

Fashions

Celebrates 25th Year, Benefits NAACP

By Betty Brown



Eunice W. Johnson



Linda Johnson

EBONY FASHION FAIR HIGHLIGHTS ROMANCE, FEMININITY

An enthusiastic capacity crowd was on hand at the Imperial Ballroom of the Aladdin Hotel last Sunday night to view the 25th Annual showing of the Ebony Fashion Fair.

Sponsored locally by Alpha Rho Chapter of Gamma Phi Delta Sorority, Inc., the Fashion Fair had as its theme "The Mood of Romance." And set a romantic mood it did! Romantic and feminine couture creations by such famous designers as Christian Dior, Ungaro, Givenchy, Pierre Cardin, Yves Saint Laurent, Ferragamo, Missoni, Valentino, Bill Blass, Calvin Klein, Halston, Giorgio Sant'Angelo, Michele Volbracht and Oscar de la Renta featured a wide variety of styles and lengths, all geared toward creating an aura of femininity and romance for the chic lady of today.



Fabrici

Participating corporations which aid in bringing the Ebony Fashion Fair to its patrons throughout the country include American Airlines, MORE Cigarettes (R.J. Reynolds Tobacco Co.), Hanes Hosiery, Clairol and Fashion Fair Cosmetics. This year, MORE Cigarettes also saluted the "Great Black American Designers," whose creations were featured in the Fashion Fair extravaganza, also. These designers include Willi Smith, Vice President and designer for Willi Wear Ltd. of New York; Fabrici, 1981 Coty Award winner, who has gained recognition as a designer of handpainted and handbeaded fabrics in his own fashion collections; Jon Haggins, best known for his "monkey suit," which later became known as the

body suit and who was named Black Designer of the Year by the City of Baltimore; Myra Everett, who creates designs of European silks and lightweight woolens for "secure women who know who they are;"



Stephen Burrows

Stephen Burrows, renowned winner of three Coty Awards and two Winnie Awards, who has shown at the Palais de Versailles in Paris for the "Big Six" extravaganza in Tokyo and who is designer-in-residence for Bendel's; Lester Hayatt, designer of clothes that are "serious-fun," who won the Butterick Vogue Young Designers Award at age 18 and has designed for Lady Madonna maternity boutiques; Precious, co-director of Precious, Inc., her fully operational Chicago manufacturing firm, who designs seasonless daytime dresses and coordinates of fine woolens for today's wardrobe-conscious woman; and



Jeffrey Banks

Jeffrey Banks, designer of men's clothes of 'good taste and style,' who has twice won the Saga Mink Award, the Coty Award for his men's fur collection for Alixandre, has designed menswear collections for Concorde International, Merona Sport and Oxford Industries and who teaches and is on the Board of the Fashion Institute of Tech-

nology.

Designs in sports, daytime, lounge, swim, early evening and grand evening wear were featured as well as the bridal fashion, which always culminates the show. The most sumptuous of fabrics were featured, including feminine touches of lace,



satin, opulent beading, velvet, embroidered leathers and suedes and cashmeres.

Hemlines of every length were used to emphasize the proper proportions and the shape of the silhouettes of the designs. They were also used in several layers of lengths.

The basic structure for this year's designs was the "V" line emphasizing the upper part of the body and featuring voluminous batwing sleeves of velvet and satin, often in contrasting colors. Collars of all different kinds were "in" — wide shawl collars, stand-up and rolled collars, often made of suede, leather or fur. To complete the balanced

look of the "V" shape, the lower part of the ensemble featured slim, tubular skirts — no matter what length — and classic trousers — some straight-legged and cuffed and others soft and full around the hips, but slanting toward the ankles to carry out the

the collection, one felt that one can "do one's own thing" according to one's own personality and mood. The trick and the important thing of it is to put all the proper elements together in order to acquire the correct total look and emphasize the proper proportions.

Dynamic Fashion Fair models for this year included Barbara Tripp, Birmingham, Alabama; Peter Moret, Los Angeles, California; Pamela Fernandez, Silver Springs, Maryland; Sophia Henderson, Tulsa, Oklahoma; Theretha Allen, Chicago, Illinois; Pamela Brame, Buckingham, Pennsylvania; Deloris Lawhorne, Boston, Massachusetts; Kim Nelson, Chicago, Illinois; Shirley Holden, Memphis, Tennessee; Dawna Lee, Kansas City, Missouri; Karen Wacaser, Springfield, Illinois; and Joseph Powers, Atlanta, Georgia.

As always is the case, the show was beautifully pulled together by the appropriate and stylistic musical arrangements of Music Director Dave Rivera at the piano and

the exceptional and superlative commentary of Shayla Simpson, Ebony Fashion Fair's fabulous fashion commentator.

The Ebony Fashion Fair, now celebrating its 25th year, was organized by John H. Johnson, publisher of Ebony Magazine, his wife, Eunice and the late Freda deKnight, home service director for Ebony and held its first showing 25 years ago in New Orleans to benefit a hospital auxiliary there. That year the show was also presented in Chicago, Cleveland, Detroit, Baltimore, St. Louis, Indianapolis, New York City, Columbus and Dayton to benefit various charities. Since that time the show has raised over \$14 million for its sponsors and it is now presented in over 174 cities.

The Ebony Fashion Fair, produced and directed by Eunice W. Johnson with fashions coordinated by daughter Linda Johnson, was presented as a benefit for the local chapter of the NAACP here in Las Vegas.

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