

In Fieldcrest design studio, talented stylists and designers create the designs that maintain Fieldcrest's fashion leadership.

## Design Important To Fieldcrest

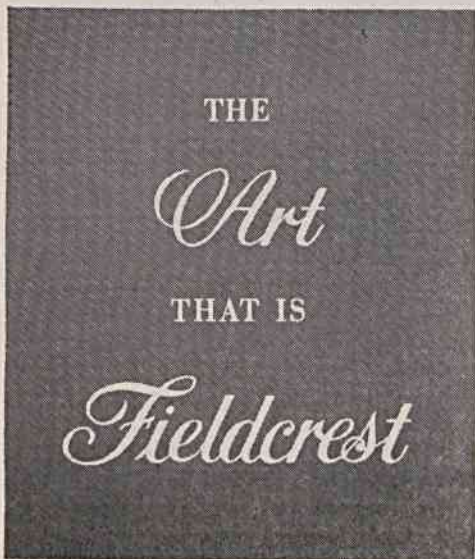
When we see the beautiful designs and colors used in Fieldcrest merchandise, we usually take them for granted because of familiarity with them in our everyday work. We give little thought to the origin of the designs or the creativity and skill required to develop the designs for our products.

Yet, some of the most important members of the Fieldcrest organization are the stylists and designers who create the designs that maintain Fieldcrest's fashion leadership. These talented people work mostly behind the scenes, and sometimes work

a year in advance of the retail season in creating our coordinated fashions for bed and bath.

Their work demands bright minds, creativity, ability, a continual search for new ideas, and skill in translating their ideas into forms that can be used in developing the new designs at the mills.

Pictures on these pages show some of the activities of the design staff in Fieldcrest's design studio at 88 Worth Street in New York, whose creativity and skill are so vital in assuring that Fieldcrest remains the fashion leader in its field.



Eleanor Greene, Fieldcrest stylist, studies kimono worn by this sales girl at Takashimaya, New York's exotic Japanese shop. Wide-eyed flowers inspire idea for a new towel design.



On visit to Takashimaya, Eleanor Greene studies vivid patterns and color combinations in the lands which provide inspiration for new designs.