

The fashion plate

Tice puts wraps on leisure

By RUSTLE SHAND

People used to have "come as you are" parties. The hostess would telephone prospective guests and say "please come to our party Saturday night, but you must come dressed exactly as you are right now." These brave enough to attend such



A caftan with V-neckline and V-sleeves is made of pale yellow with print applique for Bill Tice's 1978 Swirl collection. Available in pale blue gray, it's \$65.

parties showed up in the worst possible assortment of unbecoming leisure clothes.

Bill Tice changed all that. The "come as you are parties" died when it became fashionable to wear a jazzed-up nightgown to the opening night of the opera.

Just as marabout, once relegated to the chaise longue in the boudoir, has emerged as a complement to daytime dressing, so has the caftan left the beaches and emerged as appropriate hostess wear.

And lounging pajamas, once worn only by movie stars to depict the interlude between dinner and bedtime, seem to be the new uniform for disco dancing.

Leotards and body-stockings once limited to the vocabulary of the dance have now become household fashion words. Even the phrase "leisure-wear" is giving way to the new term "pleasure-wear," indicating that corporate image clothes be limited strictly to work hours and that what you wear all the rest of the time should be a pleasure.

THERE'S NO REASON for any woman to feel or look frumpy in her "around the house" clothes any more. Women have the young American designer, Bill Tice, to thank for creating a whole new lifestyle dressing. He was the first to recognize that women needed comfortable home outfits that also made them look and feel pretty. He accomplishes all this in his designs for the Swirl label while keeping prices at less than \$100.

Before Bill Tice, women had a few things to choose for at home dressing. There was the apron to wear over office clothes, the "house-dress" for baking, cooking and cleaning, and the sleeky cotton chemise robe that no sensible woman would even wear to answer the door.

Women who bought Bill Tice's first designs realized that the new concept in leisure dressing was not limited to wear only in their own homes. They found the new styles maselous for parrying in other people's homes, for entertaining on the patio and many even braved the supermarket crowd.

wearing Bill Tice leisure wear.

When Tice made a personal appearance at Bonwit Teller in Troy recently, he brought his complete summer sample line with him. His multi-purpose dressing indicates the future, he said. A future where one item of clothing can be used for many different functions.

"Life styles are changing," he said. "The new trends in the ease and comfort of dressing started in lounge-wear indicates the future. He said. A future where one item of clothing can be used for many different functions."

BILL TICE the first designer to create at-home wear that can be worn anywhere, has two distinctive moods in his new collection. Long and short "picnic" dresses with high, rib-hugging bodices, crossed shoulder straps and softy gathered skirts are bright red, yellow and blue, often dotted with a white confetti print. He has also designed caftans, robes, pajamas and dresses of 100 per cent India cotton in muted shades of blue-gray, yellow, peach and blue. Around the necklines, Tice has worked abstract appliques of tattersalls, checks, gingham, plaids and tapestry prints in deep hues. "I design for everybody" explained Tice. "From a sweet look to a sophisticated look."

Julia Cotton of West Bloomfield found the answer to her honeymoon trousseau in the Tice "picnic" dressing collection. She said she had been "looking all over town" for bright summer cottons and found exactly what she wanted in the Tice designs. "I'm surprised to find them in the robe department and at under \$50," she said.

Linda Mossman of Birmingham stopped in to meet Bill and order one of his new signature terry robes. "They are so comfortable" she said "and pretty enough so that if someone rings the doorbell, you aren't caught in a grubby robe."

The Tice designs are clean and uncluttered but never simple or stark. "Frankly, total simplicity can be quite boring," he explained. "I try to give my customers something different when they buy a Tice product, something which they can incorporate into their own lifestyle, but in a subtle way."

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