

Fashion

Seduction



EBONY
FASHION
FAIR
MAGAZINE
1988-1989

WHERE DO WE GO FROM HERE?

In this age of computerized warfare, erratic hostage take-overs and political factions maneuvering for power, there is an unobtrusive talented group of 22 people quietly traveling on a specially equipped chartered Greyhound Bus with but one thought in mind—to entertain with fashion's best! Their only explosion is modeling sensational, trend-setting creations from haute couture and ready-to-wear. Their computer language is the technology of programming fashion into excitement.

In 30 years Ebony Fashion Fair has become a legend in its own time. The popularity of the show has necessitated two years advance planning of itinerary, with alternation of some cities each year in order to accommodate sponsor requests. The orchestrated production now appears in 190 cities (including 10 sponsors who pioneered the fashion extravaganza in 1958). Net funds raised during its history reached \$28 million at the conclusion of the 1987/88 tour, with attendance at an all-time high of 315,028.

The first full-figured model was introduced in the 25th anniversary season. In 1983 twin male models were a 'first' and in that same year dance sequences and singing were integrated into the brilliant two-hour performance. A new sound filled auditoriums in 1987 when our new virtuoso of the keyboard added new dimensions to the fashion scene with synthesizer programming.

In various years the models have appeared on nationally syndicated shows of Mike Douglas, Dinah Shore, Good Morning America and Oprah Winfrey. Traveling to foreign shores began in 1973 with appearances in The Virgin Islands and Kingston, Jamaica. Several years later, Honolulu, Nassau, Freeport, San Juan, St. Maarten, Hamilton, Ottawa, Montreal and Toronto,

Canada, London, England and Hamilton, Bermuda joined the international fund-raising swing.

The original intent of the Ebony magazine venture was to present a one-time-only show for a women's hospital auxiliary in New Orleans, however, John H. Johnson, Chairman of The Board and C.E.O. of Johnson Publishing Company, Inc., and his wife, Eunice, Secretary/Treasurer of Johnson Publishing Company, Inc. and Producer/Director of Ebony Fashion Fair, decided to expand on the concept by encouraging sponsors to use the show as a benefit to raise funds for their favorite charity(ies). The circulation of EBONY and JET would benefit from this visualization by offering a subscription to either title with the purchase of a ticket to the show.

Ebony Fashion Fair blossomed into maturity at an early age through the support of prestigious organizations such as the United Negro College Fund, N.A.A.C.P., Links, Inc., Delta Sigma Theta Sorority, Alpha Kappa Alpha Sorority, The Urban League and other leading civic and social groups. The continuing popularity of the show, however, is primarily due to a gifted producer and director who has the savoir faire to 'light up' a runway with fashion's best! Mrs. Johnson makes it a show that educates, entertains and inspires... a show that literally sings with spirited models whirling gloriously in fashions from Christian Dior, Yves Saint Laurent, Bob Mackie, Bruce Oldfield and Fabrice—just a sprinkling of the many American and European designers featured in the production.

WHERE DO WE GO FROM HERE? Well, we believe that "when you have a good thing, you don't change it—you make it better!" So we go on to make Ebony Fashion Fair a 'more of everything' show... exciting, versatile, a viable fund-raiser!

EBONY FASHION FAIR

Staff

EUNICE W. JOHNSON
Producer and Director

VIRGINIA TIBBS
Editor

HERBERT TEMPLE
Art Director

SHAYLA SIMPSON
Fashion Commentator

THEODIS RODGERS, JR.
Music Director

WILLIS F. DAVIS, JR.
Business Manager

STEPHAN WILLIAMS
Stage Manager

ALICE DENTON
Production Assistant

ROBERT H. FENTRESS
Production Coordinator

Cover Gown
PIERRE BALMAIN
Haute Couture
Fall/Winter
'88-'89

Model
MELONEE RODGERS

Photographer
HOWARD SIMMONS

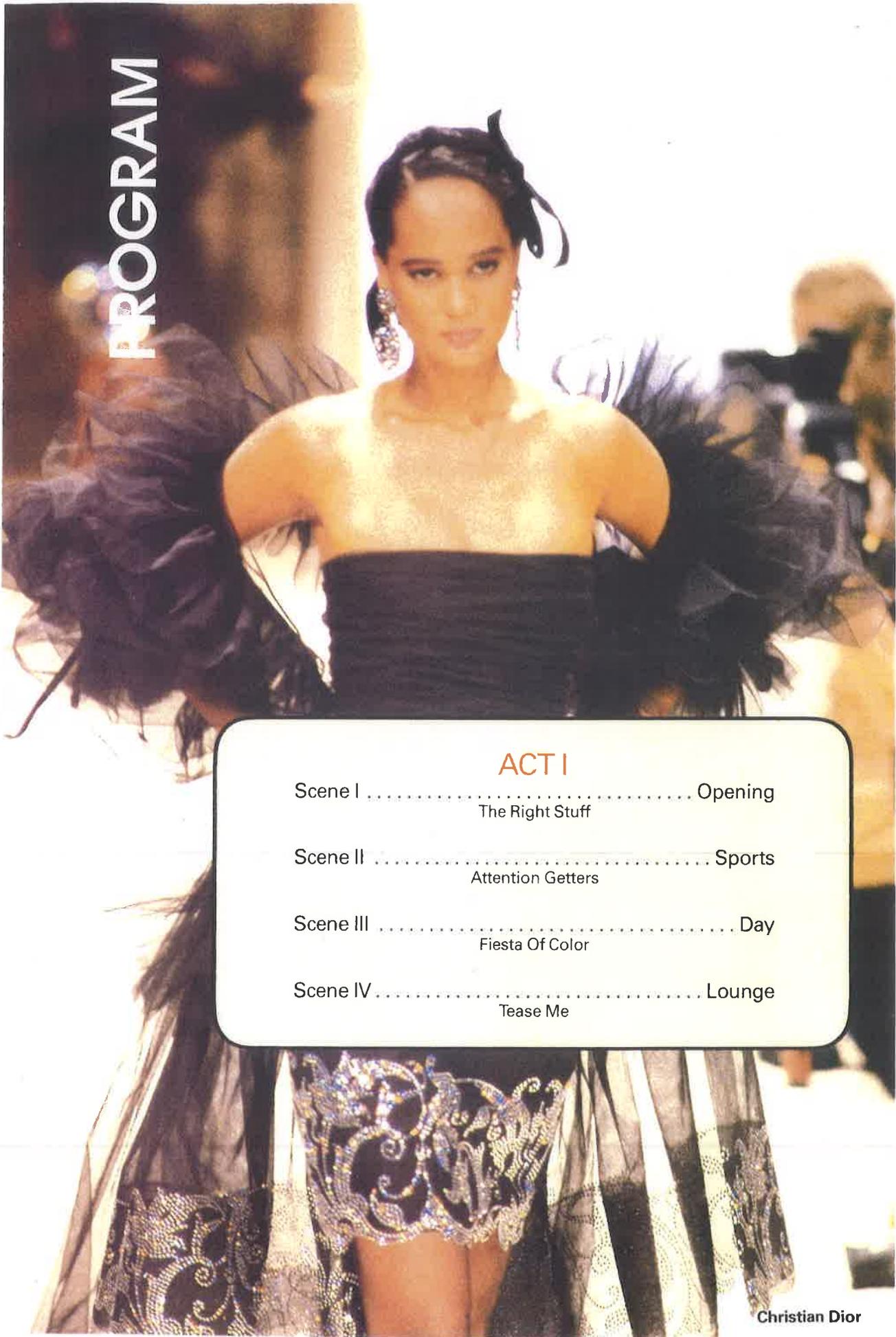


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PROGRAM



ACT I

Scene I Opening
The Right Stuff

Scene II Sports
Attention Getters

Scene III Day
Fiesta Of Color

Scene IV Lounge
Tease Me

Christian Dior

DELTA SIGMA THETA SORORITY

A Public Service Sorority



Yvonne Kennedy, Ph.D.
National President

Delta Sigma Theta Sorority, Inc. is a private, non-profit organization whose purpose is to provide services and programs to promote human welfare. A sisterhood of more than 125,000 predominantly Black college-trained women, the sorority currently has 725 chapters in the United States and chapters in West Germany, the Virgin Islands, Nassau, Bahamas and West Africa. The major programmatic focuses of the sorority are centered around the organization's Five-Point Program Thrusts:

Educational Development
Economic Development
Physical and Mental Health
Political Awareness and Involvement
International Awareness and Involvement

The organization was founded in 1913 by twenty-two women students at Howard University. These young women wanted to use their collective strength to promote high scholarship and to provide assistance to the needy."

"...No part of the net income or contributions accrues to the benefit of, or is distributed to its members, officers or other private persons, except as authorized by the sorority to pay reasonable compensation for services rendered or to make payments in furtherance of its purposes..."

"...Delta Sigma Theta, Inc. has established a Research and Education Foundation which is also a private and non-profit organization. In February 1985, Delta Sigma Theta launched a massive campaign with its undergraduate chapters to help Black youth "Just Say No" to drugs. More than two hundred chapters hold Health Fairs and comprehensive screening programs on an annual basis in their local communities.

Employment and training, Teenage Pregnancy and Educational Development are just a few of the many charitable projects undertaken by Delta Sigma Theta, Inc. in their deep and abiding commitment to serve human needs."

Editor's Note:

*"Human hopes and human creeds,
have their root in human needs."
Eugene Fitch Ware ["Ironquill"]*

In celebration of the Delta's Diamond Jubilee, Ebony Fashion Fair is proud to salute this outstanding Public Service Sorority. Twenty-three chapters of Delta Sigma Theta Sorority, Inc. are sponsors of Ebony Fashion Fair,

and raise an estimated \$170,000.00 annually with a major portion of the proceeds awarded to scholarship funds, United Way, N.A.A.C.P., Salvation Army, United Negro College Fund, community services and social programs.

AMERICAN DESIGNERS

Angela B'nai
Barbara McCain for Ashanti
Bettina
Bill Blass
Bob Mackie
Caberra for HMF
Cali
Carolina Herrera
Carolynne Roehm
Cleopatra
Eleanor P. Brenner
Entue
Eric Javits
Fabrice
Frank Composto
Geoffrey Beene
Giorgio Sant' Angelo
Givenchy
Gottex
Jackie Rogers
James McQuay
Jeanette for St. Martin
Judith Ann Creations
Kemaro
Kenneth Jay Lane
Kim Dillard
Kirks Folly
Koos Van Den Akker
L'Amour Chattman
LaCrasia Creations
Lenora LeVon
Marc Bouwer
Mary McFadden
Nancy Heller
Oscar De La Renta
Pat Richards
Patrizia
Pauline Trigere
Pearl Oliver
Scassi
Show-Max
St. Jola
St. Martin
Tony Chase
Toni Whitaker
Tyrone Kirkland
Yemicsi of Nigeria

ITALIAN DESIGNERS

Andre Laug
Balestra
Barocco
Brioni
Emilio Pucci
Enzo Russo
Fendi
Ferragamo
Gianni Versace
Krizia
Laura Biagiotti
Miguel Cruz
Mila Schon
Missoni
Odicini
Ognibene Zandoman
Sarli
Tita Rossi

FRENCH DESIGNERS

Bernard Perris
Chloé
Christian Dior
Christian Dior Furs
Christian La Croix
Claude Montana
Emanuel Ungaro
Givenchy
Hanae Mori
Jacqueline De Ribes
Jean-Charles De Castlebajac
Jean Louis Scherrer
Kansai Yamamoto
Patrick Kelly
Pierre Balmain
Pierre Cardin
Sonia Rykiel
Thierry Mugler
Valentino
Yves Saint Laurent

BRITISH DESIGNERS

Bellville Sasson
Bruce Oldfield
Janice Wainwright
Roland Klein
Zandra Rhodes



Christian La Croix

Christian La Croix

PROGRAM

ACT II

Scene I	Swimwear
Paradise	
Scene II	Cocktail
Eye Openers	
Scene III	Evening
Allure Of Luxury	
Scene IV	Bride and Groom
Take Me Now	

MEMORABLE HIGHLIGHTS OF 1987/88



James Francis, Vice President of St. Thomas Lions' Club presents Certificate of Appreciation plaque to Shayla Simpson, Commentator, while (l) Liston A. Gregory, President, and Halvor Hart, General Chairman, look on. Plaques were also awarded to Production Coordinator, Robert H. Fentress, and American Airlines representative, Michael Jackson.

Actor Danny Glover delighted Chicago audience with visit to afternoon performance to present \$250,000 check from R.J. Reynolds Tobacco, U.S.A. to UNCF Executive Vice President Virgil E. Ecton (r) as RJR Nabisco Senior Vice President Marshall B. Bass looks on.



Deputy Prime Minister Clement T. Maynard congratulates Shayla Simpson, commentator, and Pilot Club of Nassau sponsors (l-r) Vernice Cooper, Chairperson, Sylvia Fernander, President, The Honorable Carol Boyd-Hallett, U.S. Ambassador to The Bahamas, Mrs. Maynard and Alice Musgrove, Coordinator.

...and More
every night!



New looks.
Bright colors.
Enchanted evenings.

Nighttime is shine time.

Time to bring out your own style
of razzle dazzle. Time to be more!
Put fashion sizzle in your makeup look
with these special tips.

- ◆ At night, the focus is on balance. A smooth look highlighted by one splash of glamorous color.
- ◆ You decide the center of attention. Add sophisticated sparkle to your cheeks with a touch like Golden Lights by Fashion Fair. This pretty beauty powder can also put a soft shimmer on the shoulders, accent the eyebrows, or even give your whole face a radiant glow.

- ◆ Make a strong lip statement. Make them dangerous with Fashion Fair's jewel-like Golden Glitter gloss. Especially sexy over bare lips or simply tantalizing over your favorite lip color.

- ◆ Focus just on eyes. Give them new evening flair with daring color. One choice, Nighttime eyes by Fashion Fair. Four dramatic colors: Silver Lights, Midnight Blue, Golden Glow, Lavender Beauty. Mix and Match. Apply damp for extra wow!

- ◆ Nighttime is your time. So shine, shine, shine! And never ever settle for less than MORE.

Marilyn Bynum

- Marilyn Bynum
for Fashion Fair Cosmetics



YOU'RE ALWAYS A WINNER AT EBONY FASHION FAIR!

Almost everywhere you go these days, glittering lights, game shows and sweepstakes invite entrants to engage in a 'chance of a lifetime' opportunity to become 'millionaires' overnight! The frustration of it all is that only one or two persons can win. But... the purchase of a ticket to EBONY Fashion Fair guarantees that no one will leave as a loser! Ford Motor Company, MORE'S (R.J. Reynolds Industries), American Airlines/

American Eagle, W.A. Taylor (Courvoisier) and Fashion Fair Cosmetics brighten up the lives of many EBONY Fashion Fair supporters with valuable door prizes—and subscriptions to EBONY and JET assures that everyone attending the show will be a winner! Additionally, Coca Cola USA sponsors a \$10,000 grand prize which includes a \$5,000 shopping spree in New York City, airfare and hotel.



Dorothy Jackson, Wichita Falls, TX, winner of the FORD MOTOR COMPANY sponsored door prize, Ford Thunderbird LX, receives key to the ultimate in driving pleasure from Don McKinney, General Sales Manager, Ron Roberts Ford, Wichita Falls.



At premiere show in Matteson, Illinois Delta sorors Juanita Lloyd, Gwen Bowen general chairperson (l.) and Sophia Taylor (far r.) look on as Doris Gray, MORE team manager, awards fox furs to Barbara Crews, door prize winner, & Helen Randell, top ticket seller.

The 31st Annual
EBONY Fashion Fair Presents

THE FASHION SEDUCTION

'88/'89

Enter the glamorous world of fashion entertainment at its best! See the exquisite collection of famous American and European designs when the show comes to your city.



(Partial Listing)

CITY & STATE	LOCATION	DATE	TIME
Longview, TX	<i>Maude Cobb Activity Center</i>	Tues., 3/14	8:00 p.m.
Texarkana, TX	<i>Perat Theater</i>	Wed., 3/15	8:00 p.m.
Ft. Worth, TX	<i>Tarrant County Convention Center</i>	Thurs., 3/16	8:00 p.m.
Oklahoma City, OK	<i>Civic Center Music Hall</i>	Fri., 3/17	8:00 p.m.
Tulsa, OK	<i>Tulsa Convention Center</i>	Sat., 3/18	8:00 p.m.
Dallas, TX	<i>Music Hall at Fair Park</i>	Sun., 3/19	5:00 p.m.
Waco, TX	<i>Waco Convention Center</i>	Mon., 3/20	8:00 p.m.
Austin, TX	<i>Wyndham Hotel—Southpark</i>	Wed., 3/22	8:00 p.m.
Bryan, TX	<i>J. Earl Rudder Tower</i>	Thurs., 3/23	8:00 p.m.
Beaumont, TX	<i>Julie Rogers Theatre</i>	Fri., 3/24	8:00 p.m.
Houston, TX	<i>Jessie H. Jones Hall</i>	Sat., 3/25	2:00 p.m.
San Antonio, TX	<i>Laurie Auditorium/Trinity University</i>	Sun., 3/26	4:00 p.m.
El Paso, TX	<i>El Paso Convention & Performing Arts Center</i>	Wed., 3/29	8:00 p.m.
Tucson, AZ	<i>Doubletree Hotel</i>	Fri., 3/31	8:00 p.m.
Phoenix, AZ	<i>Symphony Hall</i>	Sat., 4/1	8:00 p.m.
Las Vegas, NV	<i>Aladdin Hotel</i>	Sun., 4/2	7:00 p.m.
Bakersfield, CA	<i>Red Lion Inn Bakersfield</i>	Wed., 4/5	8:00 p.m.
San Bernardino, CA	<i>California Theatre of Performing Arts</i>	Fri., 4/7	8:00 p.m.
San Diego, CA	<i>El Cortez Convention Center</i>	Sat., 4/8	8:00 p.m.
Los Angeles, CA	<i>Hollywood Palladium</i>	Sun., 4/9	3 & 8 p.m.
Oxnard, CA	<i>Onard Civic Auditorium</i>	Tues., 4/11	8:00 p.m.
Pasadena, CA	<i>Pasadena Center</i>	Wed., 4/12	8:00 p.m.
Fresno, CA	<i>Hacienda Resort and Convention Center</i>	Thurs., 4/13	8:00 p.m.
Sacramento, CA	<i>Convention Center</i>	Fri., 4/14	8:00 p.m.
San Francisco, CA	<i>Masonic Auditorium</i>	Sat., 4/15	8:00 p.m.
Oakland, CA	<i>Paramount Theater</i>	Sun., 4/16	5:00 p.m.
Salinas, CA	<i>Salinas Community Center</i>	Tues., 4/18	8:00 p.m.
Reno, NV	<i>Harrah's Hotel</i>	Wed., 4/19	8:00 p.m.
Portland, OR	<i>Earle A. Chiles Center</i>	Fri., 4/21	8:00 p.m.
Seattle, WA	<i>Westin Hotel</i>	Sat., 4/22	8:00 p.m.
Tacoma, WA	<i>Tacoma Bi-Centennial Pavilion</i>	Sun., 4/23	5:00 p.m.
Anchorage, AL	<i>West High School Auditorium</i>	Tues., 4/25	8:00 p.m.
Fairbanks, AL	<i>Hering Auditorium</i>	Thurs., 4/27	8:00 p.m.
Colorado Springs, CO	<i>Pikes Peak Center</i>	Sat., 4/29	8:00 p.m.
Denver, CO	<i>Radisson Hotel</i>	Sun., 4/30	2:00 p.m.
Cheyenne, WY	<i>Cheyenne Civic Center</i>	Mon., 5/1	8:00 p.m.
Omaha, NE	<i>Orpheum Theatre</i>	Fri., 5/5	8:00 p.m.
Des Moines, IA	<i>Hoyt Sherman Auditorium</i>	Sat., 5/8	8:00 p.m.
Minneapolis, MN	<i>Orchestra Hall</i>	Sun., 5/7	7:30 p.m.
Waterloo, IA	<i>Holiday Inn Civic Center</i>	Tues., 5/9	8:00 p.m.
Davenport, IA	<i>River Center</i>	Wed., 5/10	8:00 p.m.
Springfield, IL	<i>Sangamon State University Auditorium</i>	Thurs., 5/11	8:00 p.m.
Rockford, IL	<i>Rockford Theatre</i>	Fri., 5/12	8:00 p.m.
Waukegan, IL	<i>North Chicago Community High School</i>	Sat., 5/13	8:00 p.m.
Racine, WI	<i>Memorial Hall</i>	Mon., 5/15	8:00 p.m.
Hamilton, Canada	<i>Hamilton Convention Centre</i>	Thurs., 5/18	8:00 p.m.
Toronto, Canada	<i>Convention Center</i>	Fri., 5/19	8:00 p.m.
Ottawa, Canada	<i>Congress Center</i>	Sat., 5/20	8:00 p.m.
Montreal, Canada	<i>Sheraton Center Hotel</i>	Sun., 5/21	7:00 p.m.

More

at the Ebony Fashion Fair...



**SURGEON GENERAL'S WARNING: Sm
By Pregnant Women May Result in
Injury, Premature Birth, And Low Birth W**

Stylist:
Michael Landry
Dress:
Victor Costa
Shoes:
Suart Weitzman
Jewelry:
Yang Yang