



Yves Saint Laurent, most exciting name in women's fashions, created signature collection of bed and bath fashions for Fieldcrest this fall. The picture shows Yves Saint Laurent boutique in our New York Showroom.



YSL designs shown here include "Infinity" reversible bedspread; new see-through vinyl "Vision" towel; and boldly abstract "Discovery" towels at Fieldcrest.

## Saint Laurent Collection Introduced

Fieldcrest, which originated the concept of patterned and coordinated bed and bath linens, this fall is introducing a complete collection of designs by the most exciting name in women's fashions, Yves Saint Laurent.

In announcing the signature collection of the internationally celebrated French couturier, Frank W. Green, president of the Fieldcrest Marketing Division, stated:

"Because the personal signature of Yves Saint Laurent and the well-known trademark of Fieldcrest symbolize the epitome of fashion and quality in women's wear and home furnishings respectively, we feel that the joining of our talents further reflects Fieldcrest's total-fashion aim to make the modern woman's home truly an extension of herself."

Of special note is the announcement that the design elegance and fabric quality of the Fieldcrest-Saint Laurent collection are being presented at regular prices.

Bold patterns, lush colors and tailored textures are fashion today, and Yves Saint Laurent has used all these elements in his new Fieldcrest collection. His vivid designs in bed and bath furnishings are all evocative of things to come.

Saint Laurent bedspreads with striking color-coordinated sheets and pillowcases, elegant towels and futuristic see-through shower curtains highlight the new collection, which Fieldcrest introduces in four designs: "Vision," "Discovery," "Infinity" and "Dimensions."

The "Vision" group includes bath

sheet, shower curtain, window drape and bath rug.

The dramatic "Discovery" bath towel is a boldly abstract print with the designer's full name in its lower right hand corner. The "Discovery" pattern, also in hand towels and washcloths, offers a choice of the same warm, cool and neutral colors.

The vivid "Infinity" sheets and pillowcases are characterized by bold diagonal stripes and are coordinated with a matching quilted bedspread that cleverly reverses to a solid color. Saint Laurent's famous label appears on each sheet and pillowcase. Sizes for "Infinity" range from twin to king, also in the

warm, cool and neutral color selection.

In the exciting "Dimensions" towel pattern, texture and rich color reflect the Saint Laurent touch. The strikingly symmetrical towels are lush Jacquards in a choice of six color combinations.

The Fieldcrest-Saint Laurent Collection became available at most stores in September.

Other designs being introduced by Fieldcrest along with the Yves Saint Laurent Collection include "Felicity," a new fantasy floral group of coordinated bed and bath fashions, two new juvenile designs and an expanded line of bath towels and "Gourmates" kitchen towels.

### YVES SAINT LAURENT

Yves Saint Laurent, at 32, is the undisputed king of couture. His designs change not only the fashion consciousness of the wealthy who patronize his Paris salon, but they influence taste on every level both in Europe and America. His designs are lean, graphic, elegant. They seem to appeal to today's woman both functionally and esthetically.

At the age of 17 Saint Laurent was hired by Christian Dior, the then-reigning leader of haute couture. When Dior died four years later, Yves, at age 21 took over the artistic direction of the House of Dior and began an astounding series of couture coups that not only changed the

fashion-outlook of the American Woman but her silhouette as well. His first collection "The Trapeze Line" was a radical shape departure from all that had gone before.

When in 1961 the contract between Saint Laurent and the company Christian Dior was broken, he opened his own fashion house and, in the ensuing eight years has expanded his horizons to a wide range of products from accessories through perfumes.

Two years ago the first Boutique Saint Laurent was opened. The Rive Gauche Boutiques now number 21 throughout France and the world.

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