



your wedding

BRIDE OF THE MONTH



Debbie MacDonald became the bride of Dennis Markle recently in Knox Presbyterian Church, Georgetown

Wedding fashions reflect contemporary lifestyle

According to a leading bridal designer, Michele Piccione, it's time to re-evaluate the bride of today.

"Our changing society has brought about a new woman... a woman who believes in herself, a woman with true freedom of choice. And whether she chooses to be a traditional or contemporary bride on her special day, we must offer her a bridal outfit to suit her personal needs."

Ms. Piccione states that the majority of young women getting married today still want to wear a traditional wedding gown complete with yards of lace and a flowing veil.

But she notes that there are many women, an increasing number every day, who want a very unique gown to be married in — a gown that is a little less traditional, one that relates more to their thinking and lifestyle.

She may be a little older, or more sophisticated, perhaps — career-oriented or professionally active. She may want a small, informal wedding or she may want to wear an elaborate headpiece or antique veil that calls for a simple gown to offset it.

But, whatever her reasons, she wants her wedding to be a deeply personal and meaningful experience, and she wants her bridal outfit to reflect her personality.

Ms. Piccione thus designs contemporary bridal wear because she believes in this new woman and she believes that the bridal market must recognize and service her needs.

Says Ms. Piccione, "I have always felt that the purpose of well-designed clothing is to complement the wearer — not overpower her."

"To achieve this, my formula is a simple one — classic lines and fine imported fabrics. I am for-

lunate enough to have a European couturier-trained staff which enables me to make use of many fine tailoring skills — the end result being elegantly unexpensive. Furthermore, the "boutique" line is available in colors as well as white and ivory, serving not only the bride, but making lovely mother of the bride and formal gowns as well.

"The warm reception of these lines by the buyers in the bridal market," says Ms. Piccione, "has assured me that there most definitely is a bridal customer searching for a contemporary individual look."

"She is a new bride, a new customer... one we derated dresses with fine workmanship seldom seen

today." Surrounded by her family's activity in the bridal business, Michele Piccione was literally raised in the field. She had many years of bridal training, both practical and academic, before going to Italy to study couture design.

But she discovered her determination was to carry European taste and technique back into the American bridal market, where she believes the best of both attributes could complement each other successfully.

This season she introduced the Michele Piccione Boutique Collection — a collection using the same styling and fabrics as the couture line, but less formal and hence less

have never cultivated before. One who has the power to buy and influence others to buy this meaningful look. By con-

tinuing to design and produce dresses that I believe in, I hope that I'm making that 'new bride' even happier on her wedding day."

Some helpful hints to keep a married-size wardrobe fresh

An unwritten part of today's marriage contract is the sharing of responsibilities. Hopefully, you'll be marrying a man who will do more than just throw out the garbage to help with the household chores, but chances are the traditional woman's task of doing the laundry will remain your responsibility.

To cope with the increased two person volume of laundry as well as the tough stains men can manage to get on their clothes, without an in-

crease in your time and effort, learn to streamline your routine with effective methods, products and procedures.

Many stains and soils just will not wash out with detergent alone. To wash away the most stubborn soil and stain problems, pretreat clothes with Spray 'n Wash® laundry soil and stain remover. Just spray it on soil and tough stains, wait 60 seconds and then launder clothes in the usual way with your regular detergent.

If your husband-to-be wears heavy-duty clothes, it's also a good idea to wash these items separately from delicate wardrobe items.

Fine washables are best cleaned by a gentle cycle to keep them looking their best, and the rough agitation of work clothes could possibly damage them.

Always check the permanent care labels sewn into clothes by manufacturers for the proper water temperature before washing any garment. Laundering clothes in the wrong wash temperature can cause them to shrink or fade.

Generally, whites should be washed in hot water; colors and fine washables in cold water; and permanent press, wash and wear fabrics in warm water.

Clean laundry is just one part of the marriage partnership; don't let it be a reason for going home to mother's.

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