

Pleats Please

By Mary Carlson

This article is derived from the March 1929 issue of *McCall's* magazine. It stated that "fullness is everywhere in dresses of grace and softness. If the tailored frock adheres to the straight lines, it too must be feminine."

Many of the illustrations featured in the *MAFCA Fashion Guidelines* show only the front of the garment. Shown here are four dresses with front and back views, with each featuring pleats on both front and back of the skirt portion of the garment.

Spring Tailored Frocks Feature Back Fullness

"These two frocks show the way in which back fullness appears most frequently in the new daytime frocks. Pleats in the back give an all around flare to the hemline and they are stitched down far enough to keep the hipline slender as well as to prevent being pressed out."



Paris Centers Style Interest at the Hipline

"It seems no longer news to say that most smart silhouettes are based on slender hiplines, but the ways in which hiplines become slender change almost every month. There are wide girdles to mold hips, fitted skirt yokes, pleats stitched down to below the hipline, and now a favorite new way of accenting slender hiplines this spring is by means of seaming shaped in a curved or slanting line. These curved or diagonal seaming at the hipline give any frock an attractive complicated air, although in frocks like these, straight in line and bloused by a belt, they are in reality simple."



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