

## The fashion plate

# Winter show a big success

By RUSTLE SHAND

Mrs. H. Winter, New York fashion designer, had her first trunk showing here last week and found "the ladies here are wonderful, chic, warm, receptive and open."

"They made me welcome even though my feet hurt," she commented, describing her first venture outside New York.

And the "ladies" who came to Claire Pearone's Somers Mall shop responded just as favorably to Mrs. Winter's designs. "I just love them," was heard over and over again as women scoured up the new clothes for their fall wardrobes.

Mrs. Winter has been described as "a fashion original with a personal approach to fashion."

She creates clothes that women love to wear—soft, fluid, feminine fashions that feel good, look wonderful.

Aside from all that, Mrs. Winter's clothes are priced within the reach of almost every clothes collector. Skirts start at \$70, blouses at \$60 and dresses at \$125.

**THIS DESIGNER** has created clothes that look refined. The detailing incorporated into the designs allows a woman to dress using a minimum of accessories. "My clothes are always self-fashioned," said Mrs. Winter. "That's part of their style. They are simple, soft, simple, which are a signature, always outline the shape of the clothes. This season they emphasize the fuller shoulder."

One of the designer's favorites in the collection she calls her "Brontosaurus Rex" coat. The seams are pinked and stand out as a matter of detail. "A seam has a function in clothing," said Mrs. Winter. "Why deny it? Why not use it?"

Other details include double collars designed to frame the face. A new cuff is done with elastic and

a woman can push up the sleeve so that it looks like a bangle bracelet. Dresses often are studded with confetti stones scattered over a fuller shoulder.

**ANOTHER MARVELOUS** touch on her silk blouse is her signature wrist closing, a pleat in the fabric that buttons over little fabric buttons. "Basically, one way or another, everything has been done," said Mrs. Winter. "So it was just a matter of coming up with a new technical way of cuffing the wrist."

Mrs. Winter has also found a new way to use furs. "Fur is my new adventure," she said. "I love the idea of additional warmth and texture—put together by non-furriers. The one furrier I went to said it couldn't be done. I knew it could, so we did it ourselves."

The new technique includes rounds and rounds of sienne lapin (rabbit fur) made into sleeves which become a part of a black coat.

Mrs. Winter is a woman in her middle years with daughters 23 and 28 and a son who is 10. The name of the company "Yesterday's News" comes from the antique clothing firm started in 1970 by Mr. and Mrs. Winter. (Actually, their given names are Helen and Harry, but they both prefer being called "Mr. and Mrs.")

The Winter's first shop was on the sixth floor of B. Altman Co. in New York. As experts on old time clothing, they were called upon as costume advisors to the Broadway production of "Grease" and later advised on the movie "Grease."

In 1972 while on a buying trip in London, Mrs. Winter suddenly decided she wanted to be a designer. The best way to accomplish this, both felt, was to start at the bottom and work up. So, Mrs. Winter took a sample hand and learned the arts of the trade.

"Now," she says, "clothing is my art form." She learned to drap, to make patterns, to cut and fit as well as design. "The fit, the color and the draping are much more important than the design," she said.



Mrs. H. Winter's "Brontosaurus Rex" coat features a double collar and sawtooth-pinked seams to emphasize a wide shoulder line. It goes over a matching stripe and solid wool jersey dress

Thursday, August 17, 1978

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Chairman Helen Stickle announces the fee is \$2 for each workshop, and that there will be a sales table where the kits may be purchased.

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