



DRESSES REVEAL A RICH FASHION FUTURE

Fashion Leadership Taken Over by U.S.

American women can depend on the wearability of American designed fashions, particularly because those creating the styles are themselves American women, and men—who know the pace at which we live; activities which are the basis for our national business, social, and play-balanced lives.

Perhaps American designers have best proved themselves in the dresses created for this spring: their first brain-children which are, without benefit of foreign origination truly original-American from the pencils used to sketch them, to their fine fabrics, skillful workmanship, and completely appealing wearability.

The Trend Is Sport

There are definite trends in American design, which are the basis of every woman's Fashion Future, when she can recognize and select them in planning her new-season wardrobe. For one thing they are always slim—even when their skirts are animated by pleats or gores, or dramatized by the suggestion of a petticoat ruffle or harem drape. They are soft, from more natural shoulders to trimming detail, which makes frequent use of drapery, lingerie accents, the use of braid, unobtrusively, and contrast in color, texture, or print with plain.

The Range Is Great

Their range includes costume suits with boleros, short jackets, longer jackets or full length coats. There are street types and afternoon styles characteristically soft; there are spectator and active sport types characteristically comfortable, cleanly tailored, and as casual as a friendly, yet casual, typically American "hello."

There are color groups in dresses for spring with beige, navy and black leading the gamut, followed by green, more bright colors, and pastels. In prints, small patterns dominate, two color effects are a little startling—and therefore freshly smart.

As for fabrics: only our textile creators' originality limits them—so that there's an endless variety of smooth and poucey sheers, Fortuna type wools, twills, angoras, matelassé, silk, rayon, rayon and rayon crepes—and more, which lend themselves ideally to simple elegance American woman wants.

There are "soft shoulders ahead" for many of the new daytime dresses and ensembles for spring and Easter wear. These are interpreted by means of dolman or kimono sleeves, usually short and draped, or the raglan sleeve. Typical of this new trend is a navy and black silk dress made with kimono sleeves having a pop-back effect, draped to the waistline, and with soft folds in the skirt. This is accompanied by a fitted gray coat with a dropped collar of the silk print, buttoning the shoulders.

Necklines and sleeves too are coming into their own. Streamlined ruffles, cascading down skirts and bodices and trimming necklines and sleeves soften severely simple silk crepe frocks. New crop effects, often short-fronted and falling a few points at the sides or back, make their appearance on dark sheers. One silk sheers dress with a finely pleated apron that is short in front and hem length at the sides, is trimmed by a pastel flower appliqué.

Bodice lines are longer than they have been in past seasons, jackets too are longer and skirts shorter, but with restrained fullness introduced by many types of pleats stitched down over the hips, or through flared or draped front panels. A smart ensemble with a red and blue paisley print silk dress, featuring squared hip detail with fullness below—giving a front panel look—and a squared bodice yoke with a high curved, slashed neckline, is worn with a laquer red coat which nips in at the back. Hips often highlight crisp-cross or surprise lines sometimes buttoning at the side. New looking as a tropical silk print dress in vivid lime yellow and green made with square cross-trapped neckline and shaped hip yoke with gathers.

The American woman's uniform, the shirtwaist dress, is playing another return engagement for spring and summer spectator sports wear in printed silk crepe, tie silks and plain and printed shantung. Many of these sports dresses feature buttoned fronts. One distinguished silk shantung with white penny dots on a coral ground has a full buttoned skirt and is trimmed by two pockets placed irregularly on the bodice.

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FASHION FUTURE SHOWING

Local Stores Show Important American Design Clothes

BEGINNING tomorrow, every woman in this city will find her own Fashion Future, through the show windows and on the selling floors of our avenues of splendor.

It was for the American woman in every community that the New York Fashion Future presentation opened the year by first showcasing each significant fashion advance for spring.

All American-designed, this glamorous collection of coats, suits, dresses, millinery and accessories firmly established the newly assumed leadership of the United States as the fashion originating center of at least the Western Hemisphere, if not of the world.

Now, today, for the average woman in this typically American city, these pages are a revelation of the Fashion Future ready to enter her way of living, and waiting for her enthrallment selection from the complete, fresh stocks of local stores.

Inspired by original designs such as those shown at the New York Fashion Future presentation, all the fashions for spring have been created to specifically answer the fashion needs of the young matron; the active clubwoman; the girl with a career; the important woman in politics, the sportswoman, and all their feminine contemporaries.

To all, these pages say, Your Fashion Future is here today!

Elegance of American Design Illustrates Fashion's Many Moods



DRESS and COAT in ivory and black, illustrating classic line. The color-trimmed Bob Hope Presidential outfit has a handkerchief pocket, collar, and metal Ring Cross. (Left) Mode Hill costume. (Right) an orchard scene, light and dark shades.

DIPPING HEMLINE "fish" and in set have blue-green with pink and white stripes. A New York's Fashion Future trend setting model.



PLASTIC BRIDE in wedding gown with white and black and red. White, headpiece and shoes are of Visiting. She is New York's Fashion Future seasonal bride.

Simplicity Key To Spring Fashions

"Simplicity and the pattern of Spring fashions," presented the subject. But it's simplicity with a twist. Not fussiness, no fluffiness—in these typically American clothes that are to be seen now in equal degree. On the contrary, it's a boldness, with the spirit of a great democracy, in smart, new fashions that seem made to be worn.

There's a certain classic understatement of line in these new fashions, that is typically native to America. Designers, bred in our own tradition, knew exactly where to emphasize—where to play down—in creating clothes to appeal to American women. To be true to their genre—therefore worthy to be called true fashion creators, inheriting a great tradition—they did make clothes universal in appeal.

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