

Here's how to get every new Gene doll in our regular line...this year and every year!

When you sign up for this exciting Gene subscription, we'll automatically ship you each of the four new Gene dolls for 1997 (as you've paid for the previous doll), and bill you after shipment. But there's more!

- After 1997, we'll automatically extend your subscription to include *all* the upcoming dolls in the regular Gene line...four dolls are planned each year...which we'll ship to you on approval, billing you at the time of shipment. As you continue to pay for each doll, we'll send you the next...so you'll never miss a single one!

- As a Preferred Gene Client, you'll be the first to be introduced to all other new Gene items: costumes, special edition dolls, and accessories.

- You'll be able to keep your Gene collection up to date, and pay in convenient monthly installments that make Gene ownership so affordable.

Gene®

ABOUT YOUR GENE SUBSCRIPTION

Our Gene subscription guarantees you'll get every new Gene doll in our regular line as they become available, now and in the future. The subscription plan brings you all four 1997 Gene costumed dolls shown here, plus future issues. Each 1997 doll is just \$79.95 plus shipping, payable in convenient monthly installments. As you pay in full for each doll, we'll automatically ship the next, and we'll continue after 1997 to ship future Gene dolls as well. Each Gene purchase is fully guaranteed for one year from the day you receive it, and you may cancel your subscription at any time by notifying us. *Don't miss out; sign up now!*



GENE in "EASTER SNOW"

Costume by Doug James

Gene enjoys the most chic of spring holidays in this creamy white wool crepe coat dress with satin draping at the hip. She tucks her brunette hair up under her stunning hat, and steps out with a designer-inspired basket of Easter treats. Triple pearl choker, earrings, short yellow gloves, ivory shoes and matching hose complete this elegant ensemble.

GENE in "ICED COFFEE"

Costume by Laura Meisner

This gown turned heads on Broadway at a theater opening, with its bodice of softly shirred chiffon in the distinct color of iced coffee au lait, atop a slim sheath of cool white satin. The self-sash drapes softly to the side, secured with a brooch of dazzling brilliants. With additional glimmering jewelry, matching shoes and hose. Sublime!



GENE in "BIRD OF PARADISE"

Costume by William Ivy Long

In the musical spectacular "Bird of Paradise," Gene gets to strut her stuff...and show off her million-dollar legs!...as a showgirl. The subtle, pastel details of her spectacular costume are highlighted with accents of gathered tulle and crystal, pearl and sequin beading on the leotard, headress, and even her shoes and hose! A showstopper!

Fashion Illustrations by
Clyde Smith

THE ASHTON-DEAKE GALLERIES
Bringing the Best of 19th-Century Style

INTRODUCING THE 1997 GENE COLLECTION



Gene®
Extend your collection now

by reserving these four fabulous new Gene dolls for '97...and be guaranteed every new annual collection of Gene dolls in the future.

HOLLYWOOD DREAMS ARE MADE OF THIS!

GENE in "SPARKLING SEDUCTION"

Costume Design by Shelley Rinker,
Winner of the 1996

Young Designers
of America Award
for "Best Period Costume"

In the film "Sparkling Seduction," Gene plays a private investigator hired by the wife of a Hollywood mogul to expose her husband's infidelities. But then Gene unexpectedly falls in love with the very man she is investigating...and ends up pairing up with him to expose his wife's hidden plans for murder. For a moonlit rendezvous, Gene sweeps into the room in this sinuous gown with its furled hemline, glittering with applied paillettes. Her cape is elanet velvet with sleeves of faux fur. An intricately beaded "amethyst" necklace, bracelet and matching earrings add subtle sparkle and color. With sequin-trimmed black shoes and hose.



Mel Odum,
the man behind
the legend
named

Gene

Mel Odum was raised in tiny Aheskie, North Carolina. He studied fashion illustration, followed by graduate work at the Leeds Polytechnic Institute of Art and Design in England. Living in New York since 1975, he has exhibited at the Cooper-Hewitt Museum and the Society of Illustrators. His work has appeared on the covers of *TIME* and *Oscar* magazines, in the *New York Times Magazine*, and in illustrated novels by Joyce Carol Oates and Tom Robbins.

GENE
SHARE THE DREAM

"Sparkling Seduction" and every doll in the Gene line is 15 1/2 inches high, crafted in hand-painted collector-quality vinyl, fully posable, and comes with its own custom doll stand. Each doll also comes with a hand-numbered Certificate of Authenticity and a complete story of the doll and her individual costumes.