



Smithsonian Institution

National Museum of African American History and Culture

Playbill for Joe Turner's Come and Gone

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Today I'll visit my favorite places.
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[[image]]
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FASHION FORECAST by Michelle Moore

All across the country furriers are finding that, increasingly, women are selecting their fur styles--and paying for them with their own checks or charges.

Less prominent is the fact that they are doing the same with lingerie. Not waiting for special occasions like birthdays and Christmas to receive little bits of ruffles and lace from the men in their lives, women are picking their own seductive looking underwear and sleep clothes. They are fragile looking styles, often in fabrics that feel sybaritic next to the skin. The materials include silk and satin, even though they require special care in laundering and usually should not be put into a washing machine.

Women are willing to give these styles the attention they need because of the luxurious feeling they impart. Indeed, under the somewhat severe business suits that professional women adopt are often work fragile, sexy underclothes.

This vogue for feminine fripperies is part of the larger trend away from stark, mannish dress to bare shoulders, taut waistlines and skirts with puffs, swags, bows and other decorative effects. It has been manifesting itself for some time in outerwear so it's no surprise it's turning up in innerwear as well.

Calvin Klein is one of the important impresarios of this fanciful trend. Four years ago when he started making underwear, he introduced boxer shorts and athletic shirts for women. It was a big success, but a year ago he figured he was on the wrong track.

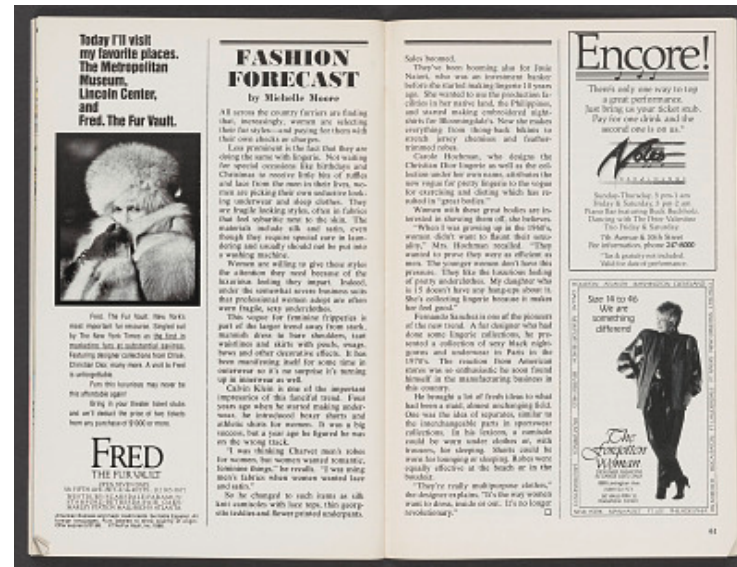
"I was thinking Charvet men's robes for women, but women wanted romantic, feminine things," he recalls. "I was using men's fabrics when women wanted lace and satin."

So he changed to such items as silk knit camisoles with lace tops, thin georgette teddies and flower printed underpants.

[[right page]]

Sales boomed.

They've been booming also for Josie Natori, who was an investment banker before she started making lingerie 10 years ago. She wanted to



use the production facilities in her native land, the Philippines, and started making embroidered nightshirts for Bloomingdale's. Now she makes everything from thong-back bikinis to stretch jersey chemises and feather-trimmed robes.

Carole Hochman, who designs the Christian Dior lingerie as well as the collection under her own name, attributes the new vogue for pretty lingerie to the vogue for exercising and dieting which has resulted in "great bodies."

Women with these great bodies are interested in showing them off, she believes.

"When I was growing up in the 1960's, women didn't want to flaunt their sexuality," Mrs. Hochman recalled. "They wanted to prove they were as efficient as men. The younger women don't have this pressure. They like the luxurious feeling of pretty underclothes. My daughter who is 15 doesn't have any hang-ups about it. She's collecting lingerie because it makes her feel good."

Fernando Sanchez is one of the pioneers of the new trend. A fur designer who had done some lingerie collections, he presented a collection of sexy black nightgowns and underwear in Paris in the 1970's. The reaction from American stores was so enthusiastic he soon found himself in the manufacturing business in this country.

He brought a lot of fresh ideas to what had been a staid, almost unchanging field. One was the idea of separates, similar to the interchangeable parts in sportswear collections. In his lexicon, a camisole could be worn under clothes or, with trousers, for sleeping. Shorts could be worn for lounging or sleeping. Robes were equally effective at the beach or in the boudoir.

"They're really multipurpose clothes," the designer explains. "It's the way women want to dress, inside or out. It's no longer revolutionary."

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61

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