

FASHION

—“IS SPINACH”

FASHION is a horrid little man with an evil eye . . . a parasite on style. Without style he wouldn't exist, but what he does to it is nobody's business." So writes Elizabeth Hawes, American dress designer, in her new book *Fashion Is Spinach*, published by Random House, Inc. She says that style is good taste in dress, and is all that is desirable but fashion is its gaudy imitation. Style, unlike fashion, changes only as often as there is a change in the point of view and lives of people, which, Miss Hawes says, occurs only about once every seven years. (Dresses on this page by Hawes.)

Miss Hawes declares: "Fashion swipes ideas from style, embroiders them to cover up the fact that he left out half the material . . . hires press agents and advertising men to assure you that the bright cellophane wrapper is what counts." Manufacturers and their allies, department stores, thrive on the second largest business in the United States and \$2,656,242,000 changes hands annually under the greedy eye of that deformed thief, Fashion, who has built his racket upon sneaky tricks of freak design and gadgets deliberately hung on clothes to date them. To the lament which invariably follows a drastic change of fashion, promoters reply with one of two pat answers: "The public is fickle; it doesn't know what it wants," or "The public gets what it wants; the public has bad taste." At once they promote a new "influence" which leaves the season's wardrobe outmoded with "nothing fit to wear." Only a war or a depression can slow up the mad whirl of fashion.



FASHION with ostrich fronds at the Paris races of another era.



THIS SIMPLE dinner dress, designed in 1936, needs no gadgets to enhance its beauty and is, therefore, not vulnerable to fashion whims.



ANOTHER 1936 dress which has stayed in good taste because it did not follow the "spinach" of "fashionable trend" in trimming or cut.



DESIGNER seven years ago this white evening gown was worn for four years and, in every detail of line, color and fabric, is in as good style today as when it was created. It is satin-backed crepe trimmed with vivid red and blue.



DISTINGUISHED lines void of gaudiness mark today's dress.



TODAY'S GLAMOUR girl in a new classically conceived gown.



THE SLEEVE PLAGUE broke out in England with sharp-fanged shoulders replacing soft ruffles and full-length sleeves embroidered with beads.



JOAN CRAWFORD'S "Letty Lynton" in 1932 touched off a craze of puff sleeve madness, still recurring.



THE INFECTIOUS FASHION swept on in its most virulent form to the parade at the French race tracks.



TODAY'S MADNESS is the Tyrol (right), Dirndl, and Scarlett O'Hara "influences." An experienced eye detects these dresses as 1938 "spinach."



ONLOOKERS were merely amused by this display between races at Ascot, England, in 1936.



"It's broccoli, dear."

"I say it's spinach, and I say the hell with it."

(Her inspiration for the title came from a Carl Rose cartoon that appeared in the New Yorker)

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