

Jacobson's Experts Select 'Elegant, Simple, Smart' Line

"The new look to the new clothes is very elegant, simple and understated and divided into two categories," say fashion experts at Jacobson's in Birmingham.

"It is either casual for daytime or the complete opposite — very, very dressy and elaborate for cocktail and evening. There does not seem to be any in-between."

"The important thing about fashions for 1960 is youth—youth personified."

The "look" is young because the House of Dior, de Givenchy, Balenciaga and Ricci, who have dominated the fashion scene for the

last two years, and also American designers have come up with young clothes which bespeak a "look."

RICH MATERIALS of damask, tulle and brocades are featured for evening and cocktail wear. Many houses are embroidering with loads of beads and sequins and the beaded sheath will be the

strong fashion item at the highest price levels.

Silk alpaca is another leading fabric, both in the daytime and evening market. It will be shown in one-piece basic dresses, the little church dress, including the jacket dress ensemble, or through the cocktail and evening sheath and fuller skirt.

MANY SKIRTS for dress-up will be full, some with the new Dior relaxed, easy silhouette. Better houses are trying to achieve this look via back fullness and eased-line sheaths. The over-blouse, an expression of this feeling, will certainly have its place.

The easy-skirted coat dresses reflect the relaxed look as well as the incoming Princess dress a la Dior, used by Kasper and Aldrich. Fuller skirts, skirts pleated from the waist or stitched down five or six inches, bias-cut skirts — goared as well — all gave the wearer more ease in motion.

These women are taking more and more to this feeling as they enter the business world and the social whirl.

ALL KINDS OF SLEEVES and loads of fur trims are new. Fur will accent costumes and for the first time, colors will take precedence.

Gwynn's to Highlight 'Suburban Look' For Birmingham Men

The Birmingham male can achieve "the complete suburban look" with the help of Gwynn's, 112 S. Woodward, Birmingham, as the fall season bows in.

Newest now is the vested suit with hard finish. Bulky sweaters, suburban coats and vests are also autumn high-fashion for men. "This will be the most interesting fall season anyone can hope for," according to Gwynn's. They will keep the discerning male well-informed about fashion trends with smart window trims and up-to-the-minute advertising.

BIRMINGHAM ECCENTRIC

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dence over black. Vintage wine shades from red to purple will be most important, with the brown and green families not far behind. Every designer of importance in New York has tried to achieve a particular look in his field. No one silhouette will dominate the market and Jacobson's has been able to buy a variety of styling. The customer will have a wide range of choice with no fashion dictating, other than in the direction of younger looking clothes.

DESIGNERS REPRESENTED

at Jacobson's are Fra Rentner in a jersey over-blouse and Kasper in a costume and a sheath, as well as other fashions. Jobere's luxuri-

ous mink trim is exciting as is Arkin's lovely flannel costume with paisley lining and scarf—and Jacobson's has an exclusive on this, including the city of Detroit and all our nine towns. Marion McCoy has a number of dresses in which the "hip problem" is solved through cutting on the bias from the waist down, to hang loose and straight. Many skirts utilize this feature and this item of clothes is represented by designs from Arkin, Harvey Borin and Norman Winst.

IF THE DESIGNERS agreed on any one thing this year, it was, "let's get elegant, and simple, and smart." They did.

Leather Makes a Splash In Gay Fall Fashions

Nature's own bright splash of color is reflected in the new leather apparel fashions for daytime, casual, and evening wear this fall.

There are glove-soft cowhide, cabretta, kidskin, coltskin, suede and calf leathers in bright rusts, vivid reds, soft blues and greens, and a whole range of more subtle neutrals such as greige, tan, beige, bone and white.

These are seen in smartly tailored tunic suits, or skirts teamed with three-quarter length jackets richly lined in a complementary hue or paisley print.

THE three-quarter length casual suit is important in neutral suede colors and sooty charcoals, as well as golden browns. It is also seen in easily draped smooth leathers.

Leather teams with cashmere, tweed and knit for warm wear in the brisk days ahead. New two-piece suits feature leather jackets with skirts of tweed or knit. Often the jacket carries through the fabric motif, with the leather shown in the back of the jacket and repeated on the fabric yoke, and collar and cuffs.

For dressy occasions, there are short leather dressmaker jackets

with fur collars, to wear with evening sheaths. Teamed with silver fox, many dressmaker jackets are interpreted in softest kid of antelope leather.

FULL LENGTH evening coats in coltskin appear in flattering smock versions in brilliant plum, deep purple, and rich green to enhance classically simple sheath gowns.

The perennial trench coat in smooth cabretta, as well as a wide assortment of soft suede shirts and casual Eisenhower-type jackets in smooth leather are projected for autumn's nippy weather. There are junior versions of the tailored jacket for young girls, as well as handsomely styled full-length coats in cowhide, coltskin and cabretta leathers, with self-leather belts, generous slash pockets, and a wide range of bright colors to appeal to 'tween and 'teen-agers. Cardigan of leather with knit sleeves makes an ideal school jacket.

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