

UNDRESSED UP

New at-home styles with ultra-feminine lines are smash hits—men choose them for gifts

MARABOU-EDGED COAT BY DORIAN GOES SOLO OVER GOWNS, SKIRTS



42

HOUSE OF GALBRAITH'S REGAL WOOL OUTFIT IS LINED FOR WARMTH



43

Top-notch fashion stores are finding a new wartime boom in luxury hostess gowns and pajamas. "I never saw a season like this—we can't keep stock on our racks," a leading New York negligee buyer told **CLICK**. "Even women at home alone dress up to bolster morale. And men who do gift shopping can discover few things that serve better to flatter a woman."

New styles for home wear reflect the latest dress fashion trends. Ruffles, waistline draping, beads, sequins and marabou add luxury; a number of dressy models might almost be taken for dinner gowns. In fact, merchandising experts for style-setting stores debate whether these should be sold in negligee or dress departments.

SKILLFUL CUTTING GIVES SLENDER SILHOUETTE TO LINED WOOL COAT



SOME HOSTESS GOWNS MIGHT DOUBLE FOR RESTAURANT DINNER DRESSES



OldMagazineArticles.com

DRESS HOUSES TURN TO ELEGANT AT-HOME STYLES—THIS BY MARTINI



EVEN TAILORED STYLES BECOME LUXURIOUS IN VELVET, FAÏLLE, WOOL