

FASHION SPRINGS ALIVE



Spring 1979 — fashion's brightest fling!

Vivid color palette and sleek new lines

The spring fashion story for 1979 is one of the most exciting ever to burst onto the scene. And spring is aburst—with a vibrant, rich color palette that rivals Nature's boldest blossoms.

There's a new silhouette to go along with this new trend in color. Spring fashions are sleek, pared-down, body revealing and definitively feminine.

Skirts are slim and slashed up the front or side to reveal lots of long, sexy leg. Pants are narrow, with Bermudas, Capri pants and pedal pushers making a fun return.

The jacket is all-important to the spring look. Call it the "retro" look, the Joan Crawford look, a return to the Forties—the cut of the jacket for spring is broad in the shoulders and defined at the waist, setting the tone for dresses and coats, as well.

With the return to the jacket as a fitted, very important part of the fashion wardrobe, watch for the reappearance of one of fashion's all-time greats—the two-piece jacket dress. This dress and all others feature a very well-defined, fitted waist often belted wide and tight.

Accessories important

To go with these very feminine, very dressed up, stepped-up daytime looks, accessories are more important than ever.

For example, little white gloves are back—along with all sorts of color-coordinated gloves and long, glamorous evening gloves.

Hats take top honors for spring, from sassy little straws to wear with a suit to sultry veiled evening hats that top off a cocktail dress or formal gown.

Glamorous evenings

Which leads us to evening, where spring fashion is at its most knock-out, sophisticated best.

Think of taffeta, body-clinging silks and lace, lace. Shoulders are bared, with strapless dresses seen everywhere.

Red is *the* color for spring evenings, the ultimate high fashion color to go with spring's

sultry, superbly sexy new nighttime looks.

But black is a better basic than ever, perfect for *revealing* rather than concealing in sheer little cocktail dresses and glamorous gowns of Chantilly lace, pointelle and net.

Add to this fantastic drop-dead evening look the rich touches of glittering rhinestone accents, upswept hairstyles pinned with pearl and diamond clasps, revealing rich drop earrings, wrists and necks covered with luxurious bangles.

Prophetic look

All in all, the look for spring is polished, posh and definitely prophetic. It's a new way of viewing today's woman—self-assured, confident, witty and real.

Her fashions for spring reveal this attitude with bright colors, form-fitting lines, cheery dashes of outfitting for day and devastating feminine glamour for night.

Fashion's star

Look out for the woman of fashion this spring. She's a head-turning, heady, show-stopping star!



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