

FASHION LEADERS PREVIEW  
SCHIAPARELLI FRAMES

AO News  
Dated: September 19, 1957

NEWS September 19, 1957

## Fashion Leaders Preview Schiaparelli Frames



At fall preview of Schiaparelli Follow up Frame Collection on August 30: D. W. Morrill, AO Frame Marketing Manager; Stanley Weiss, Vice President, Schiaparelli, Inc.; Benton Blair, AO Frame Product Manager; Robert Lancey, AO Frame Style Consultant; John Brunelle, Vogue New England Manager; Miss Gravett; AO President, E. W. Schumacher; Claude Bernheim, President Schiaparelli; Miss Ballard; E. W. Tillyer, AO Asst. to the Vice President; and H. P. Brigham, AO Advertising Manager.

On August 30, two of the women whose opinions and comments on current style trends cast a wide influence in the world of fashion, accompanied Schiaparelli executives on a visit to AO. Catherine Gravett, associate editor of Vogue Magazine, the acknowledged "Bible" of fashion, and noted stylist, Bettina Ballard were here to preview the latest models of the Schiaparelli-inspired collection of eyewear. AO is exclusive distributor for this high-style frame line, and the new models are scheduled for incorporation into the line this Fall.

The original collection was released nationally last year; the new models are the "follow up" collection, featuring new frame colors and the latest in ornamentation trends. Among these new shades are unusual concepts of blue, rosy pink, gray and bronze tones. The trims feature unique settings – clusters of rosettes, a ribbon effect in a tailored trim, and distinctive flower motifs. "Jewels" most in focus in the new collection are pearls and Austrian crystals, but the sophisticated metal trims, in colors to harmonize and emphasize this year's unichrome trend are outstanding on these new and important fashion accessories.

Along with the new models, the two fashion leaders to whom AO played host, saw the newly designed presentation case, a modernistic book style case – another exclamation point of fashion, continuing AO's contribution to the world of top fashion.

All over the country fashion authorities – editors, feature writers, and stylists have, like Miss Gravett and Miss Ballard, been warm and enthusiastic in their praise of the new frames which add beauty and glamour to the American woman's most important and flattering fashion accessory.