

'Nation Of Nations' Collection Is Introduced

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terra cotta on white.

The sheet is finished with a deep eyelet embroidered lace edging and the bedspread comes in a darker shade of blue with white. The fringed jacquard towel is available in shades of cognac-white, sunflower-white and spruce-white as well as the blue and terra cotta shades.

The lighthearted Calico Print is also of French heritage. It is adapted from an original fabric artifact showing dainty local garden flowers sprinkled across a dark ground, a popular pattern in Alsace-Lorraine in the late 1700's. This type of fabric was typically used for clothing in the provinces.

Fieldcrest's interpretation is found on sheets, towels, a reversible comforter, pillow sham and dust ruffle. The design is composed of a multicolored floral on a tan vined shaded background for the sheet and towel, with the same floral on a darker brown ground for the comforter, dust ruffle and pillow sham.

From Germany comes the exquisite Meissen Rose design, adapted from a popular Meissen porcelain motif. Meissen porcelain was preeminent among European porcelain until the mid-18th Century and the factory, located in Meissen, Germany, was among the first to use the newly-discovered secret of making oriental-type porcelain.

Today Meissen is prized for its interesting shapes and splendid decoration. Fieldcrest's Meissen Rose echoes the popular Meissen porcelain decorative motif of freshly colored stylized flowers which was characteristic of the period from 1740.

Meissen Rose is reintroduced by Fieldcrest in sheets, a towel, a blanket, automatic blanket, comforter and pillow sham. Like the Smithsonian artifact — a lovely Meissen tea set — Meissen Rose is a multicolor floral on a pure white ground.

From England, via its East

Indian colonies, comes the inspiration for the Flower Tree bedspread. Flower Tree was created from an early 18th Century bedcover woven and handpainted in India and subsequently smuggled to England in 1736. The pattern depicts a flowering tree centered amid branches and growing from a decorated base which was common in the East Indies as well as other cultures.

The Flower Tree bedspread is printed on Fieldcrest's Dublin cloth and features the rich muted coloring and squared hem common to bedcovering of that era. As such, it faithfully showcases the timeless design qualities that assure the appropriateness of the design in today's lifestyle.

Spanish design feeling, with overtones of Mexican and Indian influences inspired the strikingly handsome Poncho Patterns and Mexicana designs. Poncho Patterns was adapted from a poncho worn during the Mexican war by General Zachary Taylor in 1841.

Taylor, who eventually became the 12th President of the United States was a very popular soldier. Nicknamed "old Rough and Ready" by his troops he never lost a battle in 40 years of soldiering.

His Mexican poncho with its brightly colored geometric motif, has been interpreted by Fieldcrest on sheets (featuring a dynamic panel print pillowcase), towels, reversible comforter and rug in tones of red-blue or blue-brown on champagne ground.

The handsome Mexicana towel was interpreted from a blanket found in New Mexico. Woven about 1880, it is a product of a master Mexican weaver who was sent to improve the provincial (New Mexican) weaving techniques. The original artifact shows a very professional execution of the weaving and dyeing processes in its mathematical exactness.

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Calico Print is taken from a popular pattern in Alsace-Lorraine in the 1700's.



Meissen Rose is adapted from a popular Meissen porcelain motif.

New Colors Introduced In Royal Velvet, Lustre Towels

Fieldcrest, in a bold and timely move, has introduced major color changes into its Royal Velvet and Lustre palettes. The change will enable Fieldcrest to maintain its position of fashion and color leadership in the industry.

Individual colors have life cycles of ascendancy and decline and the sensitivity and artistry required to anticipate these changes has been one of the major successes of Fieldcrest's marketing strategy over the years.

The new colors — Seafoam, Twilight Blue, Larkspur, Terra Cotta, Suede, Sunflower are soft, clear and clean in feeling, anticipating the trend in fashion home decorating towards softer, more relaxed designs, colors and fabrics.

Additional news in Royal Velvet concerns the Meissen Rose towel, a lovely multicolor floral print on a Royal Velvet blank, and Royal Velvet Stripe, a handsome classic jacquard stripe which have been added to round out the Royal Velvet Collection.

Royal Velvet Stripe is available in shades of Suede/Sable/Cognac, Cerulean/Twilight/White, Peach/Cognac/Champagne, Pineapple/Sunflower/Meion, and Seafoam/Spruce/Spearmint to match and coordinate with other Fieldcrest products.

Royal Velvet has long been synonymous with quality and fashion leadership, and the new colors and the addition of a print and stripe enhance an already superb line. Buyer reaction to the new colors has been extremely favorable, and an excellent consumer response is expected in the Fall.



Alsace Floral is a handsome traditional damask pattern.