

Designer prefers classic bed linens

Continued from Page 3

AMONG HIS most successful suggestions for both car interiors and sheets are menswear classics. For Ford he suggested navy and camel interiors. For Springmaid, he designed glen plaid sheets.

Recently, sheet patterns have been short-lived as manufacturers compete with new designs. This emphasis on novelty could be misplaced. In home decorating, as in fashion, Blass said most people are more comfortable with updated classics than with novelties.

"Classics are familiar," he said, "they appeal to us subconsciously."

When they are used in a fresh way, Blass said, they comfort and stimulate at the same time. A good designer, for example, might use those perennial favorites — stripes, polka dots and checks — but use them together to create interest.

Compared with the last decade, Blass said that for the 1990s "I can see a more classical attitude and simpler patterns. Now that we are making 100 percent cotton sheets which are more expensive, they have to last longer.

"Unlike" clothes, which are changed frequently, the home furnishings tend to persist."

If you're shopping for new sheets, rest assured that you won't outgrow the classics such as toile prints, blue and white stripes, polka dots and mixed floral prints. The eye never tires of these designs. Other perennial sellers, said Blass, are plaids and paisies, which he revives by changing their colors.

BUT SOME colors and patterns, he said, never seem to work: orange and geometric patterns with jagged lines, for example. He also says novelty looks that excite at first, such as cartoon characters on sheets, are

the patterns most people tire of fairly quickly.

Blass, who has created between four and five new designs at least twice a year for 20 years, said that sometimes he's been too far ahead of

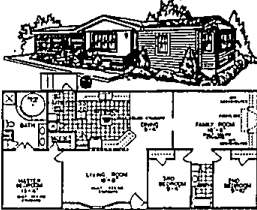
the public for success.

"One of our early efforts in black sheets was a failure," said Blass, "and we did a black, red and white number which was an absolute disaster."

save energy

Use your dishwasher only when it is full. Turn it off when the final wash cycle is completed and open the door. Your dishes will air-dry. It's best to use your dishwasher in the cool of the evening.

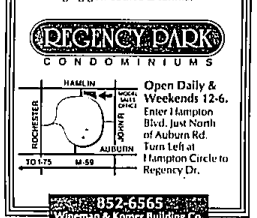
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