

Leaders of Shoe Fashions Predict Trends for This Fall

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Staff Writer

A seven-year era of standardized direction in shoe fashion has come to an end.

Each year, during this period, shoes have become more elongated, progressively pointed.

Other toe styles have bid for attention but failed to receive any great support from the gals.



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NOW ALL SIGNS in Europe and America signal the beginning of a change. Basically, the developments continue the elongated fashion in a modified degree, but the final toe shape is either softly rounded to a crescent or squared in a concave manner. Whether crescent or square, there is a gentle sloping of the last from throatline to a flattened-over-toe finality.

Looking to fall and winter of 1961, there seems to be a consensus of leaders in the manufacturing and retailing industries on just what will happen.

THEY PREDICT:

1. The pointed toe will lose ground on lower heel heights. It will, however, maintain its position in the higher heel shoes.

2. A greater percentage of total shoe sales will be on lower heels.

3. The volume of higher heels will be less but not unimportant. There will be a tendency to less extreme high heel heights, as fashion turns to the soft-over-toe last which perfected the pointed toe, but did not ridicule it.

4. As the heel is lowered, the toe shape and heel shape will be altered to enhance the nature of the shoe.

AS FAR AS what will be found in the shoe stores this fall, the customer can bet on three degrees of merchandise.

The first is the modified tapered and gentle-lined shoe for the more mature, conservative customers who have never accepted the extreme.

THE DARING innovations in square and oval will be stocked for the high fashion customer who is aware of and eager to be the first to wear the latest.

The third category will be less extreme versions of squared and oval toes.

WHAT ABOUT colors?

Reddish yellow ambers to deep, subtle rusts are out in splendid array—most surely to be one of the top influences.

Gold carries over in sportswear and in the young market.

Blues appear to be coming up for strong favor. Colorings extend from a bold clear blue to a rich medium blue and on to a winter navy. Green-cast Baltic to peacock hues are displayed importantly from sportswear through formal silks.

THE NEW GREENS are clear, whether bright Emerald or toned

down to a darkened blue green. Some lingering of yellow-green in sportswear and the import market, but these also are clear with little yellow. A new entry which bears watching is browned olive earth green.

Orange and orangey reds stand waiting. Sportswear and the young market will be the decision makers.

The magenta influence replaces last year's purple—toning from fuchsia to mulberry and royal plum.

THEN, OF COURSE, the popular basics.

Black will be as abundant as usual. Tan to brown will blend with outfits while classic camels deepen into warm vicuna and camel shadings. Mid-browns will take on a spicy red undertone. Dark brown will be blackened for high fashion.

The greyed-brown neutral will replace taupe. There'll be no hint of pink or gold undertoning.

Soft beige, winter white, warm and classic greys will complete the basic grouping.

It's All as Clear As Black, White

Fall fashion is clear as black and white. Black and white checks, tweeds and plaids are "dynamite" sparked with vivid color accents. The color spark might be electric green, brilliant blue or crackling yellow.

Other notes in the black and white theme are bright make-up and bold patent leather or colored lizard shoes.

SOME OF THE dashing fashions in black and white are a low-belted checked coat, a plaid suit with secret side closing and fringed scarf, herringbone separates, a dress and low-flared jumper, permanently-pleated plaid dresses, and a trick coat of domino-checked wool over a separate bulky-knit cardigan.



EGGENTRIC PHOTO
Say It with Tweed

A stunning outfit for an afternoon of bridge is this black and white tweed designed with a cowl neckline and draped waistline over a pleated skirt. Available at Hilda's.

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