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8 FASHION SUPPLEMENT OCT. 2, 1958
BIRMINGHAM (MICH.) ECCENTRIC

Rainwear Set To Make 'Big Fashion Splash'

There's news in the wind that fresh new shapes and sunshine colors will reign in wet-weather coats this fall. Forecast to be found under most umbrellas this season are the same new, new, new silhouettes that shape up for dresses—chemises, trapese, oval, harem-back, and undecided waistlines. The walking suit . . . ultra-new this fall . . . strolls into the rainwear scene, too. Styles are both sporty and business-like. Ladies will be bright even when weather is grim—because rain-gear has soaked up color. Strong reds and blues, deep shades and stained glass colors are especially important.

BRIGHTER AND much more varied than the rainbow are the gay patterns formed in these palette-pleasing hues. Paisley and floral prints are more numerous than ever—and geometric, novelty prints and novelty flocked patterns are gaining in favor. Printed stripes run up votes on cotton poplin, corduroy, cotton cord and cotton knit.

Bold plaids will laugh loudly at drizzly days while iridescent coats shine through the haze of rain.

FORMER fair-weather fabrics now shed moisture like magic. Surprising additions in the coat fash-

Fall Glamour Line Scores with New '2nd Look' Theme

From Beverly Hills, California comes the report that the chagrined-look—worn by men looking at contemporary fashions for women—is being replaced by the welcome trend, "The Second Look." Men indifferent to "new-look" can be counted on to look at least twice at the glamorizing designs recently previewed here by fashion pacesetter, Ruth Matthews. "Women love them, too," Miss Matthews said. "Sack dresses are not only unflattering . . . it is unflattering when people assume women wear sacks to hide unattractive figures. And, bags are for laundry. My clothes are for women!"

SHE FEELS good figures are enhanced by definitely feminine clothing and imperfect figures can be made to appear shapely by judicious accenting women's natural attributes. Titles of "Second Look" creations, "Bust 'n' Bustle," "It's a Girl," and "Shape-Up," describe designs sure to provoke a double-take. Ions are wool jersey, flannel, velveteen, lumpy wool tweeds and other wool-look fabrics. Plastic still maintains its place as a pleasing protector . . . now, too, appearing in the new silhouettes and colors.

Opinion has it that no matter what raincoat mildly selects this season . . . she's sure to make a smart splash in the world of fashion!

Furniture, In All Periods, Reflects 'Elegant' Mood

There's a heart-warming new grace and beauty in today's furniture. The uncompromisingly rigid square look has melted into a symphony of soft curves and subtle colors. Everything is quite elegant: Early American, French Provincial, Empire, 18th Century English, Biedermeier and Italian Provincial. There's new interest in exposed wood parts in sofa and chair frames. Walnut and fruitwood lead the field but new lavish finishes of antiqued wood, gold and silver leaf are indicative of the new trend toward opulence.

CANE is another material widely used. It lends itself admirably to trim, tailored designs as well as the more casual pieces. The fabric covers are richer, lusher; with deep diamond tuftings, multi-welt treatments and dressmaker details.

Light Weight Glowing Color In Fall Fabric

There's excitement in every yard of fabric for fall . . . in downy-soft surfaces and lighter-weight fabrics that do not sacrifice a single iota of warmth or smartness for the sake of this airiness. . . . Texture is vivid and exciting . . . there's a new emphasis on tone on tone . . . bold ribs . . . break knits . . . boucle nubs . . . bold, breathless plaids and on and on, in every conceivable wondrous new fabric.

If a volume of adjectives were ascribed to define the color story—fashion editors would still be short of the properly descriptive words to convey the mood of the fall fashion spectrum.

WHETHER used solo, in duets or in a happy harmony of multi-color, fashion's glorious palette is a wonderfully exciting symphony of vibrancy!

Fall fashion reigns supreme—in fibers of luxurious feel and plant hand—in colors that rival the artist's palette.

Even in looking back over the many-faceted, ever-changing history of woman's fashion—never before has there been such a perfect mating of color brilliance and fabric elegance.

This, essentially is the fiber of our story on fabric and color. Since every collection of fashions for fall shows something in mohair or like-mohair these, silky, looped, brushed or curled woolsens (with the feel of eiderdown)—show off in a riot of color that burst forth as exciting, brilliant complements to the soft-spoken, smooth-touch fabric.

Textured, tweedy and printed fabrics are lusty—and as their touch is full-bodied, so their color components whisper in muted yet vibrant hues.

In regal crepes, metallic brocades, warp-print taffetas, cut velvets and velveteen piles, colors speak-up warmly in heady tones.

Fabric Sensation

Moving into every collection in a big way is spongy textured mohair. It is often blended with synthetic yarns or wool and called "bouffle." Orange, mauve, olive, blue and rich gold colors take to this textured fabric beautifully . . . Giant checks, plaids and two-tone tweeds are the favored patterns.

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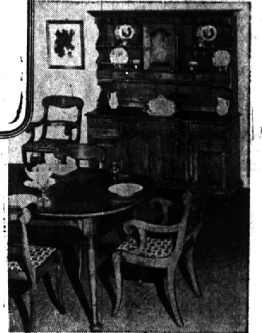
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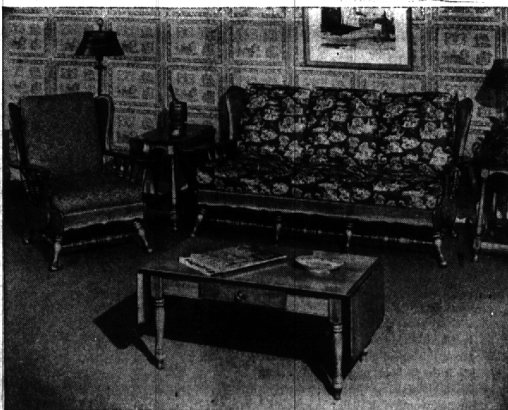
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