Spring Fashion '70
COLOR, SLEEVES IN

Word is 'change' for bridal fashion

There are exciting new changes in wedding fashions for 1970 Spring and Summer brides. Color is big news in wedding gowns. There is lavish use of pastel colored walisbands and hoops, pulled through ribbon detailing and ribbon trim at the neck and hemline. The popular colors for 1970 are pastel pink, blue, mint and yellow. Another innovation is the use of blush pastel colors for the underskirt which is covered with white lace.

The East Lansing Brides Showcase reports MSU coeds are asking more this season for ivory wedding gowns, with emphasis on the candid light shade. Mrs. Heistelman, regional fashion director for Brides Showcase, reported engaged girls from MSU are buying more mantillas than ever before. The Juliet cap and short mantillas are in demand.

In design, sleeves are the biggest news. The full bishop and Juliet sleeves are most popular; closely followed by the leg o'mutton, kimono and short puff sleeves. These sleeves generally call for a high neckline with Victorian collars, high satin, ruched and scalloped jewel necks. The Victorian and old fashioned look is in high favor. However, Brides Showcase reports brides in this area are still demanding the traditional pointed sleeves.

Silhouettes are not dramatically different for spring and summer. The empire is here to stay, and the high-rise waist and princess line are in.

Fabrics for wedding gowns show a change this season. The East Lansing Brides Showcase is displaying gowns made of alfa-faced organza, satins, champagne pleats and dotted swiss. Sheer organza is still the favorite for spring and summer. Heaven laces are being used, such as Venise. Schiffli embroidery is much seen, peau d'ange is popular, and more expensive gowns still feature almenon lace.

There has also been a revolution in attendant's gowns. Brides Showcase reports demand from coeds for the new colorful prints and gingham checks.

Besides the traditional pastel chiffon bridesmaid's gowns, bridal salons are selling darker colors, such as navy and brown. Many attendant's dresses are being made to match specific wedding gowns. Especially popular is a Southern belle full chiffon skirted dress which co-ordinates with a picture hat and matching parasol. Bow streamer headpieces and Juliet caps are being shown for attendants. Bridesmaids are asking for longer veils this season.

Youth's fashions challenge taboos

To Philippe Halin, of Paris, the death of old taboos is the reason for the current dress and costume explosion. He says teenagers, especially, have used fashion as a weapon to break traditions, and "mass media have spread the word and hastened their acceptance."

For the first few years of the 1970s, he feels youth will continue to dominate fashion.

An old favorite

While many brides are choosing creams, pastels and ivory, the long white wedding gown remains a favorite.

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Shoes live for leather

The upcoming Seventeen sees a broad and beautiful range of leather shoes for the feminine foot, starting with his spring’s fashions. The span of styles runs from the most revealing to high riding or wrapped without. New leather shoes have been designed to complement the free fluid lines of many of the new fashions, report Leather Industries of America.

Concentrated, pantyhose, mules and moccasins call for footwear with a more covered look. Designers, therefore, have come up with new collections which satisfy a variety of needs and tastes.

As for leathers about for spring ’70, the textures most likely to lead the way are the smooth, grained, suede, waxy, leather and genuine patent leathers - followed by embossed, brushed, linens. Definitely "with it" as the decade begins are leather sandals - sandals for street wear, the indoors or country, pool - side and patio.

The classic sandal is itself a split in style feeling between urban casualness and a sort of high - footing elegance. The city - casual look is achieved through use of the waxy, grain, grained and brushed leathers, set off with western fringe, perfs, brass or tassels.

Solid wardrobe built with slacks

Want to relax? With warm, beautiful days ahead, even the man who believes in taking it easy on weekends wants to do it in style.

For him, slacks are probably the ideal of building a solid wardrobe. This year a man can have his pick of flared slacks, boot bottoms or straight legs in almost any color, according to the Men’s Fashion Aids.

The newest "in" slacks are cutted - usually three to four inches - and feature high waists, unlike the big baggy version popular in the past few seasons.

Slacks also come in a multitude of patterns. The man who wants to look a little different might try - wide-track stripes, tapestry prints or animal patterns.

Patterns are also big news in sport shirts. A favorite pattern, continuing a trend started last fall, is the art deco look, a consistent repetition of a geometric pattern. Tie - day and acid - dye patterns are also making a big hit. These patterns are simple - shirts are tied in knots, dipped in dye, and a very unusual streaked pattern results. Many of these shirts have a red one - of - a - kind Rorschach - test look.

Another unusual sloppy shirt, that’s catching on rapidly, especially with the young, is the tank top. Most popular styles are the skinny ribbed and belted.

Sleeker sandals - in clear and crushed patent, smooth, suede and embossed leathers - may see no trim at all or sport a touch of quilting, slippers or a bit of gold. Platform soles appear on both types, and heels are now higher, still thick.

In a clearly "countryish" mood are sandals trimmed with heavy stitching, the boldest brass and perforations, and low to mid - high "chunky" heels.

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Friday, March 6, 1970
Pants offer fashion variety

Pants are no longer something you slip into after classes or wear for grabbing down Grand River. They're a 24-hour thing now. For that late snack there are frank little polo shirts nipped into bell bottom blue pants. For the between-classes look rumple jeans and tied slacks are out. Only pants with go are in. The smart outdoor weather pants suit consists of durable cotton or denim pants worn with a matching trench coat complete with military brass. Tunic popular

Another fashion flash that's sweeping the male and female fashion world is wide-legged pants with a matching long lean tunic. The tunic may be either sleeveless and worn with a fresh sleeveless shirt and looses of thin chains around the neck, or may be bloused and nipped in at the waist by a matching belt. Fashion 1970 knows no color or pattern clashes. Kick off with elephant-leg pants a woven plaid sash or a striped scarf at the waist and finish with a striped voile shirt.

Both sexes are donning flowered ruffled shifts with matching flowered, flared leg pants for a more formal affair. Women leave the men behind though when they go to flowing pant dresses. Umbrella culottes plissed by the mile, float beneath a sheer dotty voile tie-on shirt. These same flowing pants get even more romantic with a switch of the shirt to an airy midriff soft blouse.

Packable pants

Pants are not only some of the most wearable clothing to swing through spring in, they are also the most packable. The soft packables go in and out of a suitcase a dozen times without losing their good looks. One soft packable is a pair of travel pants suited in a neat khaki-colored jacket and slicked with a black patent chain belt. Dacron and cotton make for soft packables for weekends away from school.

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Mme. Pompidou fashions attract attention in U.S.

When French President George Pompidou and his wife visited the United States, many people had their eye on Mme. Claude Pompidou's skirts. They came down to the middle of her calf.

During her first day in Washington, Mme. Pompidou wore four of the new French fashion design in women's clothes, the French Longuette. The new look, emphasized at the Paris Show in January, is said length, a mid-calf style reminiscent of the mid 1950s. American designers were delighted to see Mme. Pompidou's new wardrobe. Women's Wear Daily, fashion's trade newspaper, has been advocating The Long Look for American women, while the fashion industry has been playing a tag of war with American women's skirt lengths.

Mme. Pompidou, who has a slim 5'9" figure, is known to prefer miniskirts, riding habits and pastisuits. She admitted to reporters that this was the first time she had worn a longuette.

President Nixon said he liked "the new style," and his wife added that hemlines of the earlier years had always been her favorites.

President Pompidou also seemed to approve of his wife's new fashions. "I have known the era of long dresses, and I believe they added a touch of mystery to love."

No knees in '70

Mme. Claude Pompidou wore the newest Paris fashions, the Longuette, during her White House visit. AP Wirephoto

Men's 'now' fashions feature tunics, leather

By MICHELE COLLET

The newest looks for men this spring are the tunic suit, belted jackets and leather—anything (with vinyl a strong second) in the outerwear field. The tunic coat appears too, mostly in rainwear. This revolution in men's clothing has made the Male Shop one of East Lansing's most successful enterprises. According to its owner, William Miles, the menswear business has been phenomenal, especially the last few years. Previously aghast looks have been replaced by a growing acceptance of the now classic Edwardian look. The same faddish exaggeration that has faded from the women's lines has left modified fairs, smooth fitting lines, and richer colors for today's male to choose from.

Levi's and T-shirts will definitely be around this spring, but the fashion conscious male will take advantage of his new freedom in selecting a wardrobe to meet the '70's.

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Leather, that old softy, has come up with a new look in apparel this spring. These leather fashions are cool — light, drapable as jersey yet crisp and clean — lined when that effect is desired.

Spring '70 is a soft season for fashion, and leather has focused on that feeling. Whatever the costume — a suit, coat, set of separates — leather is supple, never limp.

In American garment leathers, the choice includes smooth, suede, antiqued, split cowhide, pigskin, printed, real patent and "wet look" leathers.

Today's leather suit picture naturally includes the pant suit, fitting in any leather. Newest silhouettes stress the longer jacket, tunic or vest over flared or straight-leg pants, mostly the latter.

In terms of trim, leather pant suits display contrasting color borders and hems, novelty buttons, bits of hardware, and stitching.

Skirted suits, like pant suits, get an extra life in leather. Again, jackets are long for the most part, but some do cut off at waist or hip-top.

In style, jackets may be a soft loose cardigan, blazer, figure-molding double-breasted type, Eisenhower or riding jacket.

Dressing up

For late day and theatre wear, leather suits go dressing with jeweled trim, gold buttons, silk braid and other elegant touches.

For fashion's latest look, there are leather dresses. Silky soft leathers have been made into body-clinging chemises, side-waists and smart A-lines.

Smooth leathers are used, as well as suede jackets and new see-through mesh — suede leathers. Though styled with simplicity, dresses often sport additional detailing such as hand-ties, fringes, big collars, fagoting, and stripings overlaid in another color or leather.

Leather jumpers are suitable to wear with a skirt or blouse.

In the decidedly dressy division, there are bewitching leather gowns, short or long, with cerulean jewel, fancy embroidery or passementerie. Costs lightly shaped to the figure, or lashed in with sash or belt, utilizing a line-up of leathers: smooth, suede, antiqued, split cowhide, pig and others.

Collar treatment, side closings, double- or single-breasted, bold stitching and hardware set off the leather texture. Lengths go mini and midi, but rarely maxi for spring.

Adding colors

Many new leather coats are duo-toned. Second color may appear at collar, belt, pocket or border hem, or the coat may be two colors top and bottom.

Leather separates include jackets, pants, skirts, vests, culottes and tops of all types.

The leather jacket may be a versatile sports coat, tailored riding jacket or blazer, car coat, long low - belted jacket, suit style or any number of others. The wild, wild coat is on view in long and short versions — buckled, belted, buttoned — brass, trimmed or fringed.

Whether a skirt is yoked, A-line, wrapped, gored, gathered, mini, midi or maxi, leather has it.

Leather pants also offer several looks: jean type, broad-shouldered flared or straight-leg, brass-studded.

For an all-leather team of separates, a leather shell, pretzel-like, shirt or jacket may be added.
Wigs complete fashion set

By PATRICIA O'BRIEN

The fashion panorama of 1970 stresses the youthful, natural look. But, if a girl's hair doesn't fit the picture, her greatest outfit will look bluh. Hairpieces, the hottest fashion item yet, solve this dilemma by allowing a girl to switch her hair to fit her mood.

There is not one hairpiece for every occasion. The basic wig wardrobe, which will last a lifetime, consists of a fall, a wiglet, a synthetic and human hair wig. A wig wardrobe can be bought for one hundred dollars, according to Mrs. Carol Peterson, co-owner of Elegante Wiggy.

"The term 'wig wardrobe' once thought of as a saloon gimmick, is very quickly becoming a reality, as evidenced by the one half billion dollars spent on wigs in the United States last year," Mrs. Peterson said.

Selection of a wig is a very individual matter. Personal choice determines whether the style will be a human hair or synthetic wig.

Synthetic wigs have many advantages. They are wash 'n wear, sun-resistant, require no setting, will not wilt or droop in humidity and retain color. They are also heat resistant unless exposed to direct heat.

If synthetics are worn near an open oven of 150 degrees Fahrenheit, for example, the fiber melts, the hair frizzes and the curl comes out.

Synthetics have disadvantages too. They can not be combed when wet, or the curl is lost. Treating does not hold as long as human hair wigs because the fiber tends to be sticky.

Perhaps the main difficulty with synthetics, Mrs. Jennifer Cressant, also co-owner of the wig shop, said, is the sheen. "Although in the last six months manufacturers have perfected synthetics greatly and are continuing to perfect them, there is still a slight glossy shine to the hair."

Price is often the main consideration when buying a wig. The popular misconception is that the initial price of synthetics is less than human hairpieces. In fact there is often only a five dollar difference in some styles.

"In the last three years the quality of human hair goods has constantly improved, while the price has consistently decreased," Mrs. Peterson said. "I think this is a rather unique feature today. No longer does a woman have to spend one hundred dollars for a good wig, as many think."

Some styles look best in synthetic wigs. The London, Greek Boy and Little Boy looks, are worn close to the head and require little styling. This contrasts with a human hair wig which can take any style and hold it for a minimum of three to six months. A synthetic will hold the curl, but not the style.

Mrs. Peterson stressed that since styling is the most important aspect in a human hair wig, it should be bought where styling is offered. "Anyone can wear a human hair wig and look good," she said. "The combing ability of the owner determines the look."

The main difference between the two types of wigs, Mrs. Cressant noted, is that "when you buy a synthetic wig you buy the hair style, and when you buy a human hair wig you buy the construction that will do the style you want it to do."

The total wig sales at Elegante Wiggy are split equally between synthetic and human hairpieces. The wig business is becoming so large that in ½ years of operation the shop has expanded twice.

The owners both think that "synthetic wigs are a phenomena in the United States today. Every woman wants a synthetic wig because of the easy care, but often because they do not realize the disadvantage."

A synthetic wig will always have a place in the wig wardrobe, but it is not versatile as a human hair piece. If you can only buy one hairpiece, it should be human hair, because of the versatility, the co-owners said. "Human hair will always be the Cadillac of the wig industry," Mrs. Peterson said.

"There is no need today for any girl to be caught looking a mess, because of the new Instant Hair: there is no excuse now for girls to tell their boyfriends they can't go out on five minutes notice," the co-owners said.

Do what you want to do

Now you can do whatever you want with your hair, with the help of synthetic or human hair wigs, wigs and falls.

State News Photo by Carl Welt
"Anything goes" describes the fashion trend of spring evening wear in 1970 where every style, from men's pants to gypsy gowns, provide the "after 6" party scene.

The basic black pant suit is a feminine version of the gentleman's tuxedo. A white ruffled shirt worn with the suit breaks the masculine lines and creates a striking contrast for the non-conformist woman. Other versions of evening pants included flared trousers topped by a belted tunic. Very sheer fabrics make some wide-legged pants hardly distinguishable from long skirts and are most attractive when accompanied by a matching top with shirred neckline and billowing sleeves.

A certain amount of old world influence is evident in formal and semi-formal fashions this spring. The Greek inspired evening gown brings back the long evening, flattering lines of the 1920's, fitted in the bodice by criss-crossing ribbons. Billowing sleeves gathered at the wrist in long cuffs, and ruffled or lace-trimmed gowns are reminiscent of the Victorian era when fashions reached the height of femininity. The Spanish tradition has influenced the fusion world this year with the peplum bolero. This short, unbuttoned version of the vest can be worn with evening pants, long full skirts and even over gowns. Some designers have been struck by wild and wandering inclinations which brought gypsy styles to the pages of high fashion magazines. Pull, bounced and boldly colored skirts enhance a carefree spirit. While fringed shawls wave off the chill of a spring evening, the antithesis of Old World fashions is rising in popularity this year also. Bare backs, bare shoulders, bare midriffs, and waist plunging necklines are a bold step in evening fashions. Women who are not quite ready for this daring look can approximate it in gowns with sheer lace panels or chiffon for a slightly moded cover-up.

The spring fashion fabrics include crepe, printed silk, chiffon, lace and organza. These are flounced, tiered, gathered, ruffled and even "painted" on mini-gowns for a full flowered effect. The fashion key in evening wear this year is individuality and variety. You can "do your own thing" in style.

Linen dresses ideal for fresh, carefree travel

Travel clothes should be both functional and fashionable. Shapes must be easy, natural and unconstricted. Can you imagine a woman wearing a skirt so tight she barely could take a step, jumping from stone to stone or climbing old winding staircases to see a 200-year-old fortress? But comfort in fashion needn't mean a sacrifice of femininity.

To be chic and pretty in spring, 1970, it is to be fresh, carefree, and lovely. The bright colors and subtle detailing of Irish linen dresses make them natural for walking in nostalgia among old ruins, forts and bazaars of Byzantine era—either on the soil and or on soil close to home. Their soft simplicity won't trip you up in any port.

The long look

The long suit and the floor length tunic top are the new look for spring.

Photo by Terry Luke
Maxi-coat wearers overcome problems

By ROSANNE BAIME
State News Staff Writer

This has been the winter of the maxi.

Last fall, fashion's back seat drivers started speculating on problems women would face when they got past the clothing store mirror in their full-length fashions.

Disaster was predicted for wearers as they tried to cope with stairs, elevators, musty puddles and a legion of other obstacles. Stores issued warnings to all customers to beware of maxi coats. Dry cleaners across the country smiled at the prospect of low hemline cleaning profits.

As the winter ended, maxi wearers expressed their satisfaction with the experience. Some have had problems with getting on and off buses. Others have found that, instead of keeping the cold air away from their legs, maxi work to trap gusts of wind inside them.

For the most part, however, maxi-wearers have been satisfied.

Many have found the convertible maxi - the best kind of compromise. A regular length coat with a zip-on maxi band gives wearers the convenience of having a maxi fashion that can be converted back to skirt length at the drop of a mud puddle.

One girl, with a full maxi coat, found a way to beat the dirt problem.

"A guy I know advised me to spray the bottom of the coat with Scotch-Gard. I did, and I haven't had any problem at all. Everything just rolls off. The inside is a little dirty but I don't mind that."

So with a little ingenuity, some caution and a healthy dose of Scotch-Gard, maxi-problems have been met.

The result - a new experience for wearers.

One satisfied wearer said that maxi-coats made going outside in the winter an enjoyable experience. "They make me feel more feminine."

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Winter warmth

This coat kept warm this winter in her maxi-coat and long woolen scarf.

Photo by Terry Luke

Fashion show featured at mall

Ecking off its second grand opening, Meridian Mall will hold a fashion show Saturday 1-4 p.m. throughout the mall area. The second grand opening is being held for the 20 stores which have opened since the first opening last fall.

The show will take place throughout the mall area, centering at the fountain. The clothing on exhibit will include men's, women's and children's spring fashions from all the stores.

Dogs to model

One of the attractions will be fashion modeled by the pets from Doctor's Pet Shop, such as coats and boots for dogs.

The Meridian merchants will also sponsor continuous entertainment with a Coin theater organ, the Phi Mu Alpha Jazz ensemble from MSU and the Raspberry Jass rock group.

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MERIDIAN MALL - LANSING MALL - DOWNTOWN LANSING
Sunglasses come on bold

Huge sunglasses in aviator and outer space goggle styles will be the fashion accessory with trouser suits, midi coats, shiny vinyls and clingy jumpsuits this spring.

The 1960's saw every woman looking for shiny, bedazzled, from sunglasses; stock dozens of pairs and wear them in snow and at the beach. But the 1970's are revolutionizing the sunglasses look.

Renault, a very with - it firm who is introducing a collection of aviator and outer space goggle styles, calls one new part of the line Aluminaries. They provide smashing wrap - around looks and giant oblongs made from practically weightless aluminum in such colors as gold, bronze, satin black and silverly gloss gunmetal with lens in as many shades as everadores.

Aviator styles

Besides Aluminaries, there are glistening chrome - finished frames wrapping up aviator shapes with lots of lens - through glass.

"Sun Valley", named after the resort, has complete wrap around vision. "Glam frx" is made from shiny chrome with cutout circles at the temple.

If warm metals are more flattering to your complexion, the chrome number also comes in gold, perhaps with apricot blue or bronzal lens.

Lady 600

Another goggle which can be worn by men or women is "Lady 600" in gold or silver metal or glistening tortoise.

Weatherman thwarts springtime wardrobes

As winter term once again witnesses its inevitable death, final exams are remembered only as a regrettable experience. Books suddenly are forgotten, and rest peacefully gathering dust.

Students begin collecting winter sweaters, vests, slacks, skirts, suits and dresses to be taken home and packed away for another year.

During spring break, the first day of March, 21st, comes quickly. Thoughts begin to dwell on sun... warm weather... rain... flowers... clear, blue skies... love.

Students head back to school ready to tackle spring term armed with short - sleeved shirts, sleeveless knit tops, Bermuda, swim suits, sandals, beach towels, sun tan lotion, cotton slacks, skirts and dresses.

Then one element enters and totally disrupts the entire scene - the weather. Somehow the weatherman just hasn't learned that after March 21 the temperatures are supposed to be above freezing, and that April is the month of showers not snow.

In early spring the weather is too cold for cotton, but too warm for wool. What's the solution? After spending three years in this predicament, even seniors are reluctant of offer advice. What they offer is basically common sense. Leave light sweaters, vest, long - sleeved blouses, knit dresses, and light wool skirts and slacks for the "in between" weather. Then play up your clothes with scarfs and chain necklaces. Take your heavy sweaters, and heavy wool clothes home.

This isn't the best solution, but then "in - between" weather is sort of "use - your - own - judgement" or "do - your - own - thing."

SMALL'S MERIDIAN MALL SPRING FASHION PREVIEW

Come in and visit our store and see the latest Spring fashions from Small's... If your style hasn't changed in the last year... Come slip into 1970! New shapes! New ideas! New Color explosions! Fashion? We got it... Fad? Forget it! turn around and let the 70's turn you on... at Small's - Downtown Lansing or Meridian Mall, Okemos.

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Friday, March 6, 1970
**SWIMDRESS OFFERED**

**Bikinis to show next-to-nothing**

Splash into this year's fashion in bathing suits that emphasize the slim figure and narrow waistline.

Most popular among East Lansing stores is the next-to-nothing bikini in vivid colors that command attention.

Ruffles, lace and cotton piping trim these "least you can wear" suits with thin straps and low bodies.

Also fashionable is the ever-popular, brightly-colored scarf tied snugly around the hipline.

New styles in the traditional one-piece swimsuit will please those not-so-daring sunbathers.

Swimknit suits of cotton feature cut-outs on the front and sides.

Op-Art

Op-art cut-outs that bare the midriff pose unique ideas in sustaining.

Even more coverage is offered by the swimdress with scoops and scallops at the bodice and hemline. The belted bodice of these floral print cotton suits is eye-catching and comfortable.

A breakthrough in swimsuit style is the leather suit of swimable DuPont nylon. These suits look and feel like leather, but are safe for swimming and dry quickly.

**Eye catcher**

Whether in Acapulco or on Case Beach, this suit is guaranteed to catch lots of eyes and rays.

Photo by Terry Luke

**Knits answer want ad for clothes to live in**

Knits answer the fashion want ads, "Wanted: clothes I can live in!" Knits mean comfort and mobility, easy care - up top in the fashion world, too.

Fashion's yarn is clicking everywhere to put together the clothes that make the headlines this spring.

Cling's the thing for the fashion look, and knit does it. The long liners, sleek stretch fit, soft and swingy skirts and body-liner looks all go smoothly in knit.

Textured yarns give a lush hand to an otherwise simple synthetic knit - for example, the pattern of polyester jacquard knit on the rich matte surface of a texturized double knit.

Boucle is back to star in novelty knits such as bright and clashing art deco patterns.

Printed cotton knits brighten up spring for any style of fashion.

The cotton sweater knit becomes spring scene stealers. Not only are these ribbed and tweedy knits big in the fashion picture, they are comfortable, too.

These new knits may masquerade as something else, yet they keep the same easy care virtues as their older sisters.

For the sweater put-on, sweater knits are fashion currency this spring - the soft touch in everything from caps and scarves to floor length gowns.

This sweater look, the cling thing, appears in the long T-shirt or tank-top dresses.

**Leather fashions reflect upsurge of belts, sashes**

Belts are back - this spring, leather has yards and yards of good looking leather belts and sashes.

Separates, pants outfits and long line dresses all call for the smart look that a leather belt lends, notes Leather Industries of America.

Add the right belt in the right leather to a body-shirt worn with a mini-skirt, a midi tunic over pants or a "little nothing" dress, and it is instant coordination.

Most belts are now back at the waist, with a few just daring the hip. Checking widths, they run from the string belt to three and four inches, with most in the one to one-and-a-half inch category.