

October Issue of House Beautiful Features 'Halston For Fieldcrest'

One of the most beautiful and impressive editorial layouts ever to feature Fieldcrest products is now appearing in the October issue of House Beautiful magazine.

Entitled "ULTRA SMART! Halston Designs for the Bed and Bath", the five-page feature focuses on Halston, one of America's most famous dress designers, now designing for the home in his "Halston for Fieldcrest" Collection.

Following Halston's design philosophy "less is best" and using elements of the Halston for Fieldcrest collection, the editors of House Beautiful have designed three breathtaking room settings using virtually every item of the collection.

This unprecedented editorial coverage is beautifully timed to coincide with initial Halston merchandise shipments to stores, a store event now traveling to 10 stores across the country, and a major publicity tour that schedules personal appearances by Halston and an exciting fashion show of his "Holiday/Resort Wear" in 10 additional stores nation-wide.



The 'work'

Halston took a very personal "Halston's H" bath towels that really absorb the 100% combed cotton in. Shown above in poppy, lean blue, silver and sable. He also insisted upon its easy-to-sew support ensemble (right), all of the master couturier make this yourself, folks.

FOR DETAILS, SEE PRODUCT INFORMATION

Editor JACK MACCUDY There is no mystique about Halston's unprecedented cachet in the fashion world. He is simply tops. Designing out of his own belief that "Less is best," he eschews the non-essential, arriving at clean, uncomplicated lines as becoming to grandmothers as to lean, young lovelies. Halston is a synonym for quality and, despite the halo of glamour about him, an eminently practical designer. If there is any mystique, it's his almost infallible sense of the appropriate and desirable—evident in all his works, from Jackie Onassis's pillbox hat to the U.S. Olympic team uniforms. Recall the Ultrasuede shirt-dress, the caftan, the chiffon float. Now he puts his design mark on a group of sheets, spreads, shams and bath towels called "Halston for Fieldcrest"—a designer-manufacturer royal marriage we proudly present.

DRESS PHOTOGRAPHS: WILLIAM CONNORS; ALL OTHERS: FELICIANO

Sew your own Halston

Certain Halston fashions are available from McCall Pattern Co., to be stitched up by home-sewers. The dress above (pattern No. 5103) is 100% Halston, made in "Halston's H" sheeting, the designer's geometric play on his own initial, one of the designs in the "Halston for Fieldcrest" collection.

67

**HALSTON
DESIGNS FOR
BED & BATH**

House Beautiful

OCTOBER • 1976