

# Fieldcrest Fashion

Here are some of the highlights of the Fieldcrest Fall 1970 line previewed for the press recently in New York showroom.

Pierre Cardin's first collection of bed and bath fashions for Fieldcrest are on view in color coordinated displays that include his "Florale", a stylized jonquil floral pattern, "Ronde", a bubbly, pasted-toned print and "Vis a Vis", a curving geometric design.

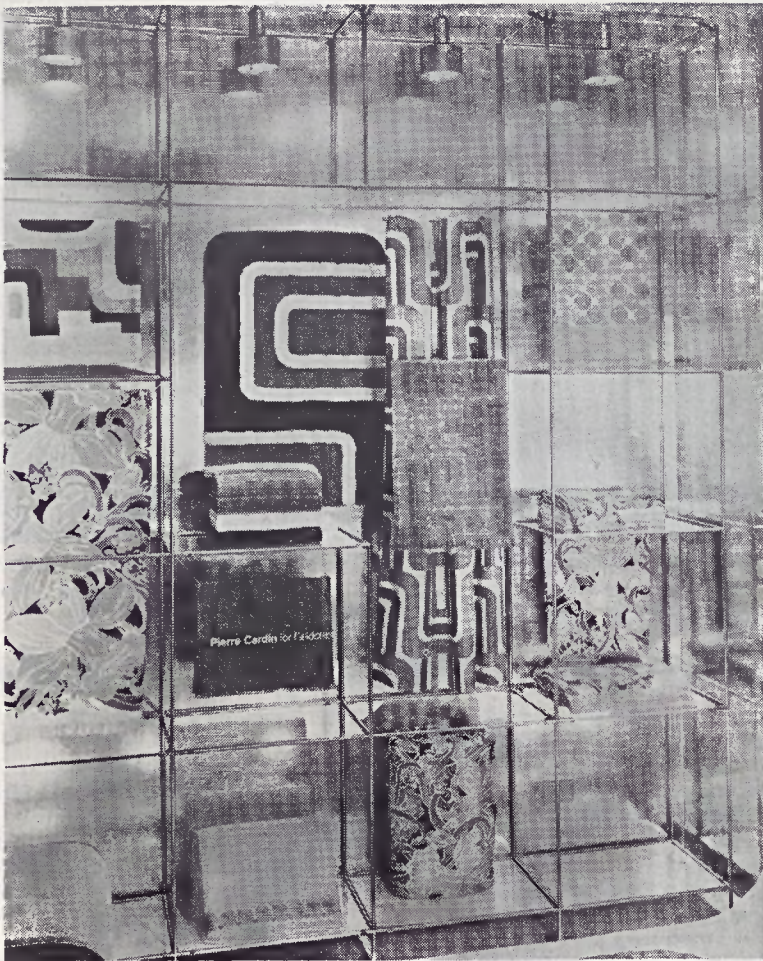
The collection is placed within a specially constructed Cardin room that has a space capsule atmosphere which projects the youthful, modern Cardin mood.

Yves St. Laurent has added the exotic influence of North Africa to his highly successful collection. "Moorish" and "Desert Song" have the intricate geometrics of Moorish architecture plus the drama of captured desert by day and night.

In addition to the geometrics and jacquards there is a new coordinating bath sheet striped with color and monogrammed with the distinctive "Yves" logo.

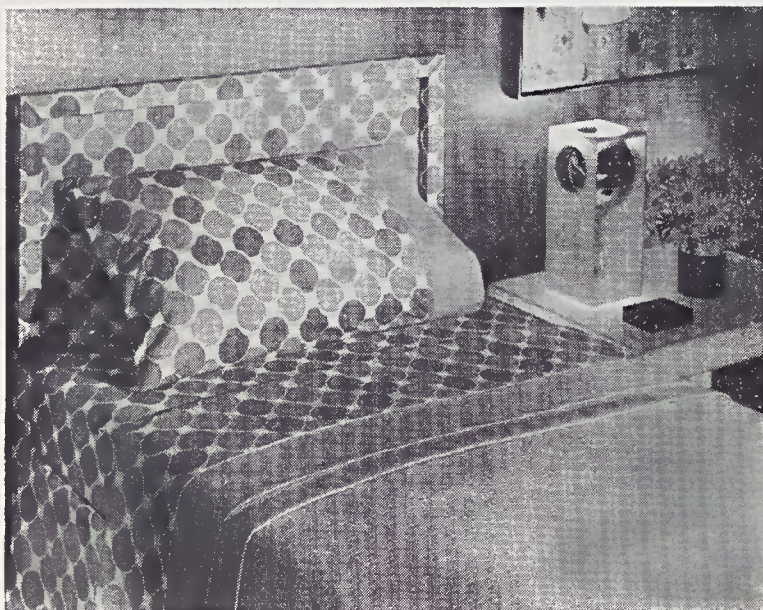
"Limited Editions", a unique group of screen printed graphic towels signed by the contemporary artists who have designed them, were photographed on the showroom walls where they hang, framed like paintings. The timely introduction of "Limited Editions"

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*Cardin Room*

## Pierre Cardin For Fieldcrest



*"Ronde"*



*"Vis A Vis"*