

And Fashion's New Black Is?

(NAPSA)—The news: fashion pundits, designers and those fat fall editions of women's magazines have proclaimed that this year's new black is...well, *black*.

The reaction: *duh!* Any woman in America could have told them that.

After all, black's the color we wear when we need to look chic and sophisticated. It's the one color that can be solemn when necessary, but able to dress up a party like no other. Plus, according to a recent survey by Carefree (which just introduced a new Black Pantiliner—the latest fashion accessory for fashion lovers everywhere), almost nine out of 10 women think black is just so sexy. Men agree whole-heartedly.

Here are some more of the "undermost secrets" that the Carefree poll uncovered:

• ***The skinny on black...*** Here's a fact that may explain women's love affair with black: according to the survey, a whopping 81 percent of women stated they feel that wearing black makes them look thinner.

• ***Where's the most black...*** So, women everywhere love black...but who loves it the most? Survey says: topping the list, 57 percent of southern belles say their wardrobe has more black than anything else. Only 38 percent of midwest women agree.

• ***Once you're in the black you'll really love it...*** Affluence brings a greater love for a black wardrobe—53 percent of women

with household incomes over \$60,000 say their wardrobe is mostly black, compared to 43 percent of those earning \$40,000-\$59,999.

Statistics show that the more affluent a woman is, the more likely she is to wear black.



• ***It was an itsy-bitsy, teeny-weeny black bikini...*** Seems that bikini lovers are also more likely to adore black—71 percent of women who wear bikini panties say black is a fashion favorite, while hi-cut panty wearers log in at 62 percent.

• ***Black's thoroughly modern to mademoiselle...*** 60 percent of *mademoiselles* felt that black was modern, compared to 47 percent of *madames*. *Très intéressant!*

All in all, the women surveyed were in agreement that black is the color they considered most fashionable. But every woman is entitled to her opinion, and though black was number one, there were some regional differences. The color was deemed fashionable by 84 percent of women in the northeast; 83 percent in the south, 81 percent in the midwest, but only 69 percent of women in the west. California dreamin' must be in Technicolor. Wait until they hear the news...this season it's *all* about the new black.