

# Children's Clothes Are Breezy, Capture New Frontier Spirit

Shapes are unfettered, fabrics rough, colors down-to-earth and the look, "Open-Air," giving a new frontier spirit to children's wear for spring, 1963.

Fashionwise, there's a breezy and straightforward feeling in dresses, coats, suits and sportswear; a rugged rangy, outdoorsy air completely beyond the old boundaries of pretty-pretty petticoated clothes, according to an analysis of spring fashions for children by the fashion editors of Women's Wear Daily.

New frontier clothes are first and immediately recognizable because of their natural shapes. Unconstricted fit is the natural shape's only requirement.

**THE SEASON'S** favorite fabrics fit in nicely with the new frontier feeling; those with a coarse, textured hand are tops. There's denim everywhere, and when it's not the real stuff, it's cotton knit with a denim look, synthetics that sham denim, fine cotton in faded denim colors.

Denim and its look-alikes figure importantly in everything from swimsuits to Sunday bests. And in the same rugged spirit, duck, homespun and nubby cottons, wools and blends are all big, too.

Madras and its look-alike are also popular. Other important patterned fabrics: Liberty-type prints, provincial prints, calico patchwork prints. And seersucker and cord finally depart infants' wear to become fashion fabrics in all children's sizes.

**WOMEN'S WEAR DAILY** finds colors are low-keyed and clear. Pink looks like the stand-out fashion color.

A whole range of chalky pastels is popular, and the best neutrals are wheat, grey and no-color green, in that order. Red-white-blue combinations are good, as always; red-white-black combinations are better and newer.

Saddle stitching turns out to be the season's most prevalent trimming. Suspender effects, another natural for the "Open-Air" look, are everywhere, as are hip-level bands, belts and sashes. One-piece dresses often manage to look like overblouses or jackets with skirts.

**EVERY IMPORTANT** dress is related to the slim, straight or even-so-lightly shaped natural dress which is the season's winner. The rajah dress is a natural that's seamed close at the "bosom," then gradually widens out.

## Anchors Aweigh

With an estimated 20 or more million boating enthusiasts—of whom eight and one-half million are registered boat owners—expected to crowd the nation's coastlines and waterways this season, it is not surprising that the nautical look has become a major trend in summer sportswear. Even landlubbers will be seen this year hooded, hibbed and white-ducked, sporting signal flags and drawstrings, complete with real "salty" bell-bottomed trousers.



**Little Dotty**

Silk surah, air, grows spring's most nonchalant carnation and in this case it matches an enchanting little stocking cap. It's a design of John Fredericks Fredora.

It may be refined with pleat or inset running from chest to hem; it may be sleeveless; it may be a coatdress. Whatever, the shape is elegant and conjures up visions of Paris couture, Women's Wear Daily notes.

Paris is also the source for the "pantskirt" natural dress which, again, is an easy-fit affair with deep shallow front pleat. From London came the Ya-Ya—this with hemline flounce, ruffle or other bottom fullness.

There's also the matchbox and the A-shape. Pleats, tucks and bows make the differences.

**MOST POPULAR COATS** are those that curve along natural lines on a demi-fit principle, according to Women's Wear Daily editors. Newest coats for children are completely "Open-Air" with casual V-necklines and slim straight shapes.

Low-slung back or all-around belts continue important and the matchbox coat is far from dead. Mohair, basket-weave wool, other textured novelties are strong.

The cape shines in the all-weather coat field, and some reversible coats look great in exciting off-beat fabric combinations.

Suits for young ladies stay within rather classic boundaries, although jackets, in the easy off-hand spirit of the times, have grown

a bit longer and leaner. Most children's suit manufacturers are proudest of leather and suede trimmings, double-breasted or brass toggle-type closings, gored or A-line skirts.

**HOTTEST SPRING ITEMS** in sportswear are shifts and wrap skirts. Here the shift is simpler and less varied than its natural sister from the dress house. It's meant as much for the beach as school.

The wrap skirt, on the other hand, comes in dozens of variations—front wrap, back wrap, side wrap slim, full, A-line, reversible—and is part and parcel of the new frontier.

The bubble playsuit still looks cute, the big-girl jumpsuit still appears practical and the bib-front shorts are nice.

Swimsuits go their own merry way, says Women's Wear Daily, and while the rest of the children's wear industry stresses the natural, the casual, swimwear makers are featuring more dressmaker-type suits than ever before. Skirts, shirring, buttons, piping, all go to make a single swimsuit, which often has an elaborate jacket to match.

Bare midriff swimsuits—often two-piecers—are second in popularity, while the stretch tank suit is for the most part being played down.



**THESE PINK IMPORTED** dotted Swiss party dresses have the "Open-Air" look and feel of comfort that exemplifies new frontier fashion styling. Trimmed with permanently pleated white organza ruffles and dainty dotted Swiss roses, the dresses have elegance enough to take little girls to any young social event, perhaps even a White House tea party with Caroline.



Mrs. Ben D. Mills photographed at Marshall Fredericks' studio.

*Davidson's*

• OF BIRMINGHAM