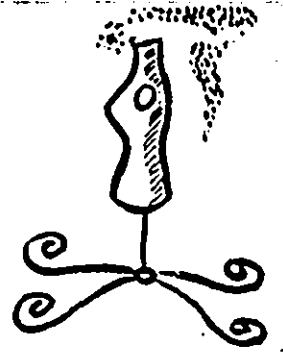




Focus on Fashion

by

RENEE MINUS



Vera Neumann, the lady who's signature, "Vera," you see on china, linen, sportswear and needlepoint designs, is celebrating her company's 30th anniversary. And being the first lady in print, she designed a fantastic Fall '75 collection of scarves inspired by recent visits to the People's Republic of China for the event.

On her first trip, she just went to observe and make arrangements for her coming collection to be manufactured there. The second trip she brought over her finished designs.

Motifs were derived from the culture. Chinese horses, delicate plum blossoms were some of the abstractions of ancient themes. "Set a good example for yourself", an old Chinese saying written in calligraphy, was printed on a beautiful print. The sun, rain, half-circles, stripes and waves were among other designs with a more contemporary feeling.

All are unique in color and design. And all are signed with Vera's name—half in English and half in Chinese "Chop." It's the first time any American apparel company has ever had such a breakthrough in international trade. Says Vera, "This is only the beginning of our relationship with China. Now that the ice is broken, future collections will allow for greater experimentations." Come September, her Chinese silk scarves will be available in department stores for \$10 to \$12.

Vera also has a new sportswear collection. The prints are hers, of course, but the styling is by Perry Ellis, a young Vera companies vice president.

Together they have coordinated solids and prints in handsome ensembles. Featuring Billie Blair and

Norma Jean, two famous Black models, the team made Fall fashion news with a square necked pewter gray dress worn with a figured print shirt. They made important statements with French and English shirt-dresses. Just about everything was accessorized with a scarf.

It seems to play an important role in your wardrobe, now through Fall. Scarf tying is an art. Here are some suggestions that will help you make your scarves do what you want them to do. If you're working with an oblong shape, spread it out and fold the side nearest to you up 1/3.

Then fold the opposite side to overlap and fold once more. Place the folded scarf around your neck with one end longer than the other, make an open knot with the longer end, and pull shorter end through the loop. For a variation with the oblong shape, cross it over with one end longer than the other and tie. Take the longer end and pull partially through for a puff.

If you want a turban, start with a large square and fold into a triangle. Knot it in the back under point and tuck under the knot. For a country style, use a large square folded into a triangle. Cross the ends in back, bring ends to the front and knot.

Square Knots

If you want a halter, use two scarves (oblongs or squares) folded into oblongs. Here you can mix prints with prints or solids. Tie one scarf to the other at the central point. Square knot one around your neck and the other securely around your bosom.

These are just a few of the many ways you can wear a scarf. With good judgement and a bit of creativity, you'll get one.