



**SIMPLICITY IN SUITS** . . . allows for imaginative fabrics—basket-weaved cotton, seersucker, denim, hopsacking and conversational prints.

# New Fashions Flattered

SPRING! Poets sing it . . . hearts are thrilled by it and the wide, wonderful world of fashion welcomes it in 1962 with some of the most flattering, feminine clothes seen in a long time!

As spring arrives and Easter approaches the big news shaping up in fashion circles is the renewed emphasis on "fit".

New silhouettes are very body conscious, focusing exciting detail toward the body, from the waist up.

Suits and new dresses are enhanced with more bosom detail in fresh, new molded shapings. This, in turn, heralds the return of the gracious, always-flattering princess line.

Boxy, unfitted tops to suits and costumes are now passe — bolero-type overblouses and lowered waistline overblouses—are "in".

Other important "fit factors" in the spring shape-up, are bias-cut bloused bodices . . . flattering, away-from-the-neck necklines, either draped, collarless, or with small narrow collars.

Shoulders are flattered by set-in sleeves—quite narrow looking, or very short, full above the elbow very short, full above the elbow many sleeveless fashions of the new seasons.

More flare at the hemline gives more flair to the fashion scene. There's more ease in skirt shapes and hemlines in almost all of the new fashions.

### Coats Look New

The fitted silhouette in coats promises an all-new feeling of excitement!!

The shaped coat is flattering to the figure with skimming front and full back. A high-bosom look is achieved with intricate details at the bodice and narrowed waistline.

At the back of these coats, fullness is achieved by panel treatments, falling from the shoulders.

The important line in coats is the "A-line", especially when interpreted in the princess coat. From its small, precise collar, to the fitted and under-bosom accented bodice, to its flare skirt, the princess line adds up to a total of

smart flattery. Pockets may be placed quite high or go quite low, but the flare usually starts from the hips and widens to the hem.

Straight-cut or reefer coats are the most figure-hugging coat silhouette of all. Set-in sleeves and thin lapels add to the columnar look. The cardigan and officer's coat are other versions of the straight cut coat.

### Suits Take Stellar Role

For the woman who loves suits (and what woman doesn't), this is an important suit season.

Denim-fit suits with a new high-bosom look and free-swinging skirt and higher jacket are smart and very new looking.

Jackets that barely touch the waist are often mated with gored or paneled skirts to ensemble as the bolero suit. These brief bits of jackets often dip slightly below the waist at the back.

Particularly noteworthy are a group of cutaway and squared-off-type jackets. Softer and more defined than the familiar old boxy jacket, they are not buttoned and often combine with their own overblouses and handsomely detailed skirts.

Suits are pointed up with asymmetrical detailing of side-wrapped skirts, or with off-center closing on jackets. Collarless or little wedding-ring collared styles of jackets . . . set-in, shorter and narrower sleeves and swing-easy, fall softly skirts all delineate the newest suits.

### Lovely Dress Styles

There's so much to look for that's new and different in spring dresses, that the entire dress picture shapes up with femininity, flattery and

versatility.

The perennial fashion success—the costume—is composed this season in sweet harmony of two and three parts. The most exciting of these ensembles is the three piece costume of overblouse, easy skirt and jacket.

Dashing print dresses are topped by new reefer coats to create equally charming costumes. Open, Channel-type jackets top trim skimmer dresses in two part harmony of color and fabric. Another popular duet are the overblouse-and-skirt duo.

Again, the princess line is important—interpreted in new dresses with an ingenue look. The high-waistline keynotes the important cut of this style.

Tops with lowered waistlines or at the opposite: raised to bolero length, give a smooth sophistication to the two-piece look of the overblouse dress.

New dress styles are enhanced also by the bias-cut bloused bodice dress which will set the pace for daytime wear as well as for after five. Pretty prints and flowing fabrics star in this silhouette.

The sheath dress relaxes its lines for spring—adds high-waisted detail, a cape-effect or a soft toss-back scarf to underscore the new softer look.

You'll find that dresses have short sleeves, narrow sleeves or none at all; there are lots of collarless necklines in jewel, boat or bateau cuts; skirts are more relaxed, with free-flowing ease and hem flare—and, highwaisted detail will be the focal point of dress fashions.

## Trousseau Items In New Collections

Modern brides are more interested in practicality than frills when it comes to trousseau lingerie, according to lingerie department surveys. Young women preparing for marriage today lean toward bright cottons and sporty-type sleepclothes, away from ultra-feminine, fine lingerie.

A great factor in this attitude is our contemporary way of life, which demands lingerie that is easy to care for and that goes from

bed-to-breakfast or lounging. Since most young wives cannot afford a servant, they want lingerie that drip-dries and is uncomplicated . . . hence the great popularity of nylon tricot.

Favorite choices of brides-to-be are tricot bridal sets in short lengths, fitted gowns, shifts, print petticoats, breakfast coats, warm robes and separate gowns in pastel shades.

# Sure Sign of Spring

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