



Crescendo

A P P A R E L

Fall/Winter 2010/11
www.crescendoapparel.com

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Crescendo's Founder/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. But more than 64 percent of American women have small waists and full hips.

She founded Crescendo to give women with small waists and full hips not only fashion that fits and flatters off the rack—but the luxury of feeling confident in their own skin.



The Tribeca Jacket

The circular collar with linear pleat detailing draws attention to your gorgeous face and keeps it there. With a zippered front, the "vegan leather" option in black, slate or chocolate will turn on your rockstar. Striking a more classic note, Kathryn is wearing the jacket in our stretch wool option—available in black, cream or plum. *Vegan leather*: \$225; *Stretch wool*: \$285



The SoHo Pant

The wide, ruched waistband of The SoHo Pant envelops the smallest part of your middle. Order the pant in graphite-colored wool with the waistband in our September pattern, as Kathryn is shown wearing here. Or select coffee-colored lambswool with the waistband in our November pattern (see swatches, below right), dappled with hints of blue and brown. \$245



The circular collar of our Tribeca Jacket opens you up to lengthen the lines of your neck. Think Grace Kelly.

Linear pleats extend outward in a sunray pattern, creating the illusion of more regal shoulders.

The Tribeca is ultra-versatile. Pair it with a dress, an office blouse or your favorite t-shirt and jeans.

Reach your arms up freely. The Tribeca won't reveal more than is comfortable.

Haven't you always wanted to be called "leggy"? The jacket hits just above the hip, showing more of your "stems."

A sleek, front zipper gives you an edgier look than the typical, buttoned-up (yawn) suit jacket.

The SoHo Pant has a wide waistband that accentuates the smallest part of your waist.

The SoHo Pant drops from the hip to flatter.

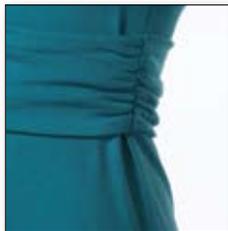
A thin, flat zipper is fully hidden at the back.

Our luxury wool transitions from autumn to early winter to spring.

In pants without pockets, your silhouette is smooth.

A wide leg balances the silhouette.

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. You'll discover miles more leg than you thought you had, and a tinier waist than you recognize. Don't worry. You'll get used to it.



The Poetry Dress. An integrated bandeau cinches you at the smallest part of your waist.



The Jennifer Dress. A lip of fabric broadens otherwise delicate shoulders; that creates the illusion of an hourglass shape—or it plays up the hourglass shape you already have.



The Producer Pant. All of Crescendo's back pockets, like the single welt pocket on our Producer Pant, are strategically designed to deemphasize the derrière and smooth out your profile.



The Soul Mate Top. The elegant drape of this neckline shows off the architecture of your collarbone. The horizontal emphasis also creates the illusion of broader shoulders.



The Deco Skirt. Crescendo's skirt and dress lengths are universally flattering. Hems hit in a range just below or, as in the pleated hem of our Deco Skirt, just above the knee.

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THE GRAMERCY JACKET

The Gramercy combines waffle-textured knit with our double-knit luxury jersey. Throw it on over a dressy ensemble or use it to class up a t-shirt and jeans. People will think you spent hours on your look. (Your secret is safe with us.) Available in cream or black. \$225



THE POETRY DRESS

The knit Poetry Dress drapes at the neckline for feminine softness, while the long sleeves gather at the wrist. We would compare thee to a summer's day, but you're more lovely. More temperate, too. Available in cayenne red, mustard, peacock, black and white. \$198





THE TRIBECA JACKET

With a zippered front, the Tribeca's "vegan leather" option in black, slate or chocolate will turn on your inner rockstar. Striking a more classic note, the stretch wool option—which Kathryn models on a previous page—is available in black, cream or plum.



THE PRODUCER PANT

We've designed a versatile, straight-legged style to carry you from day to night. A "vegan leather" waistband cinches you at the middle, while an extended tab lays flat to streamline your profile.

Available in stretch tweed or, for winter delivery, order the pant in our cream-and-black "pointelle" wool.



THE BETTY BLOUSE

We transformed a wardrobe staple—the button-down shirt—into a wardrobe statement. The Betty's wide collar and exaggerated cuffs play against the delicacy of sheer sleeves. Satin and sheer in magenta, sand or graphite. Also available in two combinations: emerald satin with sheer sleeves in graphite. Or cream satin with sheer sleeves in sand.



THE NOVELIST PANT

The wide waistband of The Novelist Pant, made of a delicate sheer with ruching, adds romance to an otherwise crisp, wide-legged silhouette. Triacetate in black, waistband in magenta, sand or graphite.





THE SOUL MATE TOP

The knit Soul Mate Top hugs you at the bodice, draping at the neckline across your collarbone. Long sleeves gather at the wrist and jewel-like pleats extend the shoulder line to give you a more stately carriage. Available in cayenne red, mustard, peacock, black and white. \$95



THE METROPOLIS SKIRT

The Metropolis' organic, art nouveau silhouette plays against geometric details in "vegan leather" at the waist and hemline. Professional but in that "foxy corporate" kind of way, The Metropolis skims the hips before flaring slightly at the hem. Available in black stretch wool or, for winter delivery, order the skirt in our cream-and-black "pointelle" wool. \$215



THE AFTER PARTY DRESS

The "basic" black dress just got...anything but basic. Our version of that wardrobe essential gets its high-impact, sculptural drama from an asymmetrical neckline and integrated "vegan leather" belt. Black, waffle-knit bodice, with skirt in stretch wool. \$298



THE MONACO DRESS

Two ribbon-like bands envelop the waist of The Monaco Dress, while a rounded hemline mirrors the deep scoop neck up top. For a shot of asymmetry, a band also encircles the left wrist. *Choose any two colors from these double-knit jersey options: eggshell, café au lait, emerald, merlot and black. Or select one color for the dress as a solid.* \$225



THE BARCELONA

Architect Mies van der Rohe, who designed the Barcelona Pavilion in 1929, defined 20th century architecture with his glass-and-steel masterpieces. We applied his "less is more" approach to our sexy secretary skirt—a curve-clinging form with angled pockets and side darts to slenderize. *Stretch wool in two colorways: black and cream or dark slate and plum.* \$298





THE CALLBACK SWEATER

Let the collar fall into place on its own or pin it for an asymmetrical neckline. Either way, The Callback Sweater is always camera ready. *Double-knit jersey bodice, with cuffs and collar in a waffle-textured knit. Available in cream or black. \$148*



THE JOURNALIST PANT

The tailored, professional silhouette of our Journalist Pant is fit for a high-powered day at work. But with its roomy leg and lush fabric, it feels more like a comfortable, weekend pant. *Lambswool in a shade of coffee. \$245*



THE GO-SEE TOP

The Go-See Top reveals a V-shaped whisper of sex appeal at your décolletage. Sleek satin bands finish the sleeves and empire waist. Wear it with jeans or a dressy skirt. *Luxury jersey and matching satin bands in claret, cream or black. \$125*



THE DECO SKIRT

We've drawn inspiration from the formal qualities of Hollywood Deco interiors, a reference that's most apparent in the skirt's architectural side panels. At the hem, The Deco Skirt ends in duets of unexpected kick pleats, which dance along with your movements. *Wool in black or graphite. \$178*





THE JENNIFER DRESS

Our grown-up take on the youthful jumper dress gives you the sporty look of layers without bulk.

Available in coffee-colored lambswool, with the sleeves and cowl neck in cream, double-knit jersey. For winter delivery, order The Jennifer in our cream-and-black "pointelle" wool, with the sleeves and collar in black, double-knit jersey. \$245



THE SOUL MATE TOP

The knit Soul Mate Top hugs you at the bodice, draping at the neckline across your collarbone. Long sleeves gather at the wrist and jewel-like pleats extend the shoulder line to give you a more stately carriage. Available in cayenne red, mustard, peacock, black and white. \$95



THE PLAYWRIGHT PANT

Stylish Brits of the 1960s loved their stovepipe pants. Our dressy, more forgiving take on the mod look is paneled, creating a clean crease to lengthen your legs. Invisible zipper at the side seam. Wool in black or graphite. \$198



THE CALLBACK SWEATER

For an asymmetrical neckline, pin down the collar of our versatile Callback Sweater, as Allegra has done here. Or let the collar just fall into place, as we show inside. Either way, you and your sweater will always be corner ready. Available in cream or black. \$148



Visit Crescendo Apparel, offered in sizes 0 to 20, online at www.crescendoapparel.com.

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2180 S. Canalport, Ste. 3A2 | Chicago, IL 60608
888-215-0270 | www.crescendoapparel.com