

Barbara Dorn Rated High In Design Field

By GAY PAULEY
UPI Women's Editor

NEW YORK (UPI)—Each individual is born with some sort of personality. Corporations have to grow their own.

This is where Barbara Dorn comes in. She is one of the nation's most successful decorators for commercial enterprises and one of the few women at the top in a field where an estimated \$100 million is spent annually for new office design or re-design.

Currently, Miss Dorn—a statuesque blonde who resembles the singer, Hildegarde—is working out the furnishings, accessories and color schemes for the 24-story Fairmont Hotel in San Francisco, and planning right from the plumbing to the final ash tray the fittings for a plush beauty and cosmetics sales shop on New York's Fifth Avenue.

Through the years since she finished her studies of art, design and architecture at the Otis

Art Institute, Los Angeles, she has done banks, restaurants, truck exteriors, product packaging, stores, offices, and occasionally homes.

She recently did the interior of the Miami Daily News plant, making the printing presses purplish and the offices as full of color as a Sunday rotogravure.

"Offices should reflect the personality of the company and the executives in them," said Miss Dorn in an interview, explaining how interior design can help create that "corporate image." "An office should say something to the visitor."

Barbara Dorn, a native of San Francisco, served an apprenticeship with Paul Frankel, a well-known avant garde designer and professor at the University of Southern California. She was style and merchandise coordinator for two West Coast furniture firms for several years.

After World War II, she organized Barbara Dorn Associates and now has a regular staff of 14 draftsmen, designers and decorators in her New York headquarters.

These, she supplements with help "in the field" when she

takes on a large out-of-New York project.

The interior designer did not want to go into precise amounts on cost of some of the projects she has done. But many of them have run into the million dollar and more category.

Undoubtedly the two-story salon-shop she's doing on Fifth Avenue will cost Revlon a pretty penny.

Miss Dorn even made a trip to Pompeii to research the luxury baths of ancient Roman Empire days.

Every piece of equipment in the salon is Dorn-designed, and

there are none of the conventional basins and dryers. A woman's hair will be washed in a golden sea-shell basin, dryers will drop from the ceiling at the push of a button, the customer will recline on a chaise longue while she gets a manicure, soothe her feet on a therapeutic pool fed by a cascading fountain, bathe in a sunken Roman tub eight feet long and four feet wide, and be served food and beverages from rolling carts.

"Interior design is one of the tools for making money," said Miss Dorn. She cited one doctor client in Florida whose offices

she re-did at a cost to him of around \$25,000. "I promised him his practice would double," she said. "It tripled."

The designer believes here is where a wife can be of infinite help to a husband in the professions or operating his own small business. Make the offices more than a cell with pictures of the missus and kids on his desk. Work out a color scheme and furnishings to brighten his working hours.

Miss Dorn did not say what a wife should do if husband turns thumbs down on any such project.



PICTURE the largest, most precious ruby in the world, then imagine carving a graceful oval lipstick from its priceless rubescent heart and then hold your breath, for you have just pictured the most beautiful, most unusual lipstick in the world. It's no longer a dream. A leading cosmetic house has just placed on cosmetic counters in fine stores a gorgeous translucent stained glass lipstick, which because of its sheer clear colour, comes in just one shade, a shimmering stained glass red that reflects with flattery tones of skin, hair and costume. If worn over another colour, pure magic results. Exquisitely boxed, this lipstick makes an exciting and glamorous gift.



SUCH FUN and such fashion is this exciting new "blackened" look. Of course you already have a black dress and accessories, the start to the self-portrait in black. First apply charcoal eye color to eyelids and lashes. The only color in this new look is a flaming streak of bright ruby lipstick. Then for the nails, the newest, most exciting note of all, a glistening black polish. The cosmetic maker who introduced this raven beauty look guarantees fantastic flattery and compliments galore for those who accept the challenge of the new fashion.

Jewelry: Big, Bold

AP Newsfeatures

What's the jewelry outlook as we head into winter fashions?

It's no season for the timid, with bigness and boldness characterizing the sparkling ornaments that set off our favorite suits and dresses.

Emphasis will be on colors, with gold more popular than ever, on lengths, new ring settings, and hair jewelry.

Black is a jewelry color this year—especially in glistening jet. Used alone in inky beads, it is a smart accent to the new browns. It is used to highlight and sharpen other jewelry colors, too, in necklaces, pins and earrings, says the Fashion Coordination Institute.

Jet is mixed with gold for evening glamor. And nothing recalls the glamor of the 20s so strongly as the long drop black earrings that accent the new darkened eye makeup.

The longer necklace, from 18 to 30 inches, has an easier more flexible swinging look than the set below. Split level diamonds close bunched tight necklace of other seasons.

The long line of these new necklaces helps to lengthen and slim dresses and suits try touches of the silhouette, also, they carry yellow or mauve.

the eye downward to heighten the flattering effect of the slightly lower eased waistline.

Classic cultured pearls have a new 22 inch length. Necklaces mixing pearls and jade keep their classic look in a fashionable 30 inch length. Big, bold, bright beads are dramatic in 29 inch lengths. Bibs of all descriptions, of from 3 to 10 strands of beads, stones and imitation pearls, drop to 29 inches.

Smooth gold chains and links are lengthened. Many of the new bibs are nested, so that two of them can be worn together to create the effect of the deeply jeweled bib.

As for rings, the diamond engagement ring is not a fashion item subject to change at the drop of a hem, but it is displaying a new face these days. Solitaires, still a popular choice, are receiving stiff competition from more ornately designed rings. A center diamond is set into white metal, and smaller diamonds are flexible swinging look than the set below. Split level diamonds have come of age.

To accent your navy and black dresses and suits try touches of the silhouette, also, they carry yellow or mauve.

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