

. . . . And there's **more to beachdressing this season than a bathing suit.** There's a whole other way of looking on the beach that has nothing at all to do with the old-T-shirt-over-a-bikini number. It's a new way of pulling yourself together that's fresh, attractive, totally beguiling. . . . There's a skirt that matches your bathing suit to slip on for lunch, for a drink, for cover. . . . **There are wonderful cover-ups**—like an oversized terry poncho—that could be just as happy doubling at home . . . the flirtiest little beach dresses in terry, gauze, the thinnest cotton print . . . pieces of gauze to wrap as a sarong . . . robes to slide over bare skin. **Even a new bathing cap**—a thin, bright, super-sleek rubber cap or a soft terry cap in the prettiest colors (no floating gardens anywhere here!). . . . And just because we've come this far without actually talking bathing suits, don't think they fade into the background. **Bathing suits have never been better. The big news is the maillot**—the sleekest, sexiest suit on the beach—the suit to own this summer. There are maillots with different kinds of bareness for different beaches (what's good for St. Tropez may not be good for the country club). The colors: white to black to terra-cotta to a **sparkling new violet—a great color on the skin, great in the sun.** And there's something more in the fabric—the **lightest-weight Lycra ever for bathing suits and skirts.** *Deceptively* light and thin, it holds the body wonderfully—and may very well change your mind about you and a maillot. . . . When you want to be barer, **bikinis, of course—with surprises** in that department, too. In fact, if you think this is just-another-bathing-suit report, you're going to be in for a lot of surprises on these ten pages. . . .

There's more to a bathing suit than meets the eye

There's a new appeal...and the secret is color!

1. The sleek line, the bare back, the news . . . the maillot! In a thin-striped violet-and-white Lycra with wide white stripes down the side. By Eres. About \$55. At Henri Bendel; Burdine's; Marie Leavell.
 2. What's in back of a beautiful violet maillot?—beautiful bareness—the best (the longest!) line on the beach. By Eres, of Lycra. About \$50. At Bloomingdale's; Burdine's.
 3. The original racing maillot—the perfectly simple classic tank suit. This time, sleeker-fitting, *prettier* in violet with crisscross back straps. By Monika for Elon. Of nylon and Lycra. About \$26. At Lord & Taylor, N.Y.; Jordan Marsh, Florida; Swanson's; Sakowitz.
 4. The maillot—super-sleek violet banded in turquoise—cut very low in back, cut high on the leg for a long, long line. *And* a matching sarong to wrap as a skirt . . . as a strapless beach dress . . . a halter dress. Whatever you do, it does a lot for you—holds right on the body, looks marvelous! By Giorgio di Sant'Angelo, of Antron nylon and Lycra (United Elastic, a Division of J. P. Stevens). Maillot, about \$70; sarong, about \$80. At Bonwit Teller; Nan Duskin; Jacobson's.
 5. There'll always be a bikini . . . and when you want to show more of a good body, this is one of the prettiest ways—the tiny violet-flowered bikini, from Lilly Pulitzer. With its own news: a perfect little wrapper—just like the robes she's been doing for men—in the same violet print. Bikini, of nylon tricot, about \$26; robe, of polyester and cotton, about \$44. Both, at The Lilly Pulitzer Stores.
- Both pages: hair, François of Suga; makeup, Sandra Linter; accessories, next to last page. Background here and the next eight pages, the East 23rd Street Swimming Pool, photographed through the courtesy of the New York City Parks, Recreation, and Cultural Affairs Administration.
- **BEAUTY PLUS:** A beautiful makeup with the violets here (violets everywhere!) comes from Love—Love's new Shine-On Lip Glosser in Polished Wine—a rich, deep shade that gleams, gleams, gleams! To keep the same vibrant color going, Creamy Cheek Color in Red Wine. . . . For eyes, there's the happy summer news of Love's Waterproof Eye Color and Waterproof Mascara—colors you can really swim in. Good with violet, the shadow in Sea Heather and their new super-soft shade of Charcoal mascara.



THERE'S MORE TO A BATHING SUIT...





The secret of looking great in a maillot... is knowing which one to choose

1. The white maillot, pure and simple—the thinnest, lightest stretch maillot cut straight across the top, with crisscross straps in back. By Jean-Louis Scherrer, of Lycra. About \$165. To order, at Bergdorf Goodman.
 2. The girl wrapped in gauze. The point: some of this summer's prettiest wrapping is for the beach. Here, to give you the idea, pieces of gauze wrapped as a sarong . . . as a skirt . . . scarf-wrapped for a small, neat head (and for sun and wind protection) . . . And pieces of gauze knotted together to make the perfect little carrying sack for beach essentials.
 3. The most revealing—a second-skin maillot that bares more than it covers—completely sheer back, cut very low and sheer cut-away sides—a maillot for the best bodies . . . the most liberated beaches! By Stephen Burrows. About \$38. Maillot of Antron nylon and Lycra. Sheer sides of Antron nylon and spandex nylon (United Elastic, a Division of J.P. Stevens). At Bonwit Teller; Nan Duskin; Higbee's; Sakowitz; Diamond's; Joseph Magnin.
 4. If you didn't think you could wear a maillot, think about this one—all the bareness you want and a lot more hold than you'd ever expect—the white maillot from Courrèges with a self-lining of Lycra. At Courrèges Boutique, N.Y.; Sakowitz. About \$60.
 5. The perfect cover-up—the oversized terry poncho—in a small white-and-Bordeaux print—it's like wrapping up in a big marvelous towel after a swim, at home after a bath . . . or to just relax in. By Ungaro. Of cotton velours. About \$175. At Martha. Hair, both pages, François of Suga; makeup, Sandra Linter.
- **BEAUTY PLUS:** The secret of keeping dry, sensitive skin looking—and feeling—its best is moisture. The news is Helena Rubinstein's Skin Life Deep Moisture Day Care Concentrate—an extra-rich moisturizing lotion to wear under makeup or alone. It conditions all day, soothing and softening skin—and if you need this kind of help—summer is the time you need it most!

THERE'S MORE TO A BATHING SUIT...



The secret of the unconstructed bathing suit is in the fabric... and the charm is in what you wear with it

1. The racy tank suit—one of the lightest little maillots. Brown shadow stripes, with crisscross straps in back and just the tiniest bit of lift to the top. By Cole of California. About \$29. Of Antron nylon and Lycra (Charbert fabrics). At Bergdorf Goodman; B. Forman; L.S. Ayres; Liberty House, Hawaii.

2. *The* maillot to collect—to really swim in!—the least constructed of all. Sleek and bare, with a plunging back, plunging V-neck, in a wonderful new sun shade of terra-cotta (its “name” is Sexy—need we say more!). By Gottex of Israel. Of nylon and Lycra. About \$32. At Lord & Taylor; B. Forman; Furchgott's; Hovland-Swanson; Battelstein's.

3. The Charmer!—a beguiling little sundress that you won't save just for the beach—the easy little smock-dress gathered from a square neck, with loose wide kimono sleeves, toggle buttons, and the built-in freshness of a Liberty of London cotton flower print! By Jean Muir. About \$140. At Henri Bendel; Nan Duskin; Bullock's Wilshire.

4. The beach Missonis—varying stripes of aubergine-and-white cotton knit on a bare, bare bikini and step-in skirt that dresses it for lunch . . . for later. It's one of the best—easiest!—ways to pull a great look together—and a nice way to have Missonis in the summer! Bikini, about \$65; skirt, about \$185. Bloomingdale's; Garfinckel's; John Baldwin; Ultimo; Sakowitz; Charles Gallay.

5. What bikini lovers are always looking for: a really good basic black bikini. And this one has more to it—a plunging halter top with more holding power than you'd expect from something so bare. By Sirena, of Lycra. About \$18. At Gimbels; Jacobson's; Battelstein's. Both pages: hair, François of Suga; makeup, Sandra Linter; all accessories, next to last page.

● **BEAUTY PLUS:** With pretty new sun colors in the terra-cotta-to-brown range, try the new makeup colors in the same warm family. To gleam on the mouth, Super Luscious Lipstick in toasty Earth Brown. The nail enamel (and don't forget toes—summer is pedicure season!) is Gingerwood Perfect Makeup for Nails. Both, from Ultima II by Charles Revson.



DEBORAH TURBEVILLE





The secret of this summer's beachdressing is... all in the putting-together

1. The dress that dresses the bathing suits here . . . anywhere: an easy, pretty smock in black crinkle cotton—the lightest, coolest summer fabric. With tiny buttons on the shoulder, long sleeves to roll, sashed waist—a dress that covers you going to/coming from the beach, at lunch, drinks, anytime! By Amerikan Climax. About \$29. At Bloomingdale's; Lazarus; Goldsmith's; Burdine's; Sanger-Harris; Bullock's.
2. The shirt to tie over a bathing suit—the simple, silky black shirt that looks sensational—sleeves rolled, buttons opened—pulled low on the hip, over a matching black halter-top bikini . . . over any of the bathing suits here. By Jantzen. Shirt, of Antron nylon and Lycra (Deering Milliken fabric), about \$20. Bikini (Fulton County Silk Mills fabric), about \$20. Lord & Taylor; Kaufmann's.
3. The strapless bikini—best friend an even tan ever had! With a bandeau top in vivid stripes of green, red, blue with black, solid black bottom. By Jantzen. Of Antron nylon and Lycra (Deering Milliken fabric). About \$20. Lord & Taylor; Jordan Marsh, Boston; Wanamaker's; Hutzler's; Kaufmann's; Burdine's.
4. Swimmer's stripes—a pretty, lightweight, serious-swimming maillot in blue-and-black with a bare back, tiny bow tie in front. By Catalina, of Antron nylon and Lycra (Deering Milliken fabric; striped fabric by Gilbert Frank). About \$26. Lord & Taylor; Jordan Marsh, Florida; O'Neil's; L.S. Ayres; Younkens; Harzfeld's; Diamond's; J.W. Robinson.
5. The striped-and-solid bikini—a little bit of print, a lot of bare skin—solid black halter top, blue-and-black stripe-front bottom (same stripes as the maillot, at left). By Catalina, of Antron nylon and Lycra (Deering Milliken fabric; striped fabric by Gilbert Frank). About \$18. Lord & Taylor; Diamond's; Bullock's. Both pages: hair, Christiaan; makeup, Sandra Linter and Ariella. Accessories, next to last page this issue.



You can live in a bikini all day... the secret is a wonderful terry covering



1. The classic top—the V-neck pullover—in soft navy terry. Easy enough to slide off the shoulder, with long sleeves to roll up—the kind of top you're always looking for to slip over a bikini for lunch . . . for any time you want to be covered. By Jaeger, of cotton and polyester. About \$75. At Jaeger International Shops.

2. The soft peach terry beachdress with delicious little touches—loose, floppy sleeves, roomy pockets, cord sash, snaps down the front—the perfect dress to put over a bathing suit and take anywhere. (And this is the new, super-soft terry that also goes to town this summer!) By Stephen Burrows, of cotton and nylon (Gloversville Mills fabric). About \$66. At Henri Bendel; Nan Duskin; Higbee's; Sakowitz; Diamond's; Giorgio.

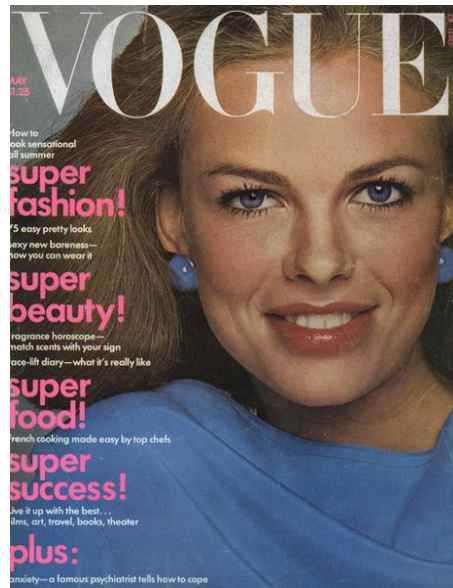
3. Don't forget a terry robe—the all-time beach covering (not to mention its bath/shower life at home). This year's—the shortest take on the classic wrap robe, in navy with wide, loose, sleeves . . . very sexy. By Jaeger, of cotton and polyester. About \$75. At Jaeger International Shops.

4. Neat, cool pieces of white terry—short shorts and a T-shirt with cap sleeves—a terrific way to be bare on the beach when you're not in a bathing suit. Just as handy to have around for tennis, boating, exercising, etc. By Lois Anderson for Tannerway, of Orlon acrylic and Dacron polyester (Claridge Knits fabric). Shorts, about \$20; top, about \$18. At Bonwit Teller; Nan Duskin; Marshall Field; I. Magnin.

5. The bikini to live in—to sun in!—the red strapless bikini—nothing to spoil the bareness! With pin-tucking on the bandeau top (it rounds out small curves in the nicest way), more tucks on the bottom. Christian Dior for Saks Fifth Avenue. About \$35. Of nylon and Lycra. Accessories, next to last page this issue.

There's More to a Bathing Suit Than Meets the Eye

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