

## Dayton's Downtown Minneapolis department store event files

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## DAYTON'S ANNOUNCES NEW PARTNERSHIP WITH FRIENDS OF THE INSTITUTE

Dayton's is pleased to announce an exciting new venture with the Friends of the Institute. This new event will provide an opportunity to showcase Dayton's spring fashions at The Minneapolis Institute of Arts in the Pillsbury Auditorium on Wednesday, March 17, 1993. Linda Allard, Director of Design for Ellen Tracy, will be the guest designer of Dayton's Spring Fashion Show. Ms. Allard has quickly become one of Seventh Avenue's most important creative forces in the fashion industry today, and the Ellen Tracy collection is highly regarded as a key component to retailers' merchandise assortments.

This special evening will combine art and fashion, with dinner following the show in the Jade Gallery. Proceeds from the fashion show and dinner will benefit the Friends Endowment Fund for Education which provides support for the museum's educational programs such as school tours, weekend family events and teaching exhibitions.

We hope you can join us for this unique opportunity to meet one of the country's most successful fashion designers while supporting the Friends Endowment Fund for Education. Tickets will be available beginning Monday, February 15 by calling Dayton's Special Events at 375-3300. Be sure to reserve the date on your calendar, and watch for your invitation in the mail.



Friends of the Institute Fashion Benefit Committee

Cynthia Sutter, chair
Jeanne Pemble, chair
oan Hutton, Friends President
Judy Berkowitz
Carol Burton
Denise Colon
Sharon Fuller
Susie Hopper
Billie Jean Kammerer
Catherine Larson
Nancy Lindahl
Sally Mathieu
Gina Stocks

Dayton's an

The Friends of the Institute

present

An Evening o

Fashion and Ar

Wednesday,

March 17, 1993

To benefit

The Friends Endowment

Fund for Education

#### the Ellen Tracey customer. She is busy, self-assured, yet very feminine. Each collection makes it clear that she understands our wants and needs.

Fresh from Kent State University where she was a Fine Arts major, she landed her first job as Assistant Designer at Ellen Tracey. In two years she assumed the position of Director of Design and has developed into one of Seventh Avenue's important creative forces.

Outside the Ellen Tracey offices, she is a design critic for student programs at New York's Fashion Institute of Technology, a visiting professor at the International Academy of Merchandising and Design, and participates in Clairol's Mentor Program. In 1986 and 1987, she received the Dallas Fashion Award.

On weekends, Linda takes time out for home cooking, gardening, and her biggest current project, the construction of a new country home overlooking a wooded vista in Connecticut. "I've challenged my architect brother to take strong classical designs of the past and make it liveable for today," she explains. It's a design philosphy that has served Ellen Tracy...and us... very well.



The Evening

Dayton's cordially invites you to meet designer Linda Allard at a special showing of the Ellen Tracy Collection 12:00 noon to 1:00 p.m. Thursday, March 18, 1993, Oval Room, 3rd floor, Dayton's Minneapolis.



Wednesday, March 17, 1993
The Minneapolis Institute
of Arts,

2400 Third Avenue South

## Fashion the Arinbuginst

5:30 p.m. Champagne and hors d'oeuvres,\* silent auction in Sculpture Court.
6:30 p.m. Fashion Show in Pillsbury Auditorium.
7:15 p.m. Dinner in The Jade Gallery.
Tickets: \$40.00 per person.
[totally tax deductible]

An Evening of Fashion and Art Dayton's Oval Room and Friends of the Institute Fashion Benefit for the Friends Endowment Fund for Education, featuring the Ellen Tracy Collection and a personal appearance by designer Linda Allard

\*Cash Bar/Cocktails

Admit One
Table \_\_\_\_\_

#### An Evening of Fashion and Art Silent Auction Thursday, March 17, 1993

Natural Canadian Lynx Stroller

Linda Allard Designer Outfit

Evening Cruise for 8 on Lake Minnetonka and French Picnic

Arizona Condominum and Golf Package

Dayton's/MEI Salon \$120 in Product and Service

Gold Overlay Hollow Form Pin with Spiculum by Judith Kinghorn

Minnesota Twins Box

Mexican Fiesta Dinner for 8

Two Tickets to Miss Saigon & Dinner at Goodfellow's

Paul Grandlund Sculpture Book

Twins Autographed Baseball

"Qiu-Yang" by Michael Daily

Silent Auction to be held in the Sculpture Court and to close promptly at 9:00 p.m.

#### DAYTON'S SPRING FASHION SHOW TO FEATURE DESIGNER LINDA ALLARD

Dayton's, in a new venture with the Friends of the Institute, will showcase its spring fashions at the Minneapolis Institute of Art in the Pillsbury Auditorium on Wednesday, March 17. Linda Allard, Director of Design for Ellen Tracy, will be the guest designer of Dayton's Spring Fashion Show. Ms. Allard has quickly become one of Seventh Avenue's most important creative forces in the fashion industry today, and the Ellen Tracy collection is highly regarded as a key component to retailers' merchandise assortments. Ms. Allard's accomplishments in the fashion community include serving as a design critic for student programs at New York's Fashion Institute of Technology, and acting as a visiting professor at the International Academy of Merchandising and Design. In addition, she participates on the New York Advisory Board for Kent State, her alma mater where she was a Fine Arts major.

This special evening will begin with cocktails at 5:30 p.m., including complimentary champagne, wine and hors d'oeuvres (cash bar for cocktails.) The fashion show will be held at 6:15 p.m., with dinner following the show in the Jade Gallery. Proceeds from the fashion show and dinner will benefit the Friends Endowment Fund for Education which provides support for the museum's educational programs such as school tours, weekend family events and teaching exhibitions.

Tickets will be available for \$75 each beginning Monday, February 15 by calling Dayton's Special Events at 375-3300. We hope you can join us for this unique opportunity to meet one of the country's most successful fashion designers while supporting the Friends Endowment Fund for Education.



An Evening of Fachion and Art breakis the Friends Endoweneer Fund for Education and fewners the Etten Tracy Collection with a personal appearance by designer Linda Aldreit.

Takien 346.60 per persen (totally ast deducable). Please call 375-3300 to reserve positicites (Monday downyk Fóday, berssen 830 a.m. and 838  $\mu$  a.3. Senting is trained. Reservation deadline in Friday, March 12. Trekets will be held as the door. Tuctors may be charged to your Dieson's account.



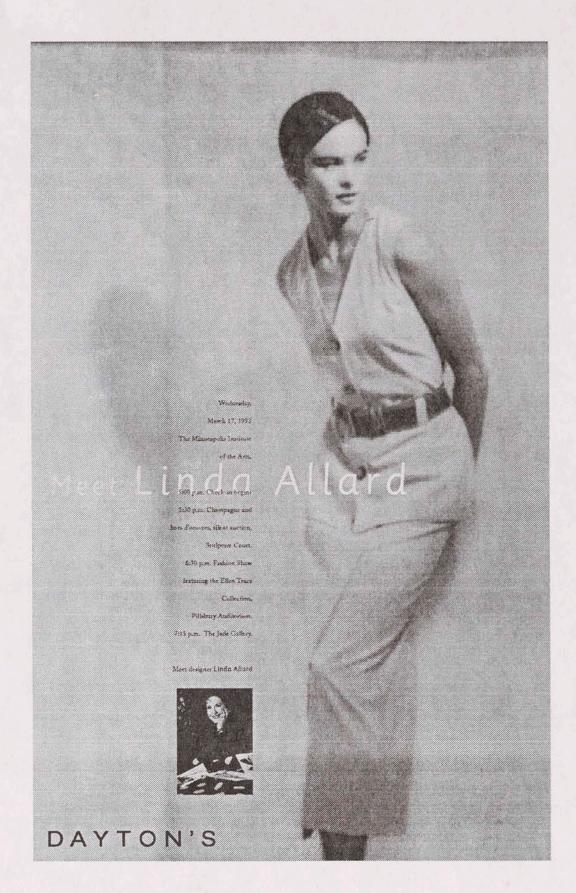
DAYTON'S

Dayron's Ovel Room
and the Friends of the Institute
invite you to
An Evening of Fashion
and Art

Weinesday,
March 17, 1993
The Minnespolis Incinute
of the Arts,

5-00 p.m. Check-in begins
5-30 p.m. Champagae and
hars d'ocuvres, silent auction.
Sculptime Court.
6:30 p.m. Fashion Show
featuring the Effen Tracy
Collection,
Pillsbury Anditorium.
7-15 p.m. The Jude Gallery

Meet designer Linda Allard





Dayton's Oval Room

and the Friends

of the Institute

Benefit for The Friends

Endowment Fund for

Education

Featuring the
Ellen Tracy Collection
with a personal appearance
by Linda Allard

#### Wednesday, March 17, 1993

The Minneapolis Institute of Arts 2400 Third Avenue South Minneapolis, MN 55404

5:00 p.m. Check-in begins

5:30 p.m. Champagne and hors d'oeuvres

(cash bar for cocktails)

Silent Auction, Sculpture Court

6:30 p.m. Fashion Show, Pillsbury Auditorium

7:15 p.m. Dinner, Jade Gallery

Attendance 300

#### Thursday, March 18, 1993

Personal appearance in Dayton's Oval Room 3rd Floor 12 Noon to 1:00 p.m.

12:15 p.m. Fashion Show

- 6 models - 24 pieces - runway

- sound system - 30-40 chairs

Ms. Allard introduced by Susan Macaulay

Brief remarks by Ms. Allard Refreshments will be served

1:00 p.m. Drawing: \$500 Certificate towards purchase

of Ellen Tracy merchandise.

Gift with purchase—to be determined

#### Visual Support

Windows Main bank of windows featuring Ellen Tracy,

March 7-21.

Mannequins Display on Ellen Tracy floor by elevator

Accessory Outposts In Ellen Tracy Department

Merchandising Floor will be merchandised assuring most attractive

presentation possible bringing together sportswear,

dresses, petites, and accessories

Personal Shoppers Will be available

Signing Announcing event by elevator, escalator, restaurants, entrances

Advertising and Promotion

Invitation

•In homes February 26 - March 1

•3,400 to Friends of the Institute Membership

•5,000 to Ellen Tracy, Bridge,

Oval Room customers

Enclosure card

•Personal appearance invitation/announcement

for March 18 event

•Included in all invitations

\*1000 sent with personal notes by sales consultants to clients from Minneapolis,

Southdale and Ridgedale

Program

•Three-fold piece

Advertising

Sunday,

•Full page show announcement, Monday, March 1

•Full page personal appearance announcement,

March 14

Press Releases

•Sent to media by Dayton's Public Relations

•Individual interview schedule to be determined in conjunction with Ellen Tracy Public Relations

## Designer Linda Allard fuses style, practicality

#### By Kristin Tillotson/Staff Writer

t's a long way from a 4-H Club in Ohio to the highfalutin style circles of Manhattan's Seventh Avenue. But Linda Allard has remained down to earth throughout the journey.

The terms "down to earth" and "fashion designer" are rarely uttered in the same breath, but they fit together on Allard as beautifully as her clothing suits women across America. Her designs are known for being confidently feminine, practical without compromising style.

But she has survived in a fickle milieu where overnight sensations fade over lunch the next day.

Allard is senior design director for Ellen Tracy, a cornerstone in the "bridge" designer market (priced somewhere between Donna Karan and Liz Claiborne). She'll be the guest of honor tonight at Dayton's Spring Fashion Show, a sold-out benefit expected to raise more than \$20,000 for the Minneapolis Institute of

Arts. (A follow-up sampling of the Ellen Tracy spring collection, free and open to the public, will be presented by Allard Thursday from noon to 1 p.m. in the Oval Room at Dayton's Minneapolis store.)

Allard knew her calling from the age of 10, when she learned to sew doll clothes in Doylestown (pop. 3,000), Ohio, where her parents ran a mink ranch and raised the family's produce. Later, as a 4-Her, she began creating dress designs for herself.

After obtaining a degree in fine arts from Kent State in 1962, an ambitious and hopeful Allard hopped a Greyhound to New York City. Armed with \$200 and a sketchbook, she "stopped on every floor and knocked on every door" at the major design houses.

**ALLARD Continued on page 3E** 

This geranium silk ensemble designed by Linda Allard will be featured at Dayton's fashion show to benefit the Minneapolis Institute of Arts.





# Allard/ Ellen Tracy has gone from bit player to industry giant

Continued from page 1E

In just three weeks she landed a job as design assistant at Ellen Tracy, then a \$32-per-dozen blouse manufacturer with a five-person production department. Two years later, at age 24, she was named design director.

Through the market-forecasting acuity of owner Herbert Gallen and Allard's design direction, Ellen Tracy has grown from a \$4 million bit player to a household name and industry giant. After building a reputation for working-women's career and sportswear styles, the company has added several divisions, launched a leisure-oriented Company line and branched out into fragrance and accessories in the last decade, tripling sales along the way. And next month a new large-sizes division will debut.

Allard now oversees a design staff of 20 people, and more than 1,000 stores nationwide carry her designs. Not bad for a former smalltown girl who took only one college course (patternmaking) directly related to her field.

"We offer clothes that are fashionforward without being trendy," Allard said. "Real women don't want to buy into obsolescence. When they go shopping next year, they want to freshen up this season's styles, not discard them completely."

Purity, function and no gimmicks are the design bywords Allard lives by, she said. And color — especially color.

"We always start with color first, and fabrication second. Success in color groupings is an Ellen Tracy trademark, and that comes from developing that concept early in the



Linda Allard

design process."

On average, an Ellen Tracy ensemble of blouse, skirt or trousers and jacket costs \$900, which is definitely on the pricey end of the bridge. But Allard's designs have staying power and broad appeal. "At fashion shows, I've had grandmothers, mothers and daughters come up to me and say, 'We all wear your clothes,' "she said.

"The No. 1 reason people buy more expensive garments is because they have an emotional appeal," said Mary Hughes, vice president and general manager of fashion merchandising for fine apparel at Dayton's. "Linda Allard has the design talent to create that appeal. Also, she works very hard to understand who her customer is and what she wants."

What she wants, according to both Hughes and Allard, is a look that's classic, updated through color more than silhouette, seasonal changes that are more evolutionary than revolutionary.

With each collection, Allard seems to accomplish what so many women want, but so few designers can

deliver — infusing garments with a subtle sensuality that sends no wrong signals, but celebrates femininity. A close-fitting belted jacket shows off curves without shouting, "Look at me!" An unstructured vest-and-pants ensemble drapes softly, yet seems to help its wearer say, "I'm in control and at ease."

Does Allard see the old boys' network in fashion still holding strong? "I've been fortunate with a specific career path and haven't experienced the struggle other women have," she said. "But some of the most powerful companies are headed by women, and I don't mean the ones who get the most glamourous press. I mean the ones who are doing the sales volume — Donna Karan, Adrienne Vittadini, Liz Claiborne. That sends a message."

"Women designers are more responsive to a woman's need to feel comfortable in her clothes. Men have a tendency to view clothes as art objects, whereas a woman will say, no, that skirt will be too binding."

In her personal style, Allard keeps things simple. Her working ward-robe consists almost entirely of wide-legged trousers worn with lightly starched shirts and tailored jackets. At night, she leans toward long fingertip jackets paired with a shorter skirt. Dressing simply isn't the only tactic Allard uses to stay grounded. On a trip to Minnesota last August, for example, she didn't exactly stay at the Whitney. Along with 30 members of her extended family, she went camping at Itasca State Park and "enjoyed myself immensely."

Not bad for a fashion mogul. And, in Allard's case, not surprising either

Dayton's cordially invites

you to meet designer Linda

Allard at a special showing of
the Ellen Tracy Collection.

Register to win a \$500 Ellen

Tracy wardrobe.

# Meet L 12 noon to 1 p.m.

on to 1 p.m. Allara

Thursday, March 18

Oval Room,"

3rd Floor Dayton's

downtown Minneapolis

Shown from our Ellen Tracy

Spring Collection: Silk

tweed jacket, \$325. Pleated

silk cuffed pant, \$235. Silk

belted vest, \$275.



DAYTON'S

North Stars/ Green decision called emotional

Sunday/March 14/1993/Star Tribune