

'Cool and Casual' Means 'Loungedress'

Once upon a time, a duster was a duster, a robe — just a robe and a pair of p.j.'s — simply pajamas! Also, the robe department of any shop was just that; it did not look like the sportswear department's annex.

The "loungedress" made its debut as a separate fashion entity in June 1961. Introduced by high-fashion sources, most manufacturers did not think these items would catch on.

BUT IT DID!

Now the loungedress, the lounge ensemble and the other lounge

novelties are the fashion core of many spring lines in sleep and at-ease fashions.

The most familiar style in the lounge dress is the shift. Others follow the Marimekko styling that's high-waisted and very babyish looking.

Still others go off on tangents of shapes of their own to give excitement to at-home fashions.

THE LOUNGEDRESS will be seen in terry cloths, Arnel jerseys, stretch denims, cotton sateens, as well as the airy batiste, dotted swiss and miracle fabrics.

Styles are as varied as those of

sportswear and sleepwear combined.

The shift, cropped at the knee or above, promises to be favored, but there will also be A-line flares, smock shapes and "baby dresses."

THE SHIFT which falls loosely from a high yoke, looks slightly high-waisted and as innocent as a baby dress. This shift, as well as most of the new loungedresses, will slip over the head — although a few have buttons or hidden zippers.

Whether you lounge about in the more classic styles, or the new lines, these fashions are all cool, carefree and usually quite brief.

YES, THEIR brevity is the spice of dunk, dry and wear, gowns, p.j.'s, bloomer sets, shirt'n boy short duos, and shifts for the new season.

To-the-knee-length (or shorter) gowns and pajamas, provide cool coverage in others.

New styles in "sleep" fashions pose the question whether they are meant for indoors or outdoors as they pick-up fabrics from daytime wear, styling from playwear, and are now most often manufactured by leading makers of sleep and lounge wear!

ORIENTAL CONTINUES to influence the sleep and loungewear scene, as Chinese collars, kimono-like sleeves, slit sides, tapestry prints and Hong Kong jackets take their bows!

Another important influence is that of the "Lawrence of Arabia" theme which give inspiration to burnoose drapes on tops and full-blown pants with elastic at the ankle.

THE SWING to the night shift runs the gamut from the sophisticated siren to the "littlest girl" look with smocking, tucking, eyelets and sheers.

For at home, long divided skirts are topped with tunic shells while high-waisted sheer peignoir types in gentle fabrics like batiste and voile are considered the genteel thing for playing croquet on the lawn.

WRAPAROUND skirts and jumpers, too are also included in the new fashion line-up.

Waltz length gowns, for spring, are designed with the same look as bare-top warm-weather dresses. The fabric is just about your only clue to a difference.

The "baby doll" gown looks very new with higher bosom and a modified Empire look — or else their very "infant shift" look is basically the same popular style. But this fashion is going to the beach this summer, so it too has a day-time counterpart.

PAJAMA bottoms look like capris, treader pants, shorts, bell bottoms, divided skirts, etc. Topping them are split level blouses skimmed down and trim; cropped tops, jackets—these are all style news.

Robes are designed with lounging in mind — very attractive yet comfortable.

Long gowns, too, come in for more fit around the bust and midriff than past seasons.

Old-fashioned femininity on one hand, tomboy themes and sophistication are all shown. Prints, color and sports styles take top place this season.

THE NEW look is one of deli-

Sweet Dreams

Hats that whisper, rather than shout, speak eloquently of the ageless appeal of flowers and fancy. Blossoms are dream-like in form or color, rather than realistic, sometimes mistily printed on sheerest silk, sometimes with their shapes suggested by meringues of mesh and ribbony straw.

For further information regarding the clothes pictured in this section, call MI 4-1100.

French Styles

Produced in Europe, and sure to be duplicated here, are sports hats of printed felt—most in a checked pattern. It may be a passing fancy or it may be the turn of the cycle, but the French Riviera is seeing fewer tight pants and more casual slacks with a definite flair to the bottom.

Tie Hints

Wearing the wrong type of knot can spoil the look of a shirt collar. Suit the knot (four in hand, Windsor, half-Windsor, etc.) to the tie space of collar. Your button-down collar will have the proper roll if you do not pull your tie too tight. Experiment with it.

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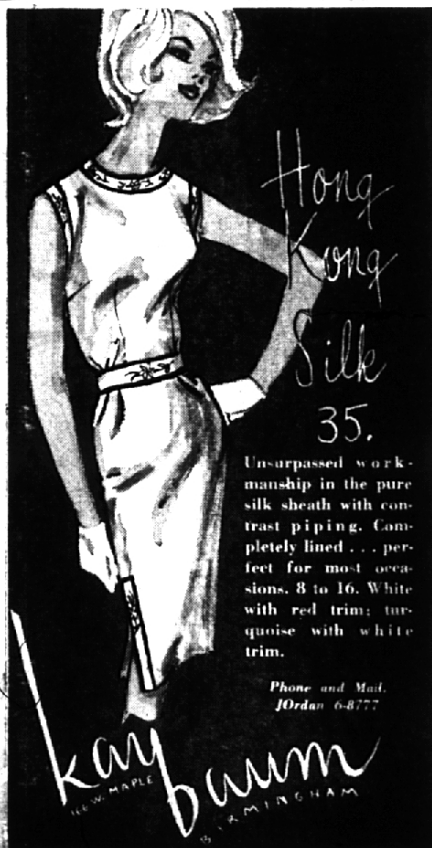
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