

## **WOMEN FIND FAVOR WITH COAST GUARD FASHION**

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In the mid-1970s the Coast Guard was looking to reinvent its image. The new image would distinguish its members from the Navy, who donned a similar uniform. Also, it would provide Coast Guard women with a fresh style that, in the words of designer Edith Head, "should last 30 years or more." The Service tradition, however, would still be present in her new design. The following comprises a picture story of the press conference, fashion shows and displays as they pertain to post-World War II Coast Guard apparel for women. The story presents the women as being fashionable and chic albeit fit for duty.

Miss Head, designer of the new women's Coast Guard uniforms, is shown with Admiral Owen W. Siler, Commandant of the U.S. Coast Guard on 16 December 1974. Here she displays the Meritorious Public Service Award with which she has been presented. It is only an addition to her cadence of eight Academy awards.



The designer and the Reserve women demonstrate the old uniform (far left) in comparison with the new apparel.



The “new” hat, a variation of the SPAR-style cover:



Of particular interest on Edith Head's uniform, is the neckerchief, providing both a splash of color to the uniform and utilitarian appeal. One model draws attention to this piece.



A view of the new "tie" in color:



A belted back allows women to adjust their uniform for an individualized fit.



Modeling the entire new line of proposed women's uniforms outside Coast Guard Headquarters:



Coast Guard women proudly model their “modern duds” around Washington, D.C.



This model expresses variations of the new uniform in a more rugged setting.







Note the prominent bell-bottoms:





The following are shots of the new Coast Guard uniform for female officers:.



The Commandant, Admiral Owen Siler, approved Ms. Head's designs on 23 November 1975, for use by all women in the Coast Guard as by this time women had been integrated into the Coast Guard Reserve and the regular Coast Guard.

