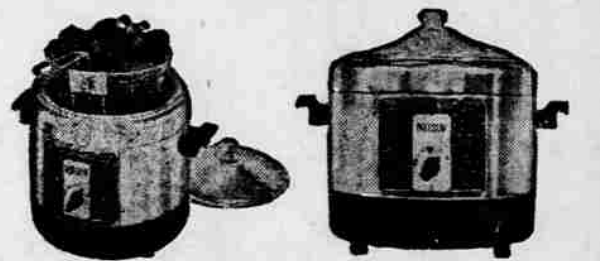
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