

A Designing Man Discusses His Career

By JULIE CANDLER
Staff Writer

"A cut-throat business" is what Oleg Cassini calls the women's clothing industry he's a part of.

A dress designer like Cassini turns out four or five collections a year. Each collection must contain 500 to 600 dresses, and all must be distinctive and original. "You work night and day," says the slender, successful New York designer.

Cassini claims the average life of any distinctive artist in the dress designing business is about eight years. Then he adds, "This is my eighth year."

LAST MONTH he finished his summer collection. Then he hopped a plane for Birmingham where he spoke at Birmingham Town Hall. He dashed from a Birmingham country club luncheon to a Detroit store. There, 45 minutes later, a fashion showing of Cassini clothes was scheduled. A few hours later the young-looking, monostiched, 40-year-old designer boarded a plane for Paris.

He went there to see what the Parisian designers were dreaming up for Fall—so that he could do something different.

When he starts creating his fall

14 bust, an 8 waist and a derriere that's about a size 10," says Cassini.

So the next problem, if the muslin passes, is to adapt it so that the completed dress will fit Mrs. Smith who's a size 14 all over, and Mrs. Jones, who is size 10 everywhere.

FROM THE sizing, and selection of color and material, the gown goes into production. Then begins the bargaining with the union on an acceptable price for manufacturing the design in one of the 10 Cassini factories.

Cassini may have learned how to be a successful dress designer

from his mother. "My mother created a fantastic business, the number one in Italy," he said.

Cassini came to America during the depression, became an American citizen, spent five years in the Army. His parents were blue-blooded white Russians, who fled to Italy during the Revolution.

CASSINI'S father was a diplomat, and in 1901 his grandfather became the ambassador of Im-

perial Russia in Washington for seven years.

The ambassador's grandson originally studied law, but somehow, got side-tracked from his legal training into dress designing.

He doesn't say exactly how he happened to get into "this cut-throat business" of designing for women, but he did admit, "I am very interested in the female anatomy and study it all the time. There is nothing like trying to really know your business."



Slender models paraded in Cassini fashions at Birmingham country club following his recent talk here. While celebrity luncheon guests dined, the model at right paused to show them a black Cassini suit-dress called "You Live Beyond Your Seams." Above, left, is "Missionary's Downfall," a black shantung sheath accented with black and white polka dots. A suit dress (center) of tiny checks bears the provocative Cassini caption, "Meanwhile, Back at the Motel." At right is "You Live Beyond Your Seams" without the jacket, a simple sheath trimmed with satin ribbing and buttons at the bustline.

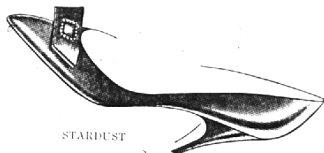
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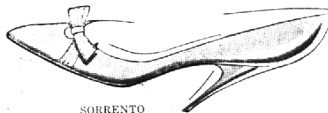
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Boys' Styles
Continue With
Adult Detailing

The lad who admires his dad's sportswear need no longer wait until he's a size 16 to emulate him. Men's styles are turning up in boys' sizes.

An example is a cotton knit shirt from France—identical to the original man's style, even to its alligator chest emblem.

It's of a wonderful French cotton knit, which has yet to be duplicated in this country for quality or performance.

Color ranges is wide to suit the individual tastes of young tennis stars.

CARRYING a longer shirt-tail in back than in front, it inches up pulling out during court play. When paired alone with slacks or with a sports coat or jacket, it is just as suited for general casual wear.

The jump suit, another men's style, is translated into a boy's casual garment. It's trimly tailored in corduroy.

Dad likes his for bouncing around the house or patio. His son will find it just as welcome for after school and weekend wear. A pocket crest adds dash to the one-piece garment as do Alpine pockets.

ONE SUIT, for the younger set, is in a favorite charcoal brown brightened by a muted silver iridescent effect. It's in a cool feather-weight fabric of Dacron polyester fiber and cotton.

Sportswear, at 15 ways on the cheerful side, includes bright tie prints, bold geometric designs and vivid solid colors. White and light pastels will appear in slacks.

THE FABRICS that are wash- and-wear make these bright colors

practical to wear. They may show the dirt quicker, but it's now an easy matter to keep them neat, clean and fresh.

Wide Belts
Rise High,
Handsome

Designers are giving the waist back to fashion this spring—beautifully wrapped with wide soft belts.

Softness means delicately crushed and that means suede—a decidedly different fabric for spring and one of the most important.

A HALF A FOOT is not too wide, but most daytime belts linger at around three inches.

Calf of course, remains as a rich complement to many of the more conservative ensembles. Soft

glove leathers appear most often in summerband, cross-over or each style.

MOST BELTS settle at around one inch above the natural waist line. Some contour belts sit on the hip tops and rise high on the midriff.

The new belts do not indent at the midriff but swathe it gently.

Vibrant, exciting colors play a starring part in the show of belt. This spring, tri-color belts offer many match 'n' mate possibilities.

STRIKING the high hue-note are exclamations pink, streamer blue, blazing poppy, aqua, fern and apple green.

Buckles are as unusual as the size and colors of the belts they decorate. Over-sized bows, jeweled squares and ovals, and novelty button-motif types capture the limelight.

actually...
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Biggest news
in navy—
the demi-box
suit!

Fresh, young and news again... the short-cropped box jacket, skims over your figure and barely skips your hips.

Here, two versions crisply executed in navy petit point wool. 10-16.

Left: three-piece suit with silk print blouse. 50.00

Right: brass-buttoned suit with a gay scarf. 55.00

Suits, second floor. Detroit, and all branches.

Himmelhoch's

Subteens unanimously vote for

"regulation-look" fashions!

First choice for subteens... classic coats and suits, wise in the way of fashion. Sizes 8-14

Left: fashion come-back of the Chesterfield coat. Velvet-trimmed navy or gray wool flannel. 25.00

Center: check this suit value in gray/white rayon flannel. Belted in patent, brightened with a nosegay. 11.00

Right: saddle-stitched classic bay coat in red, navy or gray wool flannel. 30.00

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*See the newest spring fashions on parade.

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