

erates Excitement For Fieldcrest



the press party displayed, "Halston's Flower" Ultrasuede comforter, "H" scarf and handsome Halston



the newly redecorated Fieldcrest showfloor. Ultrasuede comforter, "H" scarf and handsome Halston



from the Club at the Top, 107 floors above the city, where the gala press party was

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stand alone as beautifully coordinated groups.

They are: "Halston's H", "Halston's Flower", and "Halston's Touch".

"Halston's H" features an understated geometric signature motif which is incorporated into a beautifully textured woven comforter, shams and coordinating dust ruffle in a soft beige and white, an overdyed sheet in lush shades of champagne, coral, blue and ultra white, and a handsome rug.

A magnificent jaquard "H" towel and matching bath scarf of 100 percent combed cotton are available in eight colors. There is also a handsome blanket with an attractive woven "H" binding.

"Halston's Flower" is a subtle watercolor approach that suggests a different flower in each coloring: clover, violet, tea rose and buttercup. This softly feminine print is found on sheets, comforter and accessories, coverlet and blanket.

The attractive hemstitched border on the sheared towel is an example of the fine attention to detail that is typically Halston.

The third grouping, "Halston's Touch," is a collection of innovative techniques and fabrics. The most luxurious members of this group are the much talked about Ultrasuede comforter and accessories, hand sewn and exquisitely tailored. Pure 100 percent cashmere is fashioned into a blanket and a lap robe, and soft merino wool is

used for the attractive striped blanket.

"Halston's Tailored Look" sheet is a beautiful classic with a unique hem treatment reminiscent of hand-crafted fagoting.

It is available in striking new colors such as silver and navy, as well as coral and champagne. All in all, this is a grouping where Halston's Touch is everywhere apparent.

It is a notable introduction of a collection that is expected to be one of the greatest Fieldcrest has ever produced.

Initial reaction has been excellent and fashion-oriented stores have demonstrated an overwhelming response to the merchandising possibilities of America's pre-eminent designer.



Some of the many guests at the Fieldcrest party.



Mary Jane Pool, center, editor-in-chief, and Nadine Bertin, right, color program director, both of House and Garden Magazine, with Halston.