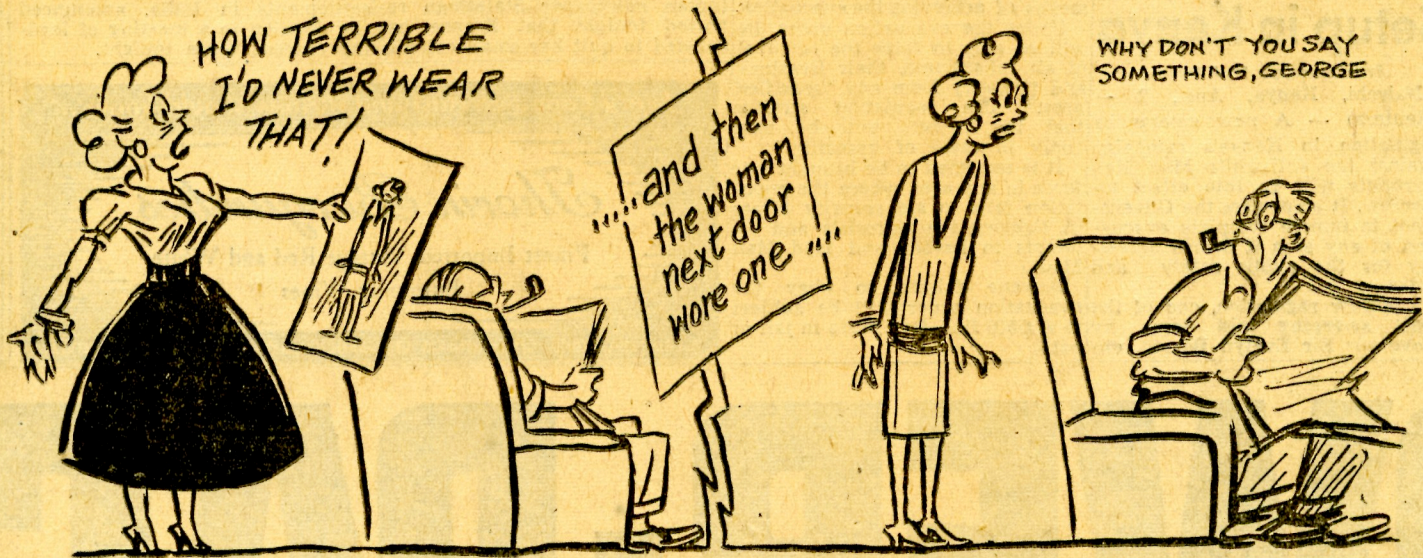


Fashion Trends Said Not Dictated



Ability to Sense What Women Want Said Mark of Good Designer

By OLIVE DICKASON

Who sets the fashion, and why do women follow it?

This double-barrelled question set off some spirited opinions in Montreal yesterday. Mrs. Eve Trill, in charge of fashion promotion at Morgan's, said that Paris sets the trends, as it is the one city that produces truly original styles. Mrs. J. H. Lindhel, fashion promotion co-ordinator for Ogilvy's, was of the opinion that the ordinary housewife is as much responsible as anybody . . . it is her taste that guides the trends.

"Fashions," said another authority, "are not so much of a surprise as an anticipation. Fashion is not dictated. Any great change is something to which women have consciously or unconsciously been building up to for a long time. A great couturier senses this, and springs the new style before she is even fully aware of it herself."

In The Wind

Montreal fashion authorities all agreed that Dior's "little boy silhouette" with its flattened bosom and dropped waistline has been in the wind for several seasons. Sailor collars, for instance, which were originated in Paris last season and which have gained wide acceptance, were a forewarning of the new silhouette, as was the bloused look, and the head-hugging hats which are becoming more popular.

"I'm sure that women are not as horrified about the new silhouette as first reports would indicate," one fashion co-ordinator said. "They will accept what they want from the new fashions, and that will become the new trend."

Need Sensed

A couturier to be great needs a deep understanding of history as well as of women, another fashion expert said. She cited the case of the "New Look"

after the Second World War. "That was a reaction to femininity and lavishness after the austerities of the war," she remarked. "Women had been doing the work of men during the war, and the styles reflected that . . . the high, square shoulders, for instance. With peace, they wanted to become feminine again, and Dior sensed this before the other designers."

There is a great psychological effect to dress that is appropriate for the era as well as the occasion, she continued.

Original Paris

Mrs. Trill attributed Paris' leadership in the world of fashion

to the fact that its designers do not try to please anybody . . . they are truly themselves, and so produce original styles. Fashions do reflect the spirit of an age, she felt, and they will not be accepted if they don't fit in with the times.

Movies have had a marked impact on fashions, Mrs. Trill continued. She mentioned Gene Autry and Roy Rogers, who set the pattern for western styles for children; Audrey Hepburn and her haircut; mannish skirts; can-can petticoats, which enjoyed a revival after the appearance of the film, *Moulin Rouge*.

The active life of the average woman of today has done much to simplify fashion. "If women led leisurely lives as they once used to, their dress would become much more impractical and frilly," Mrs. Trill said.

As to whether the silhouette endorsed by Paris would take hold and become a trend, nobody would say. But they all agreed on one thing . . . Dior

has never been unsuccessful in launching a new trend yet, and his latest collection presents the first major change in fashion since his "New Look" of seven years ago.