

Five Unique Collections

Fieldcrest Spring '77 Lines Introduced

Fieldcrest's spring '77 line, introduced to buyers and press during the November 15 market week, promises to be one of the most successful and timely groupings ever offered by Fieldcrest.

Five different collections, each highly styled, unique and widely appealing, are united by a central theme and an innovative merchandising philosophy that will ensure strong store support and point of purchase impact.

The "Romance, International Style" collection, created by Gustav Zumsteg of Zurich, Switzerland, headlines the spring offerings. The collection is feminine and romantic, with fresh floral designs and soft, springtime colorations.

Zumsteg, who is chairman of Abraham Ltd., an internationally known design firm located in Zurich, is considered one of the most talented men in the world of fabric design.

He has created fabrics for many of Europe's greatest couturiers and was responsible for the fabrics that served as the basis for Yves St. Laurent's triumphant "peasant look" that took the fashion world by storm this fall.

For Fieldcrest, this wonderfully talented designer has translated fashion's new spirit of fantasy and romance into four striking "mini" collections for the bed and bath.

Zumsteg's Sentimental Bouquet, Memory Gardens, Courtship Rose, and Twilight Flower, are softly hued and somewhat nostalgic florals evocative of spring and joy in natural things that are sure to appeal to the feminine, romantic side of every woman's personality.

Saturday's Flower, the second major Fieldcrest introduction, is a bright, sparkling large-scale floral unique in today's market. Roses, pansies, and daisies bloom in vibrant colors on a crisp green-on-white dotted background.

This happy young look is guaranteed to bring life to a tired bedroom decor and is available in a sheet, blanket, comforter and towel.

Classic Chromatics, another innovative offering, features new deeper tones paired with contrasting light tones for a sleek tailored appearance. Available in a sheet, comforter and accessories, this style was widely hailed during market week showings.

The Bagel Happy Family Collection, Fieldcrest's new juvenile offering is a merry grouping of bagels with animal personalities. Hippoagels, frogagels, lionagels and elephantagels bound happily across a sheet, pillowcase, blanket and comforter that's sure to please bagel-lovers everywhere.

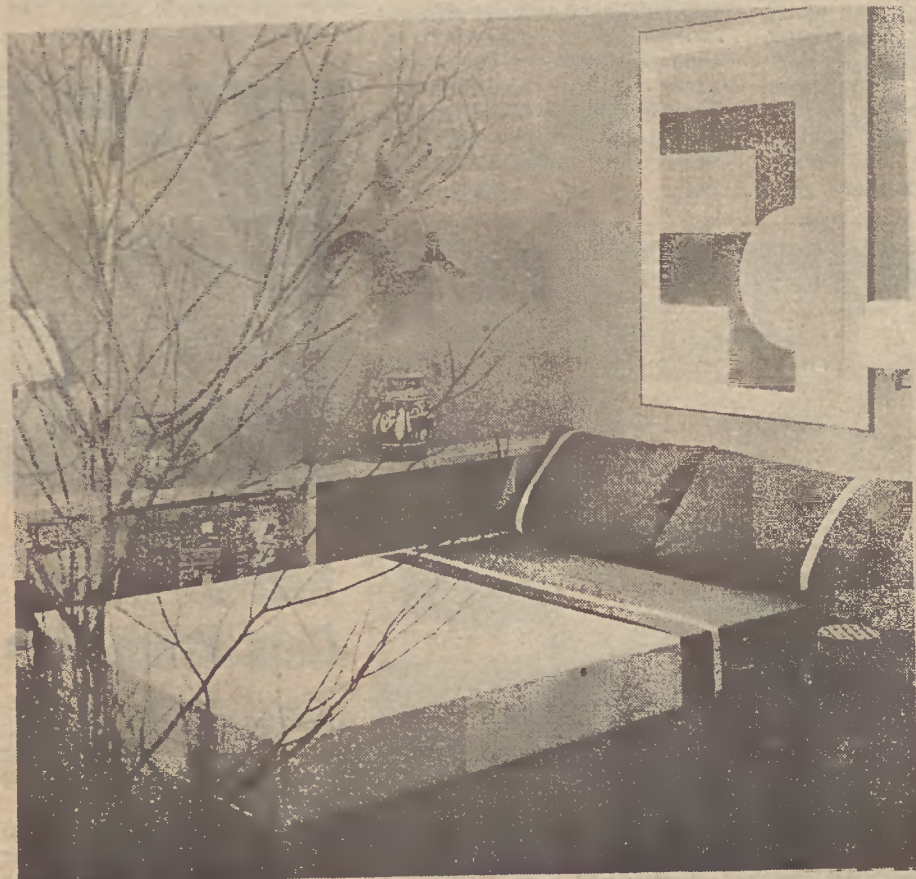
Geoffrey Beene, the well-known couture designer, has also designed an important Fieldcrest collection. Simple, classic and elegant, it was well received during market week and will be reported on in greater depth in a later issue of the Mill Whistle.



Saturday's Flower



The Bagel Happy Family



Classic Chromatics

Sales M

department covered their product areas

The Market Week events began at a rapid pace Monday morning, November 15, with the presentation of an impressive, 3-screen multi-media slide show entitled "It's Spring and Fieldcrest Is In Love."

This umbrella theme of springtime and romance is the underlying link designed to give

unity and cohesiveness widely appealing yet unique and varied styles collections introduced.

Beautiful springtime remarkably fine closeups and stunning setting photography cleverly interwoven with appropriate upbeat music to create a lively show that left buyers and salesmen alike brimming

THE MILL WHISTLE