

Spring/Summer 2010  
[www.crescendoapparel.com](http://www.crescendoapparel.com)

# Crescendo

A P P A R E L





### THE SERENADE

The Serenade, in a bold, check-me-out print, transitions from day to night effortlessly. Wear it on your balcony, as your lover (or just some guy with a lyre) croons his adoration. *Jersey in a bold, cream-and-black print.* MSRP \$258.



### THE BOHO

Tumbling to your ankles, our boho-chic maxi dress is drenched in inky colors, including candy pinks, teals and a black so black it's blue. The opulent silk puts the *chic* in boho-chic, catching flecks of light as you move in the sun. *Bodice in black bamboo jersey; bohemian print in silk.* MSRP \$245.



### THE FIRST LADY

Our First Lady pant re-imagines the traditional tuxedo trouser, infusing that otherwise masculine cut with lithesome femininity. We lost the satin side stripe of the original, opting instead for subtle piping down the leg. Our muse, First Lady Michelle Obama, would radiate in these. *Triacetate in black with a slight sheen.*  
MSRP \$298.

### THE KAYLA

Yes, these pants are white. Stay with us now. White pants can be as flattering as a doting lover if they're made for your body. Our crisp Kayla pant, with slight, vertical ribs, grants the world permission to dote on you, too. *Denim twill in white; slight, vertical ribbing.*  
MSRP \$225.

Paired here with our **ZEN TANK**, available in bamboo or luxury jersey in cobalt (shown), plum, nail-polish pink, Caribbean sea, white and black. MSRP \$88.





### THE MADISON AVENUE

Joan Holloway, temptress of 1960s-based "Mad Men," would have smoldered in this sexy number. At back, a kick pleat adds sass. But this skirt isn't just a pretty face. We've used men's shirting material to add a hit of power to the feminine, curve-hugging lines. Men's shirting material in a deep indigo or a shade of buff with a hint of stripes (shown). MSRP \$195.



### THE EDO

Kabuki performers, those celebrities of Japan's Edo Period, wore exquisitely made kimonos on and off stage. Our Edo Dress, cinched with an obi-inspired sash, reinterprets the kimono's flat-panel construction for modern life. Bamboo or luxury jersey in nail-polish pink, plum, Caribbean sea (shown), cobalt, white and black. MSRP \$178.



### THE BRIO

Youthful stripes punch up the classic lines of our Brio shirt dress. At the knee, a kinder, gentler bubble skirt creates volume and, along with gathered sleeves, a sense of feather-weight lightness. Men's shirting material in raspberry or canary yellow stripes. MSRP \$255.



### THE MARTHA'S VINEYARD PANT

When "summering" on the cape, women of the 1940s defined effortless, east coast style. It was always refined, never belabored. Emulating that approach, our linen pant is tailored for the office but comfortable enough for the weekend. Linen in solid white, oatmeal or "salt and pepper" (shown). MSRP \$195.





### THE MARTHA'S VINEYARD SHORTS

Introducing: A Valium for your fear of shorts. Our linen, Martha's Vineyard Shorts hit at the knee for coverage, with a jaunty cuff, pin-tucked details and a tailored cut. Wear it country-club clean (shown) or shopping-in-town breezy. *Linen in solid white, oatmeal or "salt and pepper."* MSRP \$145.



### THE LORELEI

Lorelei, a mermaid of German folklore, is known for her lulling song, which beguiled seafarers in droves. Our sailor pant of the same name, with a straight cut, high waist and silver buttons along a flattering front panel, offers the same, siren-like allure. *Lightweight stretch denim in midnight blue.* MSRP \$255.



**THE MARLENE** (Dietrich, of course.)

Hollywood icon Marlene Dietrich once said: "Glamour is what I sell; it's my stock in trade." Our wide-leg pant, with slouchy pockets and a seam down the front, commences your brilliant career in the glamour industry. Spring wool in slate (shown), azure or black. MSRP \$228.



Paired here with our **KIMONO TOP**, available in bamboo or luxury jersey in plum (shown), nail-polish pink, Caribbean sea, cobalt, white and black. MSRP \$110.



**THE VERSAILLES**

Walking through the gardens at Château de Versailles, Marie Antoinette would have lit up the sky in this skirt. Fountain-like layers add flounce; the floral pattern, femininity. And the pop of metallic silver? That's for glam. Fresh, airy cotton in a floral print of slate, lavender and silver. MSRP \$178.

Paired here with our **ZEN TANK**, available in bamboo or luxury jersey in plum, nail-polish pink, Caribbean sea (shown), cobalt, white and black. MSRP \$88.





## THE RHAPSODY

A bandeau cinches our satin Rhapsody Dress at the waist, while a boat neck presents the architecture of your collarbone to the world. With a sweeping cowl neck on the flip side, the dress invites the eye to skate across the elegant slopes of your back. That's the rhapsody part. *Satin in black or navy, with a jersey bandeau in plum, hot-pinkish pink (shown), Caribbean sea, cobalt, white or black. MSRP \$185.*



Crescendo Apparel, designed to fit and flatter women with small waists and full hips, is currently sold by appointment in studio, via exclusive trunk shows in boutiques and at private events. The line is available in sizes 0 to 20. **888-215-0270** | [www.crescendoapparel.com](http://www.crescendoapparel.com)

*Crescendo*

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