

The word is ... FANTASY

It's no longer a matter of "What shall I wear today?" but rather "Who shall I be?"

Every woman's fantasy comes alive at Saks Fifth Avenue in Troy, where dreams come true and all the world's a stage and life can be one big costume party.

Fashion in dress has a way of answering the needs of the day. Aside from keeping us warm or cool, it has always been an expression of the individual's personality and has now evolved into expressing the fantasy wish of the wearer.

Women who wear functional clothing all day long have made it clear that sometimes they want to be something more than the family chauffeur, the chief-cook and bottle-washer, the resident teacher, gardener and housekeeper, often combined with the role of co-breadwinner.

A world of "let's pretend" can be yours when you live up the daytime hours in Frank Young's fantasy—the "Wellesley" school girl—complete with cuffed Bermuda shorts, knee socks and penny loafers. Even grocery shopping would be fun in this outfit.

Spending an evening feeling like "Carmen" in Adolfo's oiled taffeta three-tiered skirt complete with scarf and navy tube top, can rekindle the fiery spirit and make you feel, if not that the world is your oyster, at least that there is still romance out there.

Or capturing the mood of Alice in Wonderland in crisp white eyelet and wearing a garland of Frank Olive flowers around your head can all but obliterate years of practical polyester nothingness from your consciousness.

Who wouldn't want to be "the vamp" of the evening? You wouldn't you say? Think about it. Imagine slinking into a room full of people in a gorgeous black Noriko gown, slit to the navel, accented by a huge red cabbage rose. What fun! What daring!

Join the fun, the intrigue, the theatre of the designers who create clothes you put together the way your mood of the day moves you. It's pure fantasy.

—RUSTLE SHAND



An Adolfo creation for the "Carmen" in every woman.



Frank Olive understands that every woman always wanted to be Alice in Wonderland.



Blazer, sweater, knee-highs and loafers—it's the schoolgirl in every woman and it's by Arthur Richards Woman.



"The Vamp" by Noriko dips the neckline and slits the skirt high.