FOCUS ON FASHION:

The Time Is Now For Great Buys

If you keep a sharp lookout, chances are that designer fashions which caught your eye earlier the season, is on a greatly reduced sale now. This is also time that fall fashions are being displayed.

By Paula Brooks

Jeanette Fountain wears a navy quilted jacket with handknit mini matching legwarmers.

August is the month of Sizzling Savings! If you're on a tight budget now is the time to save yourself a bundle! Lucky small sizes can catch some of those hot designer pieces you've been watching all season, at savings of up to ½ off.

Those of us size 16 and over, may not be so lucky. There is always a demand for chic larger sizes, so you may have to content yourself with adding a few bright smaller pieces, to put some pizazz in your wardrobe.

A pretty blouse, or versatile skirt or slacks will come in handy, especially if you plan to travel this summer.

You can also catch new Fall merchandise on sale in August. Winter coats and heavy sweaters will be discounted, to give you incentive to purchase them in the blistering heat. Now is the time for larger sizes to start their Fall shopping — while there is a good selection, as well as substantial savings.

This Fall, dressing will be marked by a look of casual elegance. The Prairie Look has given rise to a new era of feminine dressing.

Delicate lace blouses, that can be worn to brighten up an everyday, sensible pair of slacks or skirt, continue to be popular. Ruffled necklines and shoulders are favorites, and continue to make for high drama.

Knits, which began to make a strong come - back, a few years ago, also will be in abundance this fall — in a wide variety of shapes and colors.

Handknits are among the nicest (and most expensive — for a fun project, get a how - to - book and make a sweater). They can be considered a wise investment, as they can be worn with aplomb for years to come!

Featured this month are a couple of adorable, knit - minis. One is a straight thigh - high skirt, done in an ever so interesting variety of stitches, colors and patterns. It has the nerve to have leg warmers to match!

Jeanette in a 2 - pc., extravagant taffeta in shocking turquoise with accenting ruffles on skirt, collar and sleeve.

A 2 - pc., ginger splashed with black, angora and lambswool mini coulotte.

Dropped waists and blouson looks are turning up everywhere, and shown here are a couple of what we think are some of the best. A fabulous, knit tuxedo dress, in black and white.

The 2 - piece, cobalt blue with black, dropped waist mini that falls just above the knee. Also sure to be a big hit is the angora and lambswool, 2 piece mini coulotte, in striking shades of ginger and black. It is shown here with it's sister outfit, a mini in oriental blue with black.

Sweatercoats seem to become more popular each season. Many people who don't like heavy coats, prefer a sweatercoat, which is warm without weight, and can also be layered with other sweaters.

The best wools are coming from England and Ireland, and they seem to be up - dating their classic looks, by adding more vibrant colors, and more interesting patterns.

Evening looks, cut from expensive fabrics such as taffeta, georgette, and velvet, for a look of understated elegance, have been dubbed RichB bi--- looks, by Women's Wear daily.

Ruffles are turning up everywhere — on skirts, down the sides of pants, and anywhere dramatic interest is desired. Handbeading and painting, also makes for some very special evening looks.

So if you're sorry to see summer ending, remember it is the beginning of the seasons when clothes are at their most creative. So have fun!

A 2 - pc. knit mini leg baring flounce from hip to hemline.

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