

Fashion Outlook

Boomers' boon

Flattering swimwear makes a splash

Helen Burggraf

Back in the 1960s, when the oldest baby boomers were still in their muscle-toned teens and 20s, pop culture was preoccupied with the bikini. From the modest versions worn by Annette Funicello to the "itsy-bitsy teeny-weeny yellow polka-dot" number whose owner was afraid to leave the water, bikinis were, well, hip.

But now even the youngest baby boomers are 24. And when it comes to bathing suits, they and their fellow boomers have become more concerned with their hips than with being hip.

And with their tummies: With a "baby boomlet" underway, more babies were born last year than any year since 1964. Consequently, there are also more flabby midriffs to be hidden — or at least helped — at beaches and pools this summer.

According to DuPont, women between the ages of 23 and 49 account for approximately 57 percent of all swimwear sales. Since no manufacturer has ever gone broke catering to the baby boom's latest whims, savvy swimwear-makers have responded with an ocean of specially designed, figure-flattering suits, many of which are just reaching stores.

These bathing beauties are a far cry from the matronly, orthopedic-looking suits that have always existed for full-figured women. The designers of the new generation of swimwear utilize styling tricks, colors, prints and only the gentlest, most invisible fabric supports. Most of these suits are indistinguishable from regular women's swimwear except by their hang tags.

Not everyone between the ages of 24 and 42 is fat. But, according to swimwear manufacturers, virtually every woman in her mid- to late 20s or older has one or more figure flaws that she must consider when choosing her bathing suit. "We operate on the assumption that there is no perfect figure out there," says Catherine Hansen, merchandise manager for women's swimwear at Jantzen, Inc.

Four years ago, Jantzen became one of the first swimwear companies to make flattering bathing suits a priority with its "5 Lbs. Less" collection. Since then, other manufacturers have introduced slimming lines of their own.

"It doesn't take five pounds off you, but it does give you a nice feeling of control that you don't often have in a

swimsuit," says Hansen of 5 Lbs. Less. "That psychological feeling of control is as important as what the suit itself does for the wearer."

Jantzen uses a "power net lining" in the front of its suits to lightly control errant stomachs — "kind of like control-top panty hose," explains Hansen. Jantzen also allows for extra length to prevent women's "most common complaint": fanny creep.

Christina of Canada targets 25- to 44-year-old women with its high-fashion Simply Slim collection, debuting in U.S. stores this spring. Each suit contains a lightly supportive Lycra lining.

Two years ago, Wior Corp., a Los Angeles-based lingerie manufacturer, entered the business with a collection of figure-enhancing swimwear it dubbed the Slimsuits. Today, swimwear is the company's largest division, with sales around \$12 million.

"The response nationwide has just been phenomenal," says merchandise manager Jerry Kenton. All Slimsuits come with tape measures affixed to hang tags, according to Kenton, so consumers can see for themselves that the suits live up to their promise to "take an inch off the waist."

© 1988, NEWSPAPER ENTERPRISE ASSOC.



From left: floral sweetheart bandeau (\$48), tiger-print surplice (\$48), tiger-print tank with inset leg (\$48), and V-front suspender-back tank (\$44), all from Christina of Canada's Simply Slim collection.

High-waisted two-piece suit (\$38) and high-neck suit with waist-slimming stripes (\$46), both from Jantzen, Inc.

How to choose the right swimsuit

One way to lessen the agony of choosing a swimsuit is to give yourself plenty of time and be willing to try on lots of suits, say experts. Be open-minded about trying new styles.

"Never go when you're feeling down," advises Christine Ballit, vice president of merchandising for Christina of Canada, "and don't be shy to ask for help. Go for a color you like — don't feel you have to stick to black. If you have an area you're unhappy with, such as your tummy, try to forget about it and work on enhancing the positive — your legs, shoulders, back."

In general, the experts suggest you look for prints and textured fabrics, and stay away from flat, pale colors.

• **For flabby or thick waists:** Look for V-shaped or diagonal stripes; surplice or wrap-styled one-piece suits are also generally flattering. Blouson styles are also good, as is any tank or naillot with shirring or cutouts on the sides. Look into the new tummy-con-

trol versions in both one- and two-piece styles. Don't choose a two-piece

unless it's high-waisted, or you're apt to hang out. Avoid tight belts.



Employment and Immigration Centre

Halton Hills job board

The Canada Employment Centre is open Monday to Friday, 8:30 to 4:30 p.m. The office is located at 232 Guelph St. Georgetown. The following represents only a few of the jobs listed on the CEC's Job Boards.

Order 0864452 - **PRODUCE CLERK** - Permanent fulltime evenings. Must have at least 1 year previous experience and be neat and well groomed. \$300/week.

Order 0852921 - **MATERIAL HANDLER, GENERAL** - Permanent fulltime. 3 shifts. Must have own safety boots and transportation. Able to do strenuous work with lifting involved. Must be reliable and dependable. \$8/hour to start.

Order 0863110 - **BODY REPAIRER (Motor Vehicle)** - Permanent fulltime. Must be a licensed autobody repairer. Must have experience in frame and unibody construction. Ability to write estimates an asset. \$11-\$13/hour, depending on experience.

Order 0756639 - **HAIRDRESSER** - Permanent fulltime. Must be a licensed hairdresser. Salon experience is an asset. \$200/week.

Order 0826902 - **LANDSCAPER** - Seasonal fulltime. Must have previous experience as a landscaper. Clear class "G" drivers license and own transportation. Safety boots required. Salary is negotiable depending on experience.

Order 0866315 - **TRUCK DRIVER** - Must have a clean class "D" license and at least one year's experience. Must be reliable. \$7-\$11/hour depending on experience.

Order 0866163 - **ASSEMBLER** - Permanent fulltime. Previous experience in printed circuit board assembly is preferred. Employer is willing to train a reliable stable worker. \$6/hour or more, depending on experience.

Order 0863200 - **REPAIRER, SMALL ENGINES** - Permanent fulltime. Minimum one year experience in repairs to small motors. Valid "G" license in order to make deliveries. \$7/hour.

If you are interested in any of the above positions, visit the Georgetown CEC.

DENTURE THERAPY CLINIC
A.W. TRENTON, D.T.
18 CHURCH STREET
GEORGETOWN
ACROSS FROM LIBRARY AND CULTURAL CENTRE
877-2359



The latest in summer fashions were unveiled at a fashion show hosted by the Halton Hills Kinder School recently. Light and breezy was the order of the evening, as outfits like this were shown, courtesy of Victoria Lane and Lazy Day Blues.

Fair Queen

Contestants of the Miss Brampton Pageant will be on hand from 9-11 a.m. as the Brampton Farmers' Market officially returns to downtown Brampton on Saturday, June 4 for the 1988 season. Local farmers and craftspeople will return to sell their own farm-grown fruits and produce and hand-made craftwork every Saturday morning, 7 a.m. to 1 p.m. until October 29.

The Queen's Square parking lot will be reserved on a first-come, first-served basis for any vendor wishing to sell his/her product. Seasonal vendors will have reserved spots. Parking will be available on the west side of the parking lot.

The City of Brampton's Business Development Department will once again co-ordinate vendors, entertainment and community groups to enhance the market atmosphere.

R.E. McCall
STORE HOURS:
9:30 a.m.-6:00 p.m. except
Thursday & Friday
9:30 a.m.-9:00 p.m.
City Styles...
Close To Home!
211 Guelph Street
Georgetown 877-7361
NORTHVIEW CENTRE

SAVE \$40 to \$80 ON SELECT MODEL
MAYTAG
WASHERS • DRYERS
DISHWASHERS
BUY DEPENDABLE MAYTAG'S NOW! OFFER ENDS SOON.

\$80 REBATE ON A PAIR

MAYTAG HEAVY DUTY WASHERS
- Last longer, needs fewer repairs and costs less.
- No. 1 Preferred Washer*
Model A512

MAYTAG BIG LOAD DRYERS
- Dependability proven in self-service laundries - No. 1 Preferred Dryer*
Model D312

MAYTAG JETCLEAN™ DISHWASHERS
- Nobody gets your dishes cleaner than Maytag - No. 1 Preferred Dishwasher*

MAYTAG FULL SIZE STACKED PAIR
- Full size top loading washer with dryer on top - Only 27 1/2 inches wide
Model S1000

Come See Our Display At The B.I.G. Show. We'll Be In Booths No. 404, 406 & 408

GOODLET'S
HOMELAND FURNITURE
DOWNTOWN GEORGETOWN 877-2359