

Swimming Season Calls for Newest In Style, Fabric



RAYON LINEN—Roses dramatize a white sheath dress of easy-care rayon linen print, in junior petite sizes. Spaghetti belt and piping match the roses. By Kelly Arden in Wamsutta fabric.

It won't be too long before swimming weather is here, and it will be fun this year to choose a new swimsuit from 1963's variety of silhouettes and fabrics.

There are several basic styles (and many variations on them) which seem to have prime significance for summer '63:

The swim blouse—this style just hints at fit and has a blouson interest at the hip-line. The long torso look is a one-piece suit with a two-piece look. A belt and a change of color at the hipline simulate hip-hugger shorts. This is a totally new look in swim knits.

Empire Line
And, now there are "swim sweaters"—these fashions have details that highlight the Empire silhouette. The sweater theme crops up with an international look thanks to patterns and novelty stitches used in these knits. This style appears in both maillot and 2-piece styles.

New swimshorts achieve the little boy effect. This young, practical and becoming silhouette is shown in variety

of fabrics from denims and madras to dressier materials. The news here is in the new longer leg.

The look of the swimpair is slated for exciting news for '63 with the addition of distinctive fashion details. This is most important bathing suit silhouette for the season. The new covered-up look in tops is creating a great deal of fashion excitement.

Daring Bikini
Last, but not least, is the look of the daring bikini. The barest minimum of swimmer is usually featured under a beach cover-up. A girlish yet provocative look for the beach is gaining in popularity throughout the United States.

Ultra-sophisticated swimsuits in glamorous fabrics such as nylon velvet, silk matte jersey, lastex and spandex are shown in black primarily.

Newsworthy details in these suits are the low evening backs, panels and draping, all pointing to the sleek and devastating look in swimsuits. One swimsuit firm has labeled these suits the "Night

Club Sheaths." Also, in this group, suits in vinyl patent leather illustrate the "wet look."

Colors Many
Colors range from soft, tender tones to vibrant colors. Prints vary in concept from toned-down pastels to bright combinations of colors in florals, polka dots and persian type prints.

As a topping for these fashion-wise swimsuits for '63—new beach cover-ups gain prominence. The "Shift Look" comes in long and short lengths—the "Plowman's Jacket" in rugged work cloth fabrics—the "Shirt Look" is most exciting when striped and banded, and the "Tent Look" is an A-shaped beach dress with shoe string ties at the shoulder; these are important trends in beach cover-ups.

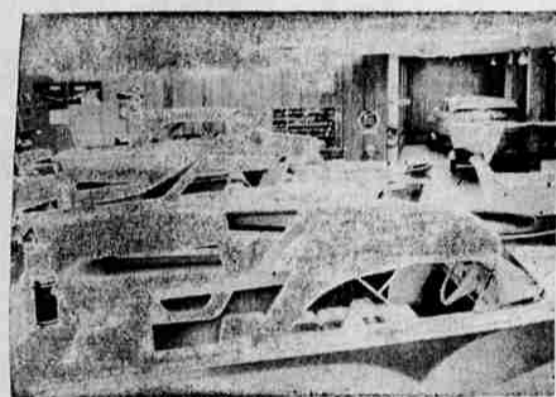
It should be an exciting and fashionable swimsuit season due to the news in color, fabric and silhouette. Every woman will be tempted to buy more than one swimsuit to have these important fashion looks in swimwear.



FLOWER CLIPS—Pointing up a pretty coiffure are petal flower clips, placed to form a tiny bouquet. Center of each gold-filled flower is a cultured pearl. Necklace shape can be varied with adjustable clasps. By Imperial Pearl.

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