

# New Beene Collection A Standout

Geoffrey Beene, America's great fashion independent, has designed a bed collection destined to become the ultimate in simple elegance for the sophisticated shopper.

The collection, which was widely praised by store executives during the November Market Week, will be in the stores by early spring.

Mr. Beene, who is known for his casual, comfortable and feminine designs in women's clothing, has been recognized with three Coty Awards and a Coty Hall of Fame Citation.

In designing for the bedroom, Geoffrey Beene again exhibits that special flair that sets him apart. For Fieldcrest, he has created five refreshingly simple designs that are at once neat, elegant, and restful.

An artful red "bow" pattern and a scrambled letter "signature" pattern are both completed in the purest red (his favorite color) on a pale silver background.

There are two "stripe" designs, composed of pencil-thin blue and turquoise lines on white, the other mattress ticking stripe in an innovative taupe, white and blue combination.

Finally, there is a handsome "tromp l'oeil" nautical knot design sure to please those who like fashion pure and simple.

In his designs, Mr. Beene has succeeded in creating the most



Red, vibrant and alive is Beene's innovative signature ensemble.

flattering background possible for the woman who buys bed fashions. She is the central element and he uses soft, flattering colors and simple, uncomplicated lines to enhance her presence; he does not over-

whelm her with strong tints and turbulent patterns.

From a merchandising viewpoint, the collection is a standout. It is simple, complete, and easy to assimilate. The small number of SKU's makes it

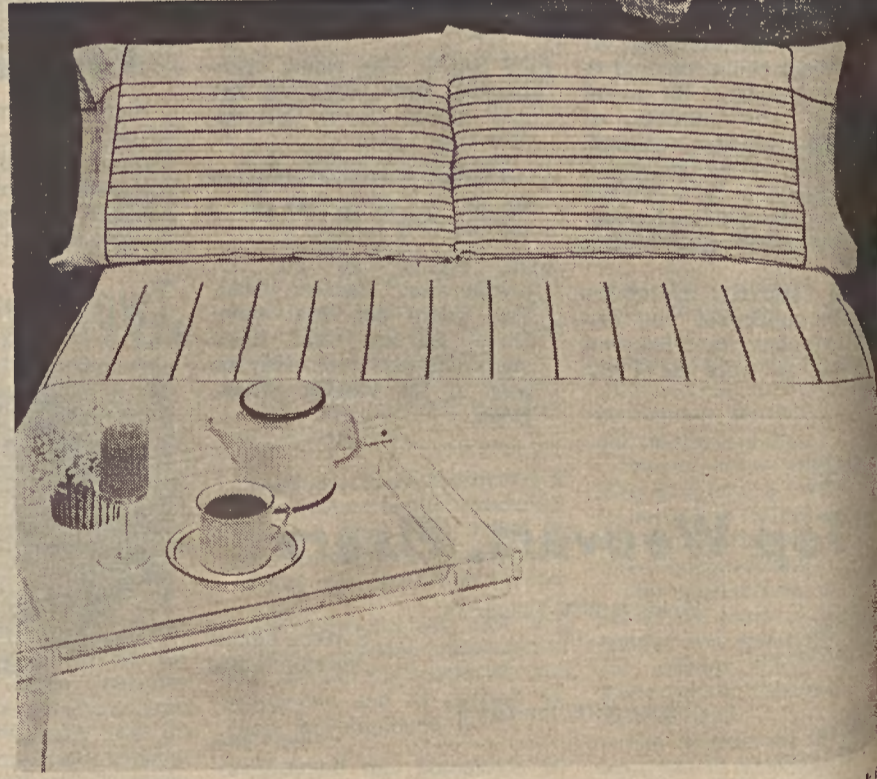
easy for the retailer to purchase and display and easy for the consumer to understand and buy. And the packaging is superb.

The Geoffrey Beene for Fieldcrest Collection is expected

to become a solid success in the Fieldcrest line. Fashion oriented stores have demonstrated a very positive reaction to the extensive merchandising possibilities of the unique collection and the famed Beene name.



Pretty feminine red ribbons, tied with a bow on the pillowcase, are drawn on sheets and pillow cases of the palest silver in the Bow Ties design.



Conventional shirting stripes done in pencil thin blue and turquoise give a look today in Beene's Shirting Stripes design.