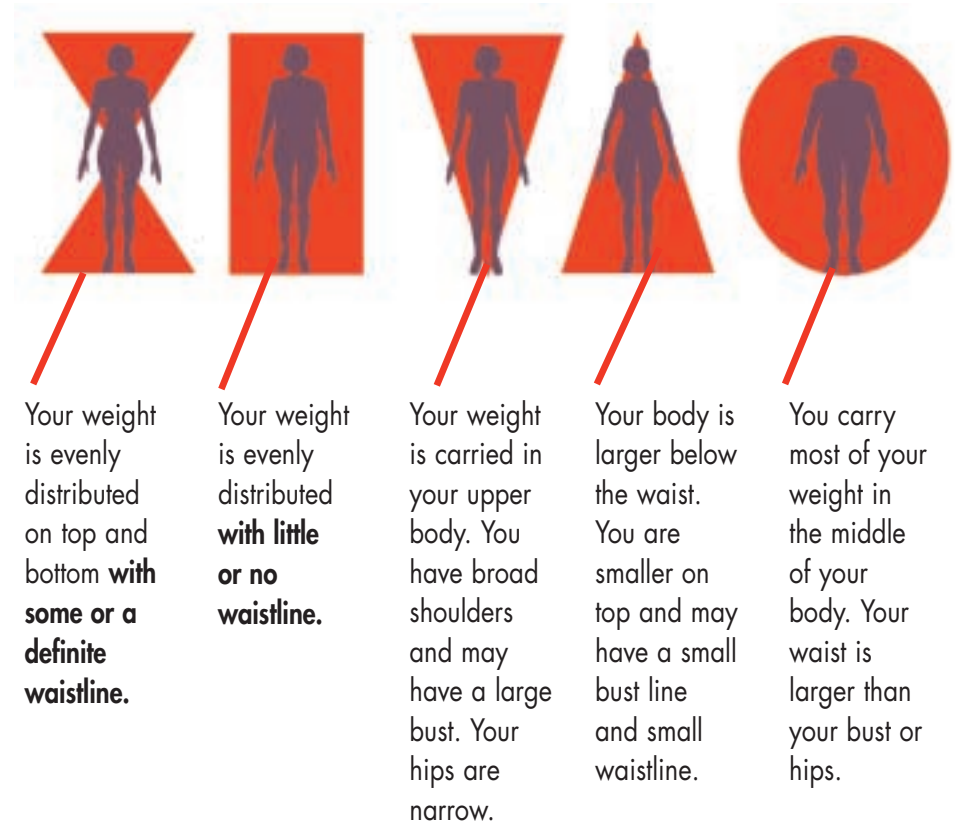


EDITORS' CHOICE: FIGURE TYPE SELECTIONS

In the pages ahead we've chosen new designs from Vogue, Butterick and McCall's pattern books to compliment and camouflage each figure type. Designs are shown in the new Spring/Summer 2004 color palettes.

Try our suggestions from each season's color palette, applying the coordinating fabric ideas that suit your own personal coloring to the pattern that suits your figure type.

LOOK FOR THESE SYMBOLS:



EDITORS' CHOICE

SPRING'S "MOST WEARABLE" CAPSULE WARDROBE



McCall's 4394 Palmer/Pletsch
Classic Fit—The Perfect Wardrobe—Coat, Jacket, Dress, Pant and Top.
Sizes 8-24

Go from day to evening in this fabulous Palmer/Pletsch wardrobe! Let us show you how to adapt all five of these wonderful pieces to any lifestyle, size, budget or occasion.

We love the freshness of the sheath dress, worn alone or with its ensemble coat. It's great for the office in a lightweight wool crepe or gabardine. Accessorize it with pearls, a silk scarf, and matching pumps and handbag for a conservative look.

Add pizzazz to your wardrobe with a bright colored jacket. Trim the jacket in your own creative style of embroidery in matching or contrasting colors. Pair it with pants or the sheath dress, multi-colored sandals and of course, your new dangle earrings.

Go casual with a coat in denim, cotton poplin, or water-repellent cotton poplin in a great bright or pastel color or a khaki color. Compliment the look with jeans or a cotton spandex pant or Capri pant. Add a t-shirt, a wonderful textured oblong scarf, a bright colored handbag and sandals, bangle bracelets and big sunglasses.



This pattern has fitting lines that enhance your trim waistline.



Skim the body or add shape with the vertical fitting lines of this pattern.



Add shoulder pads to balance the width of your hips.



Taper the hemline of the coat, jacket and dress to enhance the slimness of your lower body. Wear a darker, more subdued colored top to diminish the size of your upper body.



The vertical design lines of this pattern create visual length and a slimming effect to your middle body. These garments should be fitted to skim the body and not be tight around the middle. Choose a darker, more subdued color.



X SPRING/SUMMER 2004 PATTERN PICKS: *hourglass*

McCall's 4459

Your goal in dressing is to choose garments that skim the body and accentuate the curve of your waistline.

Pattern Picks:

Vogue 2808 Jacket & Skirt , Sizes 6-22

McCall's 4459, the NEW Palmer/Pletsch Classic Fit, 3-Hour Perfect Trousers, Sizes 8-24

For the hourglass figure type we have chosen a wardrobe that includes the "Ladylike Suit". We have added a trouser for the look of a pantsuit and to add a casual flair to the jacket.

The fashionable side buckle detail of this jacket, lends itself to a high fashion look as well as a casual look. Suitable for lightweight wool crepe or gabardine, or linen, we also think it would be fabulous in cotton poplin with a Capri pant. Try khaki, or a wonderful pastel color. Mix it up with jeans and a bright colored jacket.

Also suitable for:

- You will need some waistline shaping to wear this jacket.
- ▼ The slim skirt will enhance your lower body slimness. Wear all one color or choose a darker color for the jacket and remove the shoulder pads to balance your shoulders to your hips.
- ▲ Add shoulder pads to balance the width of your hips. Wear a darker colored skirt or trouser to diminish the size of your hips.

Vogue 2808



Your goal in dressing is to enhance your angular body shape with straight lines or semi fitted shapes if you have some waist definition.

rectangle



Pattern Pick
Vogue V2793 Jacket & Skirt
Sizes 8-18
Butterick 3397 Skirts, Shorts & Pants
Sizes 8-24

Vogue's jeans-styled jacket worn with a soft pleated skirt epitomizes the "masculine/feminine" mix in fashion for spring 2004. We have added a wardrobe of pants, shorts and skirts from Butterick to give you added options in mixing and matching.

The jeans jacket can be a casual classic or dressed-up in brocade or in silk with beading and embroidery. We love it mixed with a soft chiffon or silk crepe de chine pleated skirt or you can take your sportswear to "jet-set styling" with a mix of vibrant colors, bold accessories and gold sandals.

Also suitable for:

- ▲ This wardrobe will work for you if you add some shape to the side seams of the jacket to enhance your waistline.
- ▼ Remove the breast pockets from the jacket for a cleaner vertical line and add some shaping if you have some waist definition.
- ▲ Add shoulder pads to balance your shoulders to your hips. Choose a darker, more subdued color for your bottoms to diminish the size of your hips.



inverted triangle ▼

Your goal in dressing is to diminish the size of your upper body and enhance the slimness of your lower body.



Pattern Picks

McCall's 4391
Lined Jacket,
Pants & Skirt
Sizes 6-20

McCall's 9233
Palmer/Pletsch
Perfect Fit Pants
Sizes 8-24

The Chanel-styled jacket is perfect for a person with a large upper body. The collarless jacket slims with a deep V-neckline and the vertical design lines add length instead of width to the upper body.

Choose the very "now" look of lightweight tweed for the jacket. Add fringe, piping or another creative embellishment of your choice. You will be best in a darker, more subdued color for the jacket and a lighter colored bottom. The semi-fitted jacket should skim the body and never be tight.

You'll love mixing this jacket with jeans, matching skirt and lighter colored (remember, You're the girl with the slim hips who can wear the white pants) pants or capris. We've added the Palmer /Pletsch jeans pattern to this wardrobe mix.



Also suitable for:

- ✕ This is a great style for you.
- ▲ Choose a lighter and brighter colored top with shoulder pads and a darker, more subdued bottom.



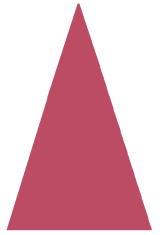
NON-STOP WARDROBE



www.mccallpattern.com

Your goal in dressing is to balance your body shape by adding width to your shoulders and visually diminishing the size of your hips. You will appear slimmer if you accentuate your waistline with semi-fitted silhouettes.

triangle



Pattern Pick
McCall's 4467 Lined Jacket, Top, Bias Skirt & Pants
Sizes 6-20

One of our favorites, this five-piece wardrobe is perfect for the triangular body shape. The semi-fitted jacket enhances the waistline while the broad collared lapels add width to the upper body. The soft fluid skirt skims over and camouflages the hips while adding a touch of fashion. What more could you ask for! Choose a lightweight gabardine or linen for a matching, sophisticated pantsuit look. Add a soft solid or printed silk skirt and top. Choose denim for the jacket and mix it with a soft printed chiffon skirt and a t-shirt.

Also suitable for:



Another good pattern for you.



Straighten the seams at the waist, but retaining some shape, even if you need to wear it unbuttoned. The slight tapering of the jacket and the flare of the skirt give the illusion of an hourglass figure.

the "O" shape


Your goal in dressing is to create the illusion of a waistline and lengthen and slim your torso.

Pattern Pick
Vogue V2804 Jacket, Top,
Dress, Skirt & Pants
Sizes 8-24

The outside lines of these five separates are straight and will skim nicely over the body. We love the easy mix and match of these smart pieces. We would suggest choosing a darker, more subdued color for the top. Remember that white catches the eye, draws attention to and enlarges the area that you put it on. You will want to visually diminish the size of your torso.

Choose a sophisticated lightweight wool gabardine or wool crepe that drapes well. Look for a casual line or linen mix that again has a soft drape to the fabric. You do not want a crisp or stiff fabric or you will look boxy.

Also suitable for:

-  The straight lines of this pattern will flatter your angular figure style



a suit for many figure types

Palmer/Pletsch has a new suit pattern, McCall's 4232. The new jacket can be worn by many figure types. It is shaped in at the waistline, but if you are thick in the middle, just let out the seams.

The pattern includes alteration lines printed on the tissue. Both Marta's and Pati's jackets are wool crepe. Pati used Perfect Fuse Light on all pieces except the sleeve.

There are buttons under the collar where the front laps. Marta altered the pattern to meet at the center front rather than overlap. She left 5/8" for a seam allowance. The collar needs to be adjusted as well to fit the narrower fronts. Marta made hers just come together at center front. For more information about the embroidery, see page 21.



Flattering Tip:

Need to camouflage a full tummy? Adding shape in the waist area helps.

Below, Marta Alto and Jean Baxter wear the same shirtdress.

This dress has back darts, which help provide a slimming look. You can add darts to the back of any dress or top to create a more flattering look and "essence of waistline."

Both Marta and Jean left the front darts out to accommodate their tummies



This wrap top has a tie across the back, pulling the fabric in and creating shape. The front is straight.

McCall's 3254

McCall's 4007