

Reflect your style

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said the Kitty Kelly manager.

"I think girls want to look pretty again and want beautiful weddings."

Geneva Salyer has seen her Geneva's of Plymouth customers move away from simple lines. "I think kids are getting more sentimental; getting more into their heritage," she said, noting women are returning to buttons and loops rather than zippers covered with buttons.

SHE BELIEVES women are seeking an heirloom look, as well as something that will be stylish when their daughters marry.

"When the dollar is tight brides move away from trendy. They prefer a traditional style which will store well and maintain the look so they can hand it down."

But feminine and frilly does not necessarily mean prim in 1981. Many of the new gowns are cut low — often with a sheer lace between the neck and bodice. Designers have also made available strapless and off-shoulder gowns, which

were popular with pioneer women.

"Off-shoulder isn't new," said Mrs. Loudon. "In pioneer days they wore much more decollete than now."

NOT AS LAVISH, bridesmaid dresses are more romantic looking this spring. Victorian and full hooped a la "Gone with the Wind" styles are available as well as traditional blouson and spaghetti strap dresses.

Pastels haven't lost their popularity, with apricot, peach, mauve and lavender very strong.

Accessories go along with the new looks, making 1981 brides look like they stepped out of tintypes. Popular are gauntlets (partial gloves of the dress material), crocheted or lace gloves, parasols and fans.

"It's a very special occasion and girls want that special kind of look," said Ms. Lepler. "They're looking to be soft and feminine, even if they come in in bluejeans."



They may wear bluejeans the rest of the time, but brides want to look feminine. This white chiffon gown with high embroidered neckline and pleated front panel fills the bill. (Staff photo by Art Emanuele)

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