

Vivid Color, Flowers, Textures Found in Silks to Synthetics

Whenever a fashion season puts particular emphasis on fresh, brilliant color, the fabric artists, too, dip into their palettes to shape and drape the styles of the day.

Again this season, fabric is keyed to the fluid, easy lines of the season's relaxed silhouettes. Fabrics are the lightest ever, the breeziest, most elegant and flattering. Needless to say, they flaunt their color fantasies with the gayest abandon.

White sharkskin, a favorite fabric of the Thirties, staged its comeback last year and is assured star-billing for 1958. Crisp as before, sharkskin now holds its shape "tenaciously," particularly in the pleated styles, thanks to the miracle fibers.

Sharkskin appears in smart suits, blazer-topped skirt duos, cool spectator dresses, tennis outfits, play suits, sun suits and swim suits, elegancies for after-five and in every conceivable fashion trend.

Silk Sets the Scene
The fabric that lends itself so perfectly to spring and summer's soft fashion feeling is silk. And, when rich silks abandon themselves to imaginative patterns, prints and color, it is fashion at its best.

Silk crepes, shantungs, tafeta, warp prints, dupioni, surah, silk linens, slubbed silks, and silk broadcloths are the "lightest of heavyweights in the silk family."

For the sheerest delights in silk, there are filmy organzas, chiffons, georgettes, mousseline and marquisette, all of them pointing up the silk season.

When it comes to cottons, what wonderfully exciting fabric witchery shapes the

many cotton fashions.

Cottons are polished as in satens; crisp as in broadcloth, pique, cotton cords and madras; supple as in chambray, combed cottons and knits; sheer delights in powder puff muslin organdy and batiste.

Cottons shape up playwear and at-ease wearables in crisp



THE RIBBON DRESS if alternating rows of imported ribbon and lace! Its bodice is gently bloused over a slim skirt with a gay ribbon belt. It creates a very feminine mood.

twills and duck; poplin, denim and like-linens; a sailcloth and cotton homespun.

Specially processed to resist shrinking and creasing—often so easily washable that they just dip and dry, cottons continue to blend wisely, miraculously with dacron, with rayon fibers, acetate or orlon.

Contemporary Jerseys
Jersey—in handsome cottons and the most elegant wool versions—looms importantly on the spring scene.

In suits and coats, in whispery-weights for dresses, and best of all—in the most vibrant colors, jersey is important in the spring picture.

Cotton jersey shapes up handsome cardigan toppers, overblouses, T-type tops—in shorts, walkers and capri pants, other separates and a host of casuals.

In coats there are the lightest of fleeces... tweeds of airy wools or blended with silks... homespun, hopsacking and basketweaves... the "yummy" cashmeres, vicunas and camelhair, lots of sheer wools and other wonderful woolen novelties.

Speaking of fabrics and speaking of suits—here, silk links the two together. Whether used alone, or to blend with wools, silk is the important textural note in suits.

Small checks, herringbones and plaid are spun into the suit story. Pure wool flannels, dacron worsted blends, wool jerseys and the sheerest of woolens come to the fore for spring suitings.

So—no matter what silhouette you choose this season, lovely fabric will weave its magic, enhanced by smartest-ever color.

Chemise Look Found in Lingerie

Although the returns are not complete, it's safe to predict that the chemise is way out front as the style leader for spring and summer.

Influencing everything from hats to hose, the chemise has completely altered the shape of fashion.

It's swept right into the lingerie picture, and calls for a dramatic, new undergarment story to highlight its subtly revealing, yet concealing lines.

Yesterday's fashions are with us again, never more apparent than in the newest gowns, slips and etceteras so dear to feminine hearts.

Most prevalent in the night-wear field are the short shorties adapted from tennis outfits and flapper dresses of the twenties. Hip-bands, tabs, bows, ruffles and hem flounces are realistic touches. Peeping out are either elasticized or boxer shorts.

Waltz and ankle length gowns take similar treatments, many with loosely-tied sashes just below the natural waistline. A favorite compromise are gowns, belted in front, tied and barrel shaped in back. Also popular are the severely straight "shift" gowns with practical side-slits.

The chemise undergarment or "Teddies" as they were called in the twenties and thirties practically disappeared in the last decades.

Only a few stores carried this all in one panty-slip combination, discreetly hidden under the counter, shown only at the request of some "older" customer.

Today, it is a distinctly youthful, modern fashion, almost indispensable under the chemise dress.

Even the basic slip has undergone subtle alterations and variations with the chemise line in mind.

Shorter hemlines, softly contoured bustlines and easier waist mark the newest slips.

Others have wide hipbands with tiny pleats below, or are slim to just above the knees, with slits on each side.

While the chemise is the biggest lingerie story, the return of color unquestionably holds the next spot of importance.

Traditional white, pink and black are taking second place to the vibrant reds, yellows, blues, and other costume shades that are bigger than ever this season.

The chemise story is truly one that works from the skin out to create a fashionable, feminine picture.



THE AMERICA'S CUP, most coveted sail boat racing trophy in the world, will be raced for by English and U.S. crews in Sept. 1958 off Newport, R. I., the first time since 1937.

Foundation Garments For Spring Silhouettes Told

Although the term "easy" describes the favored silhouettes for spring—so often the lithe shape of the chemise and its variations is a "hard" shape to wear without the proper foundation to smooth the way.

The unchallenged star of daytime wear for spring will be the chemise, an "easy-fitting" fashion that deemphasizes the bustline, zooms past the waist and comes to rest on the hips.

Actually, the chemise is not one, but many silhouettes. Sometimes it consists of almost straight middie or over-blouse and separate narrow skirt. Sometimes this same two-piece look is achieved in a one-piece dress. It can be a

completely unfitted look, dropping in an almost straight line from shoulder to hem. It is interpreted in suits in a slightly fitted or bloused jacket that first hits the body at the hip-line. It can be nearly fitted in front but free-flowing in back or it can have a softly draped look that lends an illusion of fit.

Whatever shape they take, chemises have three under-cover requirements in common: Beneath them, bustline must be high and rounded; back, front and hips must be slim and well-controlled, thighs must be sleek.

Seen in profile, the slim appearance of the chemise depends on a bustline that is

modified, never jutting, on a flattened abdomen and, in most cases, on an equally flat derriere.

Viewed from the front, it starts to narrow at the hips, which means that hips must be controlled if the wearer is to look slim. Almost invariably, its skirt tapers, demanding the underlining of a thigh-

controlling foundation. Waistline girdles, long-leg panty girdles, the full corselet and long-line bras for spring, all stress the hip, back and front control so necessary for the chemise stylings.

Although the general line of foundations for spring are less stringent than in seasons past, the uncontrolled, uncorseted "sack look" of the twenties does not show up in spring's "shape-up."

Use Jewelry With Strategy

Use strategy with your placement to make jewelry the most stunning part of your ensemble.

Wear a scalloped-shape, dainty rhinestone necklace at the base of the throat. You'll discover many in this new shape.

Place a jewel, such as one of the new "look-like-real" flower pins on the band of strapless evening gown.

Instead of a collar, display a tailored gold-or-silver-finish choker with dangling ribbon-like ends.

Perch a brooch on the shoulder, or, at the side of your waistline. Try to catch the fabric together to create a drape effect.

If the neckline of your new cocktail dress is high in front, dipping in back, place a "jewel" at the end of the V for exciting "back-interest."

Since a great many new pieces of costume jewelry are light and airy, put one or two in your coiffure to catch a curl.

For dressy occasions, be a vamp! The look of the gay 20's is so popular now; wear the longest most dangling earrings you can find! Make them a focal point of allure for your face.

This season the fashion-wise woman will place her jewelry with imagination.

Fashion Teams Up Black and White

In a season where dramatic accents of color blaze across the scene, quieter reflections in black and white join to cast their patterns under the sun.

Black and white combinations long have had the "city look" in crisp cottons for day and date time wear. This year, there's smart punctuation of this black and white team, in day wear for the office, marketing, just relaxing, leisure time activities, for getting into the swim... and for after-five wear.

In one-piece dresses, playsuits, coats, suits, swimsuits and a wide assortment of sun casuals and handsome ensembles, white on black patterns—or black on white—or black tops over white "bottoms," and vice versa—will lend quiet elegance to spring-into-summer wearables.

From early morning 'til the wee small hours of a festive night, these flattering color twosomes point up the glow of tanned skins and go forth coolly on the hottest of days.

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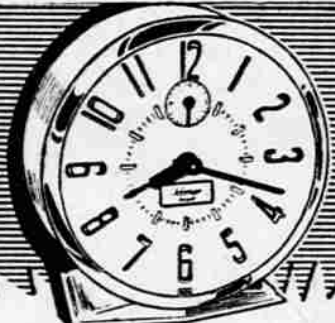
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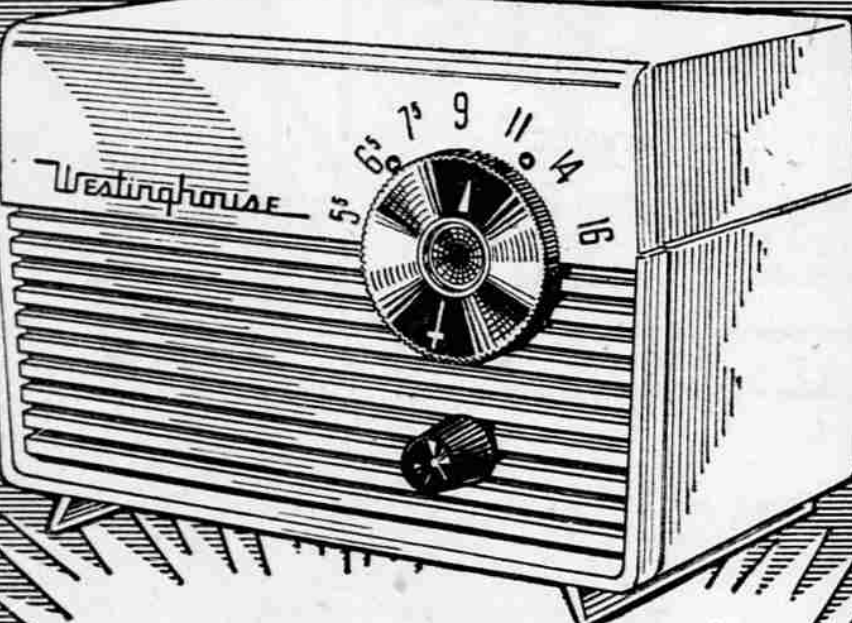
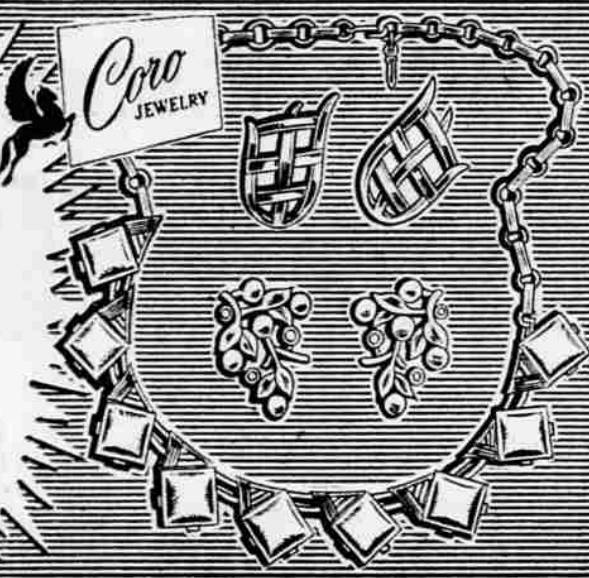
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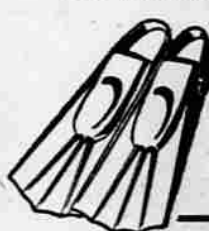
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