

Blouses

fashion focuses on the blouse this season... we have a large assortment of new colors and patterns. Choose now from our fresh collection of spring beauties...

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Handbags Are Favorite for Spring This Year is Silk

Handbags are perfect costume coordinators this season. They're flat, for becoming wear with full capes and cape-like fashions, and soft in look, for harmony with softly pleated, tucked or draped costumes. Shapes are simple, with the elongated square or elongated rectangle predominating.

Trim is planned to emphasize the shape. This means a simple frame in gold, silver or leather, and a simple closing. Small tabs, bands or insets of contrasting leather texture and trapunto work are also in order.

The range of leather textures for daytime handbags is wider than ever. There are deep-grained brodatail (especially new in spring colors), soft-grained or pebbly calf, fine fibered and petal-smooth calf with a high sheen and, for casual wear, an extra-plushy reverse calf. Pale beiges and grays are leading colors.

The look of fashion this spring is one of gentle, feminine elegance, and the new spring fabrics are very much in keeping with this trend. Silk is the overwhelming favorite—in all its many variations, in blends and as a strong influence on the textures, colors and prints of other fabrics. Blends are more popular than ever, with silk-and-cotton leading the field. Synthetics have arrived in a big way to add to the general aura of quality. Newsiest silks of all are the sheers, especially chiffon. Going along with the success of sheers is the popularity of supple, lightweight, airy fabrics. Chiffon-weight woolsens, tissue tweeds and fine worsteds are all favorites. Especially interesting is the revival of open-weave estimate tweeds and fine meshes.

Spring Styles Have Slim Line

Fashion relaxes and glorifies the slim line for Spring '57. Attractive shaping and softened slenderness characterize the newest styles, pointing up the importance of a look that's sometimes called "pretty," sometimes "lady-like" and then again, "feminine." By any name, the look is flattering, and this season it's the height of fashion.

Many significant trends emerge as ways of expressing this look. Outstanding—and charming—is the cape, which has just about taken over the fashion world. Dresses, costumes, separates, suits, coats and toppers display the cape influence in many forms. There are cape-like flounces at the shoulder line—flirtatious as the flutter of a fan—cape collars, detachable capeslets, cape jackets, and of course, three-quarter and full-length capes. Cocoon shapes look newswiest.

Pretty evidence of the trend to gently feminine fashions is seen in the spring liking for shirtwaist dresses. News here is the softening of classic styles—through the use of lantern-shaped sleeves, for example. Appearing as another major trend is the softened skirt. Usually somewhat longer this spring, skirts move away from severe sheath lines to the pegged, pleated, draped or paneled silhouette. In the "Dutch Boy" or Flemish skirt for suits and dresses, pleats or gathers provide easy roundness just below the waistline and taper in at the hem. Empire Line Lowered. Other attractive ways of developing skirt interest are tunics, harem hemlines, back or front fullness and attached, curving panels.



FOR SPRING... Distinguished simplicity marks this light, bright spring suit with round collar, bracelet sleeves, interesting hip detail and slim lines throughout. It's made of Avisco rayon with acetate.

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EXPECTANT MOMS CAN BE STYLISH

High style is good fashion for spring maternity wear. News-makers such as empire one-piece dresses and neckline focus suits with lingerie trims characterize the season's waiting lines. Luxury fabrics go along with this trend to up-to-the-minute styling in everything from dress-up costumes to casual separates. The one-piece empire dress is wonderfully adapted to pretty concealment for the mother-to-be. Marked by sashes, bows or bands, the empire line draws attention upward as well as giving a youthfully sophisticated appearance. The basic maternity suit has become more style conscious, too. Lingerie trims, such as white collars and large silk bows; chiffon draped necklines; back or front yokes and pleating are just a few of the fashion details which achieve top attention.

Patterns Will Star in New Shirt Styles

Patterned shirts will enjoy a big push this Spring, according to the American Institute of Men's and Boys' Wear. Included in this group that will help men to be dressed up and dressed right will be some stripes - many with a bold, bold look - and checks and neat printed patterns such as pin dots. Interest in the more elegant shirts will be confined chiefly to evening wear, not so much in the pleated bosoms as in the ruffled variety. Although white will keep its high standing, the heavy promotion of patterned shirts should give a lift to solid colors, primarily light blue. There will be few new colors styles but there should be enough variety to satisfy any man or woman shopper in the short point spreads, button-downs, Ivy button-downs, round pin types and several Continental ideas. A new collar idea is one with built-in stays. Short-sleeved business shirts will account for neater and more comfortable men around conference tables during the warm weather months.

Strong Ivy League Influence Seen In This Year's Men's Sportswear

The clothing preferences of Ivy League collegians are exerting a strong influence on the styling of male sportswear for spring. In slacks, sports shirts and jackets, ideas that grow up on Ivy campuses emerge as even more important style factors than in past seasons. But even with the obvious dominance of Ivy styling, notes the American Institute of Men's and Boys' Wear, sportswear this spring offers something for just about everybody - and the comfort and color of new sportswear will make going back out into the sun even more fun than usual.

Spring slacks show a definite Ivy influence, with a trend toward a slim line more obvious. Ivy models are expected to account for a much greater proportion of the slacks sold this spring. In walk shorts, too, Ivy is important, running a close second to the more popular Bermuda length. White and striped white slacks and shorts are another Ivy idea that has been incorporated in spring styling. Solids should remain most popular, but patterns - particularly plaids and checks - will be in greater demand.



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