

# Crescendo

A P P A R E L

At Crescendo Apparel, we see every detail as an opportunity to emphasize what's gorgeous about your shape. Every stitch is sewn to lengthen your lines, every silhouette designed to balance your proportions. And for women with small waists and full hips, our pants and skirts are cut to fit, eliminating the dreaded "gap at the waist."

We take our cues from Hollywood icon Marlene Dietrich, who once said about her famous legs: "Darling, the legs aren't so beautiful. I just know what to do with them." Naturally, we had to name a pair of pants for her.



**A sweeping cowl neck** creates a swan-like décolletage.

**Wide neckline** broadens shoulders, making your waist look even smaller.

**Slightly longer, roomier sleeves** than most, offering you coverage while maintaining a short-sleeve look.

**An integrated bandeau** defines your waist, cinching the smallest part of your middle.

**Front closure** lays flat without adding bulk.

**Angled pockets** create an hourglass shape.

**Our pants** are cut with roomier hips and a smaller, form-fitting waist, eliminating the "gap at the waist" so many women experience.

**Substantial waistband** hugs your middle.

**Waistband** with a center back seam makes it easy to take in or let out the pants.

**A crisp seam** travels down the front of the leg. The effect: longer gams.

**A full leg** balances your silhouette.

**Tropical wool** feels great in spring, summer and fall.

**Slate gray**, the new black, works with virtually every color in your wardrobe.

*Veronica is wearing our Marlene Pant, named for Ms. Dietrich, of course. We've paired the flattering, full-legged pant with Crescendo's Kimono Top in plum.*

Crescendo's Founder and President Kathryn McKechnie understands her customers' dressing-room challenges so well because she faces the same issues herself. The fashion enthusiast spent much of her adult life loving clothes that didn't exactly love her—or her curvy figure—back. She discovered that a mere 4 percent of American women have the narrow hips necessary for the straight, unforgiving cuts of most design houses. Meanwhile, more than 64 percent of American women have small waists and full hips. She founded Crescendo to give women not only fashion that fits, but the luxury of feeling confident and comfortable in their own skin.



**The Versailles Skirt.** Crescendo's skirt lengths are universally flattering. Hems hit in a range just above the knee or, as in the triple hem of our flouncy Versailles Skirt, just below it.



**The Martha's Vineyard Pant.** All of Crescendo's back pockets are strategically placed to deemphasize the derriere and smooth out your profile.



**The Brio Dress.** A gathered sleeve detail on our kicky shirtdress for spring creates the illusion of a short sleeve. But the underside, a trouble spot for many women, offers coverage.



**The Madison Avenue Skirt.** A high waist and wide waistband on our sexy secretary skirt envelops the smallest part of your middle, elongating your legs in the process. A color-blocked pocket, reinforced by subtle piping, draws the eye in and down.

*Crescendo*  
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Crescendo Apparel, in sizes 0 to 20, is available by appointment in studio, via exclusive trunk shows in boutiques and at private events. **888.215.0270**, [www.crescendoapparel.com](http://www.crescendoapparel.com)