

## Fashion

## It's hello to your face, not to your feet

By Rhoda Feldman

Interviewing Estee Lauder is truly interviewing a legend. Chairman of the vast international cosmetics firm that bears her name, Lauder's beauty expertise is matched only by her reputation as a hostess. She's a friend to the accomplished, the rich, the famous, the royal and to many who are all four. There were years when her social calendar included the anniversary parties she gave for the late Duke of Windsor and his duchess.

In a luxurious Manhattan office — decorated with splashes of the distinctive Lauder blue — flower-filled vases and silver-framed photos of presidents past and present, the Windsors, the late Princess Grace form a backdrop for this vibrant woman who, at five feet four, is a giant in terms of warmth and energy.

She is co-founder — along with her husband, Joseph H. Lauder — of the cosmetics firm, and a presence in the business of international beauty.

A typical day includes phone calls to the president of Harrods in London about the launching of the new JHL perfume and to Paris regarding beauty, American-style, lunch with German accounts in New York; tea at the Palm Court with friends. Her evening schedule may include two parties, perhaps for the Prince and Princess Aga Kahn, for Douglas and Mary Fairbanks.

Lauder wants to fix us all up. She wants to fix me up in particular. "In rain or sleet or snow, care for your face. Look at your face. It takes only two minutes in the morning. Don't just run out. People say hello to your face, not your feet. And makeup gives you a lift."

If your dress is old and you can't afford a new one, "buy a scarf, buy it on sale, drape it sideways around your neck. It's the most flattering way to wear it. It's young and hides the neck. Secure it with a pin, it doesn't have to be a good one, and with new makeup you have a new look."

Lauder thinks what we need in these times is a new face. Even a new lipstick will do, along with the two-color eyeshadow compacts. And muted colors should be used over brights. She says she carries a blusher of tender peach, and powders her lips before applying lipstick so she never has to freshen it at the dinner table; it stays on all evening.

## Have to stay with it

When she launched the business in 1946, no one could visualize where it would lead, she says. "You just go on, not wishing for a huge success, but working for it. If you want to be a huge success, you have to stay with it. Nothing's easy, even for me."

Where it has led is to the creation of fragrances, as well as a complete range of treatment, makeup and bath preparations for women, and, for men, the Aramis master plan, which includes more than 100 grooming aids. There is also the Aramis 800 skin care range for men's total body care.

American-born, Lauder says she wanted to be a doctor but marriage to Joseph Lauder, now executive chairman of the firm, and the birth of two sons, Leonard and Ronald, short-circuited that desire. (Leonard is now the firm's president and chief executive officer, Ronald, the younger of the two, is executive vice-president and chairman of the international division.)

So she decided to develop beauty treatments for women, the first products based on her dermatology-minded, beauty-conscious, Viennese family's formulas. When beauty editors and buyers tried her oils and lotions and were convinced of their effectiveness, she was launched.

One of her first overwhelming successes, Youth Dew bath oil, made the firm one of the largest sellers of bath oil in the United States, eventually one of the largest sellers of fragrance in the world. Estee Super perfume, Clinique, a fragrance-free, allergy-tested cosmetic line, and more perfumes including Alliage and her personal fragrance Private Collection followed.

Over the years there have been many changes. Looking at the world of cosmetics, she notes that women once used a single box of face powder for 20 years. Now they change their makeup regularly to give them a lift.

But certain things do remain the same, among them the matter of style. The Duke and Duchess of Windsor were great friends, she says, "and we were hosts for the couple's anniversary parties the last five years of the duke's life." Lauder says she still visits the duchess, who is ill and living in seclusion in Paris. Thinking of women with great style, it's the duchess's name that comes to mind, Lauder says.

## A certain security

"Women with style walk great, walk straight. It's the way they wear their things that counts. Their faces are made up well. They have a certain security, knowing they look beautiful."

"The Duchess of Windsor knew what to do with her face, her hair. She would wear the same dress one year after another. She wore all the shades of blue — from navy to blue-violet. She knew what her color was, and her style, and stuck to it."

Lauder herself has the look and leads the life of great style. She's a blonde who knows that greens and beiges are best for her; her carriage is erect, her outlook practical.

And the formidable combination of Lauder energy and warmth isn't directed only at the world of beauty. There's the Lauder Foundation which donated the first Adventure Playground to New York City's Central Park and has since opened others.

And her position in the business of beauty has been acknowledged by many honors. She's been named one of *Harper's Bazaar's* 100 Women of the Year, and business and financial editors have named her one of the 10 top outstanding women in business. She's received the insignia of the Legion of Honor from the government of France and the Medaille de Vermeil de la Ville de Paris, the highest honor of the city of Paris.

Lauder's parting advice:

□ On skin care: Keep your skin immaculately clean, nourish it thoroughly, never apply makeup without first using a moisturizer.

□ On makeup: Find your own individual look, using just a few rules. They include always using separate daytime and evening looks, "different light can make one look over-painted or washed out." No matter how much makeup you use, never let it look like too much — glowing, natural, radiant are her key words. Avoid extremes that make you stand out in a crowd like a Mata Hari ("it's unattractive and tasteless"). Keep up with what's new in beauty. Nothing dates a woman as much as "dull lipstick and heavy foundation or flour barrel" face powder.

□ On fragrance: Always wear it generously on your right wrist, arm and after if that's the hand you shake hands with; your left if you're left-handed. If your hand may be kissed, wear fragrance up to the elbow. To make the most of a floppy skirt or short pants, wear fragrance from hips to knees. Smooth it generously on your upper arms, no matter what length your sleeves are — the fragrance then moves when you do.



At five feet four, cosmetics firm chairman Estee Lauder is an energetic giant in the world of international beauty.

## Never be last to leave a party

Estee Lauder, the international expert on beauty and how to live beautifully, thinks women are too hard on themselves.

"Holidays should be a happy time for everyone, but it's easy to get so caught up in the preparations you forget to enjoy them yourself," she says.

We ought to approach the season with "management, not martyrdom. . . . Don't feel you have to do everything yourself. Get help if you need it and don't feel guilty about it."

"Use the telephone as much as possible for ordering, supplies, and have things delivered. . . . Her strategy for memorable entertainment: Have an interesting first course and a spectacular homemade dessert."

"People remember the beginning and the end of a meal; everything in between must be of superb quality and

prepared simply. For most people, good conversation and a relaxed hostess are the important things."

And she recommends engaging all the senses, using music, flowers, fragrance — scented candles in the foyer caught up in the preparations you forget to enjoy them yourself," she says.

Moderation, not deprivation, is Lauder's approach to a hectic holiday social schedule, one she manages, combined with her business duties, to get through looking rested and radiant in the morning.

Her survival formula: Accept invitations but never be the last to leave the party. Allow yourself a taste of whatever looks tempting but be satisfied with just a taste. "Self-discipline isn't self-denial; it's just a matter of making choices, of taking responsibility. With practice, it comes naturally."

Some personal tips: When there's

only an hour between the business day and an evening out, take a warm bath laced with skin-softening grains to replenish energy. Stretch away tension with some easy exercises — neck rolls, side bends, arm circles — and smooth on a refining mask to firm and moisturize the face. A soothing rub with body lotion and a 15-minute rest with your eyes closed in a darkened room should still give you time to slip into your clothes and be ready on time, Lauder says.

"Even if you are generally conservative with makeup, holidays call for a new approach, more polish, a fresh young glow, jewel-like colors that hold their own after dark. Try to look as though you're being seen through candlelight. One lovely source — a versatile glossing stick that adds a sheer golden overlay to any lipstick color. It's long-line lip polisher in Heirloom Gold that does it, along with matching

nail lacquer," Lauder advises.

For more discreet touches of dazzle, dust bare shoulders with perfumed body powder and buff lightly to bring out soft pearly highlights.

She also recommends an intensified skin-care program as part of holiday beauty plans. "Cold and wind pull the moisture right out of your skin, and winter sunlight is just as damaging as summer's."

Switch from soap to cream cleanser, use protection tonic with sun screen and use a skin-nourishing product, she suggests.

Some beauty lifesavers for the season's long nights, she says, include a concealer to make dark under-eye circles vanish and a lip-line pencil that shapes the mouth and stays put all evening. And adapt your personal fragrance for the season. She suggests her Private Collection — it's warm and outgoing.

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## Casual look inching closer to oblivion

By Bernadine Morris  
N.Y. Times News Service

NEW YORK — What the leaner, more structured spring clothes, presented recently on both sides of the Atlantic, have in common is a sense of formality.

The tailored T-shirt, love beads and distressed blue jeans regime has become a fashion memory. The relaxed, comfortable casual look may also be ready for fashion's graveyard.

In Paris, and to a lesser extent Milan and New York, the return to a closer fit is linked to more seductive clothes. Narrow skirts are often cut so they cup the figure. Dresses that wrap manage to unwrap provocatively as the wearer moves or simply shifts her weight.

## Care with accessories

They are usually presented with careful attention to accessories — including wide-brimmed hats, lace and even kid gloves and spike-heeled shoes — of mannequins whose hair is shaped to their heads and whose makeup is applied with precision.

Are North American women, whose lives have changed so precipitously in the 20 years since comparable clothes were available, ready for such dramatic changes?

Designers, of course, insist they are. But they also acknowledge a commercial

influence on their social thinking. The price of clothes is escalating, like everything else, and to stimulate buying they feel they have to offer women clothes different from any they already have.

A simple change in hem lengths will not do. Hemline revolutions have been discredited since the mini-midi furor more than a decade ago and the consequent decision of women all over the world to switch to trousers. What was necessary was a drastic revision in the cut of clothes and the manner in which they are worn, and this most designers have made a concerted effort to accomplish.

They are most successful in their revival of the tailored suit, which certainly has a place in most women's wardrobes. The best suits are neither tough nor boring, though they employ striped and checked patterns usually associated with men's clothes. A simple touch, like a contrasting color lapel, a specialty of Bill Blass, is sufficient for design interest. Blass also manages to avoid the too-tight fit that many feel is necessary to avoid a masculine look. But then he was trained as a tailor and doesn't have to resort to tricks.

With structured jackets, high-collared blouses and high-waistband skirts, Calvin Klein is a major expo-

nent of the strictly tailored suit, along with strapless evening dresses with peplums or rhinestone embroidery. The clothes, with their carefully chosen accessories, represent a major change from the throwaway chic with which he is associated.

## Wrap-and-tied dresses

Halston continues to express his penchant for understated daytime clothes while developing a new concept of wrap-and-tied dresses for evening.

Dress styling has generally received more attention. When the sportswear era was unchallenged, designers tended to throw in a few smocks and chemises among their multitudinous jackets, trousers and skirts for the troglodytes who preferred one-piece styles.

Now the tailored dress is viewed as an acceptable alternative to the suit, and the short, festive dress is widely endorsed for evening, contributing to the great variety in evening clothes for everything from little dinners to gala charity balls.

A foremost exponent of the grand style is Oscar de la Renta, who has long been at home with lavish ball gowns and who combines velvet with pique and lace with organza in sumptuous dresses not planned for the self-effacing.

Not every designer has found it necessary to return to time-honored concepts of seductive dressing. Geoffrey Beene, who has been carving out his own ideas of how women can look fashionable but still feel comfortable, has not thrown out any hard-earned gains in easy dressing. His suits are not structured. His skirts have easy fullness as often as they are slim. Though luxurious, his fabrics are always supple. It is not necessary to bind the body, he insists.

Ralph Lauren has turned his back on what is going on elsewhere in the fashion world, doing a spring collection almost exclusively in white linen and preserving ease as well as luxury.

Designers, who virtually ignored spring last year, concentrating instead on informal summer play clothes, have chosen spring collections as their springboard for a new formality in dresses. The question remains whether their customers are as ready as they are to give up the rather formless if comfortable way of dressing for the strictness and grooming they now endorse. Zoran, something of a cult figure with his minimalist separates cut so casually that one size fits most bodies, obviously does not see a major change ahead. "Comfort is No. 1 for me," he says. "Clothes have to be simple and easy."