

# Choosing autumn coat an enjoyable dilemma

Viewing the exciting collection of coats this season, all unmistakably Fall '63, women will be hard-put to limit their choice to just one.

Coats range from sportive, colorful mesh tweeds, loops, fleeces and mohairs to full-length evening coats in opulent meltons.

There are cape-coats with military bearing, full coats, oval shapes. On the scene, are sophisticated afternoon coats of crisp faced worsteds, sometimes with Spanish-influenced braid and d'Almeida buttons.

"Fall '63 is a coat season for fashion individualists," says The National Board of The Coat and Suit Industry—and indeed, it is a time when women can express themselves in their cow-pow.

Untrimmed or lavishly furled styles are equally fashionable—and for warmth and elegance combined, there are the inside-story coats. Either ample or slender they are lined with muskrat, opossum, mink, nutria—and even luxurious sable. For the sportive-minded, linings are mink gills, ocelot or red fox.

Textures provide magnificent drama for subtle shaping. Lush fur tufts add to the monotony of gold, forest green with deep pink, Shetlands, meltons, kid mohairs and all the precious fur fabrics are fashionable. Dressy and handsome are the new worsteds and among these, Anglo features a textured worsted with surface interest and body to give fashion a crisp, fresh outlook.

Checks range from miniature to checker size—and double coatings star with one weave or color superimposed over another in deep colors and rich textures.

Untrimmed coats are most elegant when they achieve their shape with subtle scaming—sometimes gently indented in the front and free in back, oval shaped or low-bellied in the manner of the twenties. Seaming is a major fashion note this season, and definitely it is important to watch for it signifies careful tailoring.

In untrimmed coats, collars are understated. They include notched lapel, Peter Pan, unobtrusive wing and cardigan—while pocket make a grand come-back. They appear in patch or flap tops—in dusters or quartets. Sometimes they disappear as in the new "hidden" pockets—handy for one's fare back home.

Sleeves are longer and slimmer—often featuring shirt cuffs. What a blessing in sheltering one's arms from chilling winds! Shoulders are elegant in



**IMPORT FROM LONDON**  
 This topcoat and dress by Hardy Amies from the new London fall-winter collections carry the name "Bortuch." The coat is in dark glowing red pelbia tweed and the dress in matching British lightweight wool hosiery. The Ceem-designed fabrics were woven on the Isle of Lewis.

# fashions for FALL '63

... sweep into the city from the countryside of the world... tweedy, leathery, casual yet elegant—the "Sportive Look," the "Country Look" and the "Romantic Look"—these are the ways of fashions for fall... see them all now in your favorite stores.

## Designers see fashions as 'split-level' symbol

Although psychologists might require more conclusive evidence, fashion designers seem convinced that women are inclined to be schizoid in their fashion requirements.

The '63 fall collections tend to bear out the theory that women increasingly select fashion as a status symbol on two levels. Thus the average woman experiences a conflict between selecting the more conformist styles or acquiring the newest fashions which would identify her as "ascendant." I. e., a woman aware of the latest dictates from the world's style capitals.

The conflict is seen in sharp focus in the fall collections of Belle Time formal. Its line of cocktail and evening wear, designed with a special eye to the autumn holiday period is best described as split-level in concept. For the conformist in every woman, there are classics which, while important for their basic no-nonsense lines, have been designed in a wealth of unexpected fabrics with emphasis on texture and tone. For her alter ego, who insists that she be up-to-the-minute, there are more sophisticated showpieces

for the most part, in subdued classic fabrics.

**LOOK FOR "UNIFORM"**

The theory appears to be that women today subconsciously look for the fashion "uniform" of their class. This seems especially obvious in the age group from 21 to 35. They sense that the clothes they wear reveal immediately not only much of their background but tell even more about their present status.

Yet with more women than ever in transit, economically, culturally and often socially, class standards—and a fashion "uniform"—do change. To be a trend-setter or even merely to show a vital awareness of current fashion is to be admired as an alert, intelligent woman.

Thus women consciously seek new developments in fashion.

Belle Time endeavors to meet the challenge by creating a line of young sophisticated fashions, daring in silhouette, restrained in color, for the wife of a young executive, the successful career girl and women conscious that their appearance is expected to mirror their husbands' success.

The collection emphasizes floor-length skirts in both the very formal and in the more relaxed sportive. Today, the active well-dressed woman seems to need at least a "length and— or convertible gown as well as cocktail-length dresses to attend concerts, dinners, theatre parties and opening nights.

The need is clearly related to cultural developments across Canada. Three or four years ago, few cities had elegant concert halls. Now, with the developing popularity of the Queen Elizabeth in Vancouver, the twin concert halls in Calgary and Edmonton, the new center in Winnipeg the O'Keefe Center in Toronto and the Place des Arts in Montreal, elegantly-designed interiors seem to demand fashions that complement their splendor.

Thus positive color and positive silhouette are becoming important across Canada. Belle Time's young styles have moved from prints and patterns to far eastern colors and single-of-purpose unbroken lines. The figure is skimmer rather than defined. A single color is used in a bold flow of fabric.



**FORMAL WEAR IN AUTUMN SEASON**  
 The emphasis on formal wear this Autumn is illustrated in this full-length gown of viscose velvet from Rouleau Fougere shown yesterday in Montreal at the C'n adieu. Couturiers Fall Collection. With a simple scoop neckline and three small decorative bows, the viscose velvet fabric offers a striking example of contrasting shades—sandy pink, cherry red, and plum red. An inverted front panel in the flared skirt allows easier movement.



### 'A CAREFREE AND INSPIRED LOOK'

## Sportive—keyword for fall

The important Fashion Word for fall is a new one and a French one—SPORTIVE. But while the original impulse toward the "Sportive Look" and the name, came from the French collections, the concept of its meaning in clothes is so new, so fresh, so exciting, that virtually every American designer who had not already been doing Sportive clothes has been spurred to new creative activity in this direction.

What does Sportive mean? What is the Sportive look? To the French, the word is almost synonymous with *la vie*—life itself—or with *le bon vivre*, the joy of living.

Translated into fashion, it becomes a way of dressing with dash and imagination and daring. Never a spruced and caulked look.

**INSPIRED LOOK**

"Sportive" is a carefree and inspired look, but one that demands a great deal of care and thought if it is to succeed. It is looking both relaxed and elegant. And those two words are the keys to the Sportive Look. The concept of Sportive for American women's busy lives is an inspired one—and the new fall clothes could not be easier to wear and more comfortable.

The shapes are slim and well-fitted; shoulders are worn open; jackets are worn open; bulky pullovers in a multiple

## Furs, wild and wonderful, make exciting accessories

Wild and wonderful furs are coming out of the jungle and off the looms this fall—long haired and short haired, striped a nd spotted, to make really exciting accessories.

And since the right way to look this season is the Sportive way, the furry accessories—bags, vests, ascots and stoles—eager boots—are one of the newest and smartest ways to add your own personal signature to your coordinated costume.

Among the prettiest furs that will live in the fashion scene this fall are the zebra's stripes and the leopard's spots, both being widely used in almost everything from top to toe, from hats to vests to skirts to boots.

New weaving processes and new synthetic fibers have made possible an entirely new range of truly beautiful fake furs with all the richness of depth and color and texture of the originals.

And the creative designers, from the very top-ranking names on down, have gone wild over these furry fabrics, as will you when you see them.

These are not cheap and shoddy and shamed-off imitations of the real thing. They are frankly fake and frankly fabulous.

Consider the fashion impact of a "mini" pullover sweater top, for example, or a floor-length "broccoli" hostess gown—or a "zebra" bag, big and bold, with a stark black suit.

Another dramatic use of these new "furs" is in sleeveless vests to be worn over plain little dresses. There's an "ocelot" with "mink" trim that would be heaven with a zircon wool suit and there are even a wide range of "fur" skirts and blouses, sweaters and cardigans that are wonderful wardrobe extenders when teamed with your skirts, pants and basic dresses.

**LOVE FURS**

If you love the look of furs, and the luxury of fur, but not the cost of furs, then this fall will be the time for you to indulge yourself in all the glamour that these beautiful new fabrics are offering.

New suits have a complete look, often "layered". A wool suit is underscored with wool, sleeveless pullover, buttoned in back. Seven-eighths skimmer coats are worn with lighter-weight matching skimmer dress.

The highly important cape-suit is debauched with turtle neck, shear wool blouse.

ferent fabrics blouse gently over slim skirts newly designed for movement. There is little that is tight enough to hamper grace and action, to inhibit normal movement.

Shoes and stockings are a very important part of the really essential coordination of a costume that goes to make up Sportive.

Heels are lowered, toes gently rounded, and very popular is the moccasin and really conservative, worn with knee socks or heavily textured hose for a country-in-the-city feeling.

Another wonderful feature of the Sportive Look is that it is not "just for the young."

Marlene Dietrich, surely one of the most sophisticated women in the world, has always known the impact of the Sportive Look for day—and even into evening, when she dared an armine trench coat belted over a silver of a satin street-length dress and created a sensation by her chic and elegant simplicity.

AGREE ON FASHION

Norman Norell, universally acknowledged as one of the greatest designers in America and a man whose talents place him high among the great fashion influences of all time, can easily be called the father of Sportive, just as Chanel could be called the mother.

But at last, both France and America are agreed upon a fashion look that is right for the busy, active woman of today—a look that will be dateless and timeless, as right ten years from now as it was ten years ago, when only the most daring understood its impact and could afford it.

Today's Sportive clothes are now available in every price range, to every woman (and comfort) conscious woman and these new styles make the fall fashion scene a very exciting one indeed.