BULKY DOCUMENTS

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Title: Opposer's Brief in Response to Applicant's Motion for Summary Judgment and Opposer's Countermotion for Summary Judment; with Exhibits A-G; A part 1 – A part 11

Part 5 of 11

Processed by Duane Foster

NAUTICA

Nautica® Named Title Sponsor Of 6th Annual Nautica New York City Triathlon

New York, NY (February 9, 2006) – Korff Enterprises, the sports marketing and events management company organizing the 6th annual New York City Triathlon, and Nautica® announced today that Nautica®, a leading global lifestyle brand with products ranging from men's, women's and children's apparel and accessories to a complete home collection, has signed a multi-year agreement to be the title sponsor of the Nautica New York City Triathlon. This year's race is scheduled for Sunday, July 16, 2006. Last year, over 2,000 athletes, from elite international athletes to local New Yorkers, competed in this prestigious event. "We are pleased to announce our sponsorship of the Nautica New York City Triathlon," said Denise V. Seegal, President and CEO of VF Sportswear, Inc. "We are thrilled to sponsor an event in our home city of New York. As the title sponsor, Nautica® is reaffirming our commitment to active lifestyle sports events as well as to the city of New York and is continuing to align ourselves with events that are important to our core consumer."

PREVIOUS ARTICLE | NEXT ARTICLE

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NAUTICA

AVP and Nautica® Announce Multi-Year Official Apparel Sponsorship Agreement

LOS ANGELES – January 18, 2006 - AVP Pro Beach Volleyball Tour, Inc., a lifestyle sports entertainment company focused on professional beach volleyball, and Nautica announced today a multi-year sponsorship agreement making Nautica the Official Apparel sponsor of the AVP Tour. AVP's national touring series that features more than 150 of the nation's top male and female professional beach volleyball players. Both Nautica and the AVP pride themselves on capturing the essence of an active, adventurous and spirited lifestyle, making the sponsorship a perfect match. "We're pleased to announce our expanded relationship with the AVP. We believe that our partnership with the AVP and our commitment to the sport of beach volleyball and its world-class athletes is truly reflective of the active, energetic lifestyle of the Nautica brand," said Denise V. Seegal, President and CEO of Nautica Enterprises, Inc. "Throughout our four year relationship with the AVP, we've seen terrific synergies between our dynamic, multi-faceted consumers and the growing and loyal AVP fan base."

 © Nautica 2006

NAUTICA

AVP and Nautica® Announce Multi-Year Official Apparel Sponsorship Agreement

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 © Nautica 2006

NAUTICA

Nautica® Returns To Miami For US Sailing's Rolex Miami OCR

Nautica Brand Affirms Its Brand Heritage

Miami, FL - January 11, 2006 - US SAILING's Rolex Miami OCR returns to the waters of Biscayne Bay from January 22-27, 2006, bringing together the world's top Olympic and Paralympic class competitors. As part of a multi-year sponsorship and an exclusive agreement with US SAILING, national governing body for the sport, Nautica will provide specially designed event clothing for the judges, club officials, and volunteers and sponsor the Rolex Miami OCR dinner reception on January 25 at the Coral Reef Yacht Club. With this expanded sponsorship agreement, which began in 2005, Nautica serves as the Official General Apparel Supplier of the US Sailing Teams. This partnership reaffirms Nautica's heritage, as the brand has been closely associated with the sailing community since it was founded in 1983. "We are pleased to be continuing our relationship with US SAILING and look forward to exploring new ways to grow and strengthen our partnership," said Chris Fuentes, Nautica's Vice-President of Marketing.

 © Nautica 2006

NAUTICA

Malibu Triathlon

Malibu, California - Famous faces and determined athletes of every stripe met on the sands of Zuma Beach in Malibu, California on Sunday September 25th to compete in the 19th annual Nautica Malibu Triathlon. Benefiting the Elizabeth Glaser Pediatric AIDS Foundation, this year's fundraiser was predicted to bring in more than $275,000. There were more than 2,000 participants and thousands more cheered them on. Celebrities including Tate Donovan (The O.C.) and John Cryer (Two and a Half Men) were just a few of the athletes out for the ½ mile swim, 18 mile bike ride, and 4 mile run. Celebrities were not the only members of the entertainment industry, with key executives from Disney, Warner Bros. and DreamWorks all sweating for the cause.

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NAUTICA

Nautica® Urban Regatta

Shanghai - 23 September 2005 - Hundreds of enthusiastic Chinese fans lined the shores of Shanghai's famous Taiping Lake in Xintiani for the city's first ever radio-controlled sailboat competition. Here, Nautica announced it's official sponsorship of the Chinese Yachting Association and the Chinese Nation Sailing Team for the 2008 Beijing Olympics. Leading corporations and media in China competed in this regatta, as the sport and lifestyle of sailing sees a rapid rise in popularity among affluent Chinese. In addition to the excitement of the Nautica Urban Regatta and the national team sponsorship announcements, Shanghai will see it's treasured Taiping Lake transformed into a stunning fashion extravaganza, where Nautica will introduce it's latest Fall 2005 Collection.

PREVIOUS ARTICLE | NEXT ARTICLE

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NAUTICA

Head Of Charles News Recap

Cambridge, MA. - Nautica has signed a two-year agreement with the Head of the Charles Regatta (HOCR) as the Official Apparel Sponsor for the 2005 and 2006 Regattas. The Head of the Charles Regatta, now in its 41st year, is the world's largest two-day rowing event and is the largest collegiate amateur rowing event in North America. HOCR was held on October 22-23, 2005 on the Charles River which separates Boston and Cambridge, MA. In addition, Nautica again sponsored the popular "Row-a-Palooza" music stage. Row-a-Palooza is a two-day music festival held as part of the Regatta that features some of the best up-and-coming talent in the music industry. This year, the band All-American Rejects headlined the Row-a-Palooza music festival on Sunday, October 23rd. Local college bands played on Saturday and Sunday as well.

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NAUTICA

Nautica® By Land And Sea

Building on its twenty year heritage with the sailing community, Nautica this year signed on to be the exclusive apparel sponsor for US SAILING. The first big event out of the docks this spring was the US Youth Sailing Championship held at the Cedar Point Yacht Club in Westport, Connecticut. For sailors 20 years and younger this is the biggest event of the year and the precursor to the chance to sail for the US Team during the Olympic Summer Games.

Closer to shore, lifeguards scanning the surf on eight beaches for the Town of Southhampton this summer will be the best dressed on the Sound. Nautica signed on to a multi-year agreement, supplying all 150 staff with on-beach uniforms, swimsuits, tee-shirts and baseball caps.

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NAUTICA

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NAUTICA EVENTS NEWS AND STYLE 2006

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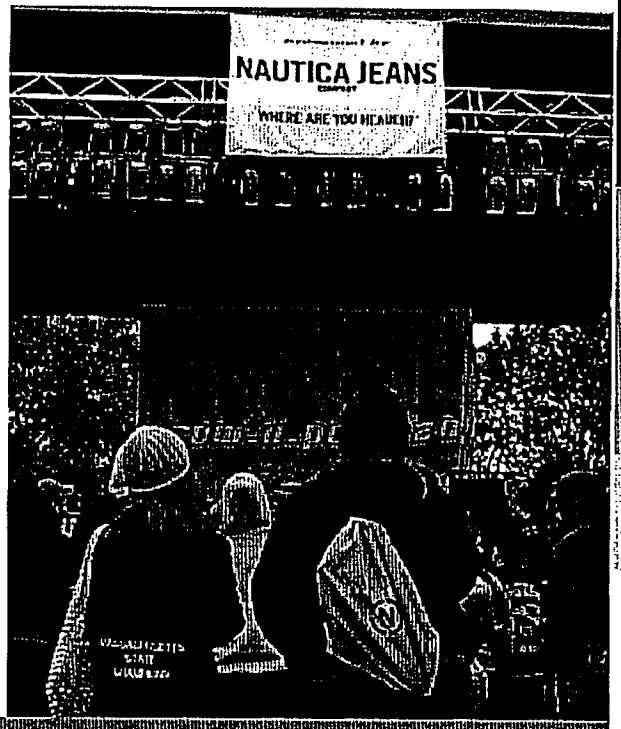

- Nautica® New York City Triathlon
- AVP and Nautica® Sponsorship Agreement
- Nautica® Returns To Miami For US Sailing's Rolex Miami OCR
- Malibu Triathlon
- Nautica® Urban Regatta
- Nautica® By Land And Sea

NAUTICA SPONSORED EVENTS

EVENT	LOCATION	DATE
Rolex Miami OCR	Miami, FL	Jan 23 - Jan 27
AVP	Fort Lauderdale, FL	Mar 31 - Apr 02
AVP	Tempe, AZ	May 05 - May 07
AVP	Santa Barbara, CA	May 18 - May 21
AVP	Huntington Beach, CA	May 26 - May 28
AVP	Hermosa Beach, CA	Jun 09 - Jun 11
US SAILING Youth Camps	Grosse Pointe, MI	Jun 12 - Jun 17
AVP	Sacramento, CA	Jun 15 - Jun 18
AVP	Seaside, NJ	Jun 29 - Jul 02
AVP	Atlanta, GA	Jul 06 - Jul 09
AVP	Birmingham, AL	Jul 13 - Jul 16
NYC Triathlon	New York, NY	Jul 16
AVP	Chicago, IL	Jul 20 - Jul 23
Kayak for a Cause	Connecticut	Jul 29
Legg Mason Tennis Classic	Washington, D.C.	Jul 29 - Aug 06
AVP	Manhattan Beach, CA	Aug 10 - Aug 13
AVP	Brooklyn, NY	Aug 17 - Aug 20
AVP	Boulder, CO	Aug 25 - Aug 27
AVP	Cincinnati, OH	Aug 31 - Sep 03
AVP	Las Vegas, NV	Sep 08 - Sep 10
Malibu Triathlon	Malibu, CA	Sep 17
US Team Race Champs	San Diego, CA	Mid September
Head of the Charles	Boston, MA	Oct 21 - Oct 22
Row-A-Palooza	Boston, MA	Oct 21 - Oct 22

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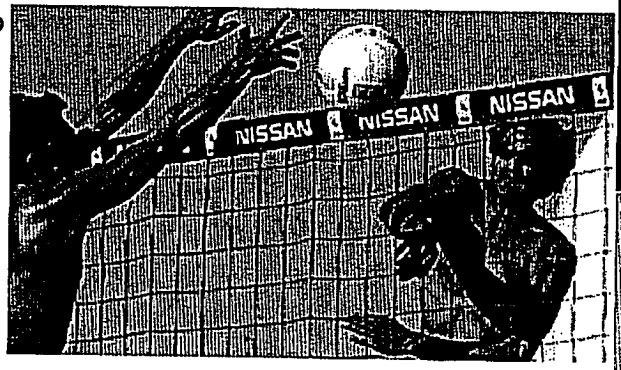
NAUTICA EVENTS NEWS AND STYLE 2006

Team Nautica – AVP

- Dax Holdren
- Elaine Youngs
- Eric Fonoimoana
- George Roumain
- Mike Lambert
- Misty May



TEAM NAUTICA NEWS

AVP Fort Lauderdale
The kick-off of the 2005 AVP Nissan Series in Fort Lauderdale on April 1st and 3rd was a great success...

AVP Tempe
The second event of the AVP season in Tempe, AZ witnessed impressive victories on both the men's and women's sides...

AVP Austin
It was a weekend of firsts in Austin as a new winner broke into the men's side and the Chinese team stormed into the women's side...

AVP Santa Barbara
In the first California AVP Nissan Series event of the season, the local Santa Barbara AVP players came up big in front of energized crowds...

TEAM CALENDAR

Mar 31 - Apr 02
Fort Lauderdale, FL

May 05 - May 07
Tempe, AZ

May 18 - May 21
Santa Barbara, CA

May 26 - May 28
Huntington Beach, CA

Jun 09 - Jun 11
Hermosa Beach, CA

Jun 15 - Jun 18
Sacramento, CA

Jun 29 - Jul 02
Seaside, NJ

Jul 06 - Jul 09
Atlanta, GA

Jul 13 - Jul 16
Birmingham, AL

Jul 20 - Jul 23
Chicago, IL

Aug 10 - Aug 13
Manhattan Beach, CA

Aug 17 - Aug 20
Brooklyn, NY

Aug 25 - Aug 27
Boulder, CO

Aug 31 - Sep 03
Cincinnati, OH

Sep 08 - Sep 10
Las Vegas, NV

ABOUT AVP

Organized in 1983, the AVP Pro Beach Volleyball Tour is the most popular and respected beach volleyball organization in the world. Featuring more than 150 of the top American men and women competitors in the sport, AVP stages 10-15 events throughout the United States each year. For more information, please vist the AVP website.

TEAM NAUTICA LINKS

AVP
http://www.avp.com

U.S. Sailing
http://www.ussailing.org

NAUTICA

Team Nautica – AVP

Dax Holdren

- Elaine Youngs
- Eric Fonoimoana
- George Roumain
- Mike Lambert
- Misty May

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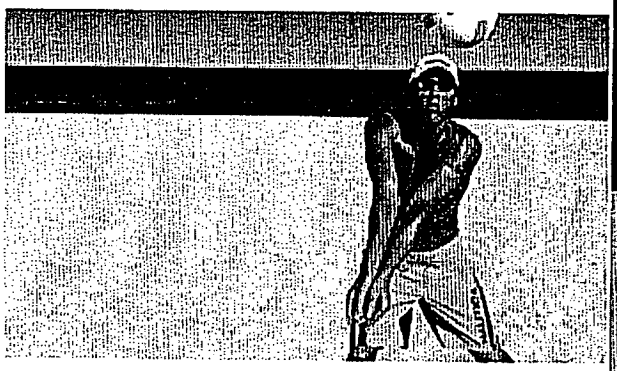

Since bursting on to the professional scene in 1995 Holdren has captured a domestic event title in each of the past six seasons. Exceptional highlights include scoring the 2001 Hermosa Beach title, 2002 Manhattan Beach title and 10 domestic victories with the All-American men, Greece with Stein Metzger. Off the sand Holdren enjoys helping with youth volleyball and basketball leauges in Santa Barbara.

VITAL STATS

Birth Date: September 4, 1972

Hometown: Santa Barbara, CA

Height: 6'3"

NEXT BIO Elaine Youngs

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NAUTICA

NAUTICA EVENTS NEWS AND STYLE 2006

Team Nautica – AVP

Eric Fonoimoana

Dax Holdren
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George Roumain
Mike Lambert
Misty May

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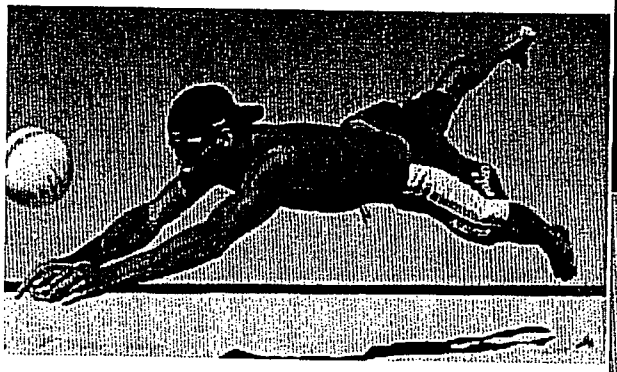

Eric struck Olympic Gold at the 2000 Olympic Games in Sydney and has been a dominant and consistent force on the AVP Tour for the past 12 years. He has competed in more than 250 tournaments throughout his career. 2002 proved to be Eric's year to shine; he reached the finals six times and won four titles with former partner Dax Holdren and was also named AVP's Most Valuable Player. A true community activist, Eric has dedicated much of his winnings and time off the beach to his foundation "Dig for Kids", which helps kids in inner cities excel in school and volleyball.

VITAL STATS

Birth Date: June 7, 1969

Hometown: Manhattan Beach, CA

Height: 6'3"

NEXT BIO George Roumain

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NAUTICA EVENTS NEWS AND STYLE 2006

Team Nautica – AVP

George Roumain

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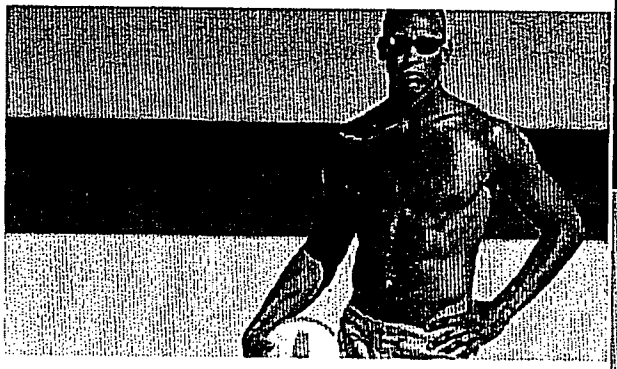

George is one of the most physically dominant players on the AVP Tour. In 2004, George, along with his partner Jason Ring captured their first tournament title at the Huntington Beach Open. George is going into his second year on the AVP Tour after a successful indoor career. He was a member of the U.S. National Team from 1999-2001 and named 2000 Olympic Male Volleyball Athlete of the Year. George has also been credited as a member of Volleyball Magazine's All Century Team.

VITAL STATS

Birth Date: March 28, 1976

Hometown: Parkland, FL

Height: 6'7"

NEXT BIO Mike Lambert

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NAUTICA

Team Nautica – AVP

Mike Lambert

- Dax Holdren
- Elaine Youngs
- Eric Fonoimoana
- George Roumain
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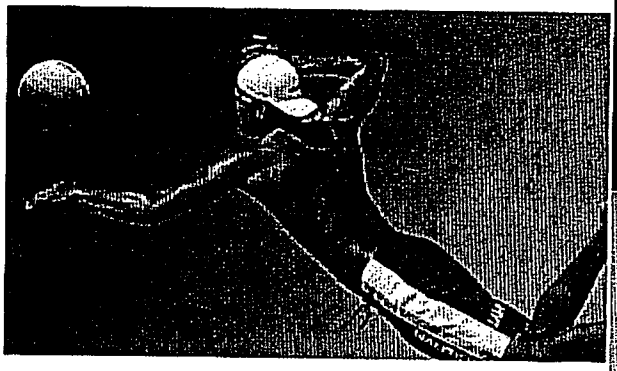

Mike Lambert has become one of the sports most promising players in only his third professional season on the AVP Nissan Series. The 2004 AVP season will be known as "The year of Mike Lambert", after he was named AVP Best Offensive Player, AVP Most Valuable Player and part of AVP Team of the Year with his legendary partner Karch Kiraly. Mike captured four first place finishes in 2004 including the prestigous Manhattan Beach Open which he describes as his greatest accomplishment alongside his role model, Karch. He also won the San Diego Open, the Aquafina Shootout in Las Vegas and the Santa Barbara Invitational. When off the beach, Mike Lambert is a musician at heart and wrote and performed the official anthem of the Tour, "We are the AVP" at a number of 2004 tournaments.

VITAL STATS

Birth Date: April 14, 1974

Hometown: Kaneohe, HI

Height: 6'6"

NEXT BIO Misty May

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NAUTICA

Team Nautica – AVP

Elaine Youngs

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Eric Fonoimoana
George Roumain
Mike Lambert
Misty May

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Elaine was named 2002 AVP MVP, Best Offensive Player and Best Blocker, but her greatest accomplishment was winning the Bronze Medal at the 2004 Summer Olympics in Athens alongside her former partner Holly McPeak. The 2005 season marks Elaine's ninth year playing professional beach volleyball. She and Holly earned five titles domestically and four international first place titles. Before her transition to the beach, EY spent three years on the National Indoor Team and competed at the Olympics in Atlanta.

VITAL STATS

Birth Date: February 14, 1970

Hometown: El Toro, CA

Height: 6'0"

NEXT BIO Eric Fonoimoana

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NAUTICA

Team Nautica – AVP

Misty May

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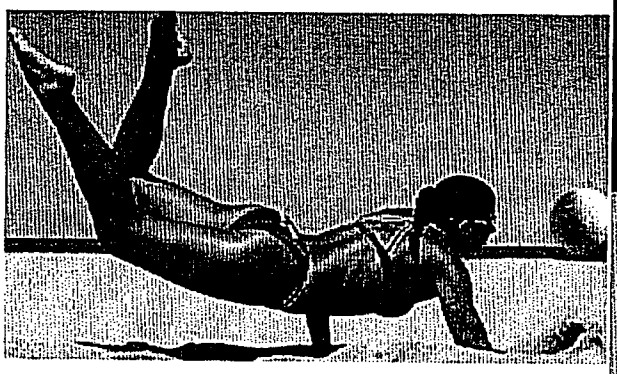

Misty May had her most accomplished season last year when she and partner Kerri Walsh captured the gold medal at the Athens Summer Olympics; the pair went on an impressive and record-breaking 89-match winning streak. She and Kerri have been named AVP Team of the Year two year's in a row (2003, 2004) and Misty was named Best Offensive Player in 2004. Misty is going into her third year on the AVP Tour, but her sixth playing professional beach vollyeball. When she's not training for the 2005 season, she is the assistant coach at Irvine Valley Junior College.

VITAL STATS

Birth Date: July 30, 1977

Hometown: Costa Mesa, CA

Height: 5'10"

NEXT BIO Dax Holdren

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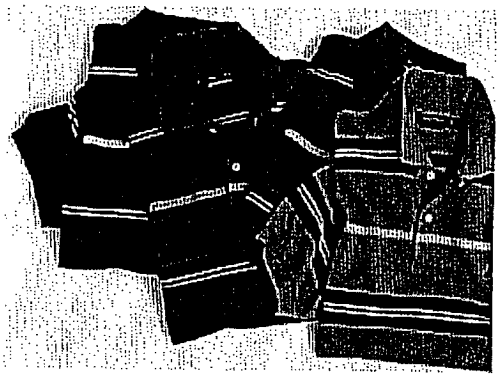
NAUTICA

FATHER'S DAY

GIFT GUIDE

Father's Day Gift Guide



STAIN-RESISTANT STRIPED PIQUE KNIT

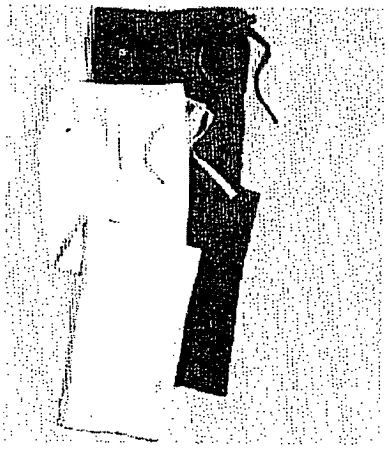
A classic for Dads on-the-go, the stain-resistant stripe pique knit shirt is made of 100% cotton Teflon. Available in a rainbow of colors - grey heather, white, green, navy, blue, red – Nautica's pique shirt boasts a J-Class logo and side vents for tucking in or out.

Available at select Belk, Bon Ton, Dillard's, Foley's, Macy's, and Marshall Field's stores.

N-MX 42 WATCH

A rugged timepiece for the Nautica adventurer, the N-MX 42 watch is both functional and stylish. Boasting retro-inspired details and a stylish canvas band, this piece is sure to become an essential accoutrement in any man's wardrobe.

Available at www.nauticawatches.com.

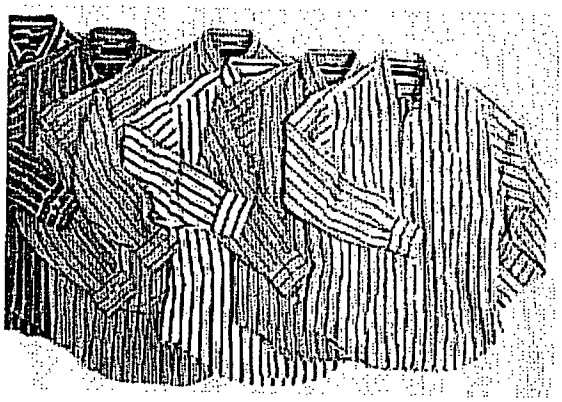


LINEN DRAWSTRING PANT

Come surf or sand, the linen drawstring pant is an airy, casual look for any beachcomber. With a loose, pull-on fit, this style is available in white and light linen.

Available at select Belk, Dillard's, Filene's, Foley's, Hecht's, and Macy's stores.

STRIPED BUTTON-DOWN SHIRT



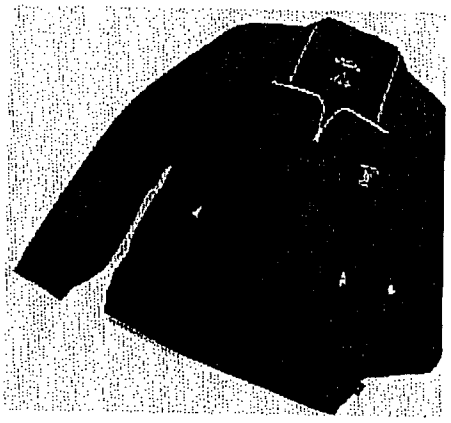
The quintessential summer staple, Nautica's linen-rayon blended striped button-down shirt is available in white, tan, navy, blue, pink, red and yellow.

Available at select Belk, Filene's, Hecht's, Macy's, Marshall Field's, and Robinsons May stores.

GOLF JACKET/WIND SHIRT

Whether Dad's day is filled with 9 or 18 holes, this lightweight, water-resistant golf jacket/wind shirt is treated with Nano-pel finish to keep him comfortable both on and off the course. The jacket is available in full and half-zip styles and features a Nautica Golf logo.

Available at select Carson Pirie Scott, Filene's, Foley's, Hecht's, Macy's, and Robinsons May stores.



BUCKET HAT

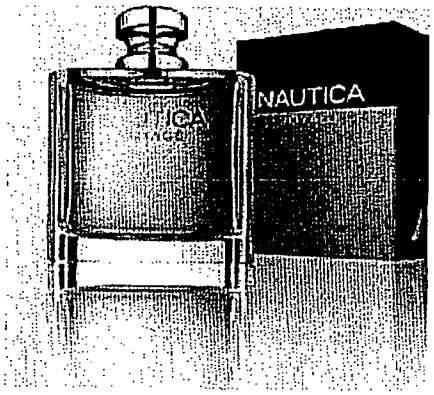
The Nautica bucket hat is a perfect topper for an effortlessly chic, beachy look. Available in navy, this hat is made of 100% cotton chino twill.

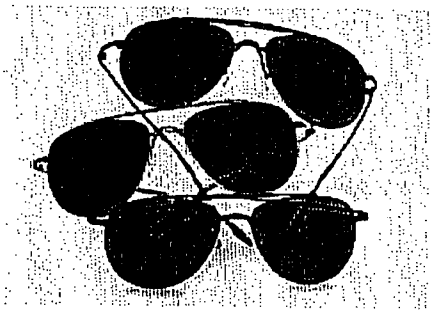
Available at select Belk, Carson Pirie Scott, Hecht's, Macy's, Marshall Field's, and Robinsons May stores.

NAUTICA VOYAGE

An evocation of sophistication and simplicity. Curved glass and faceted angles capture the thrill of wind and sail at sea. Stirring and awe-inspiring. Heavy weighted glass holds the mesmerizing ocean-blue fragrance within. The brushed-nickel cap with navy blue detailing is inspired by an authentic sailboat winch.

Available at www.nauticafragrance.com





AUCKLAND AVIATOR SUNGLASSES

The Auckland aviator sunglasses add an instant update to any Dad's look, both in the air and on land. No longer reserved for just the aviation-obsessed, these frames are available in shiny black, white, yellow, orange, or traditional matte gold to complement any ensemble.

Available at select Cohen's Fashion Optical stores.

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NAUTICA

FATHER'S DAY

GIFT GUIDE

Father's Day Gift Guide

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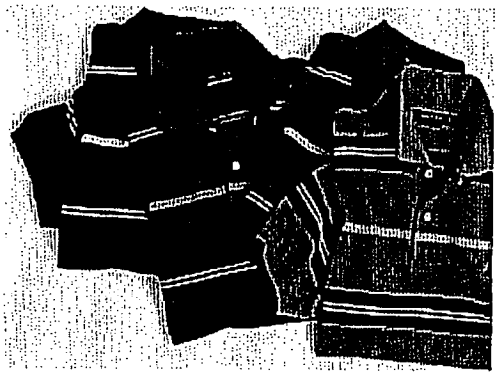

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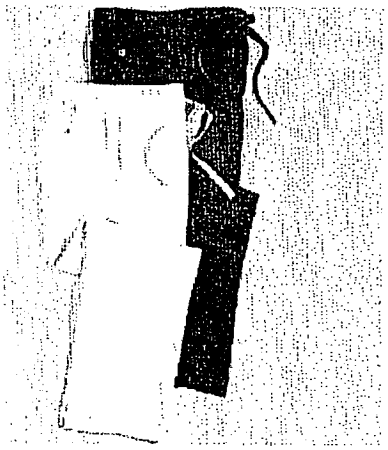

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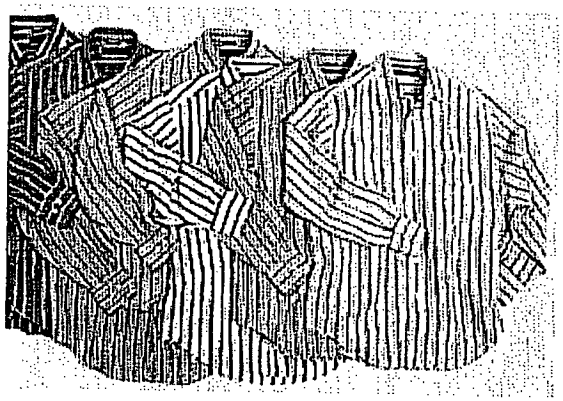

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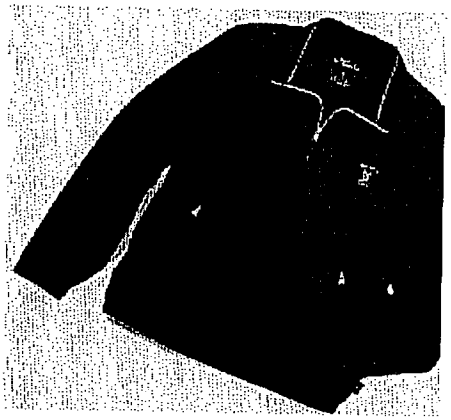

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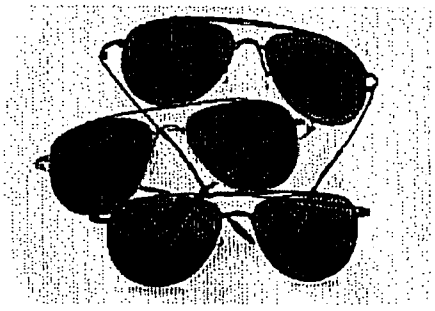
Available at select Belk, Carson Pirie Scott, Hecht's, Macy's, Marshall Field's, and Robinsons May stores.

NAUTICA VOYAGE

An evocation of sophistication and simplicity. Curved glass and faceted angles capture the thrill of wind and sail at sea. Stirring and awe-inspiring. Heavy weighted glass holds the mesmerizing ocean-blue fragrance within. The brushed-nickel cap with navy blue detailing is inspired by an authentic sailboat winch.

Available at www.nauticafragrance.com



AUCKLAND AVIATOR SUNGLASSES

The Auckland aviator sunglasses add an instant update to any Dad's look, both in the air and on land. No longer reserved for just the aviation-obsessed, these frames are available in shiny black, white, yellow, orange, or traditional matte gold to complement any ensemble.

Available at select Cohen's Fashion Optical stores.

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David Chu
Invites you to view
the *Stars & Stripes* Sportswear Collection

New York Yacht Club

37 West 44th Street
between 5th & 6th Avenues

Wednesday, February 13

8:15 AM

Enjoy breakfast with America's Cup legend

Dennis Conner

Captain of *Stars & Stripes*
the New York Yacht Club entry in the
America's Cup 2003 Challenge

RSVP: Mary Ellen Barone
212.887.8114
No later than February 7
Limited Seating

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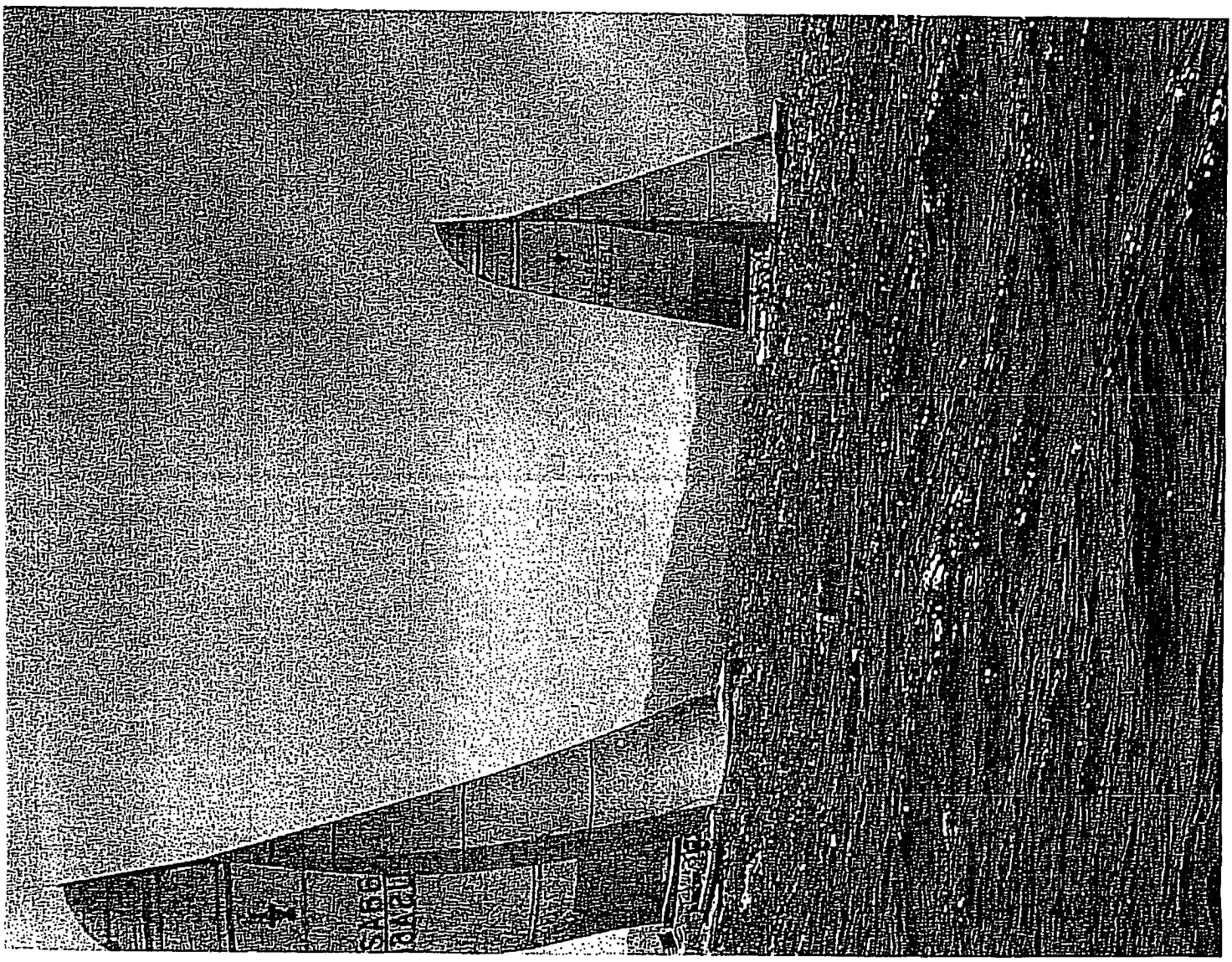

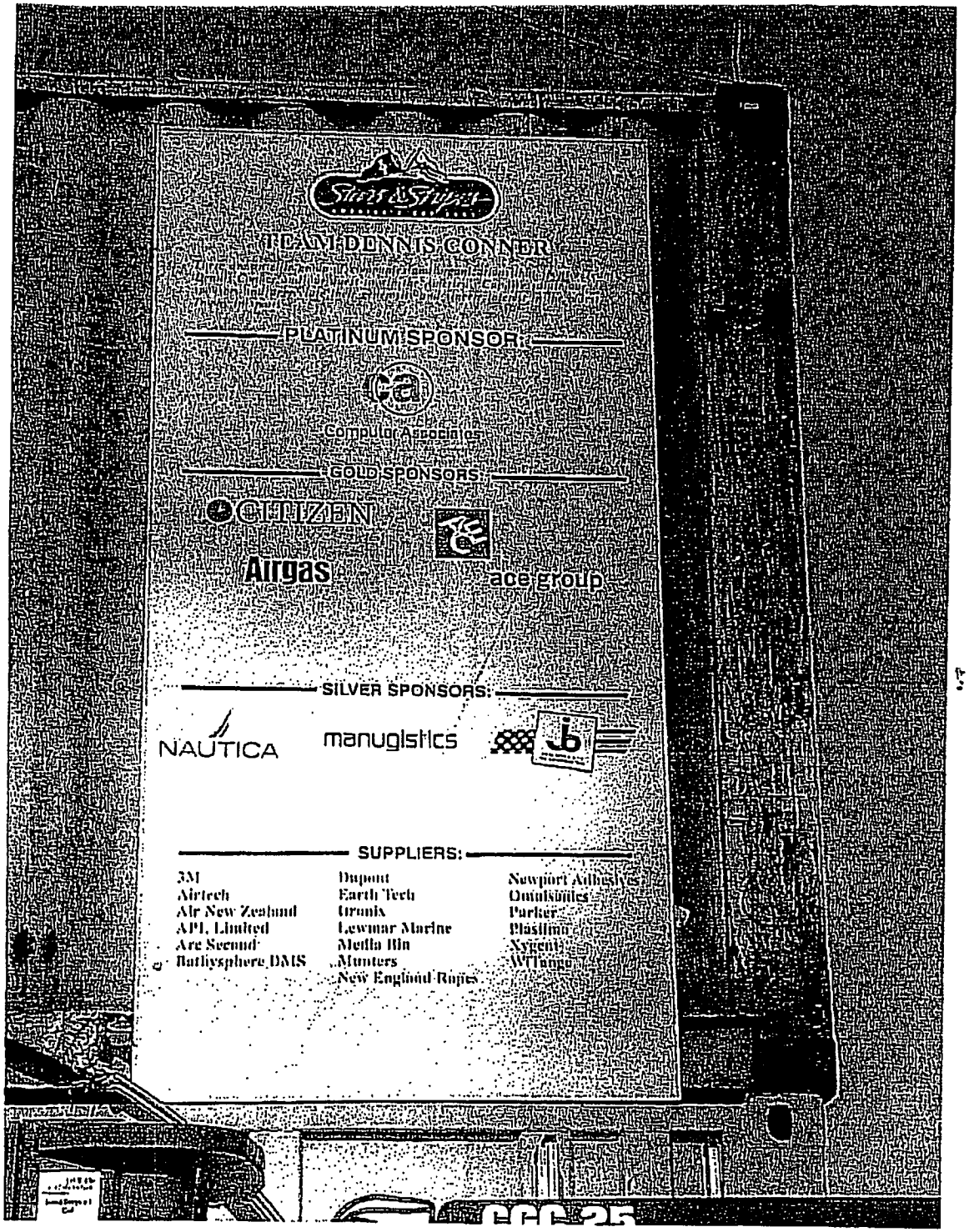
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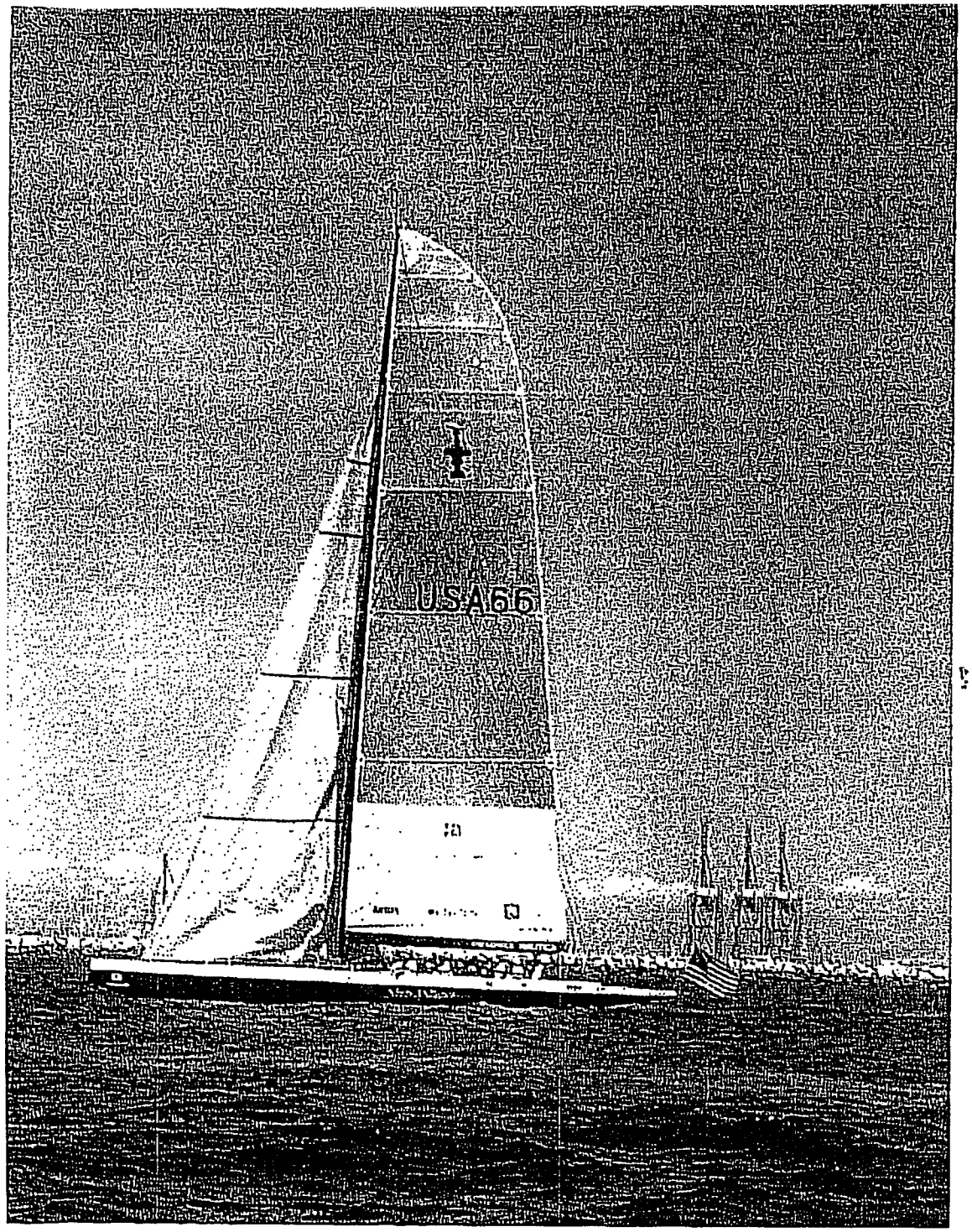
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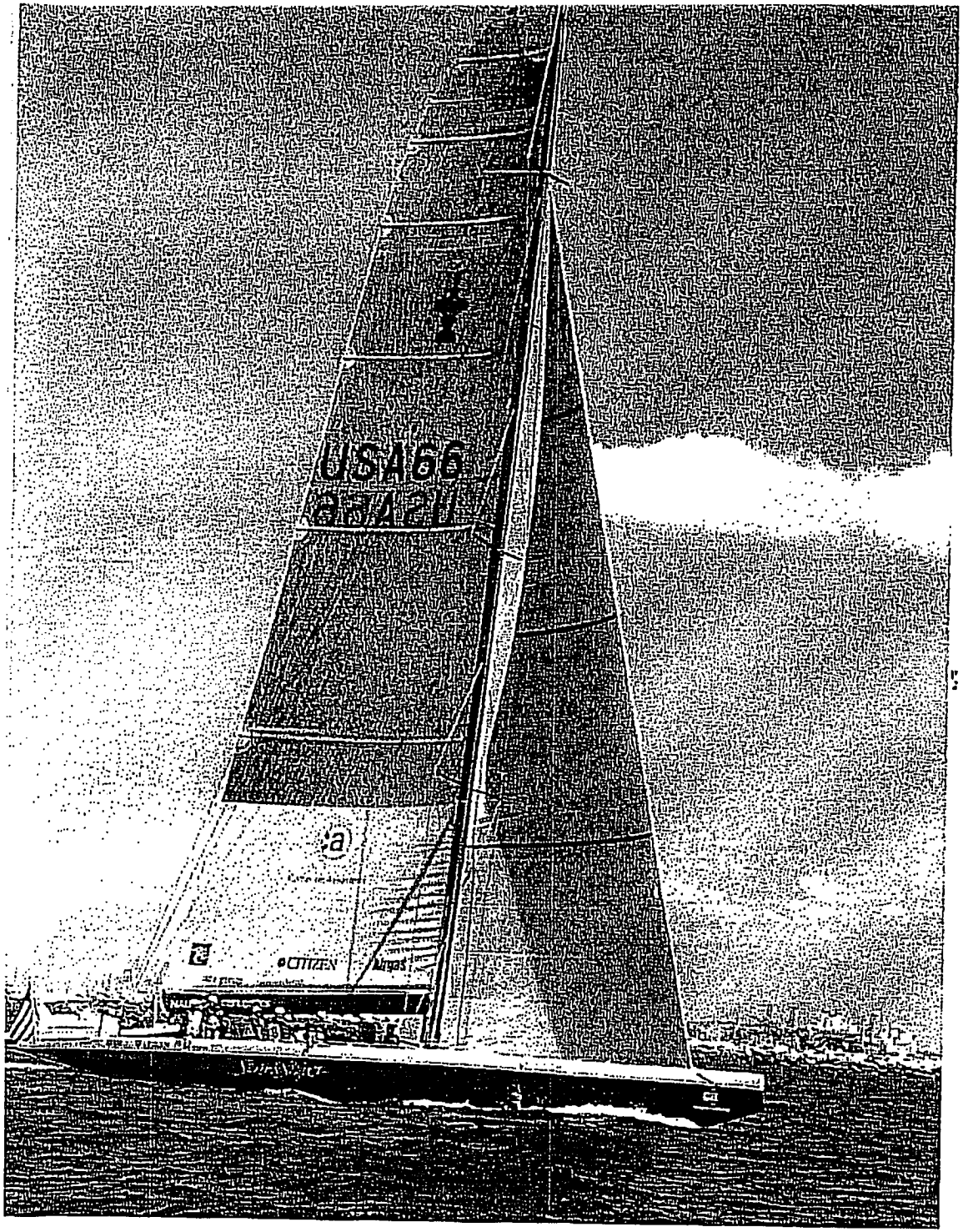
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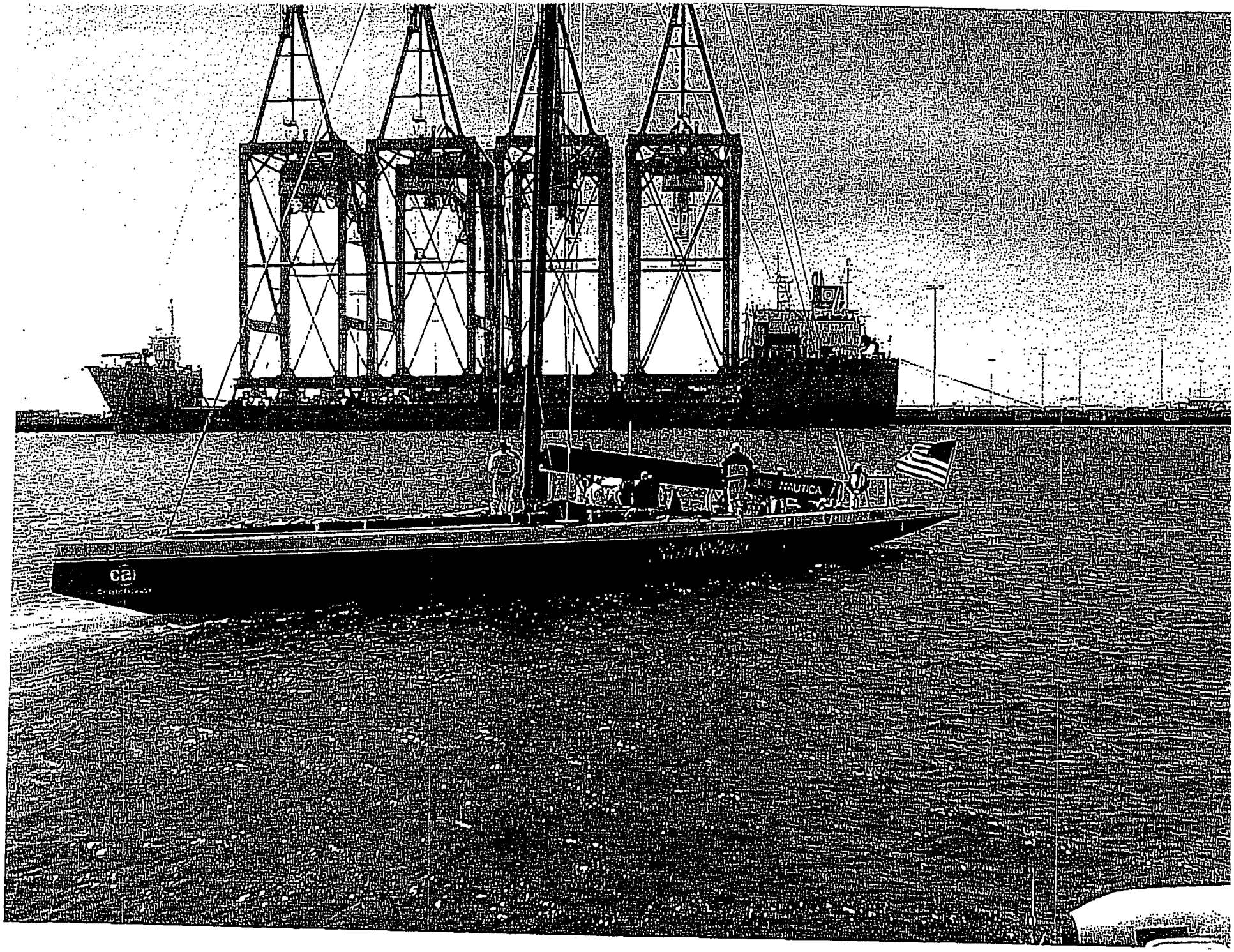
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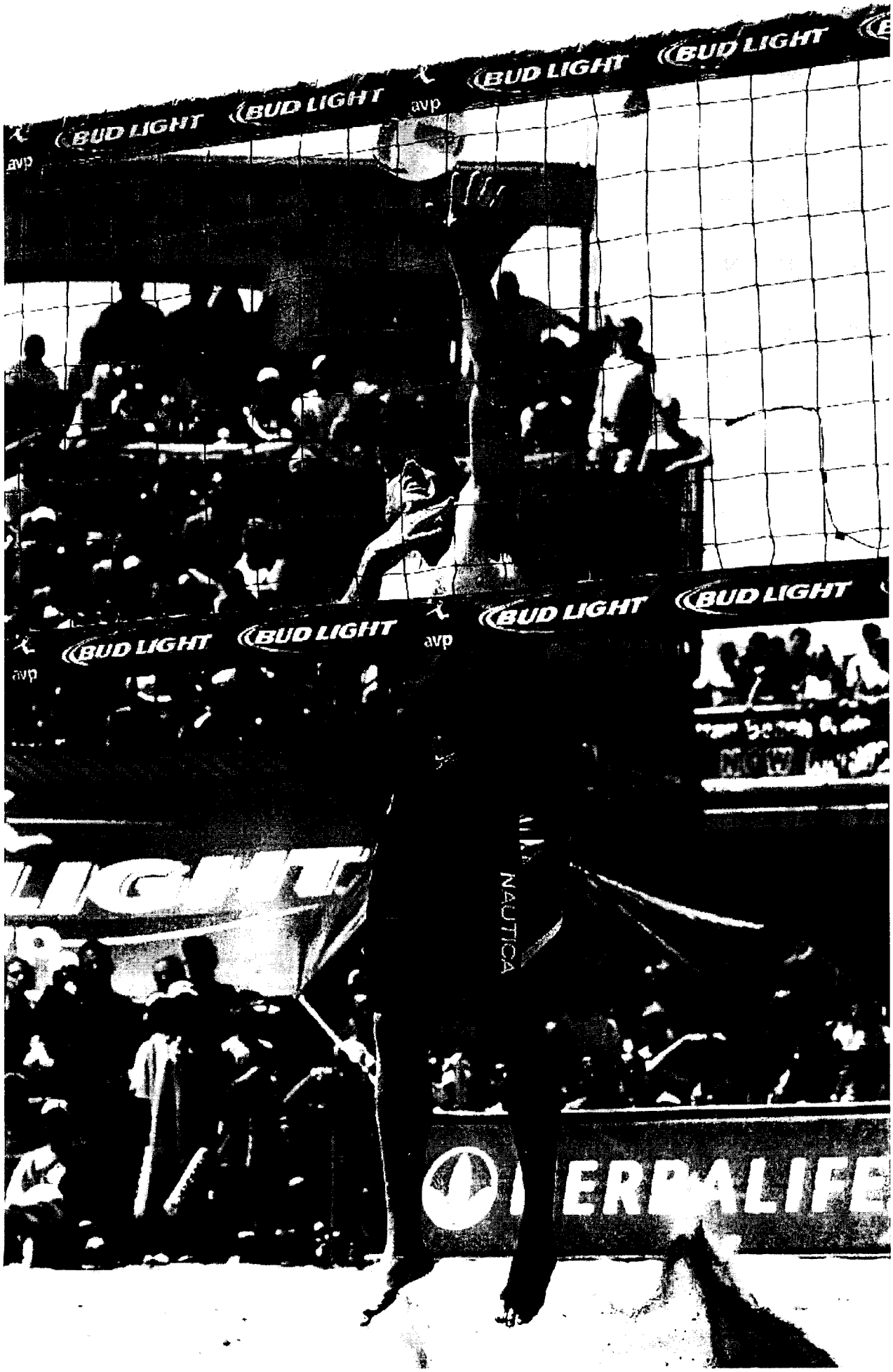
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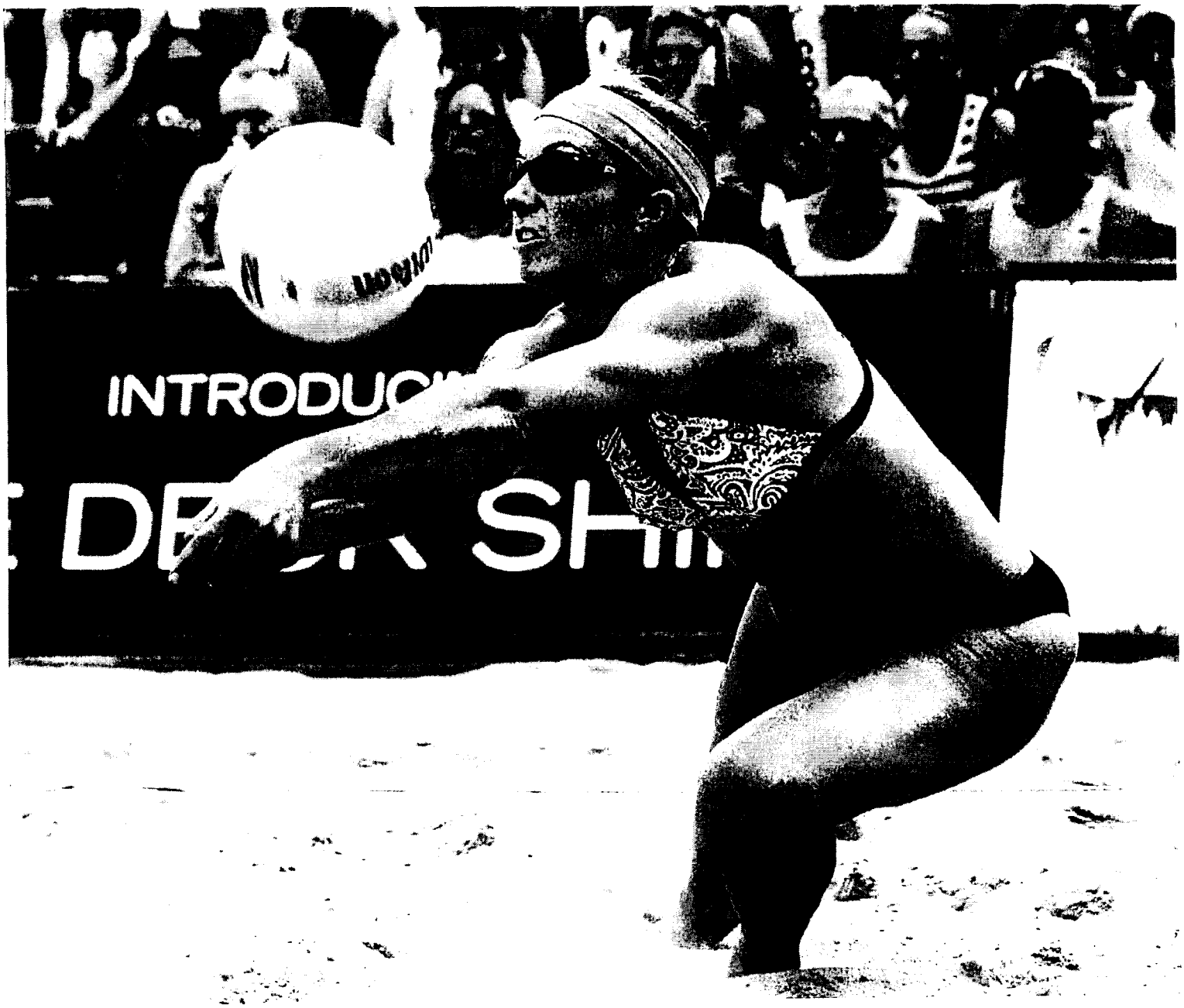
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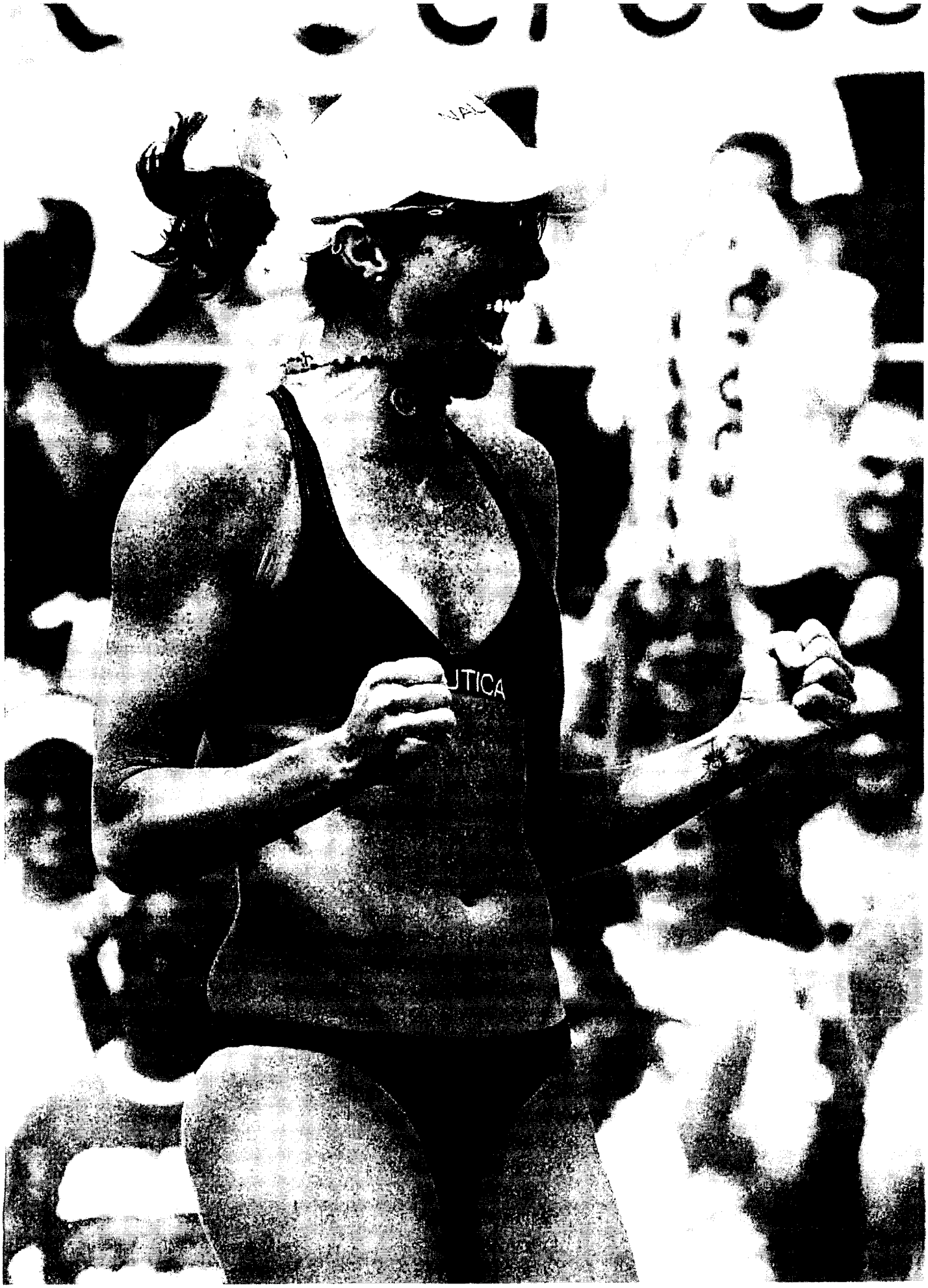
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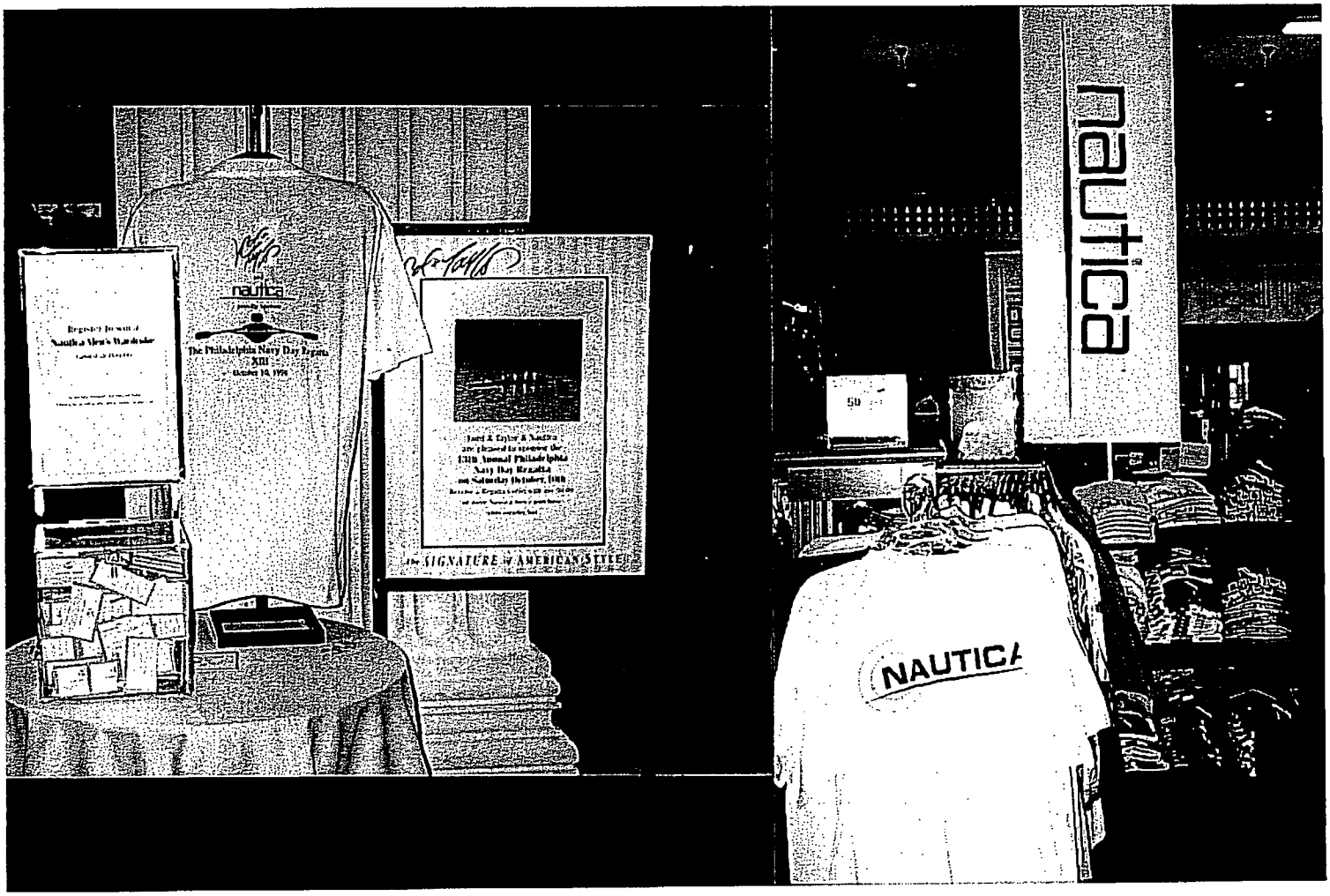
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passed a law that tries to put a lens cap on paparazzi and their raw, high-priced and widely circulated photos of celebrities in private moments.

Next year, it will be grounds for civil action to take the now-infamous pictures of Brad Pitt in the buff on a private beach or to shoot Madonna's 1985 wedding to Sean Penn from one of the army of helicopters that swirled above her Malibu mansion.

Gov. Pete Wilson signed the bill into law Wednesday, saying it would give celebrities, crime victims and ers.

It becomes law Jan. 1.

Under this bill, the so-called stalkerazzi will be deterred from driving their human prey to distraction — or even death," Wilson said.

The bill was introduced after Princess Diana was killed last year in a Paris car crash following a high-speed flight from celebrity photographers. However, the paparazzi who chased Diana would not have been covered by California's law because her activities were in a public place and there was no expectation of privacy.

coats of supermarket tabloids to new laws on libel and privacy.

"I think the bill does very little, but what it does is good," said University of Southern California law professor Erwin Chemerinsky, one of few First Amendment advocates favoring the bill.

It was opposed by newspaper and broadcast groups, which saw it as an infringement on the right to gather news.

But Screen Actors Guild president Richard Masur insisted yesterday that the bill did not target paparazzi or apply exclusively to movie and TV stars.

"It targets a particular kind of behavior," he said. "It applies to what, in other circumstances, would be considered voyeuristic behavior."

For instance, he said, photographing stars' private lives at home when they are unaware that a long-lens camera is peering at them is a clear intrusion.

The new law forbids "constructive trespass," the use of technologically advanced devices to watch or eavesdrop on someone in a situation

It extends trespassing to use of electronic devices. And it allows the celebrity or crime victim to recover damages from the paparazzi and people who employ them.

First Amendment lawyer Douglas Mirell said the new law was too vague and did not address issues of true public concern.

"This is a law that addresses a nonproblem," Mirell said. "This is a P.R. effort spawned by the tragedy of Princess Diana's death, but addresses no legitimate issue that is not now in existing law."

Violating the law can be costly. Violators must pay "triple" the amount of any actual damages plus surrender any proceeds from the sale of material obtained through an intrusion on privacy.

Masur predicted the threat of such lawsuits would be enough to prevent problems.

"Our aim is to chill the behavior of interfering with a person's privacy," Masur said. "Outside of the press, I've never heard a single person raise an objection to a person being left alone."

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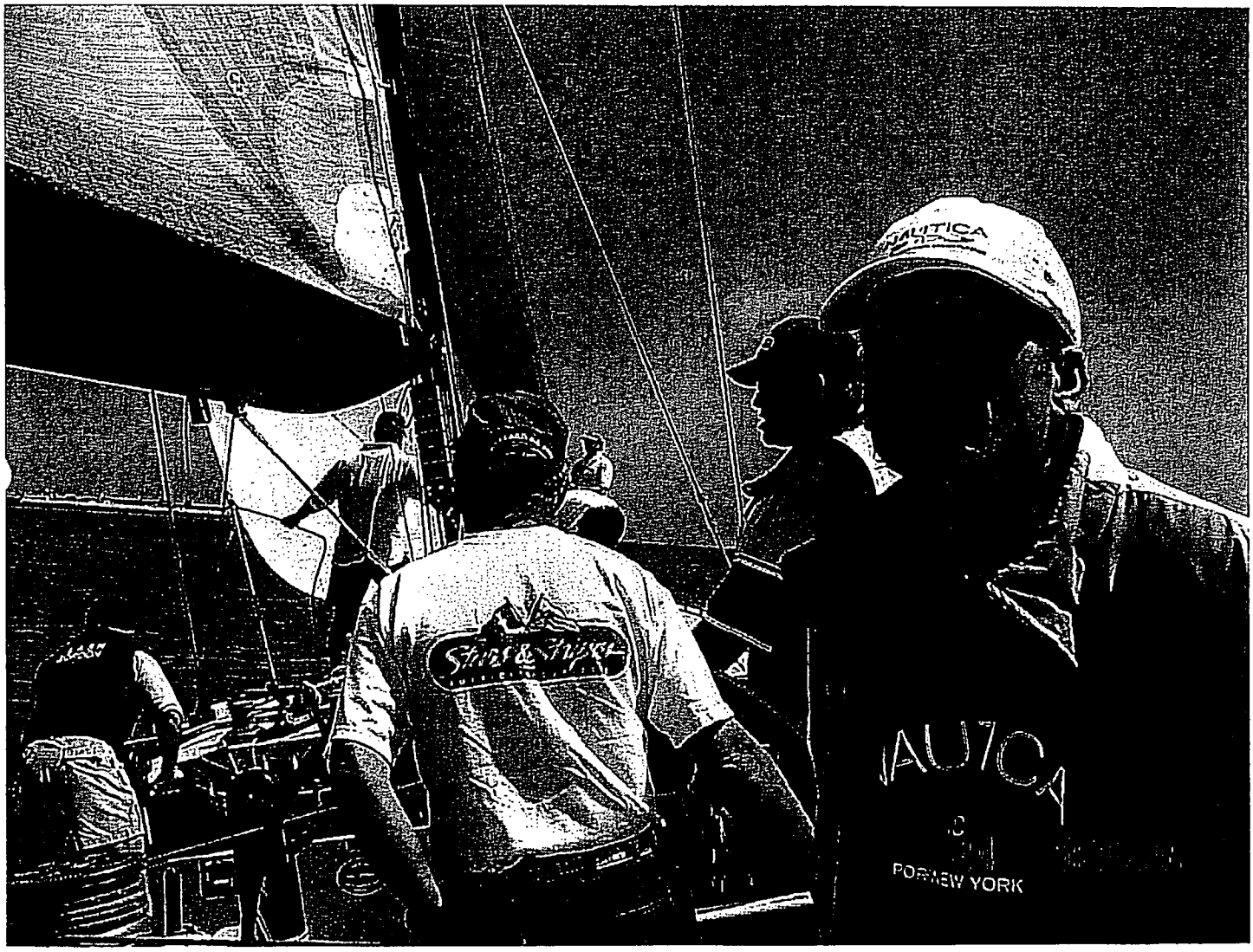

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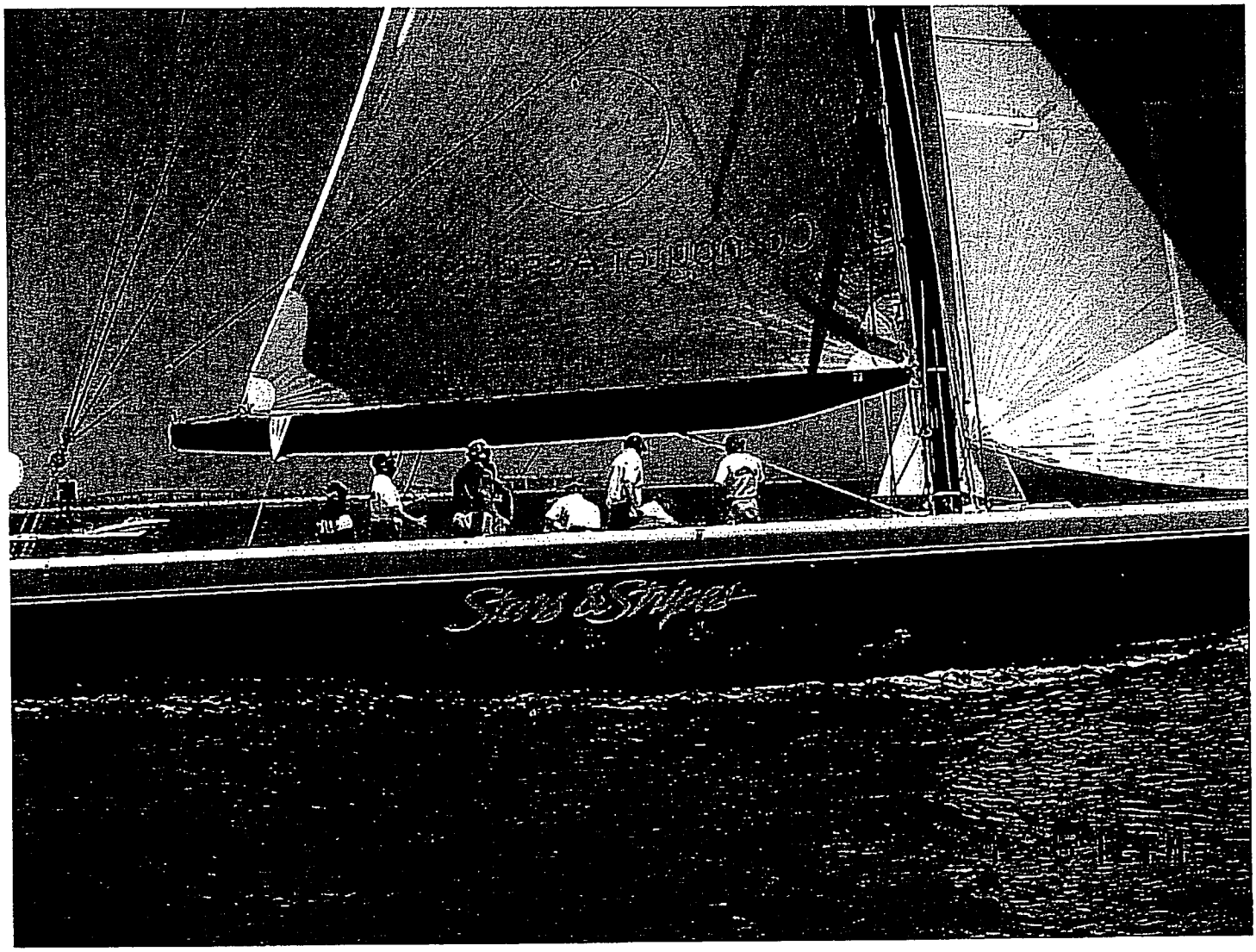
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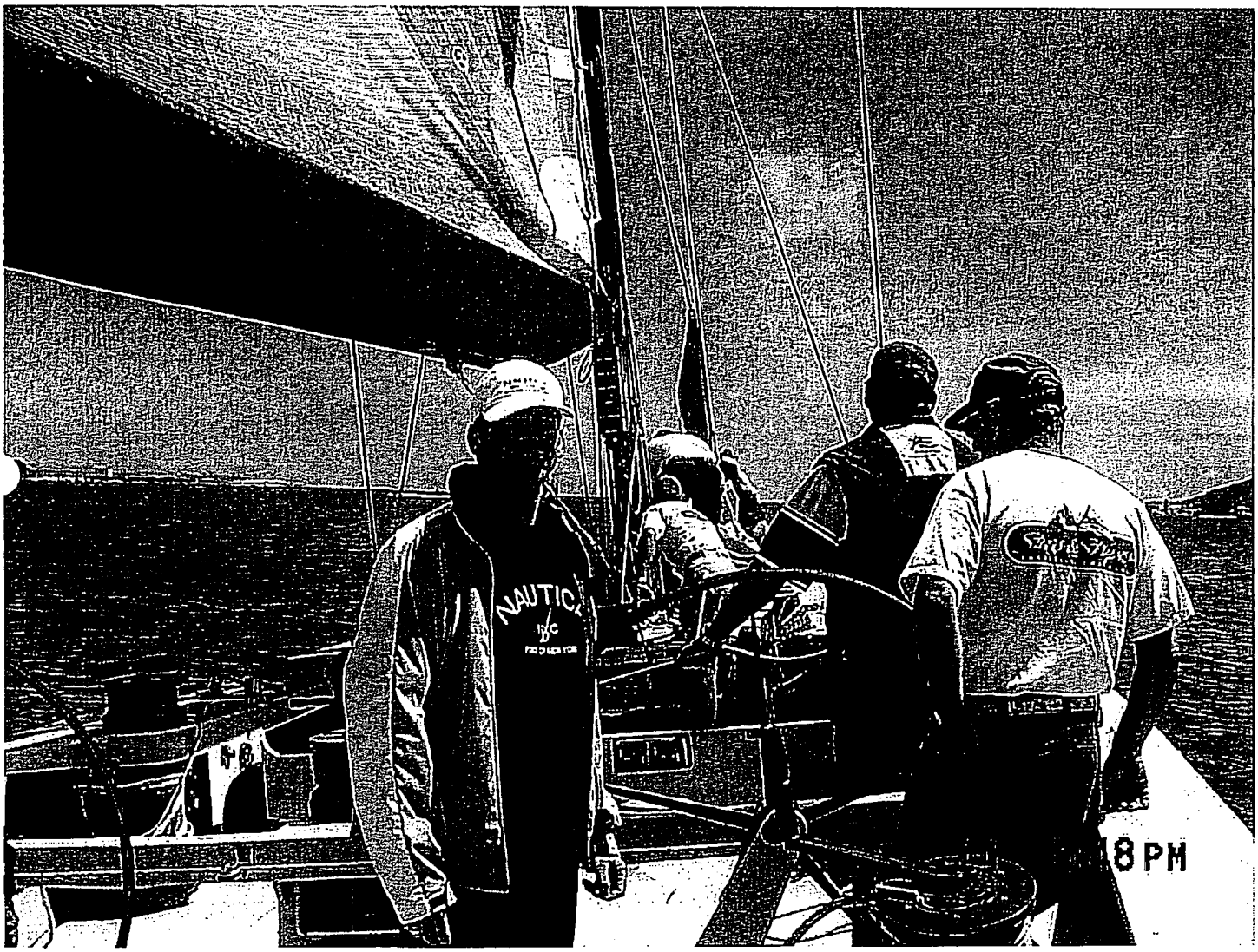

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Stars & Stripes
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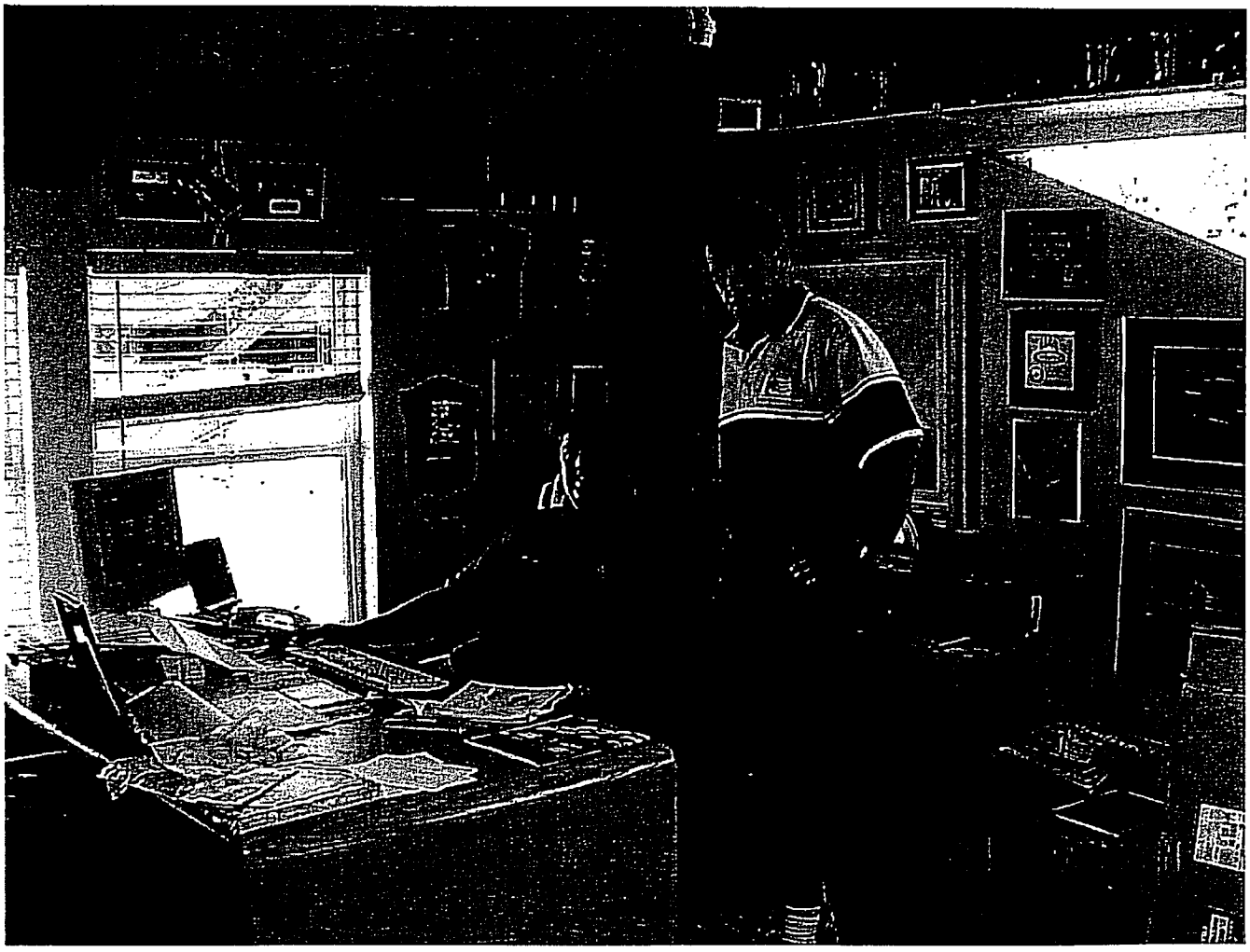

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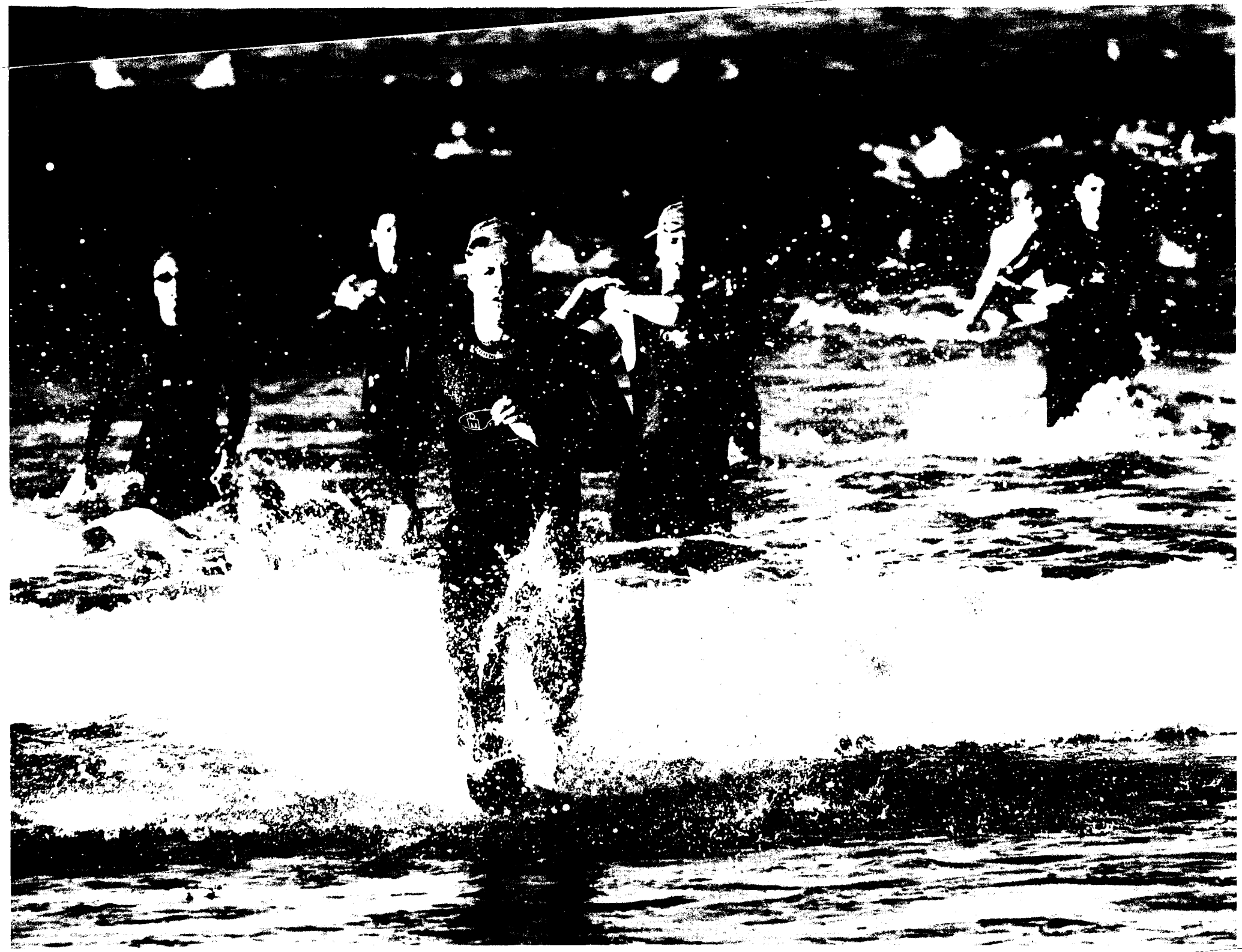

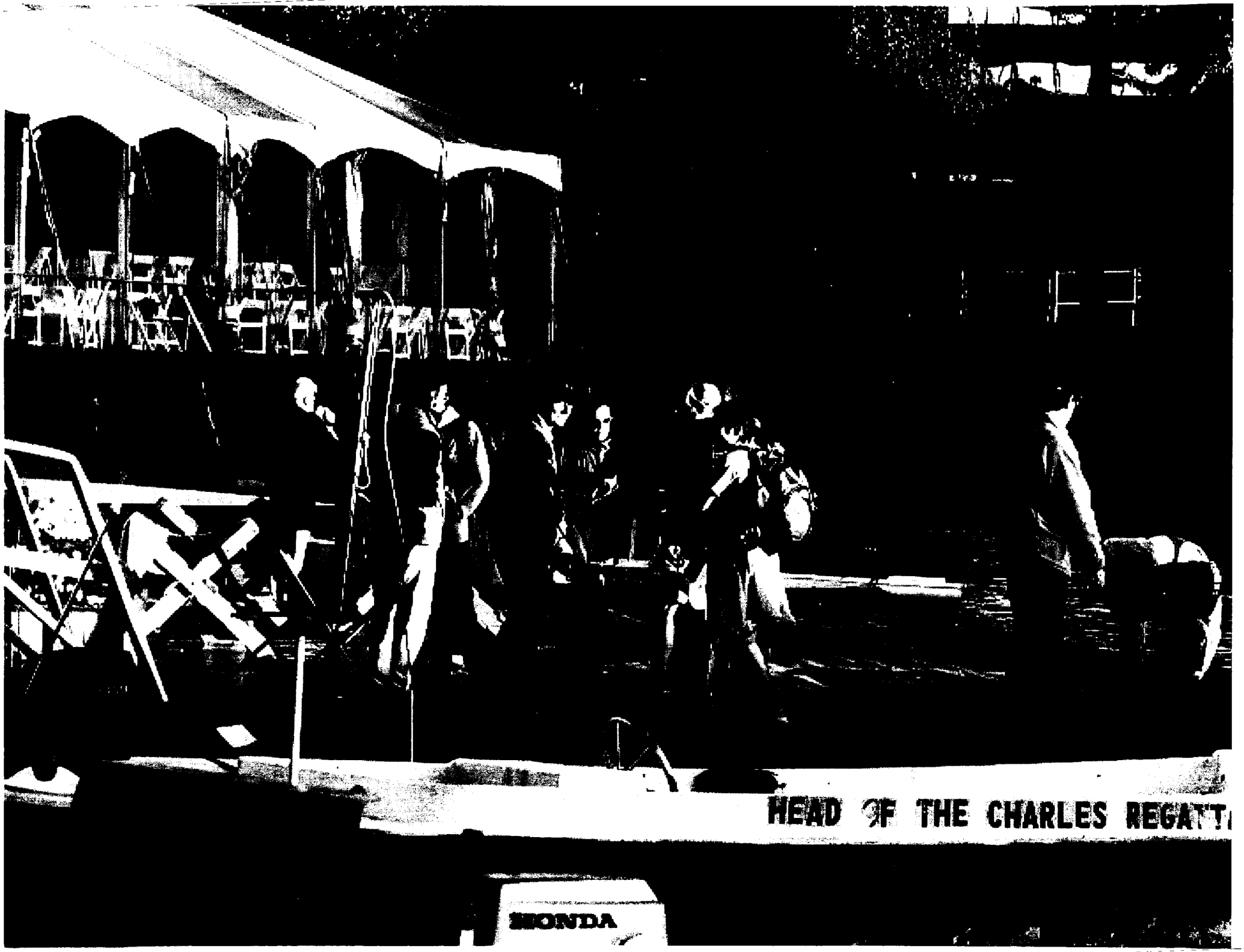
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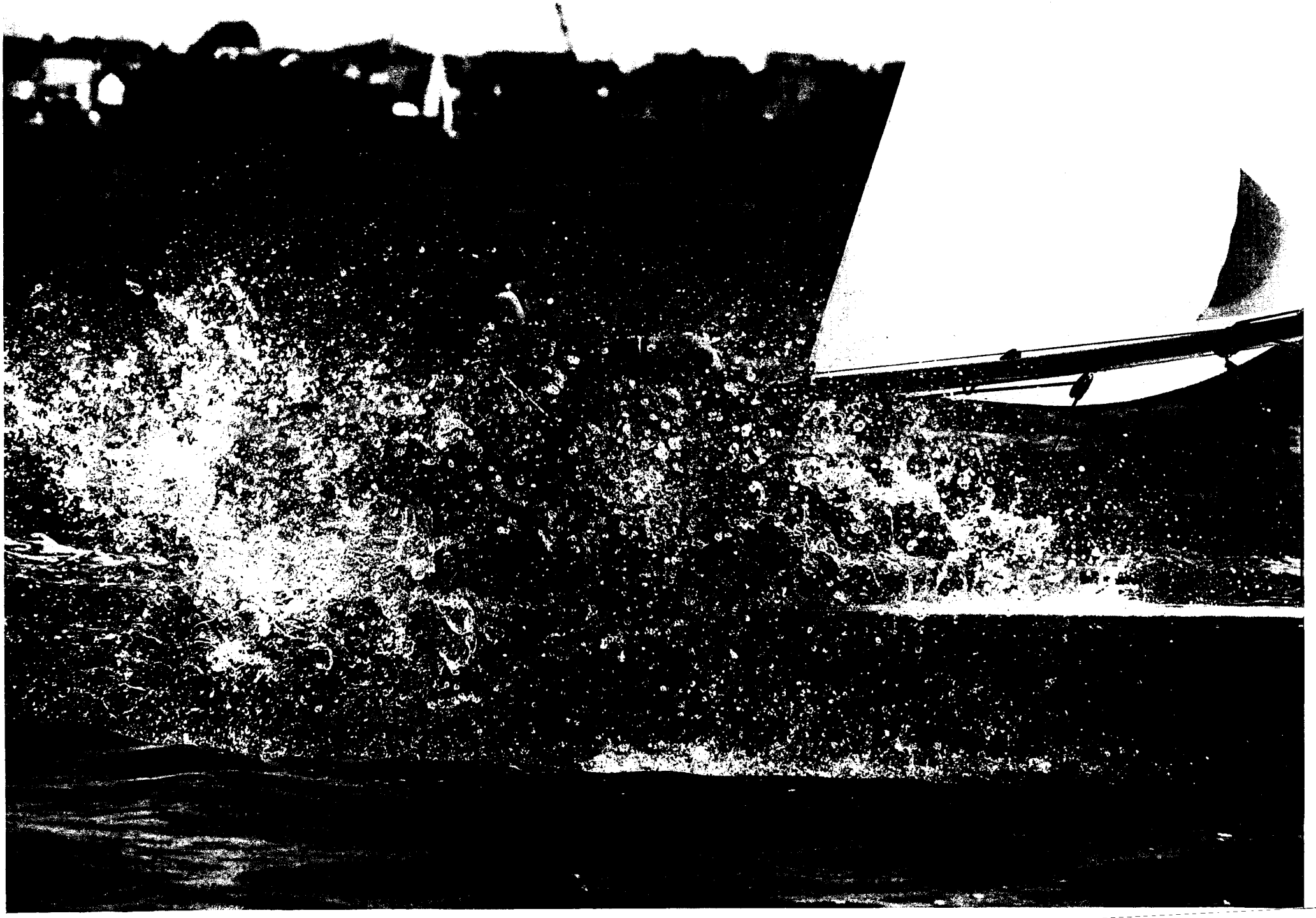

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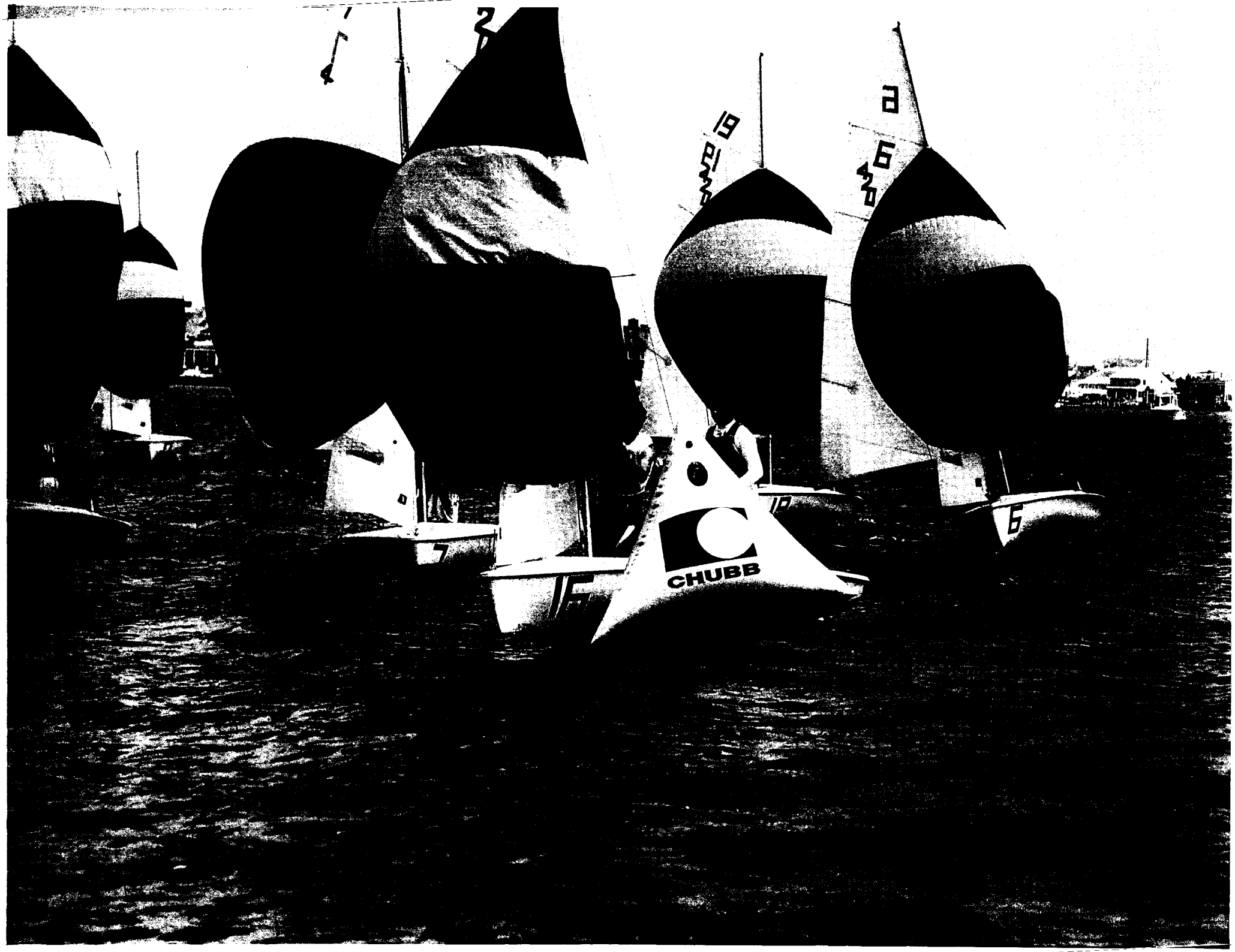
CHUBB

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NAUTICA APPAREL, INC.,	Opposition No. 91177192
Opposer,	Mark: GET NAUTI
v.	Serial No. 78610037
MARTANNA LLC,	Filed: April 15, 2005
Applicant.	

DECLARATION OF NEIL B. FRIEDMAN

NEIL B. FRIEDMAN, pursuant to 28 U.S.C. § 1746, declares as follows:

1. I am associated with the law firm of Baker and Rannells, PA, attorneys for Opposer Nautica Apparel, Inc. ("Nautica"). I offer this declaration in support of Nautica's brief in opposition to applicant's motion for summary judgment. Except where otherwise stated, this declaration is based upon my personal knowledge, PACER, the records of the U.S. Federal Court electronic case filing system and the records of the Trademark Trial and Appeal Board online inquiry system.

2. Below is a summary of legal proceedings instituted by Nautica which is indicative of Nautica's policing efforts and the strength of the Nautica marks.

Title	**Forum**	**Challenged Mark**	**Outcome**
Nautica Apparel, Inc. v. Harold Cohn	TTAB	SPAUTICA	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Shauna Tokumi	TTAB	NAUTICA THORN	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Stanley Glen Kuhlman	TTAB	NAUTICALI	Judgment in favor of Nautica

Nautica Apparel, Inc. v. A to Z Promotions, Inc.	TTAB	NAUTICAL TEASE	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Jean Sylvester	TTAB	NAUTI-GAL	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Aldabalde-Rodriguez, Angel Nicanor	TTAB	BENSON & THOMAS NAUTICWEAR	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Brian Carlucci	TTAB	NAUTIGIRL	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Ella Davline Vickers	TTAB	NAUTI GEAR	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Get Nauti, Inc., Ella Vickers And Catchware, Inc.	U.S. District Court, New Jersey	NAUTI GEAR	Settlement in Nautica's favor
Nautica Apparel, Inc. v. Michael H. Valentine	TTAB	NAUTI-CREW	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Nautica Pavilion Concerts, Inc.	TTAB	NAUTICA PAVILION	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Jeu De Paume, Inc.	TTAB	NAUSICAA	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Winter-Montag, Kathleen	TTAB	II NAUTI	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Yacht Watchman International, Inc.	TTAB	NAUTICARD	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Dacor Corporation	TTAB	NAUTICA	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Allways Sportswear, Ltd.	TTAB	NATIKA	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Kevin Crain International, Incorporated	TTAB	NAUTI BODY	Judgment in favor of Nautica
Nautica Apparel, Inc. v. Ike S.r.l and Mags USA, LLC	U.S. District Court, New Jersey	NAUTIC SPORT	Settlement in Nautica's favor
Nautica Apparel, Inc. v. Quoizel, Inc. and Capitol Lighting Executive Management Corporation d/b/a www.1800lighting.com	U.S. District Court, New Jersey	NAUTICA and NAUTICAL	Permanent Injunction and Final Judgment in favor of Nautica

3. Attached hereto as Exhibit "A" are printed publications downloaded and printed from Nexis. The excerpts are comprised of representative examples of English language third party

articles from the year 1987 through 2008 that reference Opposer and/or Opposer's goods and/or services. Each of the excerpts are relevant to the renown and fame of Opposer and its services and products, use by Opposer of the mark and name NAUTICA, the goods and services marketed and sold by Opposer, the channels of trade through which Opposer's goods and services are and have been, offered and sold, and the similarity of the parties' respective marks, goods and services, and the legal similarity in channels of trade. The excerpts are identified in the attached summary by date, name of publication, page, and article headline. Copies of the excerpts are attached immediately following the summary.

I DECLARE UNDER PENALTY OF PERJURY THAT THE FOREGOING IS TRUE AND CORRECT.

Dated: Raritan, New Jersey
April 23, 2008

Neil B. Friedman

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NAUTICA APPAREL, INC.,	Opposition No. 91177192
Opposer,	Mark: GET NAUTI
v.	Serial No. 78610037
MARTANNA LLC,	Filed: April 15, 2005
Applicant	

EXHIBIT A
(part 1)

Third Party Articles
1987

NAUTICA APPAREL, INC.

January – Dec 1987 Third Party Articles

Date	Publication	Page	Headline
2/1/1987	The New York Times	Sec.6,p.44,Col.1	Men's style; the right
3/31/1987	Women's World Daily (WWD)	Vol. 153; p. C6	Orange County; putting on the bloom
5/16/1987	The New York Times	Sec. 1; pg. 37, Col 3	Why the US lags in Japan
8/11/1987	Daily News Record	Vol. 17; p. 6	Sea-faring sportswear
8/28/1987	Daily News Record	Vol. 17;p. 5	Nautica's Chu steers course to the outdoors in the big city
10/1/1987	Daily News Record	Vol. 17; p. S40	Telford & Jonathan merges best of three stores
10/9/1987	Daily News Record	Vol. 17; p. 38	Suits lead recovery at men's stores
10/9/1987	Daily News Record	Vol. 17; p. 8	Bigsby & Kruthers to open lower-priced sportswear unit.
11/4/1987	WWD	Vol. 154; No. 88; p. S10	Crossover to women's: not as easy as it looks.
11/20/1987	Daily News Record	Vol. 17; No. 227; p. 1	Has New York become over boutiqued?
12/10/1987	Daily News Record	Vol. 17.; No. 239; p. 8	Shortages may loom for reorders of imported cotton shorts for spring
12/18/1987	The Orange County Register	Image; p. J01	A reluctant shopper's guide

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1985) and leq (12/31/1987)) (Edit Search | Suggest Terms for My Search)

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MEN'S STYLE;THE RIGHT TACK The New York Times February 1, 1987, Sunday, Late City Final Edition

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The New York Times

February 1, 1987, Sunday, Late City Final Edition

SECTION: Section 6; Page 44, Column 1; Magazine Desk

LENGTH: 516 words

HEADLINE: MEN'S STYLE;
THE RIGHT TACK

BODY:
HUMPHREY BOGART ONCE OBSERVED that he would never trust a man wearing a yachting cap, a reaction that finds parallels even now among yachting's better-known iconoclasts. They include Dennis Conner, the skipper of Stars & Stripes, the United States hope in the America's Cup challenge.

Conner is a man more likely to relax in an aloha shirt than in a brass-buttoned blazer.

Some retailers are more explicit than Mr. Conner, who prefers to let his garb speak for him, in claiming that the classic yachting costume - blue blazer, white trousers, club tie and linen-topped yachting cap - is about as current as a pair of spats. Supplanting the look is a variety of unpretentiously designed sportswear whose red, white and blue coloring may be its only link with authentic nautical garb.

Although yachting and sailing clothes have always projected glamour and plutocratic style, they now tend to be more understated and versatile than in the past. Scott Baskin, whose Chicago store, Mark Shale, is stocked with Shaker-stitched cotton crew-neck sweaters, navy blazers and sail-patterned club ties, says that although marine-inspired clothes have varied little in this century, modern interpretations should not "scream nautical." A blazer resplendent with gold braid and yachting insignia may be perceived as "a costume, instead of a nice jacket."

Gregory deVaney, a vice president of Raleighs, a Washington-area chain, agrees, adding that, in any case, yachting and sailing clothes are more likely to be worn for their pleasant associations with the gilded resort life than for purely practical reasons. "Nautical dressing today has a spectator approach," he says. "You don't have to be actively involved in sailing."

A stepped-up demand for sailing gear that is adaptable and uncontrived has not prevented a few Italian designers from offering their own somewhat showy renditions, many of which are more evocative of Portofino in 1957 than Fremantle in 1987. Nevertheless, some retailers are predicting that looks such as Giorgio Armani's shapely double-breasted wool crepe blazer, Gianfranco Ferre's white pleated pants or Valentino's blue-and-white striped jerseys are likely to be best sellers here.

American interpretations, from makers as diverse as Ralph Lauren, Alan Flusser, Liz Caliborne, Robert Stock, **Nautica** and Tommy Hilfiger, are more understated on the whole, and are rarely more complicated than a navy turtleneck sweater over faded jeans or a white lisle polo shirt with drill cloth shorts. A simple boat-neck sailor's jersey is a favorite of many designers.

But nautical influences more often filter into fashion's mainstream via events rather than nostalgia. Richard Goldberg, vice president of Goldberg Marine, a Philadelphia-based purveyor of sailing and yachting gear,

may be on the mark when he ascribes the nautical look's rising popularity, at least in part, to publicity attending the America's Cup race. "All that coverage has certainly helped our industry," he says. "It's made boating a household word, because this time, we're the challenger."

GRAPHIC: Photos of fashions (Patrick Demarchelier)

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1985) and leq (12/31/1987))** (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, March 22, 2006 - 10:16 PM EST

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Orange county; putting on the bloom; shopping centers; California supplement WWD March 31, 1987

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HEADLINE: Orange county; putting on the bloom; shopping centers; California supplement

BYLINE: Ginsberg, Steve

BODY:
ORANGE COUNTY PUTTING ON THE BLOOM

COSTA MESA, Calif. -- After Many years of misreading and under-estimating Orange County, Los Angeles-based retailers are scrambling to make up for lost time and sales. As a result, Orange county has blossomed into Southern California's richest retail market.

Despite a sluggish 1986 when retail sales gains in Southern California were around 3 percent, Orange County outperformed its neighboring counties in Los Angeles and San Diego partially because of the Crystal Court expansion at South Coast Plaza where three new anchor stores opened. Orange County will show further growth in 1987 with the opening of Main Place, a 1,500,000-square-foot mixed use project in Santa Ana. Main Place opens in the fall with a new Nordstrom and J.W. Robinson's joining a renovated Bullock's in a $ 90 million makeover of Santa Ana's Fashion Square.

Until now Orange County's eggs have been primarily in one basket -- South Coast Plaza. Although there are 14 regional shopping centers in the county accounting for an approximate $ 1,750,000,000 sales in 1986, South Coast took a $ 525,000,000 slice out of the orange. South coast is the largest volume center on the West Coast and is among the top five volume producers in the nation. However there is no other center in the county that does over $ 200 million. Main Place has the potential to become a strong shopping alternative to South Coast Plaza.

In the future, a challenge for South Coast could emerge from the ambitious and powerful Irvine Co. Primarily a home builder and real estate giant, Irvine is showing signs of a retail awakening. It is investing $ 80 million in its Newport Beach Fashion Island property and should reach the $ 200 million sales plateau in the next two years. Perhaps more importantly, Irvine is trying to put together a major shopping center at the intersection of interstates 5 and 405 where Irvine owns a large tract. The center, called The Spectrum would include a large industrial park. Irvine officials are ardently wooing the four Southern California majors in addition to Macy's but thus far there have been no serious negotiations. Macy's officials cautiously acknowledge they have looked at the site. This future center is about six miles south of South Coast Plaza and is about five to 10 years from becoming a reality.

The four major department stores headquartered in Los Angeles, The Broadway, May co., J.W. Robinson's and Bullock's, underestimated Orange county's spectacular growth when they first started building stores here in the late 1960s and 1970s. They either built small stores or typical 125,000-square-foot to 150,000-square-foot suburban stores. The county's dramatic population growth make these stores appear inadequate. Robinson's 87,000-square-foot store at Mission Viejo is a prime example. The store's volume is $ 16 million but could have easily done more volume in a larger store.

Henry Segerstrom, developer of South Coast Plaza, has long championed Orange County and says, "I think our county has been misread as a community and as an economy. We had been labeled with derogatory (conservative) political rhetoric and it's an unfair rap. When we take surveys we find the thinking here is liberated. Living here we have a better sense of what will go retailing-wise and our judgement has been pretty accurate so far."

By convincing Nordstrom to open a 125,000-square-foot store in South Coast Plaza in 1978, Segerstrom may have precipitated the most dramatic chain of events to shake Southern California retailing in decades. Nordstrom's success at South Coast prompted the chain to open other stores at Brea and Cerritos. The small Nordstrom South Coast Plaza store peaked at $ 70 million in sales and a 225,000-square-foot replacement store opened last May and has now emerged as the first branch store in Southern California to ever go over $ 100 million.

Emulating Nordstrom's aggressive move, The Broadway and Robinson's opened new, large stores in Crystal Court last fall. These stores are expected to become the flagships and top volume branches for each chain. Bullock's is currently completing its 90,000-square-foot expansion and when completed this August will have almost 300,000 square feet and is expected to become Bullock's first $ 100 million store eventually. Federated is investing $ 30 million in the enlargement and renovation.

This burst of expansion ended a long drought. Mission Viejo opened in 1979 and was the last new shopping center to open in Orange County although population had grown from 1,933,000 in 1980 to 2,088,000 by 1985. Segerstrom said, "Because of the financial markets and the high cost of money, there was a slowdown in department store expansion and we fell behind in the department store ratio to the population growth. Between the expansion of Main Place and the opening of Crystal Court, we have filled this gap. I think we will service the market well until early in the 1990s and by the mid-1990s there will be further need for expansion."

Population now stands around 2,200,000 and the Orange metro-area is now the 16th largest in the U.S. and is rapidly moving into the top 10. By the year 2010, population is expected to reach 3 million. Demographically Orange county is the most attractive of Southern California's larger countries. Unemployment here is well below that of Los Angeles and has remained in the 4 percent to 4.5 percent range. The county's median income is $ 41,000 per household compared to $ 23,000 at the 1980 census. Los Angeles' median income is around $ 35,000 this income translates into retail sales. In per capita spending for women's and girls' apparel, Orange County residents spent $ 177 compared to $ 146 in Los Angeles in 1985. General merchandise sales for 1985 were $ 1,775,208,000, the 13th largest among American metropolitan areas. Women's and girls' apparel sales ranked 11th nationally and stood at $ 789,929,000. The figures for 1986 were not available at press time.

Industry is continuing to diversify with electronic computing manufacturers, aerospace and bio-medical companies that all pay high salaries. The county is also spawning an apparel industry with companies such as Ocean Pacific, St. John Knits, Arena and Gotcha gaining national prominence. In retailing, ClothesTime, an off-price chain has national intentions and is based in Anaheim. Perhaps the best known retailer is Amen Wardy, whose 20,000-square-foot store in Newport's Fashion Island boasts the only Valentino couture business in California.

With seven stores, The Broadway has the most department stores in the county and did around $ 168 million there in 1986. Michael Hecht, chief executive officer of The Broadway, said, "We have had unbelievable customer response there and I can't say enough good things about Orange County. When we opened at Crystal Court, we had less transfer from our store in Newport than I would have expected. We're

anticipating very significant increases in 1987 and we would hope to have a 25 percent Orange County increase this year." The Broadway had a 10 percent gain at Laguna Hills to $ 29,800,000. The Huntington Beach store had a small gain but is poised to surpass $ 30 million this year.

Despite opening in Crystal Court, The Broadway's Newport store only six miles away, was able to eke out a 2.5 percent gain and a volume of $ 24 million. Anaheim, theweakest market in the county for the cour majors was a trouble spot for The Broadway with sales dropping 4 percent there to $ 19 million. Although the South Coast Plaza store fell slightly below its opening plan, Hecht is convinced that unit will soon become The Broadway's first $ 50 million store. The 225,000-square-foot store is a prototype for future Broadway stores and has a high percentage of upper moderate and better merchandise.

The May Co. with six stores in the county accounts for about $ 160 million and got its best gain -- 9 percent -- in the market from its Mission Viejo store which finished 1986 with volume around $ 24,600,000. The chain's best volume store in the market is at South Coast Plaza which did $ 44,300,000 last year, a 3.5 percent gain.

Although Bullock's/Bullocks Wilshire has only four stores here, chairman Allen Questrom anticipates major growth this year from his remodeled stores at South Coast Plaza and Main Place in Santa Ana. Bullock's business is expected to rocket from $ 125 million to $ 200 million by the end of 1988.

Robinson's is looking to do $ 50 million at South Coast Plaza but not until its fifth year. The store opened at a $ 34 million annualized clip and transferred some business out of Newport which has been the best store here with volume around $ 44 million. Robinson's, now a part of May Department Stores, is planning the new Santa Ana store to reach $ 23 million in its firt full year. In 1986, Robinson's five stores accounted for about $ 115 million.

Nordstrom only has stores at South Coast Plaza and Brea, but the Seattle-based specialty chain did over $ 150 million last year. Nordstrom also has a store in Cerritos just north of the Orange County line and that store has a large Orange County following. The South Coast Plaza branch has now become the best volume producer in the chain surpassing the Seattle headquarters store. Nordstrom's traditional merchandise mix and reliance on service is well suited to the area's consumers. With a new store opening in Santa Ana, Nordstrom could surpass the department stores in overall sales this year.

The lure of Nordstrom, South Coast Plaza and Amen Wardy is causing an interesting about-face. In the past, Orange County lost significant upscale business to Beverly Hills. However, the trend is reversing as Los Angeles shoppers are now travelling to Orange County. Segerstrom estimates that 25 percent of his mall's business is now coming from outside Orange County. His leasing strategy of having exclusive upscale stores in the market has allowed South Coast to develop an identity. With Crystal Court, now 80 percent leased and with 30 of an eventual 60 shops opened, Segerstrom has already introduced Jessica McClintock to the market and will showcase Ralph Lauren's new Polo Country sportswear concept store this spring. **Nautica,** the New York sportswear manufacturer will also open its first California store in the spring.

McClintock chose South Coast Plaza over Beverly Hills for her first Southern California store because she liked the demographics and also felt there was a better mix of stores here with better staying power. After opening during the holiday season in 1986 at Crystal Court, the business is expected to surpass McClintock's seven-year-old store on Sutter Street in San Francisco by the end of this year.

Not all the upscale stores that come into Orange County do well immediately. Lina Lee missed her December sales plan after opening in South Coast's original wing. However, business is improving in 1987 and Lee said she is now making plan here. Lee has stores on Rodeo Drive, Trump Tower in New York and in Dallas.

Herb Fink, owner of Beverly Hills Theodore, opened a store in Fashion Island's Atrium addition last year and said, "It's been a building process; they have not been lined up waiting for us here. We are making plan but we're still in the discovery stage. The customer is more conservative than in Beverly Hills and we have to change consumer attitudes and make them more liberal. I don't have second thoughts about being in

Newport. South Coast Plaza is so big I might get lost in the shuffle over there."

Although located in posh Newport Beach where homes often exceed $ 400,000, Fashion Island has been South Coast Plaza's poor cousin since the two centers opened in 1967. Owned by Irvine, Fashion Island was managed by the Taubman Co. until Irvine decided to form its own retail management team and is now trying to update the center and achieve its potential.

Atrium Court opened in November 1985 and its 205,000 square feet of specialty store space is now 98 percent leased with two vacancies. Stephen Phillips, retail development manager for Irvine Properties, said the shops in Atrium Court are averaging $ 300 a square foot. Construction is underway currently on updating other parts of this open air mall and by the end of 1987, Fashion Island will almost double its specialty stores to 200 as older, larger stores are being cut in half and leased to new retailers. The center has always had a good lineup of men's stores but lacks a strong women's contingent and Irvine is trying to correct this imbalance. In addition to Amen Wardy, the center boasts the only Neiman-Marcus and Brooks Bros. in Orange County.

Phillips said, "I think South Coast Plaza in a monster that has all the national tenants. We are going to cater to a different crowd and our market is the people who live on Irvine properties. These properties have typically been underretailed as the company saw retailing as a necessary evil. Now we want to meet those needs."

Phillips predicts that due to the swelling traffic congestion on the county's freeways consumers will drive less. The Spectrum will be a convenient place for residents in the southern section of the county to get to. The plans for the 3,000-acre parcel include a huge industrial park which would create 18,000 jobs. The retail portion of the project hinges on Irvine's ability to convince major stores such as Macy's that Orange County can support another major center.

GRAPHIC: Illustration; Photograph

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WHY THE U.S. LAGS IN JAPAN The New York Times May 16, 1987, Saturday, Late City Final Edition

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HEADLINE: WHY THE U.S. LAGS IN JAPAN

BYLINE: By SUSAN CHIRA, Special to the New York Times

DATELINE: TOKYO, May 15

BODY:
The camera pans over New York Harbor, zooming in on a Japanese television star waving madly from a helicopter. Cut to the studio, where stars crowd around a shiny blue 1932 Plymouth roadster, selling for only 8,269,000 yen.

The roadster is the first product offered on a flashy satellite home shopping show featuring mostly new American goods. For an hour and a half late this evening, Japanese television personalities pitched products ranging from the gimmicky - a custom-designed loveseat similar to the kind owned by Madonna - to the practical - brand-new **Nautica** windbreakers. The show's sponsors, Fuji Sankei Communications, hope this and other shows will prod Japanese to buy more foreign goods.

Two years ago, the Japanese Government began a campaign to make the Japanese market more accessible to imports. And Prime Minister Yasuhiro Nakasone added a personal touch at the time with a television appeal to the Japanese to buy more products from abroad.

Recent trade statistics indicate the campaign has been succeeding, but only in part. While total imports are up in Japan, such extravaganzas as the home-shopping show may still be necessary to encourage more buying from the United States. Despite a drop in the dollar of more than 40 percent against the yen in the last year and a half, making American goods much cheaper in Japan, the country's imports from the United States have not increased dramatically.

Imports from Europe and such newly industrializing countries as Taiwan and South Korea, meanwhile, have shown far larger gains, although measured against a smaller base.

The explanations for the relative lag in American imports vary widely. Some Japanese blame American companies for not trying hard enough to modify their products to Japanese tastes. And yen prices of many imported goods have not gone down substantially, despite the changes in the exchange rate - for which Americans blame Japan's complex distribution system.

American goods also face a distinct image problem in Japan. Where European goods have an image of luxury and craftmanship and Asian goods have compelling price advantages, surveys have shown that the Japanese suspect the quality of American goods. Moreover, Americans are most competitive in industrial goods, which may be harder to sell in Japan than consumer goods. American officials also say other countries have benefited from American efforts to reduce Japanese trade barriers.

Technology-Transfer Problem

"Most of the European goods are luxury items and the Asian goods are low-price items," one United States official in Japan said. "As for American imports - if they're consumer goods, they don't have a brand-name image, and if they're industrial products, you get into the old problem that the Japanese want you to hand over the technology to a joint-venture partner and produce it here."

Trade statistics released by the United States Commerce Department on Thursday showed that American exports to Japan continued to increase in March, rising to $2.14 billion, from $2.03 billion in February.

Over all, in dollar terms, Japanese statistics show that Japan bought 12.6 percent more foreign goods from the United States in 1986 than in 1985. But that increase is surpassed by many of Japan's other trading partners. Imports from the European Community were up 57.3 percent, from South Korea 29.3 percent, from Taiwan 38.5 percent and from Hong Kong 39.9 percent.

An extensive analysis of Japanese imports released this week by the Japan External Trade Organization sheds light on some of these trends.

The Jetro report focused on manufactured goods imports, where Japan has lagged other industrial nations. Excluding imports of gold, which soared last year because Japan issued a special gold coin commemorating the 60th year of Emperor Hirohito's reign, Japanese bought 5.2 percent more manufactured goods from the United States, 47.7 percent more from the European Community and 37.6 percent from Asian newly industrializing countries, particularly Taiwan, South Korea and Hong Kong.

Far Smaller Percentage Imported

Although Japan's total imports of manufactured goods increased by a hefty 31.4 percent, the Jetro report pointed out that Japan still imported a far smaller percentage of manufactured goods than other leading industrial nations. While manufactured goods now account for about 40 percent of Japan's total imports, a record level for Japan, they account for 70 percent of West German imports and more than 80 percent of United States imports.

Because of the dramatic shifts in exchange rates over the last year, import totals calculated in terms of dollars can be somewhat misleading. For example, some of the increase in European goods can be explained in currency terms - the dollar fell against most European currencies, making the European import totals appear larger in dollar terms. In yen terms, imports from Europe increased by 11.9 percent.

In terms of actual products, Japanese are buying more cars and luxury goods from Europe and more parts and other manufactured products from their Asian industrial neighbors. While imports of American goods have not gone up so substantially, sales of such products as almonds, California wine, tractors and newsprint have picked up.

Neither the American Chamber of Commerce nor the American Embassy's commercial section, however, could offer an example of an American company where sales had increased dramatically in the last year because of the exchange-rate shifts.

Grapefruits and Lemons

Department store sales also reflect these trends. At Takashimaya, one of Japan's leading department stores, sales of imported goods increased by 30 percent from 1985 and are expected to increase more than 20 percent this year, according to Mitsunobu Ochiai, chief of Takashimaya's foreign department. Customers bought the most products from France, then Italy and then the United States, he said. American goods selling well include grapefruits and lemons, bourbon, chinaware and aluminum cookers.

But Mr. Ochiai said few foreign companies were willing to modify their products enough to sell in Japan.

"American and European companies do approach us, but when we request a change in goods to match Japanese consumers' tastes, they say their product is original," he said. "For example, American and European companies do not accept our request to change dress patterns in order to make them fit better to Japanese bodies. They say our order is too small for them to increase the steps in the manufacturing process. It is too bad, because their designs are good."

American businessmen here insist they are making enormous efforts to adapt their products to Japanese tastes and point to the success of many American companies - among them, Mister Donut, which has changed its doughnut recipe to make them less sweet here.

One reason sales of some imports have not shot up may be that retail prices have not dropped dramatically. Wholesale import prices dropped 38.4 percent between September 1985 and this March, according to the Economic Planning Agency. There are no statistics available on average retail prices, but price cuts are thought to be far smaller.

Foreign exporters blame Japan's distribution system, in which Japanese middlemen keep much of the exchange rate savings. At the same time, however, many foreign companies do not want to cut prices substantially, partly to make up for profits squeezed when the dollar was strong.

Many importers have found that Japanese expect to pay top prices for foreign goods and fear that cutting prices too much might strip products of their cachet. In one often-cited example, importers of Johnnie Walker Black Scotch whisky, a popular and expensive gift in Japan, found consumers far less eager to buy the less-expensive Johnnie Walker Red whisky.

There are, nonetheless, some encouraging signs on the horizon. The strong yen, for example, is causing the Honda Motor Company to begin "reimporting" motorcycles produced in Italy into Japan and to consider re-importing passenger cars produced in the United States, although no final decision has been made.

At the satellite home shopping show, within two hours, two of the 11 Japanese cities in which the program was televised had reported sales to phone bidders of more than $1 million worth of merchandise. There were 29 bids for the $59,000 Plymouth roadster - a raffle will later determine the winner.

GRAPHIC: Graph of Japanese Imports (Magnum/Rene Burri)

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Sea-faring sportswear. Daily News Record August 12, 1987

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August 12, 1987

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HEADLINE: Sea-faring sportswear.

BYLINE: Vasilopoulos, Vicki

BODY:
SEA-FARING SPORTSWEAR

Appropriately enough, manufacturers with traditional roots are offering nautically inspired sportswear for the resort season that revolve around interesting takeoffs on the yachting jacket. Three themes stand out: rugged, dressy, and retro.

In an attempt to embody the competitive spirit, **NAUTICA** is using a new label for a segment of the line they have dubbed "**NAUTICA** COMPETITION' comprising authentic foul weather outerwear made with Gore-Tex nylon.

Other labels opt for nautical separates meant purely for spectator sports--watching a yacht race, for example, or for a party on deck. They are adding dressy elements to the classic yachting outfit. In this genre, BRITISH KHAKI is showing a double-breasted jacket, softly constructed trousers and button-down shirts in handwoven cotton.

HATHAWAY's "Windjammer Collection,' on the other hand, picks up motifs from the past, including a camp shirt with a pigment print of a clipper ship derived from an antique swatch.

Photo: For Cruise 1987, IZOD LACOSTE's interpretation of a 1920s yachting spectator outfit is a tad more casual than its contemporary Henley-on-Thames counterpart, as exemplified by this white and navy cotton cardigan sweater with embroidered crest, pleated shorts in white cotton sheeting and white cotton pique polo shirt.

Photo: Clockwise: HATHAWAY's garment-washed white cotton canvas sailing jacket with red and royal trim, red cotton canvas shorts and white cotton camp shirt with a red clipper ship print; BRITISH KHAKI's garment-washed khaki double-breasted yachting jacket in cotton sheeting, linen/cotton twill pants in natural; and, coral, royal and khaki striped cotton shirt; **NAUTICA's** red, white and navy Gore-Tex nylon parka with hook-and-eye closures, white cotton open crewneck sweater, and white cotton shorts.

Opposite page: IZOD LACOSTE's navy and white cardigan and white polo shirt.

GRAPHIC: Photograph

SIC: 2329 Men's and boys' clothing, not elsewhere classified

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Nautica's Chu steers course to the outdoors in the big city; David Chu Daily News Record August 28, 1987

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HEADLINE: Nautica's Chu steers course to the outdoors in the big city; David Chu

BYLINE: Palmieri, Jean E.

BODY:
Nautica's Chu Steers Course to the Outdoors in the Big City

David Chu wouldn't be caught dead with artificial turf in his store window. For this executive, the outdoors is key, and only real grass will do.

Chu, president of **Nautica,** a New York-based men's outerwear and casual sportswear manufacturer, uses the green blades as part of the window decoration in his recently opened retail store on Columbus Avenue and 70th Street.

The grass, together with trees, bicycles and mannequins dressed in the latest **Nautica** fashions, helps to conjure up a picture of the great outdoors in the middle of the city--an image Chu strives to perpetuate.

Four years ago, when Chu made the decision to enter the apparel business, he began to search for a theme. "I needed a twist,' Chu recalls. "Since 75 percent of the world is water, I thought that this was a theme could carry us through anything. I knew that I couldn't be everything to everyone, so I picked a niche and decided to manufacture outerwear for men.'

Chu came up with the company name by taking the word "nautical' and simply dropping the last letter. "Then I found that **Nautica** means nautical in Italian, so it worked out fine,' Chu said.

The young executive, who also serves as **Nautica's** designer, explains how the company that he founded grew into a $ 22 million business. Back in 1983, Chu produced a small collection of six men's jackets. The success of this debut line led Chu to expand his outerwear offerings, and it wasn't long until he caught the attention of State O' Maine, a publicly held manufacturer of robes and activewear.

The companies merged two years ago, and with the help of these new backers, **Nautica** was able to branch out into casual sportswear and activewear.

"Today,' Chu said, "our merchandise runs the gamut from sweaters and woven shirts to knit tops and outerwear.' The firm also licenses State O'Maine to produce robes.

How then did the concept of a store arise? "We had developed from an outerwear manufacturer to a sportswear manufacturer, and we began to explore different possibilities of doing business,' Chu recalls. In

order to showcase the company's wide range of products in a collection format, Chu decided to take the plunge and launch a specialty store. "I have no background in retailing, so I'm constantly learning,' Chu said.

So far, since its debut in April, the 1,800-square-foot store has more than lived up to expectations. Sales by the end of the first year are expected to reach $ 800 a square foot, the executive revealed.

When choosing a store location, Chu decided that upper Columbus Avenue could offer the right traffic. "There was a major renovation going on in the area which included a wave of retailing. Plus, our customers are based there.'

The $ 10 hats, $ 25 knit shirts, $ 90 down vests and $ 325 leather goods are designed to appeal to 22- to 45-year-olds. "The baby boomer with disposable income,' according to Chu. The store's decor is also geared to that customer. Hardwood floor and armoire, wicker seats with fluffy cushions and nautical prints help set the scene.

The success of the New York store prompted Chu and State O' Maine to open a second retail outlet. A 3,000-square-foot shop is scheduled to open in the Crystal Mall complex in Costa Mesa, Calif., Sept. 10. Chu expects this unit to produce between $ 700 and $ 800 a square foot in sales.

Although Chu has no immediate plans to launch other full-price retail shops, he revealed, "I am thinking of outlet stores. I'd rather close out my own merchandise than sell to an off-pricer. Plus, an outlet store can be profitable.'

In addition to operating the **Nautica** store, Chu's line is also carried in better department and specialty stores such as Bloomingdale's, Saks Fifth Avenue, Barney's Britches of Georgetown and Neiman-Marcus. In fact, 60 percent of **Nautica's** business is from specialty stores.

"The **Nautica** store hasn't cut into our department or specialty store business,' Chu explained. "We're not big enough to present real competition. Plus, none of the stores that carry our merchandise are in the area.'

Chu, a graduate of New York's Fashion Institute of Technology and former designer for Kaiser-Roth, is not content to sit on his laurels. For spring 1987, Chu split his company into two lines: **Nautica,** a collection of casual sportswear, and **Nautica** Competition, a high-performance, functional activewear line.

The **Nautica** line is "almost all natural fibers, with the exception of some Goretex in the Competition line,' Chu said. The collection is produced primarily in the Orient, but **Nautica** has begun to produce some knit tops and sweaters in the U.S. "We expect to be doing more domestic sourcing in the future,' he said.

In addition, to complement his current men's line, the executive is planning to launch a neckwear line in the spring and a women's casual sportswear collection next fall. Blazers will also make their way into the racks sometime this season.

All in all, it's easy to see that David Chu is not the type of executive to let grass grow under his feet.

Photo: DAVID CHU

Photo: A place to drop anchor at **Nautica**

GRAPHIC: Photograph; Portrait; David Chu. (portrait)

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Telford & Jonathan merges best of three stores; Telford's Inc., Jonathan's Inc., Lovemans Inc.; NAMSB supplement Daily News Record October 1, 1987

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BYLINE: Lloyd, Brenda

BODY:
Telford & Jonathan Merges Best of Three Stores

David Telford of Telford's Inc., and Bruce Baird of Jonathan's Inc., both wanted downtown ?? for their men's specialty stores. Lovemans Inc., a five-unit department store here, wanted to trade up in men's wear. Last year, all three got what they wanted.

At that time the department store bought the two specialty stores and merged them into Telford & Jonathan, according to E. C. Bondi Jr., executive vice-president and general merchandise manager of Lovemans.

The resulting stores combine the traditional characteristics of a better specialty store--personal service, two annual clearance sales and exclusive specialty store resources --with the business acumen of a department store.

"We had a strong financial situation, and were able to provide a downtown location, electronic data processing and credit,' says Bondi. "We brought a business expertise and they brought a specialty store knowledge.'

After the merger, Telford closed his eight-year-old store near downtown, and Lovemans opened a Telford & Jonathan unit in what had been the young men's department of its downtown store. Baird and his partner at Jonathan's, Gregg Cunnyngham, kept their five-year-old store at Northgate Mall open but renamed it Telford & Jonathan. The third Telford & Jonathan unit opened in August at Hamilton Place Mall.

Although the ownership is the same, all three units, which average 2,000 to 2,200 square feet, are substantially different, the owners maintain. The downtown unit, with an entrance on Cherry Street, has a separate door that leads customers into Lovemans' recently renovated men's wear department. The Hamilton Place unit is housed inside the Lovemans men's wear department but is merchandised as a separate shop with glass walls. The Northgate store is freestanding.

"From purely an expense standpoint,' says Bondi, "it's advantageous to be in a Lovemans store rather than a separate specialty store. But we think Telford & Jonathan can be freestanding as well as a part of

Lovemans.'

Baird says that the merger broadened the customer base of the stores. Telford's, he says, came into the merger with a strong client base of the "old monied' establishment of Chattanooga, while Jonathan's clientele is comprised of "upcoming executives--the yuppies. The marriage has worked out beautifully,' he contends.

Operations and merchandising at Lovemans and Telford & Jonathan are separate, and Telford & Jonathan has only served to enhance Lovemans' men's wear business, the executives say.

Lovemans' men's wear division offers moderately-priced clothing, sportswear and furnishings while Telford & Jonathan features updated traditional and three-button, natural-shoulder tailored clothing, sportswear, and furnishings at upper-moderate to better price points, Baird says.

Nearly all of Telford & Jonathan's merchandise is branded. Only the overcoats are private label. "Chattanooga has been private-labeled to death, and private label has a bad name here,' explains Baird. Several local stores have used private label as a promotional tool. "We want our customer to have confidence in us.'

Each Telford & Jonathan unit emphasizes different merchandise, the executives explain. The downtown unit highlights clothing because of its proximity to the business community. The Northgate unit's focus is on sportswear, and lines such as Ruff Hewn, Barry Bricken, **Nautica,** and Wyoming Red are carried. The third unit combines both.

In addition to apparel, all three stores carry merchandise for, as Baird puts it, "the person who has everything.' This includes a $ 295 croquet set, a $ 175 shaving brush with silver-tipped badger hair, and alligator picture frames for $ 250.

In appearance, Baird says, Telford & Jonathan tries to provide a "homey, clubby atmosphere. We want people to be comfortable.'

Downtown and Northgate are both fashioned after fine British shops, and they are decorated with antiques from England and the U.S. Both have tin ceilings and textured wallpaper. The downtown store has a Howard Miller clock functioning as a coffee table. The Northgate store's walls are decorated with a collection of turn-of-the-century spy prints from Vanity Fair. The Hamilton Place store has cherry wood furnishings rather than antiques.

"The stores have a completely different identification,' Bondi stresses. "When Lovemans has a sale, it doesn't include Telford & Jonathan.'

Telford & Jonathan also offers the skills of a master tailor, free alterations, seminars for graduating college seniors, and a series of programs for clubs and companies. It also offers free closet analyses for customers and will estimate the worth of discarded apparel for income tax purposes. Files are kept on regular customers for size and color tastes.

So far, both parties are pleased with the results. Sales are up 30 percent this year at the Northgate store, which is the only unit where sales can be compared. Bondi also says that Telford & Jonathan's resources, which do not sell to department stores, are satisfied with the arrangement.

The success of the merger has sparked a move to open additional units. Bondi says that Lovemans is looking at future Telford & Jonathan sites in neighboring Georgia, North Carolina and Alabama.

SIC: 5311 Department stores ; 5611 Men's & boys' clothing stores ; 5940 Miscellaneous Shopping Goods Stores

IAC-NUMBER: IAC 05214946

IAC-CLASS: Trade & Industry

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Suits lead recovery at men's stores; southwest sales Daily News Record October 9, 1987

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October 9, 1987

SECTION: Vol. 17 ; Pg. 38; ISSN: 0162-2161

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HEADLINE: Suits lead recovery at men's stores; southwest sales

BYLINE: Laughlin, Lee

BODY:
Suits Lead Recovery at Men's Stores

Whether due to an improved Southwestern economy, new fresh fashionable looks or aggressive sales promotions, men's wear retailers in the Southwest say their business is up substantially compared with the same time last year and many are reporting increases of more than 20 percent.

Clothing was by far the most improved area with many merchants attributing the strength to new looks available in the market. But across the board, from sportswear to furnishings, retailers reported brisk sales for September.

All surveyed said they would be reordering to some extent and many, leery of the economic situation, severly underbought and will be making substantial reorders.

Mike Hull, general merchandise manager at the two-unit Union Fashion Clothing stores in El Paso, reports September sales volume is up more than 25 percent due primarily to an improved economy in West Texas.

He added, "I think there has been a change for the better in men's fashion in the last year. It's easier to find more fashionable items where until recently it has been rather basic. I'm talking about things like pleated dress slacks and double-breasted suits in a lot of unusual fabrications. Clothing has been a very strong category, especially Italian lines which include Mani, Tallia and Zegna.'

The Mani line contains some of the best-selling items, said Hull, including clothing, dress shirts, sport coats, neckwear and slacks. "Mani has some totally unique silhouettes,' he said.

While American corporate suit lines such as Hart, Schaffner & Marx are still selling, the excitement is in the imported lines with more forward fashions, said Hull. "It (fashionable European clothing) is just now coming into its own in El Paso. It has gained more acceptance and people aren't afraid to wear it anymore.'

Sportswear lines are also performing much better this fall with Generra, **Nautica,** and Armani leading the way. And like the clothing and dress furnishings, Hull said, unusual fabrications and styles are hot.

Union Fashion will have to reorder more than usual this fall and Hull doesn't expect to have any trouble rounding up additional merchandise. Hull still has about 20 to 25 percent of his spring open-to-buy left, but

if business continues to improve, he may increase his open-to-buy for spring, which he expects to be another good clothing season at the two men's specialty stores.

For each of the last two months, the eight-unit Todd Garland's in Baton Rouge has experienced increases above 20 percent over the same period last year, according to Toddy Garland, a buyer for the men's and women's specialty store chain.

Like Hull in El Paso, Garland attributes the dramatic rise in sales to both the improvement in the economy, new updated fashions and a willingness by customers to wear them.

In clothing, Burberry, Austin Reed and Geoffrey Beene in updated styles and fabrications have been performing well, he said. "Our clothing business is really up. There are some fashion-for-ward looks and patterns that are starting to sell this season. The pleated slacks in clothing, I feel, is helping to add to the sales,' said Garland.

And it is not just the new looks in clothing that are selling. "I think the men's sportswear and furnishings businesses are getting just as volatile as women's. Each season, you see new looks and our customers are starting to look for them too.'

Garland said he will be counting heavily on reorders across the board this fall and holiday. With a bad and uncertain economy during the past few years, Garland said he didn't dare over-commit. "We've been real careful. When you can't tell what the economy is doing, we certainly didn't want to overbuy.'

Walter Pye, Jr., president of the six-unit Walter Pye's men's specialty stores in Houston, said September was "the first excellent month we've had in four or five years.' However, he said, this was due to aggressive promotional policies and not so much to an improved economy. He declined to say exactly how large an increase, but did say it was more than 20 percent.

"We found some good buys and passed them along,' said Pye. Clothing topped the list as a best seller for September. Pye said the Houston economy remains bleak. "Things aren't going to get much better until people go back to work and more people move in,' he said. Despite the sluggish economy, competition continues to move into the Houston market, he said. Dillard's, known as an aggressive retailer, will officially enter the Houston market with grand opening ceremonies at its recently acquired Joske's stores later this month.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 2320 Men's and Boys' Furnishings

IAC-NUMBER: IAC 05229391

IAC-CLASS: Trade & Industry

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Bigsby & Kruthers to open lower-price sportswear unit. Daily News Record October 9, 1987

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October 9, 1987

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HEADLINE: Bigsby & Kruthers to open lower-price sportswear unit.

BYLINE: Sharoff, Robert

BODY:
Bigsby & Kruthers to Open Lower-Price Sportswear Unit

Bigsby & Kruthers will open a 1,500-square-foot sportswear store called Bigsby Sport in the same building as the flagship store at 1750 North Clark Street on Chicago's North Side on Oct. 17.

"We woke up one morning and realized we weren't addressing the full spectrum of our customer's needs,' said Gene Silverberg, co-owner of the chain. "We've been concentrating on the suit business in our main stores and have been buying sportswear that's very dressy and tailored to go with the clothing. We're trying to get back to the idea that sportswear should be fun.'

Silverberg added that the merchandise in Sport will be less expensive and more oriented to American looks. He is careful, however, to dispel comparisons with the Gap.

"The Gap is really basic and answers a lot of the demand for basic merchandise but we think there needs to be something a little more exciting,' he commented.

Silverberg said that the store would stock very little private label merchandise and would focus primarily on the top domestic lines.

"There's a lot of Lee, Wyoming Red, **Nautica,** Rough Hewn and Edwin,' he said. "The inventory leans toward the Americans but that doesn't mean you won't find an occasional item by somebody like Paul Smith.'

Buying for the store will be handled by senior vice-president of merchandising, Michael Karpik, and his assistant, Cynthia Marshall.

Price points will be quite a bit lower than in the main Bigsby's stores with sweaters ranging from $ 70 to $ 100, jeans from $ 30 to $ 62 and sport shirts from $ 40 to $ 80.

"I think we'll get quite a few of our existing customers but I also think we'll be getting a younger group--say 17 to 23--who probably felt they couldn't shop at Bigsby & Kruthers because it was too expensive,' said Silverberg.

Silverberg said he expects the store to do between $ 500,000 and $ 600,000 in sales the first year. He added that the unit is basically an experiment and will be used to iron out any kinks in the concept before a second unit opens next fall in Chicago's Water Tower Place shopping mall.

"We're excited about the concept because it's small, easy to build and easy to manage,' said Silverberg. "It's tough to find good locations for a full-line Bigsby & Kruthers store but Sport could fit in anywhere.'

Bigsby's currently has four specialty stores in the Chicago area and one in Dallas. Another two full line stores--one in surburban Oakbrook and one in Northbrook--will open in the next six months.

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 2339 Women's and misses' outerwear, not elsewhere classified

IAC-NUMBER: IAC 05229378

IAC-CLASS: Trade & Industry

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Crossover to women's: not as easy as it looks; men's wear companies trying their hand at women's clothing; Sportswear report supplement WWD (Women's Wear Daily) November 4, 1987

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HEADLINE: Crossover to women's: not as easy as it looks; men's wear companies trying their hand at women's clothing; Sportswear report supplement

BYLINE: Bloomfield, Judy

BODY:
CROSSOVER TO WOMEN'S: NOT AS EASY AS IT LOOKS

Men's wear companies have been trying their hand at women's apparel for years, some succeeding, some not. But now more young men's firms are taking the plunge into juniors and they're experiencing as mixed a success rate as their predecessors.

Industry sources say getting into the women's market is not easy, and many men's wear manufacturers have faced problems trying to make the crossover. Sales volume for these firms is typically higher for men's wear lines than for the women's line. However, some of the manufacturers are optimistic and say that within several years, they expect their women's apparel to show higher sales volume than their men's collection.

Debra Malbin, president of Jhane Barnes, a men's division of Oxford Industries for five years, said Barnes entered the women's apparel business for two years with a line, but terminated it after holiday 1987: "It's difficult for a men's wear designer to break into women's wear. The retailers have preconceived notions of what you are. As a men's wear company, they think of you as a men's wear type of product in silhouette and fabric until they see that the apparel has a feminine flair.'

Men's wear designer Alexander Julian's first attempt at a women's line--as a licensee of Tucker International --lasted three years. After some financial problems at Tucker International, the license was transferred to the Battery Street Enterprises subsidiary of Levi, Strauss & Co., which now makes and markets the women's collection, and Colours, a less expensive line.

Roger Eulau, vice president of Alexander Julian, said, "Even if a designer establishes a new business, it has to stand on its own and have an identity.' Women's apparel accounts for 20 percent of Alexander Julian's business. "We anticipate growth for the women's collection,' said Eulau. "In five years we plan to have the opportunity to mirror or be larger than our men's wear business.

Nautica Apparel, Inc., a division of Vanbaalen Pacific Corp., will launch its first women's apparel collection in January for fall 1988. The line will include better--priced sportswear, outerwear and some activewear that will be tailored to the women's market.

Rick Carman, vice president of sales, said, "We've studied the women's market and looked for niches. We've talked to retailers who currently handle the line and they say there is an opportunity for a **Nautica** women's line.'

He added, "Women are now buying men's wear for themselves, So why not give them something that is more encompassing than just an item or two they select from the men's line?

You just don't want to take a men's line and size it for women. The clothing has to have a separate feeling, even it it's an updated traditional look. You need a separate design staff and merchandise staff that operates only in the women's area.'

Keith Ellis, former executive vice president --and, briefly, president at Alexander Julian, the men's wear company--does not believe that the name recognition, alone, of a men's wear line can help a women's apparel line get off the ground.

"Just because a line plays well in a men's wear department doesn't mean it will play well in the women's department,' said Ellis. He added that other difficulties these men's wear firms face in the women's apparel business are dramatic and rapid style changes, more stock keeping units and the need for more than one line.

Joel Horowitz, president of Murjani, said a men's wear designer's capabilities may determine if a men's wear firm will have difficulty breaking into the women's market.

Tommy Hilfiger, a division of Murjani, launched the women's line for holiday 1986 primarily for his Columbus Avenue store, which opened a year ago. Department store distribution began last spring.

Horowitz said Murjani went into women's apparel because he felt there was a niche in the market for classic, better traditional clothing that is "updated with a twist.' He said 80 percent of the Hilfiger sales volume in 1987 came from the men's wear collection primarily because the men's wear was established beforehand. "We see the women's sales volume equaling the men's in two to three years and eventually surpassing the men's business only because the market for the women's ready-- to--wear is larger,' he said.

"The main problem to tackle was where the stores would locate the women's merchandise in their stores. We're still finding our way,' Horowitz noted.

In the contemporary and better junior markets, men's wear manufacturers find it easier to maintain some of their men's wear looks in their women's apparel lines. However, these collections are accented by a larger color range and a variety of silhouettes.

Denise Carbonell, designer and part owner of Carbonell, a contemporary sportswear line, launched women's and men's collections simultaneously four-and-a-half years ago. The women's line is "tailored and sporty with a masculine look' and her business is primarily from specialty stores.

"The retailers tell me the women's wear I do is a little masculine. To me that's a compliment and not a problem. I try not to sell to department stores because the specialty stores will take your product and make a story around it; a department store will want to change your product to fit what they're doing,' Carbonell said.

Barry Denn, owner and designer of Kennsington Blue, a 12-year-old men's wear firm, said, "We've been in a women's department with our men's wear before, but we've never focused on a women's apparel line. Now we're doing a women's apparel collection.'

The women's collection, which uses some of the same fabrications for women's and men's lines, was launched this spring. Denn projected a $ 5 million sales volume for the first full year int he women's

apparel business. He also plans to solidify his men's wear business further.

He said Kennsington Blue has offered men's wear shirts and blazers for women for 10 years, but has never had a separately designed women's collection. "It's been a 180 degree turn,' Denn said. "In its first year the women's collection is twice the size of the men's wear collection.'

In 1984 Jimmy'z started out as a men's apparel and beach wear company offering T-shirts, shorts and pants. Ganzer said he discovered junior customers buying the same sort of California lifestyle clothing: "I'm selling a lifestyle and it relates to junior customers as well as it does to the men.'

Ganzer said he is using some of the same fabric in the women's and men's lines. In the junior line Ganzer produces linen suits, cotton stretch sportswear and some bathing suits.

After its first year in business, sales volume at Jimmy'z sales volume reached $ 1 million. By 1985 Jimmy'z started to produce better junior clothing. Ganzer predicted a sales volume of $ 20 million this year. Currently, the men's and junior's business is split 50--50.

Photo: Kennsington Blue's Barry Denn

Photo: Carbonell's zip-front cream and black cotton and linen pinstriped blazer with cotton and linen shorts for spring

Photo: Tommy Hilfiger

Photo: Alexander Julian with model wearing wool cowlneck swing dress from his fall 1987 collection

GRAPHIC: Photograph

SIC: 2320 Men's and Boys' Furnishings ; 2330 Women's and Misses' Outerwear

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Has New York become over boutiqued? Daily News Record November 20, 1987

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HEADLINE: Has New York become over boutiqued?

BYLINE: Gibbons, William ; Palmieri, Jean E.

BODY:
Has New York Become Over Boutiqued? NEW YORK -- Within the last six months, the influx of manufacturer-owned boutiques has changed the face of retailing in New York City, and the reaction within the industry is mixed.

While most retailers say for the record that these shops will boost business and add excitement by enhancing brand names, privately they express some concerns that the city has become overstored.

Showcase stores such as Avirex's The Cockpit, Tommy Hilfiger, Matinique and **Nautica** are bound to divert business from department stores and men's specialty shops in the city, insiders predict.

Lee Terrill, president of Poco Loco, which opened a store on Wooster Street last month, offers a typical response. "This is a showcase store. In addition to being a profitable retail organization, this store is meant to show our entire collection to wholesalers and the public. We can show people how to dress, and we can help buyers, since many don't have the expertise to put things together."

He continued, "The Poco Loco store should help promote our business in department and specialty stores. There is no undercutting of prices, and it helps us to be more on target going forward, because we know what's selling firsthand."

Department and large specialty stores publicly agree with Terrill that their business should be unaffected by these manufacturer-owned boutiques.

According to Bill Kennedy, fashion director of Bloomingdale's, "We look at it positively. Added exposure to the brand name only helps our business. We have found no direct reaction except to go and see the stores and see how the merchandise is laid out. For instance, I will go down and look at Poco Loco and Stephen Sprouse to get merchandising ideas."

At Barneys New York, Michael Schreier, merchandise manager of men's wear, adds, "We are not affected by the increase in boutiques. In fact, the name recognition can only help our business. We carry Comme des Garcons and Yohji Yamamoto, which have their own shops, and we have experienced no drop in business."

Not all department store executives are happy about this new trend of resources becoming the competition.

Designers, many of whom have made their names at department stores, may now be biting the hand that has fed them for years, they believe.

One New York department store executive, who wished to remain anonymous, said that he is unhappy about the new trend of single designer boutiques. The question of who will mark down merchandise first, and where customers will shop are concerns to be addressed in the coming months, he said.

Linda Hopler, men's fashion director at Saks Fifth Avenue, points out, "It's a competitive situation in New York, it's a free-for-all here. We expect to sell the same amount of Claude Montana's goods, for example, whether he has a store or not."

She added, "Yet, everyone will be affected as more designer specialty stores open. Just as retailers become manufacturers with private label, the wholesalers have become retailers. We will continue to offer quality and fashion. Also, to remain competitive, we will increase service."

Being competitive for some stores has as much to do with location as merchandise.

In Greenwich Village, retail rents average $ 85 a square foot, according to Michael Hirschfeld, a retail real estate consultant and leasing agent. In Soho, stores such as Poco Loco, French Connection and Parachute pay between $ 65 and $ 75 a square foot. And on Columbus Avenue, Naf-Naf, **Nautica,** Marco O'Polo, Pop 84 and Tommy Hilfiger can pay anywhere from $ 150 to $ 225 a square foot in rent.

Hirschfeld points out that in these "prime fashion and retail areas," the vacancy rate is under 5 percent, which indicates a tight market. An average market vacancy rate is between 9 and 11 percent, he said. Yet, even these skyrocketing costs do nothing to deter apparel manufacturers from launching their own retail businesses.

Terrill, of Poco Loco, added that to be on Columbus Avenue one has to do nearly a million dollars a year to be in the black. He chose Soho, where operating costs are lower and he could trim 25 percent off of his break-even figure.

Tommy Hilfiger, on the other hand, said that at his two-year-old store on Columbus Avenue he is generating over $ 1,000 a square foot.

"Columbus Avenue is a retailer's heaven," he said. "The traffic is exactly the audience I'm trying to attract. Young, sophisticated, well-to-do; these are the people that buy clothes."

Hilfiger's success has led to further expansion. The designer recently leased the retail space between his men's and women's stores that was formerly occupied by Vermont Classics. "That 600-square-foot store will have dress shirts, accessories, slacks and blazers," Hilfiger revealed. "By next fall, we plan to put an upgraded dressier portion of the collection in the space where the men's store is now."

Although Hilfiger, owned by Murjani International, has headquarters in New York, Bill Kennedy points out the vast majority of these manufacturer-owned shops are not based in the United States. "Many are from Europe or Japan," he said.

Hirschfeld believes that one of the most important reasons for the influx of foreign retailers is the high yield on investment available here. While specialty retailing yields a return on investment of 3.5 to 7 percent in England and Germany; 6.6 to 7 percent in Belgium, and 7 percent in Holland, New York specialty retailing can yield between 15 and 18 percent on investment, Hirschfeld said.

Kurt Barnard, publisher of Barnard's Retail Marketing Report, adds, "Our dollar value has dropped 35 percent, and it's cheaper now for the Europeans and Japanese to come over here. They choose New York because it is an enormously important magnet for tourists."

Among the foreign-based men's boutiques in New York are Poco Loco, based in Norway; Comme des

Garcons, Parachute and Yohji Yamamoto, based in Japan; Naf-Naf, which is from France, and Giorgio Armani and Versace, from Italy.

Retailers and analysis are undecided on whether the new stores can maintain or even reach profitability.

Jon Weiser, president of Charivari, believes the showcase mentality under which most of these shops are operating is not good for business. "Stores on Madison Avenue have a hard time being profitable because of the incredible rents there. That street has become a showcase for the very expensive lines. I hope that doesn't happen on Columbus Avenue too, but with the skyrocketing rents, it well might."

Laurie Mallet, president of WilliWear Ltd., who will open a store in March on Fifth Avenue and 17th Street, believes there isn't enough diversity in the New York stores.

"They all look so plain, so much alike," she said. "We are going to have our store designed so that it is an interesting place to shop. Presentation is the major packaging. It's like flowers -- the arrangement is what will make you purchase."

Mallet chose the photo district, where the Paul Smith shop is also located, because, "The East Village wasn't our style. Columbus Avenue is too expensive and crowded, and Soho isn't new enough for us. The photo district is attracting many creative businesses because of its affordable rents."

Weiser is not looking forward to the influx of these stores into the Columbus Avenue shopping district. He says it will dilute the quality of the merchandise and store designs in the area.

"It's becoming, 'Which store opened this week?'. There isn't a lot of great store design now; they look the same. And when The Limited opens up, which will bring more shoppers, I don't think it's going to improve my business any."

On the other hand, Sally Fischer, a spokesperson for Benetton in New York, shrugs off the influx of the new boutiques. "We don't feel threatened. We've been in business for 20 years, and we're covering all the bases with Benetton, Benetton Uomo for men and 012 for children."

She also points out that an infiltration of new stores bodes well for the New York retail environment. "It shows us that the market is viable and alive. We're only afraid when stores begin to close."

Even though shops such as Benetton, The Limited, Aca Joe, The Gap and Banana Republic are owned by the manufacturers, they differ dramatically from such retailers as Comme des Garcons and C.P. Shades.

Even Fischer admits, "We're keeping up with the trends, not setting them. You have to listen to the consumer, look for what's going on and offer the merchandise."

According to Barnard, "Stores like the Gap and Benetton are vulnerable. The time has come when the public is bored. They are no longer the ideal magnet to attract shoppers. They may still have appeal in other places, but in New York, there is one on every corner."

Luciano Benetton, chairman of the specialty store chain that bears his name, addressed the criticism. "The market has many needs, and to offer good service you need many points of sale. We have been criticized both in the U.S. and Europe for opening too many stores. We do it not because we want to be superactive, superpresent or egotists, but to accommodate different segments of the market. We need to maintain a diversified approach and maintain as many stores as possible," he told DNR.

Terrill adds, "Stores go in and out of business in New York all the time. There will be a transition. There won't necessarily be more stores, just different ones."

Although The Limited seems to weather storms better than most, others like Aca Joe and The Gap haven't been so lucky. On Monday, Gap Stores, Inc., reported a 69 percent increase in inventories as of Oct. 31,

and it expects heavy markdowns for the rest of the year.

Although one of the stock market's largest gainers for the past two years, its stock began to plummet in mid-September. In the third quarter, net income fell 12.4 percent on a sales gain of 21.7 percent.

The company's Banana Republic division fared no better, with sales dipping both in general and on a comparable store basis. Gap officials declined to be interviewed.

Aca Joe recently reported a $ 12 million loss for the year ended Jan. 31, and its auditors are uncertain whether the company will be able to stay in business. In the second quarter, the company continued its slide, losing in excess of $ 1 million, and dropping its net worth to negative $ 437,444.

Probably the most highly publicized launch of a specialty store chain occurred in September when Macy's revealed that it was opening Aeropostale, a boutique which bears a striking resemblance to the ailing Banana Republic.

So far, the retailer has opened three units: at Newport Centre in Jersey City; in the Short Hills Mall, N.J., and in the Stoneridge Mall in Pleasanton, Calif. A fourth is scheduled to open in Bridgewater Common, N.J., in the spring.

Macy's believes that although stores like the Banana Republic have fallen on hard times, the "timing was right" for Aeropostale. By 1992, the specialty store division is expected to generate between $ 500 million and $ 600 million in sales.

Barnard offers this overview on the boutique scene: "Many of these boutiques have given an air of elegance to fashion retailing -- they have created new centers of fashion. But they are cutting heavily into one another's business. There is not enough discretionary income to support them all, and they have already made deep dents into the total available money pool at the expense of the department stores."

According to Walter Loeb, retail analyst and principal at Morgan Stanley, "Many manufacturers feel their presence in department stores was unsatisfactory. They look at Ralph Lauren and see his shop didn't hurt his department store business, so they decided to join in the act."

What then are the criteria for survival in the "dog-eat-dog world" of New York City retailing?

Hirschfeld responds, "Well-managed, well-run retail stores with a focus can always succeed. But stores that are parasitic in an area, rather than symbiotic, will not make it."

Loeb offers this opinion, "To be successful, these boutiques need traffic, a continuity of styling and a focused image."

According to Walter Levy, head of Walter K. Levy Associates, Inc., a retail/marketing firm, "You can't keep opening more stores without cutting the pie in more pieces. But, to survive, you have to offer an expression of your own business. Get publicity, run ads, anything that keeps your name in the top of the minds of the customers."

Not all are convinced that these small boutiques will be successful. According to Barnard, "The criteria for survival rests on the premise that they will survive, and many of them won't. The slightest slowdown in consumer spending is going to act like an atomic bomb to these stores. But, some companies who are imaginative in their ads and promotions can reach out to customers here and abroad."

Peter Glen, of Peter Glen Associates, a retail analyst, agrees that survival for many is precarious. "Not all the small boutiques will survive because they don't have the cash flow. They're inspired rather than solid, and a number of them won't make it. The department stores may be boring, but they know how to run a business."

Despite potential problems, this retailing trend continues to attract new players, with Liz Claiborne recently revealing plans to launch a retail concern. As department and specialty stores bolster their use of private label, it is logical to assume that designers will continue to increase their retail presence. However, with a limited customers base, survival for some appears precarious.

GRAPHIC: Photograph

SIC: 5600 APPAREL AND ACCESSORY STORES ; 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5940 Miscellaneous Shopping Goods Stores

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Shortages may loom for reorders of imported cotton shorts for spring; activewear Daily News Record December 10, 1987

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December 10, 1987

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HEADLINE: Shortages may loom for reorders of imported cotton shorts for spring; activewear

BYLINE: Chirls, Stuart B.

BODY:
Shortages May Loom for Reorders Of Imported Cotton Shorts for Spring

U.S. swimwear and other activewear resources are confident they'll deliver initial spring orders of imported cotton shorts, but availability and price problems are complicating the reorder situation.

Tight quotas in source countries have stretched supplies, and manufacturers are forewarning their customers to expect shortages. With the dollar continuing to weaken, they're telling stores to also expect to pay higher prices in the months ahead. Executives told DNR that, for the most part, prices held steady on initial orders for shorts, but they expect that situation to change as retailers look for reorders and late-season fill-ins in popular categories.

"Right now, it's a bull market in cotton shorts," said Shaheen Sadeghi, merchandise manager for Jantzen. "The situation for Far East production, though, is definitely getting more rugged."

Jantzen has had no problems meeting initial demand, despite the fact that its entire Janzten Sport line is made offshore. The most popular items for Jantzen have been a 15-inch causal walk short with drawstring waist in solid colors, retailing for $ 24, and a 15-inch casual short with cargo pockets, pleated front and elastic waist, retailing for $ 26.

"WE HAVE KEPT OUR PRICES stable in cotton shorts with no increases as of yet," said Sadeghi. "However, prices will probably be up next year a couple of bucks per item, as the year progresses." Overall, he added, prices on cotton goods will top off at up to 20 percent higher levels than the previous year.

Recorders, Sadeghi warned, are another story. "We have to be very careful about recorders," he said from Jantzen's California offices. "Retailers' second wave of orders are going to have to be planned very carefully. There just isn't going to be that much flexibility (in our inventory.)"

To illustrate the problems American companies face, Sadeghi said that on a recent buying trip to the Orient, he was quoted an exchange rate of 30 Hong Kong dollars to one U.S. dollar on initial orders. Later, when reorders were discussed, the rate had dropped to 27 to 1. "Asian manufacturers are risk-takers," he said. "As in the stock market, they will watch the market and wait until the last minute before making a decision. I am going over there next week and I want to get (Jantzen's) positions and capacity set for

holiday, 1988. I don't expect to be able to do that. The manufacturers want to see how the retailers do this holiday and then set the prices. It will be costly."

THAT'S GOOD NEWS AND BAD news for retailers, according to Sadeghi. Because of the slow-moving season, there will be a backup of active merchandise through the first half of 1988. Margins will suffer as stores slash prices to clear excess inventory. The clouds lift, though, as Far Eastern factories also cut their prices in an effort to spur retailers' Christmas buys for late 1988. "I expect a downtrend for the early part of the year because of the weak business, a backup, then a pickup heading into holiday next year," he said.

In the meantime, Jantzen will cozy up to manufacturers and explore alternative sourcing for cotton goods. "With quota so expensive, we are looking at other countries to handle our production. Right now, we are in the Philippines because we have developed excellent relationships with the majors there, and there is more available quota. It helps to have built those relationships over the years because now they are coming in handy."

ALL THE U.S. RESOURCES SAID they had booked far enough in advance to avoid any serious price or quota fluctuations.

At Jockey International, which divides its production nearly in half between domestic and offshore sourcing, offshore sourcing questions were more problematical. "We had no problem because our positions are booked way ahead," said Rick Hosley, vice-president of sportswear. "Our manufacturers in the Orient got our piece-goods positions down in early 1987 for distribution in early 1988. We were not hit by the currency rate drops or fabric price increases than if we had booked during the second six months of the year. I think that the situation will be more extreme for 1988 bookings for spring 1989 business."

Jockey's best cotton bottoms for spring have been a 17-inch walk short in washed pleated cotton, retailing for $ 25, and a 17-inch pleated washed cotton twill for $ 26, both in solid colors.

Jockey will fill all of its spring commitments, Hosley said, including one program for a national department store chain. "There's been no problem, except to say that if there had been more capacity, we could have increased sales. There's the quota issue, and since we are split 60-40 domestic to offshore production, that will have to be addressed later. Since we are vertical for our domestic production, there were no problems."

LIKE THE OTHER COMPANIES IMPORTING importing cotton shorts, Jockey is in the process of dealing with a tight reorder situation and warned its accounts to plan ahead. "We anticipated reorder problems and are advising our customers of that fact," Hosley said. "We don't have as much merchandise as we would like, so there are going to be difficulties. We told our customers now so they can assess their individual situations. Most of them don't want to commit, anyway, until they know what the sell-throughs are."

Soaring costs are keeping basic styles production in the United States, Hosley said, which will help keep stores well stocked in those models. The more complex, labor-intensive pieces are made overseas. He added that it probably wasn't feasible to shift any more production back to the U.S. because of skyrocketing labor rates. "We can't just put a two-minute short in the same factory as a one-minute short," he said.

Hosley said that substitutions, while obviously not as desirable as hot-selling items, will be offered to retailers as alternatives if certain numbers are unavailable.

RETAILERS, FOR THE MOST PART, agreed. Said one West Coast storeowner: "In young men's and boys' styles, companies that are involved in offshore programs for cotton shorts are going to have real problems getting the merchandise into the U.S. because of quota," he said. "There are definite problems in that area right now. Corporate programs, especially, are going to be in trouble come reorder time."

The retailer said that in 1987 the market for printed shorts peaked and stores that bought aggressively in anticipation of a strong surf-influenced market ended up holding the bag in the latter half of the year. With the market cleaned out, retailers are now clamoring for cotton shorts in solid-color configurations. "A lot of

stores had to eat merchandise in boys' and young men's printed shorts," he said. "Now, there is a real shortage."

DEPARTMENT STORES HAVE MOVED to lock up their active inventory, sticking with fewer labels but buying more merchandise, and leaving some labels out in the cold. Lamented one account executive, "Buying has been going as expected as far as holiday, but there wasn't much real estate to deal with (in department stores). At Macy's it's Newport Blue and at Altman's it's **Nautica.** With all their floor space locked in, some of the stores pushed back their holiday plans."

Bohika, a smaller surfwear-oriented label entering its first season selling shorts, has chosen an all-domestic tack for its production. "The dollar has fallen so much lately that it just wasn't worth the hassles to go overseas," said Bohika's Victor Paul. "We haven't had any supply problems so far, although there was a little trouble with raw materials. Some of the cotton we were importing ran into quota problems. We'll make all of our spring orders, though."

Paul said that Bohika is selling more solid-color shorts, including a 15-inch volley short with liner (retail: $ 26) and a longer 17 1/2-inch paneled board short ($ 25.50).

"WE'VE HAD GENERALLY GOOD reaction from retailers, although they are tight to buy," Paul said. "Many of them are making a commitment, but they aren't going to write orders until January. They want to see how everything comes up in the economy."

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ADVERTISING;Nautica Apparel Unit Chooses McCaffery The New York Times November 24, 1987, Tuesday, Late City Final Edition

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November 24, 1987, Tuesday, Late City Final Edition

SECTION: Section D; Page 19, Column 3; Financial Desk

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HEADLINE: ADVERTISING;
Nautica Apparel Unit Chooses McCaffery

BYLINE: By Philip H. Dougherty

BODY:
McCaffery & Ratner has become agency for the **Nautica** apparel division of State-O-Maine Inc., which makes outerwear, activewear and sportswear for "the active and affluent." It plans to spend $2 million for advertising.

The agency said it would promote the garments as collections, and it is considering doing so with multipage advertising inserts in consumer magazines.

The client sells in better department and specialty stores and also in its own retail outlets in New York and Southern California.

The previous agency was Michael Belk & Company of Pensacola, Fla.

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A RELUCTANT SHOPPERS' GUIDE;Football trash cans, fake beauty marks flood the market THE ORANGE COUNTY REGISTER December 18, 1987 Friday

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SECTION: IMAGE; Pg. J01

LENGTH: 3757 words

HEADLINE: A RELUCTANT SHOPPERS' GUIDE;
Football trash cans, fake beauty marks flood the market

BYLINE: Katina Alexander, The Register

BODY:
There are those among you who balk at Christmas shopping for whatever reasons: Too many strangers, lousy traffic, the idea of forced gift giving, a hatred of spending one's hard-earned money on junk or on people one doesn't even like, shops drenched with sickening holiday incense, cash registers that clang along to Christmas Muzak, and more, oh, much more.

Besides, who has the time?

"You can see the panic on their faces," is how legions of you are described by a fellow Reluctant Shopper.

His eyes are already starting to get that "pinwheel" look.

"All of a sudden, it's upon him. IT'S RIGHT ON HIM! His time is running out. THE CLOCK IS RUNNING . . . "
He asked that his name not be used and says he'll be bellying up to the bar in a tavern close to South Coast Plaza two days before Christmas with platoons of other Reluctant Shoppers. They did this last year -- the whole miserable lot of them.

Do have a soothing cup of tea instead. Alcohol is not recommended for Christmas shopping. Do you want to be the slob weeping over a teddy bear display lamenting lost Christmases?

Seven areas in Orange County are visited here -- Mission Viejo shopping mall, MainPlace in Santa Ana, Fashion Island in Newport Beach, Crystal Court at South Coast Plaza in Costa Mesa, Newport Beach, Corona del Mar and Laguna Beach.

This is a shopping list full of good things from the smaller stores -- from cowboy boots to fake fur hats shaped like animal heads.

The best time to shop without going nuts is first thing in the morning on a weekday. Tell your bosses you need a couple of hours off, if you can find them. They're probably out doing their Christmas shopping already.

MainPlace in Santa Ana has Bullock's, Nordstrom and Robinson's.

You can take care of many men on your list at The Complete Athlete on the second floor. They have all kinds of official team insignias on all kinds of clothes. Official Lakers starter jackets in satin are $ 76.99, college football sweatshirts are $ 23.99, football team caps are $ 16.99.

Michael Jordan posters are $ 3.99; Dodgers or Raiders or USC boxer shorts are $ 10.99; and team trashcans (a very popular item) cost $ 13.99. "The teams you like the most and the teams you like to hate are the biggest sellers," said assistant manager Richard Bond who would make a great TV duo with salesman Duane Martin. They argue about teams all the time. There are also Raiders sleepers for babies at $ 10.99.

Cows are it. "I think dinosaurs are for little kids. Cows are for adults," said shopper Linda Cundiff of Anaheim Hills with her new mother-in-law, Patsy. "Cows are so content," she said.

At Mister G's Expressions, ceramic cows wear sunglasses and palm-tree patterned swim trunks for really silly salt and pepper shakers. Cow and surfboard sets are $ 13.85, cow and beachball sets are $ 10.65. Cow wrapping paper, $ 3.

Also for $ 3 is a red headband with its own antennae topped by mistletoe, called "Kissletoe."

For fussy folk, go to Z Gallerie. There are butcher aprons for $ 14, and newspaper gloves for $ 9 per pair. The gloves have a newsprint design on them and have padded fingertips for flipping through the paper "without messy ink smudges," as it says on the box.

Is there a bathrobe on your list? Laura Ashley has a nice one for ladies on sale for $ 96, reduced from $ 125. It's made of machine washable powder-blue cotton flannel with tiny red roses and lined with fluffy terrycloth.

If you're tired by now, you can get a cup of hot chocolate at Gloria Jean's for 75 or cappucino for $ 1.25. Or get fresh lemonade for $ 1 at the stand in the food area on the top floor. There's all kinds of food from Cajun to Japanese. Remember though, if you eat, you lose time. If you don't care, you can forget the whole thing and take in a movie.

For wild toddlers, Gapkids has striped overalls for $ 24.

Cool people will like sunglasses from Hot L.A. Shades. The popular Blades for men, $ 80. For men and women, Revo black and white frames with mirrored lenses in pink, purple, blue, orange or red from $ 140 to $ 150.

Handmade white cotton baby bonnet with booties cost $ 27 a set at Janessa's. They also have pretty floral wreaths. Stay away from

anything with geese wearing scarves around their necks.

Fashion Island in Newport Beach has Neiman-Marcus, Robinson's, Bullock's Wilshire, Buffum's and The Broadway department stores.

Ladies who say "fabulous" a lot would just die for anything from Amen Wardy -- in its own building south of Fashion Island. Soffia Wardy, Amen's affable daughter, showed us Judith Leiber evening bags from $ 900 to $ 3,000. "Some of her pieces are in the Smithsonian," Wardy said. "We have the largest selection in the world." The purses are made from antique Japanese cloth, or they're shaped like bunnies, frogs or turtles and bejeweled with colored rhinestones.

There's a sale on Chanel costume jewelry -- half price. The signature ropes offake pearls and beads used to cost $ 200 to $ 1600. They're now $ 100 to $ 800.

Chanel fabric flower pins are also reduced from more than $ 100 to in the 30s. A favorite is the denim-petaled rose, $ 34, which is very delicate.

Ladies like travel bags in all sizes; the Wardy bags of black leopard print on blue, magenta, green, bright yellow and orange cost $ 20 to $ 60. Matching reversible raincoats are $ 640.

There are rooms of Galanos, Valentino and Chanel clothing. Valentino furs cost up to $ 200,000. A Chanel briefcase of quilted leather in red or black costs $ 1,200. Don't forget to say hello to the white fantail pigeons that coo in a big white cage near the Chanel. Closed Sundays.

Don't be intimidated by salespeople here or anywhere else -- sometimes they act like heirs or heiresses working for kicks. Chances are, they don't make more money than you do.

Men who wear deck shoes will probably like the sporty hand-knit cotton sweaters at Cuzzens. The white zip-up collared version is $ 200.

Cuzzens also has the weirdest ties -- at first glance, conservative, then on closer inspection the patterns are almost avant garde. Silk ties by Mila Schon, $ 75, and by Stefano Ricci, $ 80.

Caswell-Massey is "the oldest apothecary" in the country, according to Eleanor Gilman, the manager.

Odd items of toiletry include 50 goosequill toothpicks for $ 15, a tiny box of what Gilman calls "Madonna beauty marks" for $ 5 -- it looks like there are dozens of the adhesive spots in each box. A six-pack of menthol tissues is $ 3.50 or 50 cents per pack.

A small tube of almond hand cream is $ 6.75, and a shaker of pure cornstarch talc, scented, is $ 8.50. They do gift baskets from $ 30 to $ 750, and for an extra $ 10 or so, will deliver in one day.

For arty types, objets d'art sorts of things are at Haute Rocks. For $ 30, you can choose a tiny carved head to use as tie tack or pin. Or for $ 650, a neck piece made of .22 caliber bullet shells. There's a

watch with a band that wraps around the wrist twice for $ 75. How about a black rubber telephone for $ 250?

Ladies of all ages wear stockings. Denier, located in the atrium, has all kinds of them, from black lace thigh-highs for $ 24 to white bobby sox with hand-painted holly and berries for $ 12.50. Owner Rose Banks is especially helpful about sizes and trends. Teen-aged girls like lace footless tights, for $ 28. For energetic ladies, there's the black full body unitard that laces up the sides ("Cher wore this in Witches of Eastwick") for $ 54. Sheer white pantyhose with embroidered green holly at the ankle and jingle bells cost $ 12.50.

Unusual black or white cotton lycra stockings that tie at the thigh (copied from English designers) cost $ 26.

Denier has a large selection of gloves, from black wool jersey "pouf" gloves for $ 32, to shoulder-length (longer than elbow length) black gloves for $ 55.

Mima Ransom is a gentle person to buy unmentionables from. She welcomes shy men and women. Mima's has one of the largest collections of tasteful cotton and silk lingerie. Her private label satin bedroom slippers with hand appliques and pearling cost $ 49. Silk peignoir sets priced from $ 120 to $ 2,000. Cotton nightgowns from $ 49 to $ 200. Teddies from $ 42 to $ 230.

Soft leather bustiers in black or white, $ 89; the matching leather panties, $ 50.

Mima's offers a gift certificate for $ 500 to $ 5,000: she'll send your lady a dozen roses, a bottle of champagne, and limousine service to and from the shop. If the lady wants her photograh taken, Mima will arrange for that, too.

Newport Beach
Simple and fanciful sweaters for ladies cost from $ 225 to $ 1200 at Linda Bentley at 2901 W. Pacific Coast Highway.

Bentley designs them, and a team of local ladies -- senior citizens, mostly --knits them from angora, silk, cotton and linen yarns. They're trimmed with rhinestones, Austrian crystals, French lace, snakeskin, leather, fox or mink. Any styles are possible in any colors. "We do custom work," says Bentley, who used to knit and sell her sweaters in Nordstrom. It's probably too late for custom for Christmas, but the store is loaded with sweaters.

For humorous gents, at Newport Harbor Art Museum at 850 San Clemente Drive there's a ceramic bow tie in cream or black for $ 70.

Corona del Mar. Antique lace scarves -- almost three yards long -- $ 150 at Tamiro at 3333 E. Coast Highway. Some have pearl beads, satin stitch roses or appliqued lace on them. Hand-painted feather stickpins are $ 16, and jewelry made from paper beads by Kit Dickson range from $ 20 to $ 125.

Mission Viejo Mall has Montgomery Ward's, Bullock's, May Company and

Robinson's. Virtually every store in this mall has a sale going on.

It's a good place to run in and out of, and there's a gift wrap service that offers 10 percent discount to military personnel.

Party clothes for kids are at McGee & Me on the first floor.

Terrycloth bunny sandals for infants, $ 5.99; rhinestone studded sneakers with silver laces for $ 56.99, silver or gold fancy baby shoes for $ 29.99 per pair. "Zoo shoes" are comfy-looking loafers with heads of tigers, frogs, ducks, raccoons or white kitties for $ 19.99.

There is also a large selection of headbands adorned with lace, roses, ribbons, et cetera for girls from $ 9 to $ 15.

Practical gear for boys and girls at The Little Folk Shop, which also has a sale 25 to 40 percent off. "Grandmothers buy frivolous things.

Mothers tend to be a little more practical," said manager Shari Jajonie. What's very cute: Carter's authentic tuxedo sweat suit for little boys, made out of fleece with satin lapels, satin stripe down the pants, bow tie and red rose boutonniere, $ 22.99.

Camp Mickey zip-up hooded jacket is $ 16.99 from $ 28.99, starring the famous mouse.

For girls, the quasi-military T-shirts by Whip Cream with gold and silver stars, airplanes and embroidered eagles for $ 32.99.

He's rough, he's tough, he's 14 years old -- so get him a Powell Peralta winged skull or dragon skateboard T-shirt for $ 12.50 at Fins & Flippers.

Sweatshirts are $ 22 and up. Sweatpants with "surf til it hurts" badges, $ 30. He may like a Shark digital waterproof wristwatch at $ 36.

One thousand different kinds of cowboy boots are at Howard & Phil's Western Wear, and many are on sale. Burgundy Lucchese pointy toes are $ 300 from $ 419. Manager Jerry Peck calls these "The Rolls-Royce of boots."

Tan Tony Lama boots are $ 119 reduced from $ 159.98; Acme burgundies are $ 60 reduced from $ 89.98. For ladies, fancy Chisholm snakeskin and leather boots for $ 269.88 or black lizard by Dan Post for $ 299.98.

Bolo ties are $ 36 to $ 59; belt buckles are $ 39.98 and up.

Kiddie cowboy boots are $ 24.98 and up; little cowboy hats are $ 11.98.

More cool shades at The Sunglass Company in the aisle, second floor north. Ladies like stylish Laura Biagiotti sunglasses from $ 70 to $ 90.

Serengeti "Drivers" for men are reduced to $ 59.96 from $ 79.95. "They were No. 1 in Optical Magazine," says manager Dustin Etheredge. "They let in twice as much light as normal sunglasses." Revos came in No. 2 -- they sell for $ 135 to $ 140.

What have they done to blue jeans lately? Whatever it is, teen-agers want them.

At Limited Express, (a few doors from The Limited) the hottest things are "flip top jeans." Button them up for a high waist, or let them hang down like a collar for regular waist jeans. Blue jeans reduced to $ 49 from $ 59. Flip top twill pants are $ 39 reduced from $ 49. Also fun are four inch wide elastic belts with ornamental silver closings for $ 12 in black, white, turquoise, red, green and pink.

Laguna Beach. A Christmasy neighborhood to shop in -- without snow.

Big and beautiful soft suede shawls with hand-knotted fringe are $ 465 at D.N. Evans Couture at 1970 South Coast Highway. Solid colors in black, red, tan, taupe and royal blue. Unusual leather bags are $ 110 to $ 525. Across the street, browse around for sleepwear and lingerie at I.C. London.

For little girls, very cute jumpers with little people embroidered on them cost $ 25 at A Touch of Latin at 265 Forest Avenue. Almost everything in this store comes from Guatemala. Carol Doremus, who owns the store with her mother, Vicki, goes to the villages herself to import the stuff. Colorful handwoven cotton sweaters cost $ 90 to $ 155.

From Argentina, soft wool pullovers are $ 128.

Next door at Khyber Pass at 263 Forest Avenue, you can find pretty cotton quilted short robes for $ 25. Thick, colorful socks are $ 11; with leather bottoms, they're $ 13. Nomadic and tribal jewelry from $ 20 to $ 2,000.

Into the Forest Avenue Mall across from the church, In Accessories at 332 Forest Avenue has wonderful gifts for ladies. For $ 16, there are six-foot chiffon scarves with silver or gold lurex threads on cherry, navy, black, red or turquoise. "Go on a cruise with them flying in the wind or for New Year's Eve," advises owner Rosemary Kassel. For $ 53, Anthea Brown's canvas hats -- bend them any shape you want -- come in white, black, gray or dusty pink. Attractive striped hat boxes sold separately from $ 7 to $ 10. One of a kind hand painted earrings by Laura Mercer and Julie Arkell $ 16 to $ 20.

Gentlemen's things at Gifts For Men in the mall. Plaid flannel nightshirts cost $ 25. Tasteful wool Scottish tartan ties are $ 12 -- "Men are tired of SantaClauses and reindeers," says owner Don Cameron.

Chrome car badges are $ 18. Magnetic leather money clips, $ 10.50.

Take a break at Renaissance Bakery and Coffee House at 234 Forest Avenue -- anexcellent bakery with everything from gingerbread babies to flaky almond cookies.

A hand-painted cashmere jacket that ties in bows at the wrist is $ 750 at Shebue at 540 South Coast Highway. Joanne Tagami designs, and everything is custom made. In similar style, a longer black coat in handwoven cotton with confetti-colored threads, $ 375.

South Coast Plaza is the most festive mall with the best places to eat. There are more than 340 smaller stores around Bullock's, I. Magnin, May Company, Nordstrom, Saks Fifth Avenue and Sears.

For the man who has everything but this -- a black mask with peacock feathers for $ 135 at Ann Stuard.

One stop shopping for the children of numerous relatives: The Disney Store on the lower level (near Santa Claus) on the way to May Company. There are 2,500 different items of th to $ 3,200 for the solid gold Dumbo pin with diamond ears. Mickey Mouse T-shirts cost $ 9 to $ 10, sweatshirts from $ 12 to $ 58. Also featuring the new line of "Mickey's Kitchen" spatulas, soup ladles, et cetera. A handpainted Mickey Mouse chess set is $ 550.

Crystal Court at South Coast Plaza is between The Broadway and Robinson's. Inside Crystal Court:
For sailors, insulated long-sleeved sailing shirts at **Nautica,** $ 55.

They're collared, button halfway-down and are white with stripes of black, red or blue.

Ladies would like an elegant black wool evening sweater from Alfred Sung with details of black embroidery on sheer black net, $ 380 to $ 430.

Another black wool/angora sweater is trimmed with a white gauzy bow in the back -- or front, depending on how it's worn, $ 134. Also, a classic full-length trenchcoat in black or olive green leather is $ 1,005.

The winter collection at Jessica McClintock is reduced 30 percent -- all thosefilmy lace or velvet dresses cost from $ 105 and up. Delicate lace scarves more than a yard long are $ 60. The ultimate white silk blouse with lace collar and yoke is $ 380.

Marsupial toys at Koala Blue, including a plush kangaroo with baby 'roo in the pocket is $ 35. Koala bear holding baby bear is $ 25.

The silliest hats in the world are at The North Face. Authentic looking fake fur heads of bunnies, raccoons, polar bears, moose with floppy antlers, reindeer with red noses, all tie under the chin.

Smaller for kids, $ 16.50, larger for adults, $ 25.

Gore-Tex ski suit that zips into one -- $ 265 for the jacket, $ 195 for the pants. Also, wristwatches with carved granite faces are $ 199.

Pretty green perfume bottles at English Heritage decorated with winding leaves out of silverplate, $ 35 to $ 45.

Circus, barnyard or general store puzzles with wooden figures that become toys once out of the box, $ 37.50. Small wooden animals with movable limbs, $ 8.

A long, full suede skirt in tan, blue or burgundy is $ 398 at Harold's.

For soon-to-be mothers, a big, long, hand-painted T-shirt dress with

matching scarf is $ 92 at A Pea in the Pod. Check on the return policy.

The truly spoiled infant, toddler or child must have: Porsche, BMW or Mercedes labeled jumpsuits, $ 42 at Cherubs.

Fleecy hooded jackets for infants and toddlers cost $ 40. For little girls, a hand-knit red cotton sweater and miniskirt trimmed with white Scotty dogs costs $ 70 to $ 74 depending on size.

Little girls go crazy over cotton T-shirts with tulle or lace ruffled skirts attached, $ 24 to $ 34.

Also for little girls at Esprit Kids, the prettiest white cotton knit shirt for $ 33, with collar, button-down front, long sleeves and a ruffle at the bottom. Also in red, black or dusty pink.

If he's too cool: Leather lambskin jacket with military pockets and shawl collar, $ 595 at BBC 1.

Yamamoto shirts in textured cotton from $ 85 to $ 115. Coordinating trousers are $ 125 and up, and sweaters, $ 105 to $ 300.

For her: Black knit miniskirt with denim trim, $ 69.

For them: The Ton Sur Ton line of hand-distressed cotton denim and sweats start at $ 55.

Elephants with crossed trunks decorate the back of a zip-front cardigan for $ 148 at British Khaki. (The elephant insignia says Khaki Club.)
Bush hats for $ 17 in green, blue, red, white or beige at Canterbury of New Zealand.

If all this boggles the mind, forget this list. Get everybody Godiva chocolates or Christmas ornaments. Don't overbuy so you'll be suffering in the months ahead. One couple -- standing in line for Santa Claus at South Coast Plaza -- said they were still paying for last year's gifts!

GRAPHIC: ILLUSTRATION

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NAUTICA APPAREL, INC.,	Opposition No. 91177192
Opposer,	Mark: GET NAUTI
v.	Serial No. 78610037
MARTANNA LLC,	Filed: April 15, 2005
Applicant	

EXHIBIT A
(part 2)

Third Party Articles
1988

NAUTICA APPAREL, INC.

January – Dec 1988 Third Party Articles

Date	Publication	Page	Headline
2/1/1988	Newsweek	Life/Style; pg. 56	The high priced call of the wild
2/8/1988	Daily News Record	Vol. 18; no. 26; pg.1	Sportswear still growth leader
2/22/1988	Daily News Record	Vol. 18; No. 35, pg. 6	Price points, not free trade pacts are what interest US buyers most
3/3/1988	Daily News Record	Vol. 18; No. 43; p. 1	Department sore executives bullish on men's biz
4/4/1988	Daily News Record	Vol. 18; No. 44; p. 1	Why are these department store executives smiling?
4/25/1988	Daily News Record	Vol. 18; No. 79; p. 10	Stalking the urban terrain
5/6/1988	Daily News Record	Vol. 18; No. 88; p. 7	Best sellers Southeast
5/20/1988	PR Newswire	To Business Desk	State-O-Maine files 1.2 mm shares of common stock
7/13/1988	Women Wear Daily (WWD)	Vol. 156; No. 8; p. 5	Bugle Boy strikes deal in Canada
7/18/1988	Daily News Record	Vol. 18; no. 136; p. 24	State-0-Maine outmaneuvers stock market's state-o-pain
7/29/1988	Daily News Record	Vol. 18; No. 145; p. 2	Miller & Rhoads' new owner plans to update
8/4/1988	Daily News Record	Vol. 18; No. 149; p. 12	High Prep
8/25/1988	Daily News Record	Vol. 18; No. 164; p. 5	Spring buying blossoms in Montreal
9/1/1988	The Orange County Register	Community; p. 14	300 jam store to meet Conner
9/19/1988	Daily News Record	Vol. 18; No. 180; p. 36	Outerwear moving out;
9/19/1998	Daily News Record	Vol. 18; No. 180; p. 36	Outerwear moving out
9/19/1988	Crain's New York Business	Real Estate; p. 11	Charivari plans to make uproar in Japan
10/19/1988	WWD	Vol. 156/ No. 75; p. 15	Nautica tabs Alan Davis for visual merchandising
10/21/1988	Daily News Record	Vol. 18; No. 203; p. 1	East Coast specialty stores eye easy sledding for Yule
11/14/1988	Daily News Record	Vol. 18; No. 219; p. 33	Outerwear plows ahead; men's coats and jackets.
12/4/1988	Chicago Tribune	Sunday Magazine; p.56	Elegant accessories return the old and the opulent strike the male fancy
12/12/1988	Daily News Record	Vol. 18; No. 236; p. 48	Manufactures as retailers
12/13/1988	Daily News Record	Vol. 18; No. 237; p. 2	Leathers, sweaters top store sales
12/19/1988	Daily News Record	Vol. 18; N o. 244; p. 36	Manufacturers as retailers, part 2

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The High-Priced Call of the Wild Newsweek February 1, 1988, UNITED STATES EDITION

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February 1, 1988, UNITED STATES EDITION

SECTION: LIFE/STYLE; Fashion; Pg. 56

LENGTH: 1025 words

HEADLINE: The High-Priced Call of the Wild

BYLINE: JENNET CONANT

HIGHLIGHT:
Today's manly kind of guy is hot on the trail of elegant and expensive outdoor clothing

BODY:
A green-jacketed hunter stalks his prey. He circles twice and closes in for the kill. "Gotcha!" he shouts as he bags his prize: a $ 1,700 shearling by Verri Uomo.

Why is it these days that so many men seem to be hunting and fishing -- for compliments on their rugged attire? Even if they never get closer to nature than the potted plants at Abercrombie & Fitch, they long to look like blood-sport buffs. They may lack the time and inclination for trout fishing or riding to hounds, but who cares when it's so exciting simply to dress the part? The risk to the wallet is dangerous enough; ounce for ounce, these upscale sporting clothes must rank among the most expensive quarry in the world. One requires, of course, the britches, hacking jacket, heavy sweater, vest, loden coat, tweed cap, wool socks and gum boots. Pigskin accessories are extra. At the best places, London's Purdy James & Sons or Holland & Holland, the rural get-up runs about $ 1,000. But undaunted by peak prices, pseudosportsmen pile into Range Rovers (page 57) in search of predatory fashion. The best dressed are almost invariably the least athletic. They rise at noon on Sundays to a common rallying cry: a man is only as good as the sport he wears.

Outdoor gear has never been so fashionable. Legions of L. L. Bean loyalists are still wearing their preppy Duck Blind wardrobes, and every summer brings out the Banana Republicans in their Safari styles. Now they're being joined by a host of outdoor dandies. Instead of waterproofed outerwear from Land's End, today's elegant outdoorsman want to wear only slickers from London or the finest Italian wools. Devotees are easy to spot -- they're the ones decked out in every kind of expensive all-weather wear no matter what the weather. Their stylish rustic jackets are always new -- or newly old -- with lots of pockets and straps to store gear they'll never own and couldn't name.

Ralph Lauren, pioneer that he is, started frontier fashion advertising in the early '80s, featuring genteel couples riding on the open range or canoeing in the Adirondacks. Other menswear manufacturers have since caught on; they're bagging millions a year by promoting The Sporting Life. Now magazines are thick with woodsy fashion spreads. These model jocks may be hunting, fly-fishing or scaling a rocky ledge, but it's all in the name of Good, Clean Fashion. All the leading designers are in on the game: British Khaki offers a paraffin-coated canvas hunting jacket for $ 150; Tommy Hilfiger reinterprets a red-and-black lumberjack jacket for $ 220, and even Giorgio Armani makes suede shoes with rubber lug soles for $ 300. "Men like an air of authenticity," reasons Alan Flusser, a menswear designer. "They identify with clothes that look useful, that are part of a tradition that transcends fashion."

What's going on, of course, is nostalgia for a time when men were men and all the tasty little varmints knew it. So what if nowadays a man's prizes are mounted in his closet and not in his den? It's the pageantry and passion of sport that really makes the masculine pulse race. "Women like to look at lovely, thin models for the same reason," says Bernard Ozer, vice president of the Associated Merchandising Corp. "It's the image, the romance, the fantasy."

Predatory fashion ads are designed to hit home. One of the most striking is a Georges Marciano ad for Guess?, a stark black-and white photograph of a father and son by a pond, a rifle in the young lad's hand. The image is old-fashioned, but the subliminal message is thoroughly modern: buy our jeans and you and your kid will have quality outdoor time together on weekends. "These ads show men in complete control of their environment," says Joseph Margolin, a Washington psychologist who specializes in consumer motivation. "Men are buying a role."

No one markets masculinity better than the folks at Ruff Hewn. Their fall ad features a portrait of a hunter on a snowy day: a lean woodsman toting a double-barrel shotgun under one arm, wearing a fleece-collared jacket, leather game bag, cartridge belt, knee-buttoned jodhpurs and lace-up boots. The gun and ammo aren't for sale. "We represent life the way it should be lived," says Ruff Hewn president Jefferson Rives. "But if you can't live the good life, then you can at least dress like you do." The firm's fictional turn-of-the-century namesake, Barclay Ruffin Hewn, is a straight-shooting hero cut in the Hemingway mold. "We like to think Ruff lives in the hearts and minds of all Americans," says Rives. Well, maybe not all, but a growing number: the six-year-old High Point, N.C., company claims that sales have been rising at a rate of 250 percent a year and totaled about $ 40 million at last report.

If Ruff Hewn caters to the hoof-and-antler crowd, **Nautica** is after aspiring anglers. Happen upon a **Nautica** ad in one of the better men's magazines, and it would be easy to mistake it for a major fishing-tackle-manufacturing firm, such as Penn, Browning or Orvis. Not at all. "We're not actually geared strictly for fishing or sailing," says **Nautica** president David Chu. But it's the macho image that's pumped the four-year-old sportswear firm's sales up to $ 22 million this year. "Boaters love our clothes," says Chu, "We get a lot of calls from the San Diego and New York yacht clubs."

Still, the most fashionable country gentlemen want to demonstrate True Brit. As Ralph Lauren learned years ago, the British remain the best at this sort of thing. Purveyors of sporting goods pronounce themselves dismayed by the predatory fashion trend. Holland & Holland, the world's leading custom gun makers since 1835, can barely keep a stiff upper lip about the city gents who walk around in the firm's signature oilcloth slickers and green Wellingtons. "You see young men in London wearing a barber jacket that 10 years ago you would only have seen on a tractor driver," laments an H&H spokesman, Chuck Yeager, a lifelong hunter and fisherman, wouldn't be caught dead in designer sportswear. Before Yeager sets out into the wild, he shops Sears.

GRAPHIC: Pictures 1 through 3, Masculine appeal: Ruff Hewn ad for hunting clothes, **Nautica's** fashion spread for would-be anglers, and Ralph Lauren's rustic look

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Sportswear still growth leader...; men's clothing retail Daily News Record February 8, 1988

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February 8, 1988

SECTION: Vol. 18 ; No. 26 ; Pg. 1; ISSN: 0162-2161

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HEADLINE: Sportswear still growth leader...; men's clothing retail

BODY:
Palmieri, Jean

Sportswear StillGrowth Leader . . .

Sportswear continues to be the single most important growth area from men's specialty stores in 1988, according to retailers attending the Menswear Retailers of America Convention.

The show ends its four-day run at the Chicago Hilton and Towers Tuesday.

In an industry that has seen its numbers shrink significantly over the years, the remaining stores have seen their merchandise mix shift dramatically over the past four to five years. While tailored clothing remains the backbone of their business, sportswear now accounts for 30 percent or more of their merchandise offerings, retailers report.

Most stores have steered away from the fashion forward European sportswear lines, but have opted instead for traditional resources such as Polo, Ruff Hewn, **Nautica** and others. These brands they believe, appeal to their conservative customer's need for more relaxed weekendwear.

Although some larger specialty stores have begun private label sportswear programs, the vast majority of the retailers surveyed have chosen to stick with brands --at least for the present.

Men's wear retailers also agree that in order to compete with the department stores and large sportswear specialty chains, service is key. Service, they believe, does not end with a liberal return policy or gift wrapping, but includes a personal touch--knowing your customer's name, anticipating his needs and simply providing individual attention.

According to Mimi Horowitz, principle of The Quality Shop in Rockaway, N.J., "Gift wrapping and returns are automatic services. Real service is personal service."

Dell Beukelman, head of Nafziger's, a two-unit store in Nampa, Idaho, agrees, "Personal service, trust and customer concern is what helps us compete."

Tony Batten, of Tony Batten Men's Shop in Blackshear, Ga., adds, "The big department stores don't care and look how well they do anyway. Imagine how much better they could be."

E. Hulme Kinnebrew III, of The Kinnebrew Co. in Americus, Ga., adds, "The strength of the specialty store is that we are still able to call the customer by name. We do the little things that the department stores can't. Our prices aren't that different, but we strive to offer the best possible looks, conversation and service. I think customers still appreciate a smile."

Rush Wilson III, of Rush Wilson Ltd., in Greenville, S.C., points out, "The strength of the specialty store is that the customer receives more attention and product knowledge. It's important to understand what you're buying."

Regarding the emergence of sportswear, Kinnebrew said, "Four to five years ago the emphasis shifted from suits and sport coats to sportswear. Most of my money is now tied up in sportswear, which is the major growth area. The suit business hasn't kept up."

The Kinnebrew Co. now has a 65 percent sportswear, 35 percent clothing mix. Formerly, the mix was 65 percent clothing.

Mark Thompson, president and chief executive officer of the seven-unit Juster's chain, based in Minneapolis, agrees that sportswear has been the biggest growth area for the past three to five years. "We're a business attire shop that has broken into the equivalent in sportswear. We're offering weekendwear for the same customer," he said.

Thompson has found that the trend toward a relaxed wardrobe has spilled over into traditional clothing as well. "Even our dress shirts and neckwear have more of a fun feeling. Men hadn't paid a lot of attention to fashion needs before, but in the last 15 years that has changed."

Thompson added that while his store has built a vast private label clothing business, the majority of his sportswear business is branded. "In tailored clothing," he said, "our name has established credibility, but we are using branded sportswear resources because of the trust factor. We haven't got credibility in sportswear yet, so the brands are important."

Beukelman says that not only is sportswear becoming more important, but clothing is becoming less important. "There has been a major lifestyle change," he said. "You can only wear so many suits."

Currently, sportswear accounts for 25 percent of the inventory in Nafziger's, up 10 percent from five years ago.

Like Thompson, Beukelman is sticking with major names in sportswear. "We're not strong enough to get away from brands yet."

At Rush Wilson, although clothing is still the "backbone of the business," Wilson points out that sportswear lines such as Polo, **Nautica** and Ruff Hewn now account for one third of the mix.

Horowitz is searching for "sportswear ideas not found in department stores. The private label lines in department stores leave a lot of room for creative sportswear manufacturers," she said.

Lastly, the retailers addressed business in 1988. Most are expecting modest increases in a moderately tough environment.

According to Thompson, "In 1987 we had the best year in the 80-year history of the company, but it wasn't because of the last quarter. The crash definitely had an effect on consumer spending."

Looking ahead, he said, 1988 will be a serious year. "There's a whole new set of economic guidelines and we have to change the way we do business. Consumers are changing and we have to change along with them."

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Price points, not free trade pacts are what interest US buyers most; at Canada's Manstyle market Daily News Record February 22, 1988

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HEADLINE: Price points, not free trade pacts are what interest US buyers most; at Canada's Manstyle market

BODY:
Kryhul, Angela

Price Points, Not Free Trade Pacts, Are What Interest US Buyers Most

Free trade between Canada and the U.S. is scheduled to begin in less than a year, but price points will decide whether the two countries trade more men's apparel, according to Canadian and U.S. buyers attending last week's "Manstyle" show here last week.

Alan Jerwick, buyer for the nine-store chain J.P. Todd's of Overland Park, Kan., attended the Toronto show to find new resources and, specifically, a Canadian outdoor look in sportswear. He said he will likely increase his buying in Canada as a result of the free trade deal because he expects price points to be lower and the importing of Canadian merchandise to be much easier.

If the deal is approved this year by Canadian Parliament and the U.S. Senate and House of Representatives, tariffs on men's apparel, ranging from 3 to 30 percent, will be phased out starting next January until they are completely eliminated on Jan. 1, 1998. Canadian buyers say they would likely increase their American purchases for the same reasons.

Tony del Corpo and Sergio Fucile, owners of five Via Seto stores in Montreal, already buy 25 percent of their merchandise from American sources. They are always looking for new and different resources and free trade could increase their U.S. purchases dramatically, they say.

PART OF THE REASON del Corpo and Fucile will increase their U.S. buying is because they have a beef with Canadian manufacturers. The manufacturers here think that Canadian consumers are more conservative and price-conscious than they actually are and therefore use lower-quality fabrics, Fucile said.

"They could tack on another couple of dollars, increase the quality and increase the prices, and people would pay," Fucile said.

Ruboua Regine and Dany Rebom, who will open their first store in Montreal next month, say it costs as much to import U.S. goods now as it does to import goods from Italy. As a result, they have opted to buy from Italy because of better quality and styling. But if free trade lowers American prices they will buy from the U.S., they say.

Eric Silverman, president of Siga Corp., Canadian distributor for Hugo Boss, Bugatti, Robert Comstock Leather, **Nautica,** Jeff Sayre, Falke for Men, Siga Private Label and Dual Control, cautions that some distributors in Canada or the U.S. may close as a result of the deal.

BECAUSE THERE WILL BE no barriers to trade between the two countries, there may be no reason for some European companies to maintain offices in both Canada and the U.S. where only one office would suffice, Silverman said.

Silverman doesn't think he would lose accounts as a result of the deal. Buyer reaction at the Manstyle show was positive and 85 percent of Siga's bookings for fall had been completed by the end of the first day of the show, he said.

He notes that retailers were booking earlier in order to get faster delivery, and were buying heavily with lines that have performed well in the past. Buyers are cutting out fringe lines, he said, adding, "This is not the time to experiment."

Zelko Jez, president of Jez Sportswear and Leather Ltd., Montreal, said it is not clear what implications free trade will have on his company. The 10-year-old company started selling to the U.S. last year and, like other exhibitors, the Manstyle show was a good opportunity to meet more American buyers and retailers from other parts of Canada.

FOR MANY ATTENDING Manstyle for fall '88, it was an order-writing show. The three-day show, celebrating its first anniversary, attracted over 200 exhibitors and 5,000 buyers.

Photo: FASHION DISPLAYED during the Canadian Manstyle show ranged from graphic knits to rugged leathers. Among the Canadian and American designers who received special attention were Bill Robinson, featured designer, and Michael Tong, a favorite among Canadians at the show.

Michael Tong

Tony Antonucci

Jez Sportswear

Alexander Julian

Danusia Bulik

Hugo Boss

Bill Robinson

GRAPHIC: Photograph

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Department store executives bullish on men's biz - at least for 1st half; men's wear market, Men's Apparel Guild in California Show Daily News Record March 3, 1988

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HEADLINE: Department store executives bullish on men's biz - at least for 1st half; men's wear market, Men's Apparel Guild in California Show

BODY:
Ruben, Howard G. ; Barr, Elizabeth ; Sharoff, Robert ; Lloyd, Brenda

Department Store Executives Bullish On Men's Biz--At Least for 1st Half

Department store retailers in most parts of the country, coming off a strong 1987, remain bullish on men's wear--at least for the first half of the year.

However, there is some concern among department stores that are gearing up for the Men's Apparel Guild in California show: Rising prices for apparel may result in a consumer backlash for fall. MAGIC begins its four-day run at the Los Angeles Convention Center Saturday.

Also having an effect on retailer confidence are late deliveries of goods sourced in the Far East.

In the Midwest, there is a severe shortage of merchandise on the floor that could affect business. The shelves are almost bare, because many stores canceled orders after the stock market crash in October.

In other parts of the country, however, particularly the Northeast, Southeast and Southwest, strong first quarter sales have made retailers optimistic about their men's wear business for the remainder of the year.

But despite the healthy growth, department stores are concerned that the rising costs of clothing and European collections may have a negative effect on fall business.

On the West Coast, where sales so far have been sluggish, department stores are hoping to post sales increases of 10 percent for the year. A strong mainfloor sportswear business has outperformed clothing in this area.

Men's Business Just Fair So Far in '88 at West Coast Stores

LOS ANGELES--Men's wear retailers on the West Coast reported that first quarter business has been fair, ranging from flat to about 5 percent ahead for the first two months of 1988.

Weather was no longer the culprit of a slowdown in business. Instead, retailers said that after January clearance sales, business traditionally slows until spring.

Still, most retailers queried felt strongly about the remaining 10 months of 1988. They projected increases ranging as high as 10 percent. And most were of the opinion that mainfloor sportswear would continue to outpace clothing sales during the year.

Business at Fashion Bar in Denver has been steady but flat during February, according to Jeff Erwin, vice-president and general merchandise manager.

"It's been typical for this time of year," said Erwin. "The last half of 1987 was good for us, and I see no reason why this year won't be the same."

Erwin said anything with European feeling in his store was selling well, including men's clothing and collections. Sportswear, largely a classifications business, is sluggish.

"We spent the past year refocusing our business," said Erwin. "Our strength is as a better moderate fashion-driven store, leaning toward contemporary and European looks rather than traditional or conventional."

Erwin said it's been difficult to find that type of look at a price his customer can live with. Prices across the apparel board have risen dramatically, and Erwin said he must shop more carefully for the appropriate goods.

At the Los Angeles trade shows this week, Erwin said he will firm up orders for fall with resources he's already seen and also will spend time looking for a new resource or two in sportswear. Erwin also said he may purchase replacement items for immediate delivery.

"MAGIC is still an important show," said Erwin. "You get a good overview of what's going on. It used to be known for its spring/summer show but not anymore. It covers everything."

Elizabeth Luger, senior vice-president and general merchandise manager for men's and women's apparel at the 22-unit Emporium-Capwell department store chain based in San Francisco, expects men's wear sales to increase at least 7 to 10 percent in 1988.

Luger looks for growth out of key sportswear classifications such as collections, activewear and leather outerwear.

"January was a disappointment," said Luger. "But aside from that month, we've been running at a good pace."

Luger said sales in clothing and furnishings overall may not be as strong as other segments. She feels most of the growth there will be in dress shirts and neckwear.

"I expect clothing to be flat to 3 or 4 percent ahead," Luger said. "Those estimates have to do with where you're targeting the funding and fueling of the business based on trend and opportunity. It could always turn around and have much more vitality than that, but that's not how I'm planning it."

Luger and her staff will be at MAGIC this week. She views the market, as a chance to finalize some plans with resources and to look for new manufacturers.

"MAGIC seems to have developed into more of a young men's and sportswear-oriented show in recent years," said Luger, who has been a general merchandise manager for men's for less than a year. "If it continues in a young men's direction and accelerates, I think it could become less important. At this point I want to evaluate it before I can give a fair assessment of whether it's valid for the men's market."

--HOWARD G. RUBEN

Northeast Department Store Biz Strong, but Outlook Cloudy

NEW YORK--The men's wear business has continued to experience healthy growth in the first quarter of 1988 but may begin to weaken this fall, according to Northeast department store executives.

Although the size of the gains are not as substantial as those posted over the Christmas selling season, most retailers surveyed expect increases for the first two months of 1988.

Although things are looking positive now, however, each retailer expressed concern about the fall selling season. This is due primarily to anticipated consumer resistance to escalating prices, particularly for men's clothing and European collections.

This has not led to a feeling of impending doom, however, as those surveyed felt confident that the fashion evident for fall will help to compensate for the price increases.

Howard Coleman, senior executive vice-president of Allentown, Pa.-based Hess's, reported that the store's men's business is doing very well.

"Sportswear is still the shining star," Coleman reported, with brands such as Claiborne, Reunion, Ron Chereskin, Tommy Hilfiger and Newport Blue all turning in strong performances.

Hess's firmly believes that the men's business will continue to be a strong area for the store. "First," Coleman said, "at the better price level the resources have become more profitable for us. Second, interest in the main-floor area has been growing and the resources there are doing better shapes and styling than they have in the past. Everyone there is right on track," he said.

While not sending as large of a team as they send to the fall MAGIC show, Hess's is sending buyers to "look at new trends for fall and to buy a big volume of off-price summer inventory. If we see some terrific things we are prepared to spend $ 2 million," on summer merchandise, Coleman reported.

Bonwit Teller also reported that its men's business is good, in spite of the fact that the women's business "has been tough," says Sylvia Salzberg, divisional merchandise manager for men's.

"Women's has been tough, but it hasn't hurt traffic. We have some divisions that are really pulling people in and we (men's) have been doing alright," she said.

Salzberg also noted that while business for most men's wear retailers is currently strong, "the bubble is going to burst sometime. I think fall is going to be difficult," she said.

Salzberg, who recently returned from Europe, noted that prices were very high. "You have to be very careful," she said. "Where the prices are worth it, it's fine," she said. "But if you're not sure, you have to pass on it--immediately. You can't be wishy-washy with these sort of prices."

Salzberg does not plan to attend MAGIC because Bonwit does not target a young men's customer.

The men's business has also been "better than the general tone of the store and performing at a better rate than women's ready-to-wear," Joseph Gromek, senior vice-president and general merchandise manager of Saks Fifth Avenue, reported.

"Clothing, for us, has been hot over the last 12 months," Gromek said, "The European influence has been instrumental in that segment's growth and our European furnishings are growing at an accelerated rate."

In addition, sportswear is picking up at Saks, Gromek noted, with early deliveries of Armani, Jhane Barnes, Perry Ellis and Valentino showing strength at checkout.

With the higher cost of goods in the European market, Saks bought fewer units there this year and is

"looking for growth with domestic sources," Gromek said. The company will be sending buyers to MAGIC, who will be looking for "newness" in fall. goods, he said.

While the collection area at B. Altman's is showing "nice growth," the rest of the men's business is moving along at about 15 percent above last year, according to Ron Prague, vice-president and merchandise manager.

While Prague projects a "decent" spring, he is not sure what the following seasons will bring for the men's business. Similarly, he points out that MAGIC is no longer as important to B. Altman's as it once was.

"We have cut down to one buyer going out to MAGIC," Prague said, "for several reasons. First, we don't have a young men's business and our collection vendors are limited."

--ELIZABETH BARR

Spring Seen as a Tough Sell by Retailers in the Midwest

CHICAGO--Based on sales since Christmas, retailers in the Midwest think the spring season is going to be a tough sell.

"I just don't think sales are going to come easily," said one buyer. "I don't see much evidence that consumers are feeling good about the economy."

What is clear, however, is that buyers may have jumped the gun by slashing orders after the stock market crash last October. Inventory is way down at many stores to the point where it is having an adverse effect on business. "Coming out clean is kind of a double-edged sword," said one buyer.

At the MAGIC show, most buyers said they hope to get an idea of where the market is heading. "The great benefit of the show is that everything is in one location and you can see the common thread that tells you a trend is starting," said one buyer.

At Chicago-based Marshall Field's, which has 25 units in Illinois, Wisconsin and Texas, "Business has been difficult because our inventory levels are rather low," said Tim Molnar, divisional merchandise manager of men's sportswear.

Molnar added that the top sellers in recent weeks are dress furnishings and activewear.

"Swimwear is very good right now," he commented. "A big part of that is by **Nautica,** but all of it has been performing well."

At the MAGIC show, Molnar said he will be looking for young men's merchandise and active outerwear. "There are a lot of resources that break at the L.A. Mart and we work those lines as well as the show," he said.

At Milwaukee-based P.A. Bergner & Co., which has 31 units in Wisconsin and Illinois, "We had an excellent January, but that turned around quite a bit in February," said Dennis Abramczyk, general merchandise manager of men's and boys'. He added that a major problem has been the weather. "Business has been OK when the weather has been decent, but we've had a number of snowstorms where stores literally had to close for the day," he said.

Because of the weather, Abramczyk said he has been selling through on a number of cold-weather categories such as outerwear and accessories.

Abramczyk added that apring sales have kicked in "somewhat" and that fancy pleated pants and unstructured coats are doing well. Also strong are fancy cotton sweaters and the Levi's Dockers program.

Abramczyk said he has already written more than half of his fall orders and that "if you go out to the MAGIC show to shop a line for the first time, you're probably a little late." He added that he thinks acid-wash has peaked and that the look next fall will be denim that is darker and less distressed. "Things are going to be a lot more cleaned up this year," he said.

--ROBERT SHAROFF

Price Hikes Put Damper On Outlook in Southwest

DALLAS--Southwestern retail executives, coming off a moderately successful year in 1987 and buoyed by a strong first two months, expect men's business to continue to perform well in 1988.

Causing some concern, however, are rising prices of men's clothing and sportswear. Since some consumer resistance is already evident, retailers are doing their best to keep the price increases as modest as possible in order to retain the business. One retailer even disclosed plans to have his sales help explain to customers that the price hikes are due to rising raw material costs and a declining dollar.

Eric Hahnes, merchandise manager of men's and boys' for The Dunlap Co., Fort Worth, reported that men's business at his chain has been pretty good, thanks to strong sales of fall goods.

"THE CLEANUP of outerwear and sportswear and the interst in our new oxford dress shirts for spring have been the three big-volume areas in February," Hahnes said. The performance in these areas has been so good, in fact, that the company will post an increase for February, he noted.

While there has already been some resistance to the increased prices of clothing, Hahnes said, the company believes the men's business will continue to do well through fall.

"Last year, definitely in our area, we had a struggling year," he said. "This year, however, we are in a good position, and the conditions are right to do more business."

Hahnes also noted that while prices have gone up, the company has done its best to keep the increases marginal in hopes of alleviating customer resistance to the higher prices.

Dunlap will send buyers to MAGIC to buy spring and summer merchandise, Hahnes reported. "We are opportunistic buyers," he said. "We have held a lot of our spring open--not necessarily for MAGIC--but until it is necessary to place the orders. Our buying philosophy is buy what you need today, not what you need six months from now," he said.

THE MEN'S WEAR BUSINESS has been "trending the same way as last year" at C.R. Anthony's on Oklahoma City, according to president Jack Weisner. "I don't see any fallout."

Although Weisner is confident about 1988 sales, he has initiated a more cautious attitude toward buying this year. "Last year we were way overinventoried in men's and we had to take price adjustments, so this year we're not buying as much."

Some of the hottest-selling items at Anthony's include Levi Strauss' Dockers--"they're checking right out"--cotton sweaters and knit shirts, Weisner said.

The men's business has been good so far this year at Neiman-Marcus and should continue, according to Gerald Barnes, vice-president and divisional merchandise manager.

"OUR CLOTHING BUSINESS is good now, but prices are a concern. They're even more of a concern in sportswear where the money spent is more dispensable," he said. He attributed the hikes to the rising costs of cashmere, cotton and wool and a declining dollar.

Regardless of the price increases, Barnes said, "We've done everything we can to offer the customer the

same variety of price points."

The hottest categories of sportswear include designer and contemporary lines, he said.

"WE'RE GETTING OFF to a slower start than usual in clothing," he said.

Men's wear at San Antonio-based Frost Brothers has done moderately well, reported James Siebersma, buyer of men's furnishings and sportswear. "That is relatively speaking. It has been exceptional compared with last year--but last year was kind of soft at this time, following a strong Christmas. This year, we had a soft Christmas and our January sales were exceptionally ahead and our February sales are incredible in some areas," he said.

Frost Brothers' strongest-selling item at this time, Siebersma noted, is the "solid-white dress shirt in a number of collar models. It is very surprising with all the fashion that is going on," he said, "but I guess the white shirt is the best complement to this fashion."

Business Good in Southeast, but Stores Buying Cautiously

ATLANTA--Southeastern department store retailers expect their men's wear business to repeat the strong stance of 1987, especially in the first half of the year. However, with the memory of Black Monday, the uncertainty of an election year before them, and the threat of late deliveries continuing, they're applying caution to their 1988 plans.

On the eve of the MAGIC show, where these retailers plan to book much of third quarter young men's apparel, activewear and mainfloor sportswear, they say that first quarter results have so far been beleaguered by poor deliveries from resources who import goods from the Far East.

Max Allen, divisional merchandise manager for men's wear at McRae's, which has 29 units, said that deliveries of sportswear, and particularly mainfloor sportswear, are running two to four weeks behind schedule. And Ron Cate, divisional merchandise manager of men's wear for Profitt's, which has five units, said that cancellations of young men's apparel are running 25 percent now because of late deliveries.

Despite optimism about 1988, retailers have gotten off to a relatively slow start for various reasons. Allen said that the first two calendar months of the year will break even with last year, and E.C. Bondi, general merchandise manager for Loveman's, said that, while January sales were good as Loveman's aggressively cleared merchandise, February sales are flat. Allen partly blamed a delay in seasonal transition on the part of the store, as well as delivery delays. Bondi said that the combination of clearing merchandise quickly in January, as well as poor deliveries, affected February sales.

McRae's ended 1987 with a 10 percent increase in men's wear sales; Loveman's, with 26 percent, and Proffitt's, which declined to give a figure, ended the year with sales over plan and with better-than-planned margins.

They expect increases nearly as good in 1988. Allen said that at McRae's he feels "spring--once we get our gears in motion--will be equal to last spring's increase (which was 12 percent, comparable store). We would expect double digits."

Cate said, "I feel good about what's going on for spring (at Profits). For fall (buying) we're being aggressive but being cautious, too. It's an election year, and that can be good or bad, depending on who gets nominated. We're being cautious on those classifications we don't have a real feel for, and we're being aggressive on the ones we feel good about." Strong classifications include activewear, woven and knit tops, cotton sweaters and furnishings.

"I have no feel for outerwear; in slacks, we'll do the same. We had a good year with long-sleeved rugbys, but I have no feel for that next fall," he said.

Current hot items at Profitt's include Levi Dockers in both long pants and shorts; activewear from Newport Blue, Peninsula, and Pierre Cardin; woven sport shirts from Arrow and Gant; acid-wash jeans and jeans from Union Bay and Guess, and Clairborne and Tommy Hilfiger collections.

Loveman's, after posting a 26 percent sales increase in 1987, has scaled down the increase expected this year to 10 to 15 percent. However, Bondi said, "I think the opportunities are there (to do good business in 1988). It's up to us to execute them (and up to resources to ship on time)."

At Loveman's, early strong sellers include short-sleeved knit tops in both solids and fancies, slacks in summer fabrics such as duck, and woven sport shirts.

McRae's had a 10 percent increase in men's wear last year. Allen expects a strong spring in 1988, but expresses concerns about fall. "As we move into the fall, I think there's a little more uncertainty," he said. "There are too many external factors, such as provision of inventory. We still plan an increase but not doubledigit."

Faster-selling items at McRae's include denim in fashion models with new treatments, especially Galactic-washed denim; young men's woven tops, and all-silk neckwear.

Allen said that his primary focus at MAGIC will be to book fall young men's apparel, especially dress and casual tops and bottoms. "My next focus would probably be to get better direction on activewear for '88. Fleece has been the driver for several seasons, and I'm sure it will be for '88, too. Then I want to spend time visiting the various vendors at MAGIC." He said he was not sure how much of his open-to-buy he would book there.

The importance MAGIC has on mainfloor sportswear bookings is minimal and decreasing for McRae's, Allen said. "Because deliveries and bookings have all moved up, the MAGIC show-- because of its lateness-- diminishes the importance of your mainstay business but increases the importance of your faster-turning business," he said.

Cate said he and his buyers will be booking third quarter and perhaps some fourth quarter young men's apparel and mainfloor sportswear. He will go to New York in March for better sportswear. He said that MAGIC is important to Proffit's for mainfloor sportswear, while the preshown in Seattle is becoming more important for young men's apparel.

--BRENDA LLOYD

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Why are these department store executives smiling? department stores gaining back market share from specialty shops; includes related article Daily News Record March 4, 1988

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Palmieri, Jean E.

WHY ARE THESE DEPARTMENT STORE EXECUTIVES SMILING?

A decade of unprecedented growth by specialty stores has taken a severe toll on the department store industry, but the tables may have turned.

For the first time in 1987, niche marketers such as The Gap and The Limited experienced a sharp reversal in sales, and the department store industry, which had taken its share of knocks from these small stores, appears well prepared to pick up the slack.

Savvy department stores have been reevaluating their merchandise mix, presentation and service in order to compete more effectively with these more focused rivals--and the changes are continuing.

Department store executives realize that they cannot afford to sit back on their laurels because it's clear that although specialty stores have stumbled, they have not disappeared.

Even in light of the Federated-Macy's deal, a situation that has resulted in an air of uncertainty among a large segment of the department store industry, retailers are positive about the future.

In fact, some retailers even believe that the resurgence of buyout activity is a signal of the strength of the department store industry. As Robert Morosky, president and chief operating officer of Allied Stores, pointed out in a recent speech, "If they (department stores) were dead, you wouldn't see the flurry" of LBOs, consolidations and acquisitions.

On the eve of the Men's Apparel Guild in California show, which begins its four-day run at the Los Angeles Convention Center Saturday, department store executives are bullish about business in 1988. Men's wear, in particular, is seen as a growth area since the majority of specialty stores target women or young men, retailers report.

Michael J. Babcock, president and chief executive officer of L.J. Hooker Retail, which owns B. Altman, Bonwit Teller, Sakowitz and is in the process of acquiring Parisian Stores, said, "I have listened to many stories over the years about the demise of the department store. But we're still here and we'll continue to

be here. There's no denying the proliferation of specialty stores and it's true they have taken market share away, but department stores have maintained their presence in the market."

Allied's Morosky also said, "For many years, department stores clearly lost market share, but it's like a wheel going 'round and now it's our itme. Department stores are the future opportunity."

Craig Van Fossan, a principal in the retail group of Kurt Salmon Associates, a management consulting firm, added, "The atmosphere today is firmly in the favor of the department stores due to the explosion in the specialty business where there are so many competitors going after the same customer. It has created a congested market."

Kurt Barnard, a retail marketing consultant and publisher of Barnard's Retail Marketing Report, agreed, "It is the opportune moment for department stores who have done their homework to move in. They won't be able to recoup all the ground, but specialty stores realize there is now a ceiling."

Although the rate has finally begun to slow, department stores have been losing share of market over the past few years, according to a KSA/NPD Purchase Panel survey. In 1984, men's wear accounted for 24.1 percent of total retail dollars at department stores, but the percentage dipped to 22.9 percent in 1985, 21.8 percent in 1986 and 20.6 percent in 1987.

Additionally, according to Barnard, total apparel sales at specialty stores grew 110 percent between 1980 and 1986, while department stores gained 75 percent in the same period.

"Department stores took a terrible beating and they have been retreating for the last six to 10 years while apparel specialty stores have been riding an orbit of unprecedented success," Barnard said. "But these same specialty stores have completely overlooked the fact that people are getting older, more conservative . . . and fashion is changing."

Joyce Greenberg, managing director of the retail group at Kidder Peabody, pointed out, "Department stores have an advantage now because they have more margin to play with. Specialty stores operate under more of a risk/reward ratio. If they guess right, then there's a high return, but last summer they guessed wrong."

Retail executives are fully aware that although specialty stores may now have their problems, it is unrealistic to believe specialty stores will simply disappear from the scene.

Babcock added, "There's a lot of sameness at the specialty store level, but Benetton and The Limited won't go away. They will conduct market analysis and continue to do a tremendous amount of business."

Steve Watson, chairman and chief executive officer of Dayton Hudson Department Stores in Minneapolis, agrees, "Specialty stores have had a hard time of it in the last year, but the announcement of their death is premature."

Robert Sakowitz, chairman of Sakowitz, Inc., in Houston, added, "There will always be specialists--specialization hasn't crested."

Yet it has become clear that these small specialists are not invincible. The key reason cited for the downturn in specialty store sales last year is that for the first time, these retailers failed to address changing customer demands. Shoppers had finally tired of a limited assortment of merchandise centering around one fashion trend. By offering a wider array of apparel choices, department stores benefited from the misfortune of specialty stores, executives explain.

Irwin Greenberg, president and chief executive officer of Hess's Department Stores in Allentown, Pa., points out, "Specialty stores are keyed into one niche and wheh they're down, it's much more severe. Department stores benefit by having other major classifications of business to pick up the slack."

Michael Steinberg, president of Foley's in Houston, added, "Specialty stores have learned that the item business is a risk. When their items don't kick in, they're weak because they have nothing to take its place. When nothing they carry is hot, they have a 4,000-to-5,000-square-foot liability. It's a real problem for them when a customer is buying selectively across the board rather than in-depth."

Barger Tygart, executive vice-president and director of merchandising for J.C. Penney, said, "Specialty stores are focused and if they have the right merchandise, then it's positive. But if they stumble, then the whole business stumbles. When you have a broader spectrum of customers and merchandise, there are no big surges up or down."

According to James Rosenthal, senior vice-president of Bullock's in Los Angeles, "The Limited, Banana Republic and others have one function, one look. It's nice for a while, but you don't want a closetful of the same clothes. At Bullock's, we've got hoards of merchandise from which to choose and we can go with the flow."

Barnard believes that the same wrenching consolidation that has recently swept the department store industry will also affect small specialists. "Over the next several years, we will see the same cost cutting at the specialty store level--mergers, consolidations and even defections," he said.

Michael Hecht, chairman and chief executive officer of The Broadway in Los Angeles, believes stores that offer the best customer service and merchandise --whetherdepartment or specialty stores--will be the winners in the long term.

"The way to market dominance and profitability is to focus on and satisfy the customer," he said. "You must focus your stocks, have the merchandise the customer wants, when he wants it, at a competitive price."

Over the years, department stores have been criticized for their lack of service, boring presentation and lackluster merchandise assortment. But many stores have made substantial investments to address and remedy these problems.

Rosenthal exclaimed, "Speaking as a consumer, I would not shop in most department stores. There is no service, most of the merchandise is terrible and there's no excitement."

To combat these problems, Bullock's has changed into a specialty department store, he said. "We spent a fortune remodeling our stores to make shopping a wonderful experience for our customers. We've loaded our store with excellent salespeople and our buyers are encouraged to find wonderful merchandise. We started changing about three years ago and it seems to be working well."

Chicago's Carson Pirie Scott has made similar changes, according to Dennis Bookshester, vice-chairman and chief executive officer of the retail group. "Our format over the last four to five years has been to run our stores like a group of specialty stores under one roof. We look different than most other department stores because we present our merchandise uniquely."

Carson's has also addressed the common complaint about lack of service at department stores, Bookshester explained. Shoppers are interviewed monthly to measure customer satisfaction and the store is quick to implement changes where necessary.

Steinberg agrees that department stores must work on providing more service--a common complaint. "We're also narrowing our assortment and trying to make our floors more readable. We're working on 'equi-adjacency' or presenting merchandise as ensembles."

Watson also believes that department stores must clean up their presentation. "There's a confusion of layout at department stores since they're broken up into so many small parts," he said. "Customers often get frustrated because they don't have time to keep looking."

In addition, Watson said, as the baby boomers age, their quest for quality and service increases.

"Department stores have always stood for quality and service. We've done a lousy job of providing service for the past 10 years and the specialty stores have really beaten up on us on this issue. We must put more knowledgeable sales help on the floors."

Greenberg agrees that specialty stores have superior sales associates. "That's one of their advantages," he said. "But we can compete--not necessarily in compensation but by getting our workers involved in their departments and keeping them motivated."

Babcock points out that although department stores have had their share of problems, they have still managed to hold on to a loyal following of customers. "The customers know their department store will stand behind what they sell. Department stores give good service, ambiance and location. And you cannot overlook credit--that's always been a major issue."

According to Sakowitz, department stores offer one-stop shopping, which is a plus, but they must learn to edit their assortments to keep customers from shopping in other retail establishments.

Hecht lists what he sees as the strengths of department stores: ease of shopping, store size, ability to create visual and community heritage. "Plus we offer a greater choice of payments," he said.

Bookshester believes an easy return policy and the ability to service many different types of merchandise both work in a department store's favor. Plus, he said, "A department store is the greatest place in the world to buy presents. If you buy a men's shirt that doesn't fit, you can return it for a toaster."

Tygart believes that the biggest challenge facing the department store industry today is to keep the merchandise selection in tune with customer desire while presenting it in an appealing manner. The customer won't let you become boring and continue to do well," he said.

Over the past five to seven years, he revealed, Penney's has doubled the space devoted to men's wear in its larger stores. This increased emphasis on soft goods comes at the expense of hard goods such as electronics and auto parts, Tygart said.

"A lot of our recent success is as a result of our emphasis on men's and women's apparel," he said. "We got out of the lines of merchandise we didn't believe were as viable as apparel and took offensive measures."

Although this tactic has apparently paid off for J.C. Penney, other retailers are in sharp disagreement with this trend.

Babcock emphasized, "Many department stores have pulled away from the home side of the business and expanded soft goods into the space. I think that's a real mistake. You have to have an assortment to differentiate among stores."

Greenberg is also emphatic on this point. In order to attract customers, men in particular, he believes, electronics and other hard goods are essential. "It is our position that these are benefit businesses. For instance we've stayed in the toy business because it has helped develop our children's business. If a customer goes to Toys 'R' Us for his toys, he'll go to Kids 'R' Us for his clothes."

Watson also agrees that department stores should not forsake hard goods. "I think department stores are beginning to polarize and will continue to narrow their focus to address either the moderate /better business or the lower end. Either way, they should remain full-line."

Bookshester added, "If you're a department store, you have to have a lot of different departments. We will not forsake hard goods. It's part of what the customer expects. In fact, we recently added a notions department."

Whether department stores choose to remain full-line or opt for a stronger presence in soft goods, most executives agree that designer merchandise and branded merchandise are the backbone of their business,

and the growth of private label at many stores has slowed.

At Dayton's, Watson explained, "We have a relatively small private label penetration. Although it has a place, we depend on key brands. It's risky in the fashion business to get too committed to private label. You're asking for trouble if you work a year in advance."

Rosenthal added, "Bullock's has relatively small stores and 90 percent of our merchandise is designer-oriented. We consider ourselves the headquarters for Hugo Boss, **Nautica,** Armani, Ralph Lauren and others. We don't get involved with most of the fodder that other stores carry."

Greenberg explained that Hess's is very brand-conscious. "We do a private label business, but it's not significant and it won't be 15-20 percent of our business for some time. Before we develop a big private label program, we must have an incredible penetration of brands. We don't want to use private label just to protect margins, but only if it can help our branded business."

At Carson's, Bookshester revealed, private label currently accounts for approximately 15-20 percent of the merchandise mix. "We won't go any higher than that," he said.

Private label programs at Foley's are expected to remain steady, with a high penetration in men's sportswear and furnishings and a low penetration in young men's and clothing, Steinberg said.

"We don't expect a huge increase in private label," he said. "I believe carrying better branded merchandise is an advantage."

Hecht explained that at The Broadway "we have a strong private label programs and that will continue to grow. But our branded resources are extremely important too. If the merchandise is right, we don't care who makes it."

According to Kidder Peabody's Greenberg, "Department stores have learned to play the game better, thanks to the specialty stores and companies like Nordstrom with its slow, premeditated growth. By creating mini-specialty stores within their stores, slashing prices and creating an exciting carnival atmosphere, department stores have changed the rules of the game."

Van Fossan adds, "Department stores have taken the best of the specialty stores and put it into their environments. They've done a good job of getting their organization and expense structure in shape and this allows them to be more competitive and take a more moderate approach to pricing."

Barnard summed it up this way, "The best thing that could have happened to the department store is the specialty store."

Photo: Clockwise from top: DH's Steve Watson, Foley's Michael Steinberg and Carson's Dermis Bookshester

Photo: Irwin Greenberg; Michael Babcock

Photo: Robert Sakowitz; Barger Tygart

GRAPHIC: Photograph

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STALKING THE URBAN TERRAIN

ALL ABOUT SPORTSWEAR/OUTERWEAR

Rugged jackets inspired by hunting, the military and workwear are in the vanguard of fall outerwear.

In tune with prevailing sportswear trends, down or poly-filled cotton jackets are washed or distressed and rendered in earthy desert shades of khaki, olive, anthracite and natural.Fabrics such as oiled poplin -- which has a suede-like finish -- and coated cotton contribute to the tactile nature of these styles. Handsome details include leather-trimmed buttonholes, drawstring waists, and suede or corduroy trim.

Even established outerwear resources like Mighty Mac and Members Only are experimenting with these contemporary looks -- a 32-inch field jacket is a popular item. Among the other often-seen styles are bombers, three-quarter-length hunting jackets and drawstring-waist parkas.

PHOTO : Clockwise from left: Garment-washed, poly-filled natural canvas field jacket by Members

PHOTO : Only (also seen in inset); **Nautica's** khaki quilted, poly-filled poplin field jacket with

PHOTO : tobacco Nubuck collar and trim, khaki pants and jade cotton sweater; Mighty Mac's olive

PHOTO : poplin bomber with corduroy collar and brown leather trim and elbow patches; Andrew Marc's

PHOTO : khaki down-filled, oiled cotton bomber with tobacco leather trim. Shoes by Kenneth Cole.

PHOTO : Pants by Cotton Supply Co. Sweaters by the Heartland Co.

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HEADLINE: Best sellers Southeast; men's clothing

BODY:
Lloyd, Brenda

BEST SELLERS SOUTHEAST IT'S BEEN A TYPICAL spring in the Southeast so far -- not too hot, not too cool -- but some men's wear items, especially better sportswear, are absolutely sizzling. They include pleated trousers and pants and shorts; short-sleeved shirts -- both wovens and knits; and sport jackets in patterns of herringbone, houndstooth or glen plaid.

The overall look is Gatsbyesque. According to a survey of retailers, consumer preference for natural fibers has not diminished, and colors and textures for spring are subtle for the most part. School-like crests on tosp are still selling well, and spread collars are definitely in.

Here's what stores in the South are selling:

* Rich's, Atlanta: Claiborne textured casual slacks, pleated, crinkled cotton or cotton/linen blends; Claiborne tops similar to the slacks, but with tone-on-tone and gingham or checked fabrics; Claiborne casual blazers with small herringbone, houndstooth or checked patterns; Claiborne knit cardigans, cotton, herringbone weave, solid colors. Perry Ellis Portfolio slacks with subtle patterns, linen or cotton, pleated and cuffed; Perry Ellis America rayon shorts with elastic and belt loops; Perry America pleated pants, all-cotton. Short-sleeved, crested cotton knit tops from Claiborne and Colours by Alexander Julian. Short-sleeved, crested, cotton oxford-cloth shirts in solid colors from Hilfiger. Rayon woven shirts with small novelty prints from Goouch and from Reunion. Short-sleeved knit tops, all-cotton oversized, from Code Bleu. A collection of tank tops, baggy trousers, shorts and shirts in knits and wovens from Bum Equipment. Dress-up blazers and trousers in rayon and cotton gabardines from Police File.

*Sons & Lady Harwell, Birmingham, Ala.: **Nautica** as a collection -- including swimsuits, cotton knit tops in stripes and solids, T-shirts with **Nautica** emblem, cotton pleated shorts, long-sleeved woven shirts with spread collar and vertical stripes. British Khaki cotton woven shirts, and pleated shorts and pants in sheeting or twills -- the collection in colors of white, khaki, pale green and dark green. Trekka cotton woven shirts and pleated shorts and pants, primarily in khaki and white, but bright colors also in the tops. Mariendad cotton (with some silk) sweaters. Cross Creek knit tops in cotton lisle. Weathered cotton poplin pants and shorts, pleated, from Berle, Asher, Cordovan & Grey, Kenneth Gordon, and Wyoming Red. Pinpoint oxford dress shirts with spread or button-down collars from C.M.I.; also from Holbrook and Kenneth Gordon in button-down only. Silk sport jackets in solid colors, black-and-white herringbone or glen plaid, or khaki or navy glen plaid or tick weave, private label. Wool tropical blazers and suits, private label. Cotton, cotton/polyester, or cotton/linen two-button suits in pincords with overplaids, windowpane or glen

plaids.

*Telford & Jonathan, Chattanooga, Tenn.: Cotton fancy sweaters by Alan Paine and McGeorge; dress and casual in wool, linen and cotton fabrics from Cordovan & Grey, Corbin, Majer, and Kenneth Gordon. Poplin, seersucker and pincord three-button suits in olive and khaki from Corbin. *McRae's, Jackson, Miss.: Washed woven sport shirts, short-sleeved, cotton, solid colors from Van Heusen; cotton short-sleeved shirts from Additions by John Henry in solid colors; screen-printed T-shirts and tank tops from Newport Blue; fleece shorts from Adidas; Levi Dockers; washed denim jeans from Guess, Levi 501, AJ's; cotton knit tops from Code Bleu; cotton updated shorts, private label.

*Norman Stockton, Inc., Winston-Salem, N.C.: Silk sport coats, solid colors, from Hickey-Freeman and Alan Lebow; silk tweed sport coats from Hickey-Free-man. Sportswear collections from **Nautica,** including pullover poplin windbreaker; Trekka, including cotton sweaters in solids and stripes, and Silver Fern, a collection of brightly colored knit shirts, shorts and swimwear in cotton sailcloth.

LOAD-DATE: August 11, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1988) and leq (12/31/1989))** (Edit Search | Suggest Terms for My Search)
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STATE-O-MAINE FILES 1.2 MILLION SHARES OF COMMON STOCK PR Newswire May 20, 1988, Friday

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May 20, 1988, Friday

DISTRIBUTION: TO BUSINESS DESK

LENGTH: 143 words

HEADLINE: STATE-O-MAINE FILES 1.2 MILLION SHARES OF COMMON STOCK

DATELINE: NEW YORK, May 20

BODY:
NEW YORK, May 20 /PRN/ -- State-O-Maine, Inc. (NASDAQ: SOME) announced today that it has filed a registration statement on Form S-1 relating to a public offering of 1,200,000 shares of common stock, of which 600,000 shares are to be sold on behalf of the company and 600,000 shares are to be sold on behalf of certain stockholders. PaineWebber Incorporated is acting as the representative for several underwriters for the proposed offering.

The company is principally engaged in the design, manufacture and sale of fine quality men's activewear, robes, outerwear and casual sportswear. The company operates its business primarily through its two wholly-owned subsidiaries, **Nautica** Apparel, Inc. and Van Baalen Pacific Corp.

-0- 5/20/88
/

CONTACT -- Harvey Sanders, president of State

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1988) and leq (12/31/1989)) (Edit Search | Suggest Terms for My Search)
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HEY, SAILOR! ON SHIP OR SHORE, NAUTICAL LOOKS SURFACE IN MENSWEAR THIS SUMMER. Chicago Tribune June 8, 1988 Wednesday, SPORTS FINAL EDITION

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Chicago Tribune

June 8, 1988 Wednesday, SPORTS FINAL EDITION

SECTION: STYLE; Pg. 14; ZONE: CN

LENGTH: 328 words

HEADLINE: HEY, SAILOR! ON SHIP OR SHORE, NAUTICAL LOOKS SURFACE IN MENSWEAR THIS SUMMER.

BYLINE: Text by Sharon Stangenes.

BODY:
Men who want to make a fashion splash and be "see-worthy" this summer will opt for sportswear with nautical touches.

Marine and aquatic motifs are among the season's strongest menswear trends, allowing even the most confirmed landlubber the chance to look as handsome as a captain from Newport or as sexy as the sailor with a woman in every port.

"It is very much influenced by the swing to traditionalism. It's a modern yet classic look," says Stephanie Dickstein, vice president and fashion director for Carson Pirie Scott & Co.

Navy blue is the No. 1 selling color now, notes Dickstein, and the 1988 interpretations of this perennial favorite begin with the traditional gold- buttoned double-breasted blazer and grow from there.

Innovative stripes, map patterns and nautical flag and fish prints, including a contemporary piranha motif in biting colors, should appeal to the man willing to opt for more fashion adventure.

Even the man who likes traditional styles in the primary tones of nautical flags will find 1988 versions with a fashion twist. Joseph Checkon, vice president and divisional merchandise manager with Hartmarx Retail Specialty Stores, including the Chicago-area Baskin stores, says men will see lots of "engineered" stripes in collections such as his company's Harbour Club sportswear.

Incorporated into the design of the shirt, rather than randomly placed on the fabric, engineered stripes commonly cross the chest and match up as a stripe on the sleeves of a shirt or jacket. Usually in a contrasting color, many of the stripes this year are also in a different fabric for contrasting texture as well, Checkon says.

Also contributing to the wide array of mariner themes is the popularity of the hot-selling **Nautica** brand. The success of that company, which produces outerwear and sportswear in classic shapes with innovative color blocking, has prodded other manufacturers to devise their own nautical variations. -

GRAPHIC: PHOTOS 5
PHOTO: (color) An oversized smokestack print adds a seagoing touch to designer Jeff Sayre's contemporary linen summer sportswear.
Collection at Davis for Men, Stuart Chicago and Syd Jerome.

PHOTO: (color) Contemporary captains can swap the traditional navy blazer for a good-looking white one, here by Kilgour, French & Stanbury. Collection at Bigsby & Kruthers.

PHOTO: (color) Australian Bill Ditfort takes liberties with a nautical flag pattern (right) in a handsome jade, navy and white cotton sweater with jade cotton knit shorts. Collection at Raymond Levine Menswear, Flossmoor, and Davis for Men.

PHOTO: (color) Discreet nautical touches such as the Harbour Club motif on the blue jacket plus Boston Trader's distinctively different striped top provide a fresh alternative to traditional marine attire. Lines carried at Baskin.

PHOTO: (color) Joe Boxer's red, white and blue print cotton blazer and cropped pants sport a playful piranha print. Line carried at Marshall Field & Co. and Carson Pirie Scott & Co. Photos by Bill Hogan.
Photographs taken at the Men's Fashion Association spring-summer preview at the Chicago Hilton and Towers.

LOAD-DATE: October 25, 1993

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Bugle Boy strikes deal in Canada; Bugle Boy Industries licenses Jeric Fashions Group to distribute apparel
WWD (Women's Wear Daily) July 13, 1988

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WWD (Women's Wear Daily)

July 13, 1988

SECTION: Vol. 156 ; No. 8 ; Pg. 5; ISSN: 0149-5380

LENGTH: 406 words

HEADLINE: Bugle Boy strikes deal in Canada; Bugle Boy Industries licenses Jeric Fashions Group to distribute apparel

BYLINE: Hartlein, Robert

BODY:
BUGLE BOY STRIKES DEAL IN CANADA

NEW YORK -- Bugle Boy Industries has licensed Jeric Fashions Group of Toronto to sell and distribute Bugle Boy apparel in Canada. The agreement is the Bugle Boy's first marketing venture outside of the United States.

Jeric Fashions Group, which is run by principals Jeremy Lu and Eric Silverman, was formed expressly to handle the marketing of Bugle Boy in Canada. Lu and Silverman are chairmen. Lu also is president of the company.

In a telephone interview, Lu said the firm will focus on establishing the Bugle Boy name in the boy's and men's areas for its first two seasons before rolling out the junior and misses' bottoms lines sometime in 1989.

Since Bugle Boy is an unknown quantity in Canada, Lu emphasized the importance of a gradual introduction. Considering that boy's and men's bottoms are the backbone of the label, he said these areas are its first priority.

With the approval of Bugle Boy Industries, Inc., Jeric plans to sublicense the Bugle Boy name in categories other than apparel. A sub-license also is being considered for women's apparel.

"If we can maximize our profit we will do the manufacturing ourselves," Lu said. "But in cases where this is not possible, it will be sub-licensed out."

First shipments will be for the holiday 1988 season and will comprise Bugle Boy casual and dress slacks, jeans and tops for young men and boys.

Jeric will use Bugle Boy's existing production and quota arrangements. Although most of these products are made in the Far East, some of Bugle Boy's jeans are made domestically.

Lu's career has included posts at Citibank in Hong Kong and the Philippines for four years before joining the

family investment business in Hong Kong. He relocated to Canada three years ago and has since established a number of different businesses in Vancouver, Edmonton and Toronto.

Lu will run the new Bugle Boy venture on a fulltime basis. Silverman continues as president and owner of the Siga Group, the Toronto-based marketing representative for several European and American fashion collections, including Hugo Boss, **Nautica,** Robert Comstock, Jeff Sayre, Falke and Bugatti.

Bugle Boy Industries produces and markets casual and dress slacks, jeanswear and sportswear for women, men, young men, juniors and children. The firm is headed by William Mow, chairman and chief executive officer, and Vincent Nesi, president.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5130 Apparel, Piece Goods, and Notions

IAC-NUMBER: IAC 06486508

IAC-CLASS: Trade & Industry

LOAD-DATE: August 11, 1995

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State-O-Maine outmaneuvers stock market's state-o-pain; column Daily News Record July 18, 1988

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July 18, 1988

SECTION: Vol. 18 ; No. 136 ; Pg. 24; ISSN: 0162-2161

LENGTH: 906 words

HEADLINE: State-O-Maine outmaneuvers stock market's state-o-pain; column

BYLINE: Rutberg, Sidney

BODY:
State-O-Maine outmaneuvers stock market's state-o-pain

NEW YORK (FNS)--State-O-Maine, Inc., parent of Van Baalen Pacific Corp. and **Nautica** Apparel, Inc., has taken advantage of a post-crash window in the stock market and raised $ 8.5 million for the company and another $ 8.5 million for major shareholders.

Van Baalen, which has been manufacturing men's robes since 1921, currently markets under the Christian Dior, State-O-Maine and **Nautica** names. It also markets men's jogging suits under the Dior label.

Nautica is a fast-growing importer of a broad range of men's activewear.

State-O-Maine's stock has been traded over-the-counter since March 1986, but there were only about 600,000 shares in public hands and the stock had not been active. "The stock traded by appointment only," quipped Elizabeth M. Eveillard, a managing director of PaineWebber, lead underwriter for the issue.

The latest issue, sold on July 8, added 1.2 million shares to the public float. An additional 180,000 shares may be sold if the underwriters pick up their full over-allotment. Normally, over-allotments are picked up if the price of the stock moves higher than the $ 15-a-share offering price. So far the price seems to be holding up. It closed Friday at 15 1/2, up 1/8 in OTC trading.

Since the Oct. 19 stock market crash, there have been few opportunities for apparel companies to go to the public trough to raise equity money. In fact, back in October, the conventional wisdom had the equity market closed indefinitely to apparel companies.

So far only two other apparel companies have tested the waters since the crash. Harvard Knitwear, a relatively small manufacturer of women's and children's apparel (sales of $ 17,068,000 in nine months to Mar. 31, 1988), netted $ 4,275,000 in an initial public offering on June 16, and Oneita Industries ($ 83,781,000 sales in 1987) has filed a registration statement with the Securities and Exchange Commission for the sale of 1.2 million shares that are expected to raise about $ 9 million.

The final prospectus for the State-O-Maine issue shows a strong growth pattern in both sales and earnings with earnings per share running up to $ 1.70 in the year ended Feb. 29, 1988, up from 96 cents a year earlier and 42 cents back in 1984.

Sales last year were $ 55,268,000, up 52.5 percent from the prior year. The prospectus notes that as of July 6, unfilled orders for the fall season stood at $ 45.5 million against $ 36.2 million a year earlier.

The fastest-growing segment of the company is **Nautica.** State-O-Maine has operated **Nautica** since August 1984. During that period, **Nautica** sales have shot up from $ 2.8 million in the seven months to Feb. 28, 1985, to $ 20.2 million in the latest fiscal year.

Nautica licenses its marks. In Canada, Siga International has exclusive rights to the **Nautica** marks, and in Japan the licensee is Chartwell, Inc., has the rights to the **Nautica** name for shoes.

Royalty income in the past three years has grown to $ 79,560 from $ 12,250 in 1986, but it remains considerably below State-O-Maine's $ 1,187,386 in royalty payments last year for the use of the Christian Dior name. The Dior license is scheduled to expire on Dec. 31, 1989, and the company is negotiating to extend it to Dec. 31, 1992.

Both the **Nautica** and Van Baalen lines are designed in-house, although most of the manufacturing is done overseas. About 20 percent of Van Baalen's robes and about 8 percent of its activewear are manufactured domestically at State-O-Maine's facility in Rockland, Maine. The rest comes from Taiwan, Hong Kong, the Philippines, Turkey, Portugal, El Salvador and Mexico.

Last year, Van Baalen purchased about 60 percent of its domestic needs, or about $ 850,000 worth of fabric, from Guilford Mills, whose president, George Greenberg, was elected a director of State-O-Maine this year. Greenberg is the father-in-law of Harvey Sanders, State-O-Maine's president and treasurer.

The prospectus states that the company has had a longstanding relationship with Guilford and all transactions with Guilford "are negotiated on an arm's-length basis." All of **Nautica's** products are imported, principally from Hong Kong, Taiwan, Korea and other areas of the Far East.

David Chu, president and principal designer of **Nautica,** is one of State-O-Maine's principal shareholders.

As part of the July offering, he sold 100,000 State-O-Maine shares, netting about $ 1.4 million and reducing his stake in the company to 5.7 percent from 11.2 percent. Chu's cash compensation last year as president of **Nautica** was $ 372,750, including bonuses.

State-O-Maine's Sanders picked up about 4.2 million through the sale of 300,000 shares, reducing his interest to 20 percent from 37.5 percent. State-O-Maine paid him $ 385,000, including bonuses, last year.

Milton Weinick, 69-year-old co-founder of the company, sold 200,000 shares and raised about $ 2.8 million. His interest went from 24.2 percent to 12.7 percent. Weinick, who carries the titles of chairman of the board and secretary, is a partner in the accounting firm of Weinick, Sanders & Co. and is a consultant for State-O-Maine, not an employee. His compensation last year was $ 200,000.

All in all, the three major shareholders who reduced their agregate holdings to 37.8 percent from 71.5 percent of State-O-Maine, did very well in a market that was supposed to be dead.

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 2320 Men's and Boys' Furnishings

IAC-NUMBER: IAC 06847049

IAC-CLASS: Trade & Industry

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Miller & Rhoads' new owner plans to update, trade up men's dep't. Daily News Record July 29, 1988

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July 29, 1988

SECTION: Vol. 18 ; No. 145 ; Pg. 2; ISSN: 0162-2161

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HEADLINE: Miller & Rhoads' new owner plans to update, trade up men's dep't.

BYLINE: Palmieri, Jean E.

BODY:
Miller & Rhoads' New Owner Plans To Update, Trade Up Men's Dep't

PHILADELPHIA--The camelback sofa, wing chairs and antique furniture in Kevin Donohoe's Philadelphia office indicate his dedication to tradition. That same respect for the past will be reflected at Miller & Rhoads as Donohoe strives to return the chain to its roots as one of the premier department stores in the mid-South.

Donohoe, principal owner of the Richmond, Va.-based Miller & Rhoads and president of Kevin F. Donohoe Co., Inc., a real estate development firm, recalls that when the department store made its debut in 1885, it primarily served the carriage trade of the surrounding area with its selection of better merchandise.

Nearly a century later, in 1982, the chain was purchased by Allied Stores Corp. and major changes were instituted. Among them was the discontinuation of Miller & Rhoads' men's clothing department.

Donohoe, who purchased the chain from Allied last September along with members of Miller & Rhoads management, intends to reverse what he sees as the errant merchandising strategy at the 16-unit, $ 150 million chain.

They intend to: . Upgrade the merchandise and reinstate men's tailored clothing departments. . Renovate all stores over 45,000 square feet. . Open more than a dozen new stores by the mid-1990s.

Men's wear currently accounts for 18 percent of Miller & Rhoads' total sales, a percentage that Donohoe hopes to increase modestly with the return of tailored clothing. "We're doing a good men's business but in a limited section of the market," he said. "Miller & Rhoads was originally a carriage trade store before Allied moved it to a mid-priced chain. Our philosophy is to trade up."

Traditionally a strong men's store, he said, "under Allied it went out of clothing completely and carried only sportswear. So, in our three Richmond stores we will open substantial men's suit departments."

When Donohoe acquired the chain, one of the first changes made was to eliminate the furniture department. "The elimination of furniture gave us 8,000 to 10,000 square feet to reallocate and we looked at each department," he said. Overall, apparel picked up 85 percent of the space formerly occupied by furniture, while the home store was the recipient of the remainder. "And we've increased men's

significantly," Donohoe said.

The merchandising changes will become evident to the public next month when fall merchandise makes its debut. "The spring buy was made under Allied," Donohoe explained.

Clothing departments will debut this fall in the downtown Richmond flagship as well as the Chesterfield Towne Center and Regency Square mall stores outside Richmond. Next year, clothing departments will open in the chain's Tidewater-area stores.

The clothing will feature suits with strength in the $ 400 price range, according to Donohoe, who has no background in retail but ticks off the various brand names like an industry veteran. Clothing lines include Christian Dior, Austin Reed, Polo University and Palm Beach. They will be complemented by a private label line called Elliot Andrews, manufactured by Greif Companies. Dress shirts by Christian Dior Monsieur, Arrow and Bill Blass will also be carried.

Sportswear continues to be an important part of Miller & Rhoads' men's business. Some major brands include Le Coq Sportif, **Nautica,** Resilio, Perry Ellis, Calvin Klein and Union Bay.

Overall, he added, "we've maintained our moderate business as a base and added upper moderate and better goods." Inventory levels have been increased 30 percent as a whole."

Private label, currently 20 percent of Miller & Rhoads' merchandise mix, is slated to grow. Donohoe projects an increase of 5 percent over the next 1 1/2 years toward an ultimate goal of 30 percent.

Donohoe's goal is to renovate two stores a year until the entire chain is updated. Changes include new carpeting, lighting, fixtures and the addition of marble aisles and boutiques. "In four to five years, we'll have renovated all the stores."

The prototypical Miller & Rhoads store will be two-level and 100,000 square feet.

In addition to updating its Durham, N.C., Charleston, S.C., and Charlotte and Greensboro, N.C.

Looking beyond 1990, plans call for adding two stores a year through 1995. "By 1992, we will have 18-20 stores--all prototypical," he said. With the exception of a planned store in Columbia, S.C., none of the units will be located in Donohoe malls. "I don't care if I make money in real estate or retail, as long as I make money," he joked. "But seriously, we want to go into the strongest regional malls we can."

The expansion program is expected to pay off. Current annual Miller & Rhoads because it was in our Chesterfield mall. We had a good understanding of the organization and felt it was a good opportunity from an investment perspective. It had been starved by Allied and we wanted to invest the capital needed to return it to its former excellence."

In addition to Donohoe, the majority partner, Miller & Rhoads is controlled by Arthur Forte, chief financial officer and executive vice-president of Kevin F. Donohoe Co., and J. Michael O'Brien, president of Donohoe's shopping center group. Senior management, including Robert Rieland, president and chief executive officer of Miller & Rhoads, also has an interest. Marvin Lutzker currently serves as executive vice-president and general merchandise manager of Miller & Rhoads.

By acquiring a retailer, Donohoe's development company was also able to diversify and guard against any downturns in its other major business: hotels, office towers and shopping malls. "By diversifying, we're able to stabilize the growth of our company," Donohoe said.

The developer is well aware that much of the country is considered "overstored." However, in its mid-South trading area, Miller & Rhoads has limited competition, Donohoe believes. "A lot of the country is overstored. But you simply have to focus on where you're going, what you are and what you want to accomplish.

"We won't go into Washington because it's so competitive and densely stored--we'd get our head handed to us," he continued. "But Miller & Rhoads' geographic area offers an increase in average income, an increase in population and above-average job growth. In our niche there is very little competition. Competition is great for America, but not for me."

Miller & Rhoads target customer, according to Donohoe, earns above $ 35,000 a year. "And we would like to dominate in the above-$ 50,000 market," he added. To attract these shoppers, the retailer has reoriented its sales promotional efforts and will issue full-color catalogs and seasonal brochures. "We've increased spending 50 percent for the season to make customers aware of the changes in the chain," he said.

Additionally, Miller & Rhoads' mailing list has been increased by 15 percent. "We found 60,000 families with income over $ 50,000 that were not on our list. Now we've added them to our fall mailing," he said.

Promotions include print ads, a fall fashion book and an eight-page men's fashion catalog. "In the past, the promotions were mainly black-and-white sketches in the newspaper," he said.

Donohoe, whose family has been in the development business for 105 years, knows something about turning a profit. He began his career with the family-owned The Donohoe Cos. and spent seven years learning all aspects of real estate development.

He started his own company 5 1/2 years ago and, until now, has had no experience in retail. But, Donohoe believes that his real estate background can contribute to Miller & Rhoads' success. "Half of retailing is real estate; selection of location is critical," he said. "Plus, we have experience in controlling construction costs and negotiating deals with landlords. In the real estate business, much of our profit comes from the success of the retailers, and we're sensitive to their needs. All in all, it's a good fit."

GRAPHIC: Photograph; Portrait; Kevin Donohoe. (portrait)

SIC: 5311 Department stores

IAC-NUMBER: IAC 06526394

IAC-CLASS: Trade & Industry

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High prep; men's outerwear from Nautica Daily News Record August 4, 1988

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August 4, 1988

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HEADLINE: High prep; men's outerwear from **Nautica**

BYLINE: Vasilopolous, Vicky

BODY:
HIGH PREP

Having established its name with a collection of outstanding outerwear, **Nautica** introduced a casual sportswear line in fall 1986 that emphasized classic silhouttes and colors. Though **Nautica's** style was--and still is--what one might call preppie, it's a few notches above the familiar preppie uniform--i.e., khaki trousers and light-blue buttondown oxford shirt. For holiday 1988, one sees a more developed collection. Through his choice of patterns and fabrics, designer David Chu demonstrates his fresh approach. It is to his credit that **Nautica** has attained a secure niche in the traditional mainfloor sportswear market, and yet offers much more than its name suggests. Certain colors, such as navy, gold, red, white and khaki, are repeated every season, lending a continuity to the collection. Newness can be found in the interesting combinations of pattern and fabric. Among the items for holiday that stand out: a double-breasted cotton cardigan; a cotton jersey polo shirt and a pair of cotton poplin shorts, both with windowpane patterns; a vertical-stripe pique knit shirt; chambray pants with a Hollywood waistband, and a lightweight poplin bomber with wide awning stripes.

PHOTO : From left: Yellow sanded poplin jacket, white point-collar oxford shirt, and khaki side-tab pants; navy double-breasted cotton cardigan, red and light-blue chambray shirt and white cotton mini-tattersall shorts; kelly-green and white striped jacket, yellow cotton polo shirt with a johnny collar and navy twill side-tab pants.

GRAPHIC: Photograph

SIC: 2329 Men's and boys' clothing, not elsewhere classified

IAC-NUMBER: IAC 06546036

IAC-CLASS: Trade & Industry

LOAD-DATE: August 11, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**

Terms: **nautica and date(geq (1/1/1988) and leq (12/31/1989))** (Edit Search | Suggest Terms for My Search)
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Spring buying blossoms in Montreal; optimism keynotes Manstyle, stores have bigger open-to-buy; spring and summer men's clothing market Daily News Record August 25, 1988

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ASAP
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Daily News Record

August 25, 1988

SECTION: Vol. 18 ; No. 164 ; Pg. 5; ISSN: 0162-2161

LENGTH: 752 words

HEADLINE: Spring buying blossoms in Montreal; optimism keynotes Manstyle, stores have bigger open-to-buy; spring and summer men's clothing market

BYLINE: Kryhul, Angela

BODY:
SPRING BUYING BLOSSOMS IN MONTREAL

TORONTO (FNS) -- Exhibitors and buyers attending the spring/summer '89 Manstyle show here this week were collectively optimistic about spring, and many retailers were armed with a larger open-to-buy.

Some buyers said they were placing up to 20 percent more orders for the season. Others, however, said they were not writing orders at the three-day show, but were looking for new resources and getting an overview of what manufacturers and distributors were offering. Many buyers and exhibitors noted that price points for spring do not differ dramatically from last year.

About 2,300 buyers attended the three-day show on opening day, Sunday, and at least 4,500 were expected by the show's end. Last year, a total of 3,800 buyers attended, with first-day attendance of 1,300. Show organizers did not have estimates on the number of U.S. buyers attending this year, but the Canadian government provided transportation for 11 -- from New York, Boston and Kentucky.

Grant Silverwood, a buyer for Woodward Stores Ltd., said his open-to-buy for spring '89 was 10 percent higher. Silverwood buys better coordinated sportswear for its Collection Shop -- free-standing shops in 12 of Woodward's 27 department stores in British Columbia and Alberta. The stores had a good spring '88; fall started off well, and Silverwood expects that trend to continue into next spring.

Bud Collins, sportswear buyer for Elk, Inc., which has 61 stores in Canada, said he was buying aggressively for spring and his open-to-buy was about 10 higher this season.

"Our customers have been responding well this season. There is no reason to anticipate that this will change," Collins said, adding that sweaters would be important for spring and that he had left 40 percent of his spring buying open for second quarter orders.

Exhibitor Marty Grundy, national sales manager of GFT, Mode Canada, Inc., Toronto -- whose lines include Henry Cotton's, Firma by Andrew Fezza, Mani by Giorgio Armani, Valentino and Zanella -- noted that buyers seemed buoyant about spring. Some buyers were placing orders at the show, but most were booking appointments to see lines at the showroom, he said. Grundy said that the Henry Cotton's line is 50

percent larger for spring because of an extended program in knits.

Eric Silverman, president of Siga International, Inc., which carries Bugatti, Expedition by Robert Comstock, Falke, Hugo Boss, Jeff Sayre, **Nautica** and Unlimited Shirts, said that retailers were buying aggressively at the show. Silverman said there were no noticeable price increases for spring in any of the lines. He noted that the stock market crash last October has not hurt the performance of the lines in Canadian stores. Siga, through a joint agreement with Jeric Fashions Group, started selling and distributing Bugle Boy in Canada for holiday '88 and Silverman expects sales in Canada for the first year to reach over (Can.) $ 4 million -- (U.S.) $ 3.33 million.

Stephen Epstein, vice-president of merchandising and sales for S.F.I. Apparel Corp., Toronto, launched the Karl Lagerfeld Couture and KL by Lagerfeld Collections in Canada at the show.

Epstein, who is distributing both lines in North America, said response by better retailers attending the show was positive.

According to Brian Wiseman of Wiseman Agencies, Montreal, which sells Britches Classic Sport in Quebec, fall goods have checked out early. The company is offering a wider variety of sweaters for spring, with lighter weights and more detailing, as coordinated sportswear maker J.J. Farmer of Montreal is also. Quebec salesman Jean Pierre Poyet said buyers are not cautious about spring and are placing about 20 percent more orders than last year.

Fred Brooker, national sales manager for Dorothea Knitting Mills Ltd., Toronto, whose label is Parkhurst, said buyers are turning to Canadian-made goods because of greater quality, price and delivery control.

Brooker and Gordon Ball, director of Urban Gallerie for Men, Montreal, a leather jacket and coat maker, noted that buyers seemed to be more selective for spring, yet both expect orders to be up by as much as 20 percent.

Ball noted that buyers were sticking to "safer stylings" such as aviator and military blouson style jackets.

PHOTO : Left: Designer lines at the Men's Fashion Group booth

PHOTO : Above: Display at Dorothea Knitting Mills Ltd.

PHOTO : Henry Cotton's exhibit

PHOTO : Overview at Manstyle show

GRAPHIC: Photograph

SIC: 5136 Men's and boys' clothing ; 2320 Men's and Boys' Furnishings

IAC-NUMBER: IAC 06606822

IAC-CLASS: Trade & Industry

LOAD-DATE: August 11, 1995

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300 jam store to meet Conner;Defender of America's Cup visits Costa Mesa THE ORANGE COUNTY REGISTER September 1, 1988 Thursday

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THE ORANGE COUNTY REGISTER

September 1, 1988 Thursday ZONE 1:ZONE 2:ZONE 3:ZONE 4:ZONE 5:ZONE 6 EDITION

SECTION: COMMUNITY; Pg. 14

LENGTH: 444 words

HEADLINE: 300 jam store to meet Conner;
Defender of America's Cup visits Costa Mesa

BYLINE: Jay Paris, The Register

DATELINE: COSTA MESA, CA

BODY:
They came in deck shoes and high heels, yachting attire and three-piece suits. Some sailors felt honored to be in his prescence, while others had trouble recognizing his deeply tanned and weathered face.

Dennis Conner, the Stars and Stripes skipper who next Wednesday is to begin defense of the America's Cup trophy, visited the **Nautica** clothing store at Costa Mesa's Crystal Court shopping center last Friday.

At an hour when many people are preparing dinner or fighting traffic, more than 300 jammed the store for Conner's autograph, a quick picture or a chance to talk strategy with San Diego's most famous sailor.

Irvine's Layna Browdy said she paid the ultimate price to get a signed glossy picture for a friend.

"I moved the time of my manicure appointment this week to be here at 6 p.m.," Browdy said. "I don't know much about all this, but anyone who has represented our country so admirably, like he has, excites me."

Many of Conner's admirers waited more than an hour to get a minute with the skipper.

"I wanted to come out and see what type of a person he is," said Costa Mesa's Daphne Lovelette.

Conner seemed to enjoy his two hours in the spotlight. He patiently signed pictures, books and sailing caps.

At one point, he clowned for a video camera whose operator was nervously recording Conner's appearance.

"Hi, Harry, good to see you," Conner said, looking into the amateur cameraman's lens. "You're looking great."

Nautica store manager Cindy Coletta said she was pleased to have Conner in her store, which has been open a year.

"There has been a lot of excitement with him being here," Coletta said. "But we really didn't know what to expect."

Conner made the appearance on behalf of **Nautica,** which is the official clothing store of the America's Cup competition.

Coletta said she hopes Conner's stop will result in more sales. Her store was packed with consumers looking over merchandise while waiting for Conner.

"They probably aren't doing too much shopping right now because it is so crowded. But hopefully these people will come back," Coletta said.

Nautica's owner, David Chu, flew in from New York for the occasion and said he was impressed with the turnout.

"Isn't it like this in here every Friday night?" Chu asked with a smile.

GRAPHIC: BLACK & WHITE PHOTO; Dennis Conner ; To defend America's Cup

LOAD-DATE: April 14, 1997

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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Outerwear moving out; sales up 15%; in men's sportswear Daily News Record September 19, 1988

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Daily News Record

September 19, 1988

SECTION: Vol. 18 ; No. 180 ; Pg. 36; ISSN: 0162-2161

LENGTH: 764 words

HEADLINE: Outerwear moving out; sales up 15%; in men's sportswear

BYLINE: Chirls, Stuart B.

BODY:
Outerwear moving Out; Sales up 15%

Fall retail outerwear business is off to a good start, with early season sales up 15 percent over year-ago levels despite pass-on costs that have hiked price points as much as $ 40 to $ 50 an item.

Careful retail planning has helped ameliorate consumer sticker shock, with stores reporting slimmer inventories to start the season and cooperation from manufacturers in spreading out merchandise shipments.

Best sellers include light-weight transitional items in washed denim and lightweight sportswear fabrics, such as nylon and poplin, while cold weather favorites wool and down-filled jackets marked early business.

"Outerwear has been very, very good so far," said Peter Linsmayer, sportswear buyer for Galyan's, a three-unit department store chain based in Indianapolis. "Fall merchandise hit the floor July 15 and has been very strong even though we had 100-degree temperatures through July and August."

Linsmayer said his outer-wear sales were up 12-to-15 percent, and predicted an "optimistic" 25 percent year-to-date increase by the time holiday rolls around.

Big business at Galyan's has focused on multi-use item brand names, among them Columbia Sportswear and Patagonia. Linsmayer said Columbia's Bugaboo parka, an insulated model that converts into a number of casual and functional styles, has been a hot item retailing at $ 79.99. Columbia's Powderkeg model has been a close second, and he expects it will outsell the Bugaboo later in the season, at $ 129.99.

Talk of a possible down-turn in the economy spurred Linsmayer to seek better margins heading into fall, and Galyan's outerwear selection has been carefully expanded with better-priced lines.

"Last year was a solid year for us (in outerwear) and we wanted to carry that momentum through," said Linsmayer. Head and Kaelin, and European lines Bogner and Ellesse, all high-fashion, high-price names, have been added for 1988. Linsmayer said there has been little price resistance, even in the Bogner ski suits, which can retail as high as $ 1,500. "We've heard of several requests for Bogner's 800 number, people asking when we'd be getting them in the store," he said.

Keeping close tabs on his open-to-buy, Linsmayer worked with manufacturers to spread his orders in four shipments through the season and plans no price breaks until clearance time in February. "We expect to run strong all the way," he said.

The retailers acknowledged that initial order-writing was circumspect, generous enough to fill shelves, yet tight enough to keep margins healthy throughout the reorder period.

Marvin Cohen of Sam's, a Livingston, N.J., men's and boys' specialty retailer, said, "We were definitely conservative on our outerwear buying. We decided to take a wait-and-see attitude. As far as reorders are concerned, that's where we want to make money."

Nautica jackets in short bomber lengths with suede patches and fingtertip-length jackets with removable hoods, priced from $ 150 to $ 225, have been the early best sellers, with wool coats and jackets just getting off the ground for back-to-school.

Cohen said outerwear prices are up 15 percent at his store, but, with only token price resistance from consumers, sales have jumped a corresponding 15 percent above year-ago levels. "Prices are up, but they're up all over, so one store doesn't look like the bad guy," Cohen said.

The traditional surge in business for back-to-school has been spurring traffic in denim.

"Acid-wash continues to be big business for us in the sport and transitional outerwear classifications," said Jerry Schaitkin, owner of Jerry's, a men's and women's single-unit store in Lock Haven, Pa. "We're waiting for the kids to come back to college. We've just started back-to-school business."

Denim and other washed lightweight outerwear from Cotler, Levi's, Lee, Le Tigre and J.J. Cochran, retailing from $ 75 to $ 225, were the hot labels moving into fall. Despite the usual clamoring for Levi's, Schaitkin still went conservative.

In heavyweight items, Woolrich wool jackets and down-filled models ($ 75 to $ 150) have begun to move, although he said that it was still a bit early to expect any volume business.

"Last year was good for us, but I've found that things usually run on a good-bad-good cycle, so I bought close to the vest," he said. Like Linsmayer, Schaitkin spread his shipments out through the season, and predicted that 1988 sales would come close to those of 1987, with normal price breaks on retail increases of 5 to 8 percent.

SIC: 5611 Men's & boys' clothing stores ; 5940 Miscellaneous Shopping Goods Stores

IAC-NUMBER: IAC 06656146

IAC-CLASS: Trade & Industry

LOAD-DATE: August 11, 1995

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Charivari plans to make uproar in Japan Crain's New York Business September 19, 1988

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September 19, 1988

SECTION: REAL ESTATE; Pg. 11

LENGTH: 671 words

HEADLINE: Charivari plans to make uproar in Japan

BYLINE: By THERESE POLETTI, CRAIN'S NEW YORK BUSINESS

BODY:
Selma Weiser says she gets more calls from real estate brokers than from anyone else she deals with as chief executive of one of Manhattan's hottest retailing chains, Charivari Ltd.

"They call me from all over the place -- Boston, Washington, Los Angeles, San Francisco," says Mrs. Weiser, who has kept all of her cutting-edge clothing stores, five of which are located within 15 blocks of each other on the Upper West Side, in Manhattan for 21 years.

So far Mrs. Weiser says she's resisted expanding to another American city, although she's still considering it. But now privately held Charivari has finally been lured out of New York, to Japan, through a licensing agreement with Taka-Q Co. Ltd., an $800 million publicly held Japanese retailer.

Through this agreement, Taka-Q will pay an undisclosed fixed fee for the rights to open Charivari stores in Japan. The first store is scheduled to open in Tokyo in February or March next year, and up to eight stores are being planned.

"In Japan and Asia, there's a need for exciting stores like Chiravari," says Moira Cullen, U.S. representative for Taka-Q, which operates 228 specialty stores in Japan.

Ever since Mrs. Weiser opened up her first store in 1967 on 85th Street and Broadway with a go-go dancer in the window, Charivari has earned an international reputation by living up to the meaning of its name, which means "uproar."

Outrageous merchandising

The company, which is run by Mrs. Weiser and her son, Jon, president, and daughter, Barbara, executive vice president, has attracted attention since its inception. Charivari's outrageous and innovative stores include clothes from the most avant-garde designers, such as designer Jean-Paul Gaultier, and from classic European collections like those of Giorgio Armani.

Charivari carved its own niche in the fashion world through its promotion of young Japanese designers. They introduced Yohji Yamamoto to the United States, and Issey Miyake and Rei Kawakubo for Comme des Garcons apparel line.

"Our name is very well known in Japan," says Mrs. Weiser, who says Charivari's revenues are between $15 million and $20 million. "The Japanese have a lot of respect for what we've done."

For several years Taka-Q approached Charivari about opening its stores in Japan, but they did not reach an agreement until Taka-Q made a better offer several months ago. Mrs. Weiser will not say how much the deal is worth, only that Charivari will receive a percentage of sales.

"The key is to bring Charivari and its New York image to Japan," says Taka-Q's Ms. Cullen. "We don't want to make any changes in the stores."

While most U.S. retailers might be reluctant to set up shops in Japan or other foreign countries without ever having opened stores outside their home city, Taka-Q makes it easy for U.S. companies to create a presence in Japan. Currently, Taka-Q operates 228 stores, most selling men's clothing, in Japan and has licensing agreements with several American apparel manufacturers and retailers, such as Alexander Julian, Wilkes Bashford and **Nautica** Apparel Inc.

"They really do the stores beautifully," says Wilkes Bashford, president of Wilkes Bashford Co., a San Francisco-based retailer. Taka-Q purchased 51% of Mr. Bashford's company and has plans for 10 more Wilkes Bashford stores in Japan.

Charivari maintains control

Mrs. Weiser says Taka-Q will not own any interest in Charivari. "We have control over the image," she says, adding that they will provide Taka-Q with store plans and a list of the designers featured in the store. The two companies will work together on a collection for men and women, which will be sold at stores in Japan and New York.

"I think these kind of stores could do well, but it depends on Taka-Q's ability to market them," says Taka Tsuchiya, director of public affairs at Japanese External Trade Organization, Manhattan. "The Japanese are much more fashion-conscious than Americans. They are willing to spend more money for big names."

Source: News & Business > Combined Sources > **News, All (English, Full Text)** | i |
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Nautica tabs Alan Davis for visual merchandising; Nautica Apparel Inc. WWD (Women's Wear Daily) October 19, 1988

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WWD (Women's Wear Daily)

October 19, 1988

SECTION: Vol. 156 ; No. 75 ; Pg. 15; ISSN: 0149-5380

LENGTH: 143 words

HEADLINE: Nautica tabs Alan Davis for visual merchandising; **Nautica** Apparel Inc.

BODY:
NAUTICA TABS ALAN DAVIS FOR VISUAL MERCHANDISING

NEW YORK -- Alan Davis has been named director of visual merchandising at **Nautica** Apparel, Inc., here.

The position is a new one. Davis reports to Keith Munroe, senior vice president of marketing.

Davis will be responsible for the development of visual merchandising and store programs for **Nautica** shops at major department and specialty stores as well as the Nauticaowned stores here and in Costa Mesa, Calif. He also will oversee visual merchandising and shop planning with **Nautica** licensees in Canada and Japan.

Before joining **Nautica,** Davis was visual merchandising director for Federated Merchandising Services, a division of Federated Department Stores, Inc.

Nautica, designed by David Chu, is a collection of women's and men's sportswear, activewear, outerwear and footwear.

SIC: 2339 Women's and misses' outerwear, not elsewhere classified ; 2329 Men's and boys' clothing, not elsewhere classified

IAC-NUMBER: IAC 06728106

IAC-CLASS: Trade & Industry

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Orange County: a tale of two centers; South Coast Plaza and MainPlace shopping centers; California supplement WWD (Women's Wear Daily) October 21, 1988

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October 21, 1988

SECTION: Vol. 156 ; No. 77 ; Pg. C7; ISSN: 0149-5380

LENGTH: 1258 words

HEADLINE: Orange County: a tale of two centers; South Coast Plaza and MainPlace shopping centers; California supplement

BYLINE: Ginsberg, Steve

BODY:
ORANGE COUNTY: A TALE OF TWO CENTER

COSTA MESA, Calif.--With its affluent and growing population, Orange County has become a Southern California retailing mecca during the last five years.

Major department stores decided that Orange County and especially South Coast Plaza was the spot for a flagship. In the last two years, over two million square feet of new retail space opened at South Coast and at MainPlace in Santa Ana only five miles away. Instead of discovering gold, retailers are finding Orange County is fast becoming overstored.

South Coast Plaza has been the magnet pulling high fashion stores to Orange County.

When developer Henry Segerstrom invested $ 100 million to build Crystal Court, a palatial annex to South Coast Plaza, there were high expectations as it opened in late October 1986. Anchored by The Broadway and J.W. Robinson, Crystal Court's 685,000 square feet was expected to boost South Coast Plaza's overall sales to $ 725 million in 1987.

The center had a sizable gain in 1987, going from $ 495 million to $613 million, but volume fell far short of expectations. Both Robinson's and The Broadway had hoped to have $ 50 million volumes by now at Crystal Court but both are substantially under $ 40 million.

Another factor was volume at the smaller specialty shops at Crystal Court, averaging $ 200 a square foot compared with the original mall's $ 370 a square foot.

Part of Crystal Court's shortfall is attributable to its own deficiencies, retailers say, but the opening of MainPlace has slowed its progress.

MainPlace is the remodeled and expanded Santa Ana Fashion Square, which was opened in 1958 and only had 35 stores until the transformation. When it reopened as MainPlace last September, it had been enclosed as part of a festive Jon Jerde design and had grown to 1,200,000 square feet.

With Nordstrom, Robinson's and a remodeled 330,000-square-foot Bullock's store as anchors, MainPlace could now compete with South Coast Plaza. Approximately 25 percent of MainPlace's tenants also have stores at South Coast Plaza and there was a noticeable slowdown in growth at South Coast during MainPlace's opening weeks.

MainPlace's sales hit $ 82 million during 1987, with much of that business coming in the fourth quarter.

In 1988, the center has been averaging $ 260 a square foot and Dave Longbine, western region area manager for JMB Property Management, says the center could hit $ 200 million in sales this year, with 90 percent of the mall leased and operating for the Christmas holidays.

Segerstrom has a minority interest in MainPlace and says that center is serving the middle part of the county (Santa Ana, Anaheim, Tustin) and is far more competitive with malls at Brea, Westminister and Orange than it is with his South Coast Plaza Crystal Court complex.

He does acknowledge that the opening of MainPlace and Crystal Court has dramatically changed the shopping center landscape, making it tougher to do well immediately.

"In a mature market, which Orange County has become, the plateau you hope to reach in your occupancy and sales levels takes more time to achieve. We have reached a certain market saturation and we are competing for an existing customer rather than a growing customer base. That takes a longer period of adjustment to woo that customer loyalty from their usual shopping patterns."

Crystal Court's slow start has been attributed to the lack of a bridge or transportation system that connects it with the original center, which has six anchor stores. One of them, Nordstrom, has the highest volume of any single branch store in Southern California with sales in excess of $ 110 million. Retailers complain that Crystal Court actually competes with the original center.

An executive with one of Crystal Court's anchors said, "The key thing is that one of the most powerful shopping centers is across the street and is actually in competition with Crystal Court and not a help to it. The developer has got to make them synergistic rather than competitive."

Staunchly defending his position, Segerstrom and Jack Matthess, the Court's general manager, say no bridges will be built and they believe consumers will either walk across Bear Street or drive to the Crystal Court's underground parking garage.

"We are not planning a connector for the two. I feel we are like Michigan Avenue and Fifth Avenue. It is simply a street to walk on," Segerstrom says. Matthess calls Crystal Court "Rodeo Drive South" and adds, "We hear about bridges and conveyor belts and shuttles but this center is a buyers' paradise, not lot of shoppers pushing tots. We get people in here to buy.

"This is a designated shopping area and they come in and they park and they buy and then go home."

Matthess predicts that the court will hit its stride next year and expects sales to rocket to $ 400 a square foot by the end of 1989.

Leasing at Crystal Court has gone painstakingly slowly and the center will be 80 percent occupied for this Christmas. Segerstrom has tried to score retailing coups with each lease by bringing in stores that have not previously been in Orange County or Southern California.

Among the introductions he has corraled in Crystal Court are Jessica McClintock, Alfred Sung, Polo Country, **Nautica,** Scribner's, Orrefors, Esprit and Harold's. Ten new stores will open for this holiday season including Adrienne Vittadini, Helft's and Alexon.

MainPlace has a less high-brow leasing policy but has been able to pull in several stores that South Coast Plaza missed.

At Ease, opened Oct. 15 as an 11,000-square-foot mini anchor, has been a strong performer elsewhere (Westwood) with traditional clothing. Units has been the most successful specialty store at MainPlace, averaging over $ 1,000 a square foot, and gives the center a point of differentiation.

A major advantage MainPlace has is its location near the intersection of two major freeways, Interstate 5 and the 22 Freeway.

Traffic in Orange County is approaching gridlock proportions and is frequently stalled on the major freeway carrying shoppers from mid-Orange County south to Costa Mesa Interstate 55. Many customers are now staying closer to home and shopping at MainPlace, which is in the heart of Orange County and accessible from many surface streets.

For retailers with stores at both MainPlace and South Coast Plaza's Crystal Court, a noticeable transfer in business has occurred.

Betsy Sanders, director for Nordstrom's Southern California stores, estimates 10 percent of Nordstrom's Santa Ana business transferred over from the South Coast flagship, which finished 1987 around $ 120 million. Nordstrom's MainPlace store is expected to surpass $ 40 million its first full year.

Robinson's did $ 19 million in its first four months at MainPlace in late 1987 compared with the $ 32 million Robinson's did at Crystal Court during its entire 12 months.

Charlotte Russe, a dominant junior chain, has a 20,000-square-foot store in South Coast's Carousel Court wing and a 12,000-square-foot store at MainPlace. According to Larry Lawrence, vice president at Charlotte Russe, "The first half of 1988 has been flat at South Coast and I attribute that to Santa Ana. There has definitely been a lot of dilution and overstoring and the population has some catching up to do with the retailers."

PHOTO : Jack Matthess, general manager at Crystal Court

PHOTO : Inside the newly enclosed MainPlace

PHOTO : Crystal Court in Costa Mesa

GRAPHIC: Photograph

SIC: 6512 Nonresidential building operators

IAC-NUMBER: IAC 06735862

IAC-CLASS: Trade & Industry

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East Coast specialty stores eye easy sledding for Yule. Daily News Record October 21, 1988

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October 21, 1988

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HEADLINE: East Coast specialty stores eye easy sledding for Yule.

BODY:
East Coast Specialty Stores Eye Easy Sledding for Yule NEW YORK -- East Coast men's specialty stores, buoyed by good business and lean inventories, are expecting a merry holiday season this year.

According to those surveyed, sales so far this fall are running ahead of last year with high-ticket items leading the way. Leather outerwear, fancy sweaters and furnishings are performing best at most stores. Although retailers are currently optimistic, the prolonged spell of hot weather that bathed the East Coast until mid-September had caused stores some concern. But when the temperatures finally dipped, sales began to rise.

As one buying office executive said, "Regardless of what we say, weather plays an important part."

Stores also report that even in light of aggressive fall buying, inventories are in line and no unplanned markdowns and will be necessary.

Looking ahead, men's wear specialty stores are optimistic about spring and have not cut back on buying for the season.

Many men's retailers are in town to shop the NAMSB Show, which begins its four-day run at the Jacob Javits Convention Center on Sunday.

Although most stores surveyed have completed the bulk of their spring buys,they are planning to attend the show in hopes of finding exciting merchandiseor hot new vendors both for spring and for deliveries later in the fall.

Larry Levy, president of the Field Brothers specialty store chain based in Garden City, N.Y., reports that dress shirts, leather outerwear, neckwear and sweaters have "been the heroes. Our clothing business is fair. We're just making last year's figures, but we're coming off a very good last year."

Looking ahead, Levy said, he is optimistic about the remainder of the season. "We're expecting a surge after the election and we think Christmas should be good." Some 20 percent of his volume for the year comes during the Christmas selling season, he revealed.

For spring, he continued, "we're buying the same as last year."

At the NAMSB Show, Levy said that although he is not planning to purchase a lot of merchandise, buyers

will be searching for new vendors and exciting merchandise for fourth quarter and spring.

At Beau Brummel, a four-unit men's specialty store chain based in Forest Hills,N.Y. , co-owner Sol Laxer also reports that business is "super. The first six months of this year were our best ever."

Laxer pointed out that as the weather cooled down in September, sales picked up. "The colder it gets, the better," he said, pointing out that heavy outerwear has still not begun to sell. "We're loaded up for all but our inventories are not heavy. They're in line with where they should be."

Although Laxer explained that it was hard to pinpoint the hot sellers so far this season, top performers include clothing, sweaters and leather outerwear. As far as sportswear is concerned, he added, "What's clothing and what's sportswear? I don't know the definition anymore. We're selling merchandise across the board."

Looking ahead to the holidays, Laxer said that unlike department stores, Beau Brummel doesn't depend on Christmas sales to save the year. We sell all year "round and Christmas is just a plus," he said.

For spring, he continued, Beau Brummel is not cutting back on buying. "We're optimistic for the future and we haven't held back," Laxer said.

John O'Neill, executive director of Clothiers Corp., reports early interest in suits, and leathers are leading specialty stores to be optimistic about the fall selling season. The buying office has more than 300 member stores.

"If the weather stays cool, it will give a shot in the arm to retail business," O'Neill added. "For Christmas, there's a lot of money out there and it will be spent, so we're not concerned."

Specifically, he pointed out, sales of sportswear and sport coats have been sluggish -- "except in luxury fibers like camel hair and lamb's wool" -- while high-priced leathers and slacks have sold well.

"Inventories are good except for sportswear where it's a little heavy," he continued. "The reason why sportswear is sluggish is that there's a lot of duplication between men's and young men's merchandise in the stores."

Concerning the NAMSB Show, O'Neill said his buyers will be looking for off-price merchadise for the holidays.

Sonya Levine, outerwear, shorts and slacks buyer for Clothiers, added, "Leathers are continuing at the same momentum and it's not just the fashion customer that's buying anymore." Other hot sellers include better down jackets, canvas or brushed slacks and such items as EZ's slacks by Haggar and **Nautica** outerwear.

"I'm looking forward to a good NAMSB," Levine added. "We're going to fill in for at-once delivery and pick up some things for spring."

Overall, she concluded, "I'm more optimistic going forward than I was last year."

Carl Schott, store manager of Ed Mitchell's specialty store in Westport, Conn., said that sales have been running 4-5 percent above last year. "Business is not what I'd call sensational, but it's good," he said.

Men's furnishings are performing exceptionally well, he continued, with sales at 15-20 percent ahead of last year, Schott said. "Suits, which are the backbone of our business, are running about the same as total store -- up about 5 percent."

Sportswear collections from such manufactures as Polo, Claiborne, Burberry, Jeffrey Banks and Alexander Julian have also performed well, he added. "We're well ahead of the store -- up 9 percent in December and

up 20 percent so far in October."

Leather outerwear, from such manufactures as Andrew Marc and Comstock, have also been strong, Schott said. "We're carrying three times as much leather as last year and it's selling." High priced Italian sweaters are also popular, he added.

Ed Mitchell was cautious going into the season, so inventories are lean, Schott said. For spring, the store did not cut back on buying. "We're cautious, but we expect growth," he said.

Buyers from the specialty store will be shopping the NAMSB Show for what they believe to be hot items, either for spring or fall.

According to Ed Schacter, president of Richard's of Greenwich, Conn., business "has been a little tough. It's not bad, but it's not like last year when customers were rushing in. Traffic seems to be down."

Hot sellers at Richard's include men's furnishings, especially ties with patterns reminiscent of the 1940s. The suit business is fair, Schacter said, adding, "Our most expensive suits have done very well. Although we thought price might be deterent, we're selling a lot of suits for $ 800 to $ 1,000. Oxxford, Zegna and Armani are selling well."

Schacter bemoaned the lack of fabric selection, however, currently offered by manufactures. "The selection of fabrics is very limited. It's mostly black-and-white or gray. In slacks too, people want patterns, but we're really only seeing solids. It makes it difficult to make multiple sales."

In sportswear, he continued, business has been good at all price points from Armani to Polo to Hilfiger. "Leather jackets are selling well. So is Patagonia outerwear and the right look in sweaters."

Looking ahead, Schacter said, Richard's is "optimistic for the holidays. We really think business will pick up."

At the NAMSB Show, Richard's will be looking for merchandise for the high school and college-age customers -- patterned pants, knit shirts and spring outerwear.

One buying office executive, who asked not to be identified, pointed out that business at moderately priced specialty stores has been suffering so far this season, while high-priced stores have done well.

"Upscale retailers are doing well, but stores in middle America are not. There's a niche for the customer that has an eye for fashion, but in the lower price points, the consumer doesn't see anything to buy."

According to Michael Cutone, president of Allure Men's Clothiers, an upscale specialty store in Philadelphia, business has been steady since the fall merchandise was first put on the floor. We're running above last year," he said, "and last year was great."

Hot sellers include major collections such as Claude Montana, Byblos, Luciano Soprani and Jean Paul Gaultier, he reports.

SIC: 5611 Men's & boys' clothing stores ; 5940 Miscellaneous Shopping Goods Stores

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Outerwear plows ahead; men's coats and jackets Daily News Record November 14, 1988

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November 14, 1988

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HEADLINE: Outerwear plows ahead; men's coats and jackets

BYLINE: Chirls, Stuart B.

BODY:
Outerwear plows ahead

NEW YORK -- After a sluggish start, wool and other jacket styles are driving strong fall outerwear business at Eastern Seaboard retailers, with sales increases of from 10 to 20 percent through mid-November.

Stores told DNR that cool October weather started consumer buying, and predicted the onset of wintry temperatures and the traditional boost from the holiday season would help ensure strong outerwear sales through the end of the year.

Prices have remained high but stable, with increases from year-ago levels ranging only from five to 10 percent.

"Business has really picked up since we put our merchandise out five weeks ago," said Doug Maronic, assistant manager at the Camp Hill store of David's of Harrisburg, a two-unit men's chain based in Harrisburg, Pa.

Maronic said Zero King's wool varsity jacket with contrasting lining ($ 195) is the store's best seller, followed by a nylon and cotton zip-front jacket ($ 195), from London Fog. **Nautica's** hooded, nylon, insulated short coat with plaid accents ($ 195) was also selling well. "Our store carries only high-ticket items, but we are looking forward to continuing a strong season."

Full-price goods are spurring business at Alanby's, a three-unit men's chain based in Charlotte, N.C. Said president Alan Barnhardt, "Outerwear has been pretty good. We're 22 percent ahead of 1987, which was a good year, and we haven't even met our sales projections."

Fleece fabrics have been the best sellers for Alanby's, including a PolarPlus zip-front shell by CB Sports ($ 95), Patagonia's Synchilla PolarPlus pullover ($ 68) and a Capilene nylon jacket ($ 95), all at full price.

"Outerwear has been pretty good, but we planned to be aggressive heading into fall, and it's paid off. We're running at full price." He added that he would take a wait-and-see attitude on promotions, depending on how business develops in November. "If there's a change after the election, we'll hold the reins tight. If it's strong, we'll be looking for more merchandise."

The absence of cold weather held back some outerwear sales at Eastern stores. "We're still in our lightweight fall merchandise," said Al Simon of Barry's, a men's specialty store in Bloomfield, N.J. "We've got heavier items in, but they're only just starting to sell."

Wool sip-front jackets by Maquette ($ 124-$ 150) picked up during the first week of November, according to Simon, and he expected more business in the weeks leading up to winter. "We've been very busy, and sales are up 10 percent over last year which was goo. We have no complaints," he said.

Manufacturers told DNR their inventories were in good shape through mid-November. "Business is good," said Jerry Lavin of Gordon & Ferguson. "Overall, we're up 25 to 30 percent, which is interesting since we've heard people talking about how lousy retail seems to be. We planned quite carefully and have little availability for fourth quarter reorders."

Said Ronnie Finestone, vice-president of merchandising and design for Members Only, "The mood was cautious going into this season, but our business is up 25 percent over last year, not including leather."

Finestone noted that the warm weather, combined with early shipments, made for a sluggish start, but reorders have picked up as cold weather set in.

PHOTO : The wool blouson jacket, a bestseller for fall.

SIC: 5611 Men's & boys' clothing stores ; 5940 Miscellaneous Shopping Goods Stores

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ELEGANT ACCESSORIES RETURN THE OLD AND THE OPULENT STRIKE THE MALE FANCY Chicago Tribune December 4, 1988 Sunday, FINAL EDITION

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HEADLINE: ELEGANT ACCESSORIES RETURN THE OLD AND THE OPULENT STRIKE THE MALE FANCY

BYLINE: Text by Sharon Stangenes, a Tribune feature writer.

BODY:
Is it an emotional phenomenon or a desire for elegance?

No one knows for sure, but a resurgence in the sales of men's personal accessories and appointments indicates a shifting attitude among American males.

"The 1960s, it is not," Dan Robbins says wryly. As men's merchandise manager for the Mark Shale stores, Robbins sees no hint of the shaggy, unkempt look of two decades ago, when traveling light was an unspoken credo.

Instead, the recent menswear fashion mood of elegance a la Cary Grant with overtones of landed British gentry is inspiring a greater number of men to lavish more attention on such items as watches and cuff links.

"Antiques and antique looks are very strong," Robbins says of the accessories and personal items now selling well in his company's stores. "I don't know why-perhaps it is perceived elegance. We're in a period of dressed-up clothing, and antique items go with those.

"For example, we're selling a lot more French-cuff shirts in the very richest and finest white cotton," he notes. "And the fact that fountain pens are selling rather than the ballpoint pens says something."

In some cases, these personal extras are quite lavish, indeed.

For example, at the Polo/Ralph Lauren Shop, buyer Tom Handley reports that consumers are willing to pay as much as $640 for a one-of-kind antique cigarette case (even though it is too short for modern-day filter cigarettes) because they yearn for "something beautiful, something crafted when craftsmanship was at its peak.

"They are willing to pay so much for the same reasons that distressed new fabrics are so popular today," Handley says. "The pieces look relaxed, used. (Consumers) want something with history to it. Something unique."

Such indulgences are not restricted to antiques, of course, nor just to those items that can be worn or carried. Handley says new crocodile-skin picture frames have sold very well "because they are functional, yet unique. One can be in your family for generations."

Function and durability are terms heard frequently when merchants describe what men find most charming. And those male-oriented stores that eschew trendiness and "fashion" may be among the biggest beneficiaries of this current accents explosion.

"No, we're not fashionable," says Patrick McDonald, manager of Orvis Chicago. "We don't have a lot of (merchandise) changes. "People come here for plain and simple. No glitter here like Bloomingdale's."

Describing his business as "a little bit of country store in the heart of Chicago," McDonald says there is a "back-to-nature element" that reflects the tastes and outdoor interests of the upper-class, country gentry. "They want enduring things related to the outdoors and the things you associate with country life," McDonald says of his customers. "The person who shops here is somebody who can appreciate good-quality products."

Toby Landey is among those who believes this discerning interest in fine items and accessories has yet to peak. Ten years ago she opened her New York company named Sentimento dealing with antique jewelry and other beautiful things. Today her business ranges from small personal items to furniture, some of which she sells to retail shops such as Polo/Ralph Lauren.

"We started with jewelry," she recalls of her involvement with men's accessories. "Then we added desktop items and personal items. It has expanded because the demand is growing. We've seen particular interest now in cuff links and watches. The use of antique watches and money clips is growing, even among traditional dressers. It adds cachet and individuality." "It's a matter of time," Landey predicts. "More and more of it is in the stores. You see these beautiful accessories in all the magazines. It's something that will grow. More and more men are aware of things and aware of fashion."

Fashion.

GRAPHIC: PHOTOS 4
PHOTO (color): Leather playing-card case ($260) at Bottega Veneta; grooming set ($140) at Bally of Switzerland; crocodile-skin picture frame ($210) and paisley towel ($24) at Polo/Ralph Lauren; and **Nautica** robe ($68) at Mark Shale.

PHOTO (color): Leather desk blotter ($435), note pad ($25), silk bow tie ($65) and leather briefcase ($850) from Bottega Veneta; silver cigarette lighter ($270) and silk paisley scarf ($120) from Alfred Dunhill of London; Braun calculator ($85), Parker fountain pen ($275) and Parker ballpoint ($125) from the Flax Co.

PHOTO (color): Sheaffer sterling-silver desk set ($700) at the Flax Co. and crocodile-skin suspenders ($245) at Bottega Veneta.

PHOTO (color): Goose-down vest ($89) with wool scarf ($20) and thermal mittens ($15) from Eddie Bauer; silver flask ($50) and duck-motif knife ($29) at Orvis. Photos by Tony Berardi, a Tribune photographer. Photo styling by Tom Hayes, Susanne Johnson's Agency, with assistance by Richard Davis. Photos shot on location in the Baker Knapp & Tubbs showroom, Merchandise Mart.

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Manufacturers as retailers; men's wear manufacturers; column Daily News Record December 12, 1988

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HEADLINE: Manufacturers as retailers; men's wear manufacturers; column

BYLINE: Hancox, Clara

BODY:
Manufacturers as Retailers

Who's the best equipped to do the job ... the retailer who's also turned to manufacturing on behalf of his private label program ... or the manufacturer who's now jumping into retail waters to create additional outlets for his branded merchandise?

The retailer turning to manufacturing, usually with no manufacturing experience, does have a problem. He is accustomed, through retail experience, to know a product in its concrete form -- as a finished product. Such a product is usually acquired from a resource or from another store. Now he wants to create another garment just like it. But he has no knowledge of the steps -- which could begin with the buying and dyeing of the yarn -- that must be taken to build that item into a reality. Stories come back from Hong Kong indicating that plants often get into terrible tizzies with retail buyers who simply don't know what they're doing.

The manufacturer, on the other hand, starts with a visualization of a product. And, from that vision, he knows and is ready to execute every step necessary to turn that original concept into a concrete entity. Because the creative manufacturer today makes not one product, but a group or collection of products related to one another by the same thread of creativity, he is easily able to project his merchandise in a related manner onto the retail floor in a way that would yield the most rewarding results.

That's why the manufacturer who today creates retail shops is worth watching. If such endeavors are successful, then the manufacturing-retailer might wind up teaching "regular" retailers something about merchandising related lifestyle fashion for outstanding results at the retail level.

The kind of retail enterprises being discussed here could be the manufacturer's brand name. The manufacturer, of course, plays a prime role in planning and decorating the retail space, and in stocking, presenting and merchandising his products in all such arrangements.

Here's the story of three manufacturers that are involved in retail situations of this sort. Boston Traders is believed to have the longest experience with retail shops in the updated traditional field, short of Polo by Ralph Lauren. It is involved with 21 such shops today and a half dozen more will open by next spring.

The other two manufacturers are Heartland Co. and **Nautica** Apparel. Both are young companies, four and

five years in the business, respectively, and already deeply involved in such retail activity.

Boston Traders began its initial shop-within-shop experience with Aspen Leaf in Aurora, Colo., a little more than two years ago. Then it went on to work with other retailers in creating additional in-store shops and also freestanding stores under licensing arrangements that carry the Boston Traders name. Now, however, it is opening its own stores too, while continuing, as always, to cater to the needs of its 1,000 regular accounts.

Nautica Apparel, a sportswear resource with a lively contemporary-traditional orientation will be working cooperatively with three May Co. stores that will open **Nautica** shops of 600 to 800 square feet in time for holiday business. The shops will be located in Famous-Barr, Hecht Co. and May D-F. And that's only the beginning. Arrangements with three other department stores, in New York, San Francisco and Portland, Ore., are near finalizing. **Nautica** has its own store-planning and visual merchandising department headed by Alan Davis, formerly with Federated.

In the meantime **Nautica** also has two shops of its own, one on Columbus Avenue in New York (1,800 square feet) and the other (3,100 square feet) in Crystal Court mall at South Coast Plaza, Costa Mesa, Calif. The California store, says David Chu, **Nautica** president, is lagging because the mall's developer has, thus far, failed to draw traffic to the location. But the New York store, not quite two years old, is doing well, and Chu says it is expected to be profitable in another few months.

He adds that he is careful not to let **Nautica** grow too quickly, but he is, nevertheless, on the lookout for additional locations suitable for wholly owned or licensed stores to be opened in 1989.

The Heartland Co., which began operation in August 1984 as a traditional American sportswear line with an international twist (i.e. it melds effectively with either taste level), was working with investors on plans to open its own stores 1.5 years ago, but Black Monday nipped that in the bud. So Heartland, whose philosophy is not to sell department stores, changed its approach to a licensing situation.

Its first licensed store has just opened in Charlotte, N.C. It is owned by King Bostrom, which operates as a specialty store in the same mall, on a different level. The 1,280-square-foot store is designed by Heartland's architects, as will be the others soon to be opened. The licensed store will buy 80 percent of its goods from Heartland, in return for which the company cooperates in the merchandising and marketing of its goods, gives retailer-licensees special discounts and also the first opportunities to acquire off-price merchandise.

Heartland's second 1,500-square-foot licensed store has only just opened in Chestnut Hill, Philadelphia. The owners are Tom and Pat Chadburn, whose first retail venture this is. The third store will be opened in February 1989, by Mark Pasch Ltd., just two miles from its store in Milwaukee. This will be a smaller, 600-square-foot unit.

Typical of shops-within-stores are J.L. Shaia's (Birmingham, Ala.) 400-square-foot Heartland area and a similar space within a new store, Montage, in Omaha. Steve Eisendrath, Heartland president, states that Shaia's, which has had the Heartland shop only since August, has already done $ 100,000 of business in its 400 square feet.

It is noteworthy that all three resources continue to thrive with their regular retail accounts. It's also interesting that all three resources boast an updated or contemporary-traditional taste level. Although traditionalism is expanding to include internationalism in its fashion approach, the fact is that the roots here are in the soft-shoulder, traditional taste level. The message I see here is that tradition, if allowed to breathe, always grows ... and, not withstanding the coming and going of other trends, it remains the outstanding and long-lasting fashion area.

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Leathers, sweaters top store sales; Christmas menswear bestsellers Daily News Record December 13, 1988

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HEADLINE: Leathers, sweaters top store sales; Christmas menswear bestsellers

BYLINE: Palmieri, Jean E. ; Orgel, David ; Jarnagin, DeAnna ; Kissel, William ; Lloyd, Brenda ; Sharoff, Robert

BODY:
Leathers, Sweaters Top Store Sales Leather jackets and sweaters top the men's wear best-seller list for Christmas 1988, according to department and specialty stores across the country who generally report brisk business.

In the Midwest, strong sales of leather outerwear and natural fiber sweaters have prompted retailers to upgrade their modest sales projections for the season. Sportswear and furnishings are also strong, stores report.

On the West Coast, where overall business was mixed in a highly competitive, promotional environment, sales of leather jackets, fancy sweaters and suits led the way.

In the Southeast, stores are expecting a last-minute surge to catapult them over the top for the season. Leather jackets and sweaters were tops in this region as well.

Southwestern stores also reported strong sales of sweaters and leathers both in men's and young men's while retailers in the Northeast cited neckwear and collection sportswear as top sellers. Frigid temperatures in the New York area also helped boost sales of cold weather apparel, stores said. NEW YORK -- Department and specialty stores in the Northeast are hard-pressed to find one bestselling men's wear item for the 1988 Christmas season. Neckwear, however, appears to be leading the way for most stores. They report merchandise in all categories -- from leather outerwear to collection sportswear -- is performing well.

"There's no one particular outstanding-selling item," said Avram Goldman, co-owner of the Forest Hills, N.Y.-based Beau Brummel chain. "Traditionally in the month of December, leathers, overcoats and suits don't sell well while ties and accessories do. But this year, we moved our suit and overcoat promotion earlier and it gives consumers the incentive to buy before Christmas."

If hard-pressed to choose a best-seller, however, "ties have been very strong," he said.

At Louis of Boston, which has stores in New England and New York City, owner Murray Pearlstein said sales of regular-priced merchandise have been strong. "People are combining a shirt, tie and sweater vest, or a sweater with tweed pants. But if I had to choose one best-seller, it would be neckties -- they're really

strong."

Looking ahead, he said, the deep freeze chilling the Northeast may cut into sales if it continues. "We have two stores in the street and one mall store. The cold weather keeps people off the streets and the mall store has been carrying the ball. Unless it warms up, we may have some problems."

But the cold blasts of air cheered buyers at Philadelphia's Strawbridge & Clothier. The store experienced double-digit sales gains across-the-board, most notably on sweaters and activewear, according to Richard Ameisen, divisional merchandise manager for men's, young men's and boys' sportswear.

"Last year at this time the mercury was 57 degrees, so the drop in temperature this year helped sweaters, outerwear, activewear and some other categories," he said. "Our promotional schedule is about the same as last year, and inventories are in line, so if this continues we'll have a better holiday season than I expected."

He noted that young men's is also showing double-digit gains, although not as high as men's.

At Macy's New York, men's fashion director Bruce Binder said collection sportswear -- which includes a lot of gift items such as sweaters and shirts -- is doing particularly well this holiday season.

Other hot sellers include leather outerwear and holiday merchandise featuring bright colors and nautical insignias. "And the newness in neckties has really made a difference in sales," he added. DALLAS -- Many southwestern men will find sweaters and leather jackets under their 1988 Christmas trees, according to department and specialty stores. Sales of sweaters, neckwear and leather bomber jackets are strong across the region, these stores reported.

David Small, Southwest regional business planning manager for J.C. Penney, said: "Sweaters have been outstanding both in young and mature men's." Patterned motifs for the young set and shakers for the older male lead the looks. Cotton, including some early spring styles, has been checking well and inventories could be depleted by the end of the month, commented Small. Sales on turtlenecks have been good as well.

Promotions on leather outerwear in Penny's Southwest region have spurred sales of bomber jackets. However, the company's Hunt Club leather bomber has performed very well at regular price, said Small.

Levi Dockers are another J.C. Penney star of the season. Two promotions during the past two months have contributed to sales, but Dockers tallied well at full price, too. In furnishings, neckwear continues strong.

Matt Malouf, general merchandise manager of Malouf's Fine Apparel in Lubbock, Texas, cites leather coats, sweaters, robes and Hermes ties as key items for Christmas gift-giving. The Willis and Geiger bomber and lightweight blouson leather jackets were mentioned as top sellers.

"Business has been brisk," stated Malouf. "We are running slightly head of last year," he said.

The West Texas specialty retailer does not run promotions and the same holds true for Marvin Brown in Dallas where sales have been strong in all classifications.

"This is the best pulse in two Decembers," stated Marvin Brown, owner. "We were up in November by 12 percent, and for December we are ahead of last year by 15 percent. Our increases can be attributed to a slight improvement in the overall economy and a better frame of mind on behalf of the customers."

At Renberg's four stores in Tulsa, Okla., "anything nostalgic in better merchandise" is strong, according to Tony Palmer, merchandise manager for men's clothing, sportswear, furnishings, boys' and university. "Leather outerwear, special better shirtings such as Ike Behar and Joseph Abboud, have been the hottest sellers. Sweaters have been strong, also," Palmer stated, mentioning hand-knits from Jeffrey Banks.

For December, business is up 36 percent following a 20 percent increase in November, according to Palmer. LOS ANGELES -- Leather outerwear, fancy wool sweaters and private label suits were the top sellers at department and specialty stores on the West Coast last week, retailers reported.

West Coast men's wear retailers showed mixed sales results last week with some specialty stores reporting double-digit increases while department stores posted "flat or only moderately improved" business.

Although most stores reported less promotional activity, retailers say markdowns on big-ticket items such as suits and sport coats, as well as department stores' one-day sales events, have made the holiday season more competitive this year.

At Seattle-based Jay Jacobs, Doug Swerland, president, said business last week "was up significantly on a comparable-store basis" and "early indications show it's going to be an excellent Christmas." Inventories were bloated last year, he added, and by comparison this year the store is "good and lean."

"Business has been tough I tell you; anyone who says it isn't, simply isn't telling the truth," said one Pacific Northwest department store buyer, who asked not to be identified. "Traffic is down significantly over last year. We haven't done any sales this year compared with our competition. All of our business has been at regular price."

Nevertheless, certain key items have been strong in the store this season. Fancy cotton and all-wool sweaters, leather outerwear and basic dress shirts are doing well, the buyer said.

According to John Carroll, co-owner of Beverly Hills-based Carroll & Co., fewer customers have walked into the store this holiday season, but they are buying bigger and more expensive items. Nevertheless, Carroll said he expects business to be the same as last year.

"Sport coats, leather outerwear and fancy wool sweaters have been doing well," said Carroll.

At Portland and Seattle-based Mario's, owner Mario Bisio said his stores would all show double-digit increases this week and for the season. He said fancy sweaters and basic mock turtlenecks have been highlights of the month.

"Because we're tracking so strong and this weekend is the first really big weekend, we had to change our projections for the season. If a week from today we're still tracking as strong as now, it will hold for the rest of the season and I'll be real optimistic," he said.

Although Mario's is keeping away from sales until after the holidays, Bisio said some local stores have cut prices on suits and sport coats and as a result he has had to lower his prices by 20 percent. In addition, he said he's put "more moderately priced merchandise" in the store due to customer demand. ATLANTA -- Although men's wear retailers cite a number of strong sellers, leather bomber jackets and sweaters -- wool and cotton -- head the best-seller list in the Southeast for the Christmas season so far.

Sales last week were mixed, ranging from flat to about 15 percent ahead, but most specialty stores expect sales to improve as Christmas Day draws nearer.

"We think business will turn on like a faucet this week, and I expect the week before Christmas to be even stronger," said Donny Harwell, president of Sons & Lady Harwell in Birmingham, Ala.

Best-sellers at Sons & Lady Harwell have been camel's hair sport coats from Corbin and Brannoch; suits from Hertling, Corbin, H. Freeman, and Oakloom; cashmere wool blend topcoats from Mr. Coats and Jacob Siegal; leather jackets and wool melton jackets from Barracuda; better-priced cotton fancy sweaters ($ 75 and above) from Kenneth Gordon, Bill Ditfort, and Boston Traders; better sport shirts from Trekka, Boston Traders, and British Khaki; silk ties, especially regimental; and alligator belts from Fleming and Hugh Bosca.

Total store sales were up 20 percent last week and 50 percent for the season. However, men's wear sales, up 20 percent for the season, were flat last week.

Michael Dinkins, a buyer for Gentry House in Wilmington, N.C., said best-sellers last week were better fancy wool sweaters (from $ 95 to $ 145), fancy all-wool dress trousers at prices from $ 100 and up, private label wool/ cashmere topcoats, and alligator belts and shoes.

Kendall Register, president, said that sales were up 10 to 15 percent last week for the two stores. He noted that, although traffic has been weak, the stores have gotten better sales results from quality-seeking shoppers. "I think we'll have a lot of late shopping and a big finish," he said.

Jack Munroe, vice-president of Fletcher-Cantey, based in Tallahassee, Fla., said sales rose last week, and he expects business the last two weeks to be strong.

His best-sellers are Polo sportswear, including rugby shirts; and leather bomber jackets from M. Julian and Robert Comstock.

George Mansour, Jr., president of G. Mansour's, which has a store in LaGrange, Ga., and one in Columbus, Ga., said his sales increased 15 percent last week.

Top sellers are sport coats in lamb's wool, camel's hair, and wool silk blends; pleated pants; wool/cashmere topcoats from Hart Schaffner & Marx; bomber leather jackets; and cotton fancy sweaters and cotton sport shirts, especially from Polo and Tommy Hilfiger. CHICAGO -- Leather jackets by **Nautica** and Sawyer and sweaters by Mondo and Pringles are two categories that are causing Midwest retailers to substantially upgrade their sales estimates for the season.

Stores that a few weeks ago were saying they'd be happy with a 5 or 6 percent increase now note that business is proving much stronger and that increases in the 9 to 15 percent range look probable.

Overall, sportswear is leading the way although several retailers said accessories -- such as cuff links and expensive leather belts -- are suddenly back in style after a few years of flat sales.

At Marshall Field's in Chicago, men's senior vice-president and general merchandise manager Mike Zaccaro said, "We're up double digits in sportswear." Collections by Girbaud, Clairborne, Hilfiger and Polo are "great," he added, and several young men's collections -- such as Generra and Gotcha -- are doing well.

Overall, Zaccaro said men's wear is running about 9 percent ahead.

Zaccaro said furnishings are running about 8 percent ahead. "Furnishings is always a late business," he said.

At Gallagher Chicago, in suburban Des Plaines, Mondo sportswear, clothing from designers such as Giorgio Armani, Gianfranco Ferre and Hugo Boss, and the sudden popularity of formalwear and accessory items including tuxedo shirts, cummerbunds, studs and cuff links are top sellers. Casual outerwear from Zero King and Davidson have also been wonderful, he said.

At The Jones Store Co., a department store in Kansas City, men's divisional merchandise manager Stan Moulder said business is "pretty good" and that mainfloor and designer sportswear -- especially woven sport shirts and sweaters -- are leading the way.

"Long-sleeved sport shirts from Gant, Izod, Dior and John Henry have been good all season," he said. Private label cardigan and basic shaker knit sweaters are also strong. Novelty fleece with crests and interesting color treatments has been "great," he added.

Overall, Moulder said sportswear is running between 10 and 15 percent ahead. "I'm optimistic except for clothing, which is flat," he said.

At The Claymore Shop, a specialty store in Detroit, sales are running about 10 percent ahead with sweaters from Joseph Abboud and Pringles and leather jackets from **Nautica** leading the way, said owner Bob Benkert.

Benkert said he has noticed a "return to elegance" in the last year among his customers and that such items as french cuff shirts and tuxedos are very strong.

SIC: 5311 Department stores ; 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 06931060

IAC-CLASS: Trade & Industry

LOAD-DATE: August 11, 1995

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Terms: **nautica and date(geq (1/1/1988) and leq (12/31/1989))** (Edit Search | Suggest Terms for My Search)
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Mfrs. as retailers; part 2; column Daily News Record December 19, 1988

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Daily News Record

December 19, 1988

SECTION: Vol. 18 ; No. 244 ; Pg. 36; ISSN: 0162-2161

LENGTH: 1287 words

HEADLINE: Mfrs. as retailers; part 2; column

BYLINE: Hancox, Clara

BODY:
Mfrs. as retailers -- Part 2

Large manufacturers, heavily reliant on the department store trade, are gloomy indeed over the diminishing number of major department store companies left to do business with ... nine or ten, at most, counting Sears and Penney's. "There's just no one left," manufacturers wail, noting that if you lose one such account, you could be out of business.

Still, with the department store market consolidating and shrinking, there is yet another way that manufacturers can sell their products -- and that is to become retailers themselves. This is a concept that's keeping quite a few manufacturers awake at night as they ponder how to go about it.

Several resources with strong fashion personalities -- but by no means the biggest firms in the business -- were farsighted enough to begin digging deeper into retailing a few years ago ... before the current crunch.

Boston Traders, **Nautica** and Heartland Co., whose stories were outlined in the last column (Manufacturers as Retailers, DNR, Dec. 12), began to think about creating retail environments where they could be strongly influential in bringing about the most effective kind of visual display of their lines as a whole. But they weren't interested only in additional sales. What they wanted was growth based on the effective merchandising of their total concepts.

Boston Traders, which started before the others, now has a truly encouraging tale to tell. Its experience proves that a manufacturer with a clearly fashion-oriented collection can, indeed, move into retailing, provided the firm sees this as a separate business and is fully set up, organizationally, to make it happen.

There isn't a resource in the collections business who doesn't dream of his line being merchandised in a separate area of its own. But the closest that most sources get to such an ideal is to land in a collections department where they are one of many small groupings in a large area.

Boston Traders wanted more than that. It began to talk to its retail customers about setting up separate shops within their stores. These would be real productions ... in no sense here today and gone tomorrow. They would run 350 square feet to 600 or 700 square feet. Store and manufacturer would work together to pick the spot and figure the space, to plan the layout, the decor and the fixturing, and they would work out

the amount and the kind of stock that would be carried.

Boston Traders would bring in its own visual merchandising people and its own retail merchandising expertise. It would pay, or help to pay, for the setting-up of the shop. The area would be beautiful, well stocked and well serviced. And if they needed to hire their own "sales associate" to do the servicing, so be it.

The first separate shop within a store was installed at Aspen Leaf, a nine-unit specialty chain based in Aurora, Colo. That happened in September 1986, and this column wrote about it not long afterward. At that time the separate shop was already doing $ 439 a square foot, which was more than $ 200 a square foot in excess of what the rest of the store was doing.

Today, the shop at Aspen Leaf continues as successful as always, and, in fact, is about to be refurbished by the manufacturer with a new, fresher look. Boston Traders is doing this now, even as it is working with its 19 other shops -- filling the shelves and changing (rotating) the props -- which it does regularly. At the same time, it is opening new shops in both upscale specialty stores and department stores. At least three more are planned for the first half of 1989. There are also two licensed freestanding stores carrying the Boston Traders name. And just opening is the first of the company's own stores at Tysons II Galleria in McLean, Va., followed by a second in the Gallery at Harbor Place, Baltimore. A third store is planned in the Boston area.

The two licensed freestanding stores are run by Sports Stalker, Salt Lake City, and, in Denver, by Dirk Nevins, owner of the Eagles Nest stores in Colorado.

Boston Traders admits it would like to get together with another company that's expert in retailing, which would run the retail division involving 25 to 50 stores. This could be a joint venture, and it's not denied that such a possibility is currently being explored.

Not that the company isn't doing a good job on its own. It has a full organizational setup to handle this end of the business. Steve Kline is vice-president, retailing. Heidi Bush is national sales executive in charge of shops-within-shops. Both work with Gary Cohen, vice-president, sales. Holley Designers, Fairfield, Conn., is the visual consultant.

Heidi Bush and visual consultant Jim Holley work with the stores to plan the fixturing, the lighting and the amount of merchandise, in terms of units per square foot needed to use the space optimally. Bush writes the orders and follows the sell-throughs, and traveling reps (10 of them) keep an eye on what's happening in their areas. Cooperative advertising is planned by the company and executed regionally.

Among the retailers that have installed one or more shops with Boston Traders merchandise, in addition to Aspen Leaf: Woolf Brothers, Kansas City; Frederick & Nelson, Seattle; Thalhimers in its Charlotte, N.C., unit; Bates Brothers, Stillwater, Okla.; Davidsons, Roanoke, Va.; Sons and Lady Harwell, Birmingham, Ala.; North Slope, Des Moines; Dillard's, Fort Worth, and Higbee's, Cleveland. And more shops at Dillard's in early 1989 -- in stores in San Antonio, Phoenix and Little Rock.

"Our biggest problem," says Gary Cohen, "is keeping those retail areas full, particularly in the South where specific merchandise requirements are needed."

The rewards are beautiful. A specialty store that formerly bought Boston Traders merchandise to the tune of $ 10,000 a year has just placed a $ 48,000 opening order for its new 500-square-foot shop-within-a-shop. Given 2 1/2 turns a year, this could become a $ 100,000-plus account.

Sure, they plan all the shops and pay for the construction and decoration of most of them. Certainly, they strongly influence the amount and the selection of stocks ordered for those shops. And if they make a mistake, they pay for it. But they rarely make a mistake.

They feel that the stores are glad to rely on the company's merchandising expertise in determining the mix

and the quantity of the merchandise to be bought. Boston Traders does, after all, play the major role in bringing these shops into existence. The least the stores can do is to give the company a free hand in the merchandising of these areas. And most of the stores do just that.

But won't its regular retail customers get mad when they see Boston Traders' licensed shops and the company's own stores doing business in their areas? "Not at all," says Cohen. "In fact, they'll be the ones hurting us when they run their promotions."

All in all, it's a busy and happy growth situation. Boston Traders does a volume in excess of $ 50 million, which includes its licensing and overseas business. The separate shops are projected to account for 30 percent of the volume. This includes shops-within-stores, licensed stores and the firm's own stores.

The in-shop business is constantly being threatened. Competitors, also anxious to see their goods in shops-within-stores, are naturally anxious to get Boston Traders' carefully planned space for themselves. They offer stores all kinds of incentives to "buy" the space. So Boston Traders must be topnotch at all times to hold on to its retail territory. As a result it's become stronger in every sense ... both in retailing and in manufacturing.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5600 APPAREL AND ACCESSORY STORES ; 5651 Family clothing stores

IAC-NUMBER: IAC 06940460

IAC-CLASS: Trade & Industry

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NAUTICA APPAREL, INC.,	Opposition No. 91177192
Opposer,	Mark: GET NAUTI
v.	Serial No. 78610037
MARTANNA LLC,	Filed: April 15, 2005
Applicant	

EXHIBIT A
(part 3)

Third Party Articles
1989

NAUTICA APPAREL, INC.

January – May 1989

Third Party Articles

Date	Publication	Page	Headline
1/1/89	Women's Wear Daily (WWD)	Vol. 157; No.7; p.18	Nautica names Mann sales VP
1/18/89	Women's Wear Daily (WWD)	Vol. 157; No.12; p.2	State-O-Maine period net
2/6/1989	Daily News Record	Vol. 19; No. 26, p. 52	As mainfloor goes so goes men's wear
2/13/1989	Daily News Record	Vol. 19; No. 31; p. 44	Visit with Nautica stirs thoughts of specialty stores
2/20/1989	Daily News Record	Vol. 19; No. 40; p. 34	Initial orders are A-OK for cold-weather outerwear makers
2/24/1989	Daily News Record	Vol. 19; No. 36; p. 10	Retailers set to go shopping with plenty of fall '89 otb (open to buy)
2/27/1989	Daily News Record	Vol. 19; No. 47; p. 68	Specialty stores moving over to the fast lane
3/12/1989	Arkansas Democrat Gazette		Set sail with fun nautical ensembles.....
3/14/1989	USA Today	Life section p.. 5D	Swimwear this season: Every style under the sun
3/21/1989	Daily News Record	Vol. 19; No. 57; p. 7	Rich spring harvest in Southeast stores
4/4/1989	Daily News Record	Vol. 19; No. 67; p. 6	Southeast stores increase otb on fall sweaters
4/4/1989	Daily News Record	Vol. 19; No. 67; p.1	Jackets to give added punch to main floor heavyweights
4/6/1989	Daily News Record	Section 1; Part 2; p. 50	Fashion: On the Urban Frontier
4/10/1989	Daily News Record	Vol. 19; No. 71; p. 10	Defining rugged fashion's function
4/12/1989	Daily News Record	Vol. 19; No. 73; p. 7	Young joins Nautica in visual mdsg.
4/17/1989	Daily News Record	Vol. 19; No. 76; p. 28	Rough and ready; ruggedwear clothing
4/24/1989	Daily News Record	Vol. 19; No. 81; p. 34	The new establishment; profile of prominent men's sportswear firms
4/25/1989	Daily News Record	Vol. 19; No. 82; p. 3	Macy's plans Nautica shop at flagship; Nautica Apparel Inc.
5/2/1989	Daily News Record	Vol. 19; No. 87; p. 3	Spring activewear business off to hot start
5/2/1989	Daily News Record	Vol. 19; No. 87; p. 1	Items are for spring biz
5/3/1989	Daily News Record	Vol. 19; No. 88; p. 8	Zona president, CEO of Van Baalen Pacific
5/5/1989	Daily News Record	Vol. 19; No. 90; p. 7	Charivari Japan opens
5/10/1989	Daily News Record	Vol. 19; No. 93; p. 1	Collection biz goes to Americans
5/19/1989	PR Newswire	To business desk	Orbit Instrument Corp. releases third quarter earnings

NAUTICA APPAREL, INC.

January – May 1989

Third Party Articles

Date	Publication	Page	Headline
5/20/1989	The Orange County Register	News; p. A03	Corrections
5/30/1989	Daily News Record	Vol. 19; No. 107; p. 1	Extra work goes into holiday '89.
5/31/1989	Women's Wear Daily	Vol. 157; No. 105;p. 18	State O Maine net leaps 143.7%

NAUTICA APPAREL, INC.

June – December 1989

Third Party Articles

Date	Publication	Page	Headline
6/7/1989	Daily News Record	Vol. 19; No. 112; p. 1	Designer or brand: line blurs
6/13/1989	Daily News Record	Vol. 19; No. 116; p. 3	Rugged shorts selling
6/16/1989	Daily News Record	Vol. 19; No. 119; p. 12	Van Baalen Pacific to make Nautica label ties, hosiery
6/18/1989	St. Louis Post Dispatch	Style; p. 1	Menswear American style
6/20/1989	Women's Wear Daily (WWD)	Vol. 157; No. 119; p. 1	Retailers coo over new looks in coat firms
6/23/1989	Daily News Record	Vol. 19; No. 124. p. 6	Bound by the silken thread
6/23/1989	Daily News Record	Vol. 19.; No. 124; p. 1	Holiday buying cautious
7/3/1989	Daily News Record	Vol. 19; No. 130; p. 36	Macy's to extend men's in Herald Square store
7/9/1989	The New York Times	Sect. 1; Part 2, p. 40	A real sailor's look: light and layered
7/17/1989	Daily News Record	Vol. 19; No. 139; p. 20	Outerwear biz flexing its new muscles for spring 1990
7/18/1989	WWD	Vol. 158; No. 10; p. 10	State O Maine net rises 28.9% for quarter
8/1/1989	St. Petersburg Times	Floridian; p. 1D	Bully for men's fashion
8/7/1989	Daily News Record	Vol. 19; No. 154; p. 32	Concept shops: romancing the store
8/8/1989	Daily News Record	Vol. 19; no. 155; p. 3	Main floor brands dominate B&T stores sportswear biz.
8/14/1989	Daily News Record	Vol. 19; No. 159; p. 36	Concept shops: vendors spruce up; part 2
8/17/1989	Daily News Record	Vol. 19; No. 162; p. 2	Field's new Columbus unit takes traditional route
8/25/1989	Daily News Record	Vol. 19; No. 168; p. 4	The natural suit grabs buyers at Manstyle
8/28/1989	Daily News Record	Vol. 19; No. 169; p. 18	Southeast heartland surf biz sinks
8/29/1989	Daily News Record	Vol. 19; No. 170; p. 2	SE stores expect good holiday biz
8/31/1989	Daily News Record	Vol. 19; No. 172; p. 3	Bangkok no longer a bargain
9/5/1989	WWD	Vol. 158; No. 44; p. 10	Spring lines heat up sales at Atlanta
9/5/1989	Daily News Record	Vol. 19; No. 175; p. 10	Cashing in on the brand boom
9/6/1989	WWD	Vol. 158; No. 45; p. 31	No bargains at busy Thai factories
9/7/1989	WWD	Vol. 158; No. 46; p. 10	If Lauren leaps, market could stir
9/13/1989	Daily News Record	Vol. 19; No. 180; p. 2	Spiegel sets 300 unit goal for Eddie Bauer division
9/20/1989	Daily News Record	Vol. 19; No. 185; p. 3	Activewear stores seek new hot item
9/25/1989	Daily News Record	Vol. 19; No. 188; p. 24	Main floor makers hope to grow fat on lightweight sportswear

NAUTICA APPAREL, INC.

June – December 1989

Third Party Articles

9/27/1989	PR Newswire	To Business Desk	Orbit Instrument releases year end results
9/28/1989	Daily News Record	Vol. 19; No. 191; p. 6	US natural, Italy meet in Memphis
10/15/1989	St. Louis Post Dispatch	Style; p. 1	Right here in St. Louis
10/16/1989	Daily News Record	Vol. 19; No.203; p. 30	Outerwear blows in storm of orders
10/16/1989	Daily News Record	Vol. 19; No. 203; p. 20	Rubenstein Brothers; portrait of New Orleans clothing store
10/16/1989	Daily News Record	Vol. 19; No. 203; p. 20	Maison Blanche; portrait of a New Orleans clothing store
10/18/1989	Daily News Record	Vol. 19; No. 205; p. 11	Men's biz sluggish in Southeast
10/24/1989	Daily News Record	Vol. 19; No. 209; p. 4	Leather jackets hot for Midwest stores
11/1989	WWD	Vol. 158; No. 84; p. 26	Buyers in Chicago spit spring
11/5/1989	St. Louis Dispatch	Business; p. 1E	Comeback newly enclosed mall sees broader market
11/9/1989	St. Louis Dispatch	Style West; p. 4	Down: off the slopes, on the streets
11/13/1989	Crain's New York Business	p. 3	Sailing ahead in choppy6 apparel seas
11/21/1989	The Washington Times	Part E; Fashion Life; Fashion Currents; p. E8	La Prairie cashes in on women's worries
11/26/1989	United Press International	Domestic News	People
11/27/1989	Los Angeles Times	View; Part E, p. 1	Newsmakers
12/10/1989	St. Louis Dispatch	Everyday magazine, pg. 1	A place in the sun
12/12/1989	Daily News Record	Vol. 19; No. 242; p. 1	Price cuts falling to fire up biz
12/13/1989	Daily News Record	Vol. 19; No. 243; p. 11	Columbus Ave. changes in retail mix
12/19/1989	Daily News Record	Vol. 19; No. 247; p. 1	It's crunch time for retailers
12/27/1989	Daily News Record	Vol. 19; No. 252; p. 252	Last minute sales blitz saves yule

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Terms: nautica and date(geq (1/1/1988) and leq (12/31/1989)) (Edit Search | Suggest Terms for My Search)

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Nautica names Mann sales VP; Nautica Apparel Inc.; Jeffrey Mann WWD (Women's Wear Daily) January 11, 1989

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WWD (Women's Wear Daily)

January 11, 1989

SECTION: Vol. 157 ; No. 7 ; Pg. 18; ISSN: 0149-5380

LENGTH: 98 words

HEADLINE: **Nautica** names Mann sales VP; **Nautica** Apparel Inc.; Jeffrey Mann

BODY:
NAUTICA NAMES MANN SALES VP

NEW YORK -- Jeffrey Mann has been named vice president of sales and marketing of the women's division of **Nautica** Apparel, Inc.

In this new position, Mann reports to David Chu, founder and president.

Prior to joining **Nautica,** Mann was national sales manager for Pringle of Scotland. Previously, he was director of corporate sales at Members Only and still earlier was in retailing.

Nautica, designed by David Chu, is a collection of men's and women's sportswear, activewear and outerwear with a women's showroom at 214 West 39th St. here.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 06956900

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

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State-O-Maine period net up; to split stock; manufacturer of robes and sportswear WWD (Women's Wear Daily) January 18, 1989

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WWD (Women's Wear Daily)

January 18, 1989

SECTION: Vol. 157 ; No. 12 ; Pg. 2; ISSN: 0149-5380

LENGTH: 135 words

HEADLINE: State-O-Maine period net up; to split stock; manufacturer of robes and sportswear

BODY:
STATE-O-MAINE PERIOD NET UP; TO SPLIT STOCK

NEW YORK (FNS) - State-O-Maine, Inc., reported a 12 percent increase in third quarter earnings and also declared a 6-for-5 stock split, payable Feb. 23 to holders of record Jan. 26.

Earnings in the third quarter ended Nov. 30 rose to $ 2,651,979, or 81 cents a share, from $ 2,367,014, or 96 cents. Shares outstanding increased to 3,257,747 from 2,466,495 as the result of a July 1988 public stock offering. Sales rose 19.7 percent to $ 31,289,488 from $ 26,142,162.

In the nine months, earnings increased 23.2 percent to $ 4,574,063, or $ 1.60, from $ 3,712,241, or $ 1.56. Outstanding shares increased to 2,855,953 from 2,374,955. Sales gained 30 percent to $ 58,772,676 from $ 45,189,428.

State-O-Maine produces robes and **Nautica** sportswear.

SIC: 2339 Women's and misses' outerwear, not elsewhere classified ; 2329 Men's and boys' clothing, not elsewhere classified ; 2384 Robes and dressing gowns

IAC-NUMBER: IAC 06974840

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

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As mainfloor goes so goes men's wear; mainfloor, part 2; column Daily News Record February 6, 1989

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February 6, 1989

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HEADLINE: As mainfloor goes so goes men's wear; mainfloor, part 2; column

BYLINE: Blueweiss, Herbert

BODY:
As mainfloor goes so goes men's wear

For those who consider the current interest in shops to be an intrusion in running a successful mainfloor department, it might be appropriate to look at the background for this development.

To begin with, there's nothing new or revolutionary about shops in a department store ... even in men's wear. They've always been used to highlight a designer, a collection of merchandise ... even while men's wear has been ruled by the classification business.

But the explosion of the young men's business in department stores was accompanied by the introduction of shops. To their credit ... it was suppliers ... Generra and Union Bay among them ... who saw the shop as a necessary marketing concept. With jeans igniting the explosion, young men's business had become a top-and-bottom merchandising/marketing concept.

If you recall the late 1970s and early 1980s, there was bedlam in the young men's department. Lots of customers, lots of music and flashing lights, and lots of merchandise. It was the beginning of top-and-bottom merchandising, and some manufacturing and retail executives believed the best way to make any sense out of all this was by gathering some of the merchandise together in a shop.

The fashion excitement of young men's eventually began to spread to the men's area, not only in response to demographic changes (young men getting older), but also due to the growing sophistication among mature men.

The commodity customer alone could no longer sustain the growth of mainfloor men's wear, and retailers began to shake up their resource structures to bring them in line with the changing fashion scene.

Then, as happened in young men's, there was quick expansion into more SKUs of dress slacks, jeans, casual and unconstructed bottoms, shorts, tops that included familiar sport shirts, sweaters and knit shirts ... as well as a great flow of new ideas for these tops. Plus, there was a whole world of active-driven sportswear.

It was a panorama of tops and bottoms ... and had to lead to the introduction of shops on a well-planned marketing/merchandising scale, all in the name of "focus."

Mainfloor is a critical area for the big stores in their drive for respectability in the men's wear business. What was once a commodity-inspired department enjoyed by retail management more for its profit contributions than for consumer-attracting glamour merchandise, mainfloor men's wear is undergoing a complete metamorphosis.

And it may be compelled to keep changing ... without ever reaching any final form ... as long as the consumer profile continues to evolve.

This is not an enjoyable prospect for an industry accustomed to short periods of change, followed by a longer period of living with what the change produced. The reverse is the more likely pattern imprinted upon the industry today.

Just about two years ago, McInerny's in Honolulu carved up a two-floor, 60,000-square-foot store into a series of shops. These are reported by visitors to the Hawaiian Islands to be very successful, and, they add, the concept is being rolled out to other stores. There are separate entrances for each shop, but they all share a common aisle down the middle of the store.

Included among the shops are Newport Blue, Esprit and Izod Lacoste, although Walter Kennedy, president of Izod Lacoste prefers to regard its concept as a store, and not a shop, because of its size and the breadth of merchandise presented.

While a strong case can be made for shops on mainfloor, it's very likely that exposure for merchandise in a heavily trafficked area supplies motivation for the manufacturer ... that, plus a little ego.

For the store, classification merchandising is still the way to volume business ... and shops or collection areas have become a way of highlighting the men's image and perception in a store, whether department or specialty.

Kennedy says Izod Lacoste has 47 stores (shops) in place and will add 51 by the end of 1989. If you put together all the shops or stores in place within the industry, together with those planned, you don't come anywhere near the figure representing total mainfloor men's wear volume. And it can't be repeated often enough ... department stores are dependent on mainfloor for a major chunk of their men's wear business.

All these developments bear watching, because a new concept of mainfloor men's wear is emerging, as the demographic tables and charts shift more and more customers into that area. And these are not customers who have just descended from Mars, and have no prior knowledge of the fashion scene.

The jeans' generation, which formed the nucleus of the young men's business in the early days, started shopping in malls and doing the routine from one top and bottom store to another. Jeans' shops were all over the place ... not only in malls, but also in strip centers and in freestanding locations. Department stores got in on the action, but lagged behind the independents until activewear broke open the sportswear business.

Department store's young men's areas maintained a position in jeans, but moved strongly into active-inspired sportswear as well. That changed the young men's department and made it a leader in the store's men's/young men's apparel business. It also began to affect the men's department, all of which is coming to fruition now.

The domination of shelf space across the board by the dress shirt establishment has been considerably reduced, in some cases brought down to one or two items which are played strongly by the stores. But it's the highly fragmented ... from the supplier standpoint ... sportswear business that fills much of the square footage. The challenge that devolves is whom to go to in sportswear and how long to stay with them. The stores have strong editing inclinations when it comes to the resource structure and have been reducing the list significantly. Nevertheless, there are certain names that are considered a "must" in the stores ... and mentioned frequently are Polo and Claiborne.

But there's also **Nautica,** Gant, Izod Lacoste, C.C. Sport and a number of others as well who have impressed merchandisers with their dramatic and innovative approach to sportswear. And this would also include Ellis and Klein and all the designers who are regarded as essential to a fashion statement.

It's rare that all of the shops would exist in the store at the same time. Furthermore, introduction of shops doesn't imply permanent possession of floor space, and department stores seem prepared to maintain a flexible attitude toward their resource structure.

This sets up a struggle for floor space and shelf space in the stores, more intense than when designers first brought their fashion message to men's wear. At the time they were accorded all the respect due the first messiah. But now that mainfloor suppliers have caught the essence of fashion mood needed in their real estate, stores will be hard pressed to keep order in their house ... and in the resource structure.

It probably begins with a well-balanced approach to classification merchandising and shops.

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Visit with Nautica stirs thoughts of specialty stores; sportswear manufacturer and retailer; column Daily News Record February 13, 1989

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February 13, 1989

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HEADLINE: Visit with **Nautica** stirs thoughts of specialty stores; sportswear manufacturer and retailer; column

BYLINE: Blueweiss, Herbert

BODY:
Visit with **Nautica** stirs Thoughts of specialty stores

All the current conversation about mainfloor men's wear seems to be directed at department stores and their sportswear business.

Undoubtedly, there is a strong affinity between the big stores and men's sportswear. There is also a rising interest in mainfloor shops, an interest that is associated with the large stores and the space they have available for the shop concept.

But it would be presumptuous, to say the least, to dissociate specialty stores from the sportswear business. It would also be counterproductive to ignore the growing number of specialists who are making a strong statement in sportswear ... either in a secondary role to clothing/furnishings or as the primary message of the store.

Specialty stores can't be counted out. Reports from various regional markets produce a picture of strong sales and clean inventories at many stores. It's clothing/furnishings and/or sportswear, depending on the store's point of view, that's energizing the business ... even while some observers caution that current business may be illusory.

They believe some stores overestimated their shortfall for the holiday season, and are now delighted to have been off 4 or 5 percent instead of the expected 10 ... with a strong need for merchandise to make up the difference, after having brought their inventories in line with the anticipated drop. And the many stores that went ahead are under even greater pressure to bring in fresh merchandise.

Statistics, compiled in an MRCA report, also tell an encouraging story about the specialists.

Unit volume in men's wear, based on the first nine months' results, dipped slightly in department stores over the past three years, as it has in the specialty stores. However, dollar volume at the specialty retailers moved up a respectable amount, while declining slightly for department stores.

In fact, specialists -- who were fourth in unit share of men's wear volume behind a major group of

discounters, department stores, Sears-Penney's-Ward's (in that order) -- moved up to a much closer second spot behind department stores in men's wear dollar volume.

However, never underestimate the power of higher prices in boosting dollar volume share of market ... and in maintaining the specialty stores as an attractive distribution channel for suppliers.

Strangely, there still seems to be an undercurrent of thought running through part of the industry that says specialty stores match up badly against department stores. The specialists are considered too anchored in tailored clothing and incapable of picking up the sportswear beat. This puts them at a disadvantage, thinking goes, in meeting the challenge that finds sportswear rushing along while clothing seemingly has its nose against the glass.

Actually, men's clothing, bolstered by an infusion of new silhouettes and fresh thinking, is faring rather well ... and in the case of many specialists who still make clothing their major attraction, the classification is doing exceptionally well. That, together with the productive and rewarding interest an increasing number of specialists are bestowing upon sportswear, is showing up in the revived fortunes of these retailers.

The strong showing by specialty stores has not been lost upon suppliers, many of whom have maintained a close relationship with that part of the distribution channel ... and a profitable one.

What stimulated thinking about the specialty stores was a visit with the **Nautica** team. **Nautica** is a total sportswear operation, tops and bottoms, and is also currently one of the major attractions in the sportswear market. With a mainfloor price structure and under the design guidance of David Chu, president, the company has impressed the marketplace with its outerwear, with which it entered the sportswear business in 1983 ... and with its gradually increasing merchandise mix, which now also includes sweaters, woven shirts, swimwear, sport and active knitwear, casual pants in twills, cords and other fabrications.

Nautica is a division of State 'O Maine, which is headed by Harvey Sanders, president and CEO. **Nautica's** men's wear is expected to reach $ 31 million by the end of the fiscal year, Feb. 28, and women's wear in its first year will be at $ 5 million.

Until recently, specialists made up 70 percent of the volume, but that figure has slipped to 60 percent as more department stores are added to the account list, providing a proportionatley higher volume impact than the growing number of specialty stores being added.

Rick Carmen, vice-president of sales, explains "Our penetrations of specialty stores is tremendous ... especially in the Southeast."

Another pattern of distribution he finds, this in southern California, is that as "big as the market is, specialty stores are condensed or bunched into certain regions."

Specialty stores are the biggest part of **Nautica** volume, and the company says it would like to keep it that way, although it becomes more difficult as the ratio changes with the addition of more department stores.

Chu explains, "Specialty stores are important and are part of our upscale image. Our concept is traditional ... updated ... with a similar customer base as Izod, Polo and Gant. Our basic philosophy is that product and details stem from function."

That takes Chu back to the regard in which outerwear has been held in the United States ... "Outerwear should be part of the total sportswear package, but here it has always been treated as pure functional. In Europe, it's seen as part of the total sportswear look."

Chu has maintained his respect for function (he has an architectural background) throughout the entire line, and in the case of outerwear he's made that a part of the total **Nautica** sportswear look. He believes it's necessary to know how to tailor packages for each market and still maintain a consistent theme.

Nautica has two freestanding stores in place, along with three shops in department stores ... Hecht Co., Famous-Barr and May D&F ... and expects to have seven or eight more shops by September.

For the specialty stores **Nautica** will send its visual people in and they will point out that only 150 square feet is needed to provide proper space for collection presentation.

The **Nautica** executives agree on the importance of selling as collection, but only to help develop total image and to better understand the classification. They believe "we can only make it in, and with, classification ... supported by collection, which acts as a window display."

There is a rugged theme that runs through the **Nautica** merchandise mix, which Chu says comes from a feeling for the outdoors which, in turn, provides more authenticity than when the dress code supplies the inspiration.

He adds, "The **Nautica** logo, the spinnaker, tells the story. It's related to water and world trade, and we have a global commitment to licensing and sourcing."

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 5651 Family clothing stores ; 2339 Women's and misses' outerwear, not elsewhere classified

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Initial orders are A-OK for cold-weather outerwear makers. Daily News Record February 20, 1989

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February 20, 1989

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HEADLINE: Initial orders are A-OK for cold-weather outerwear makers.

BYLINE: Sharoff, Robert

BODY:
Initial orders are A-OK for cold-weather outerwear makers

Cold-weather outerwear for fall 1989 is off to a hot start, with some jacket makers predicting sales increases of up to 25 percent.

Parka-length coats, which were surprisingly strong last fall, are among the many looks that retailers are booking in greater numbers for next fall. Also doing well in initial orders are all types of leathers and bomber-length coats.

"Fall is shaping up very nicely," said Rick Carman, vice-president of sales at New York-based **Nautica.**

"Dollarwise, we're considerably ahead of where we were last year at this point," said Marshall Gobuty, president of Toronto-based Dual Control.

At New York-based Mighty Mac, "parka-length coats -- anywhere from 32 to 34 inches -- are trending very strong," said David Haddad, the company's president. "Several retailers have told me they are going to reverse their percentages for fall and have 55 percent parkas and 45 percent bombers."

Haddad said that parkas have more of a fashion look to them today, with details such as knit collars and interesting cuffs and pocket treatments -- "We have one that has seven pockets with different flaps and bellows treatments. It's a very rich look."

Haddad said that prices are down 5 percent across the board this year, noting that the company expects a 25 percent increase.

At **Nautica,** reversible bomber-length jackets in hunter green, navy blue and bone continue to be "very strong," according to Carman. Also doing well, he said, is leather, which represented about 7 percent of **Nautica's** sales last fall but will increase to about 15 percent for this coming fall.

"Our best-selling leathers are made out of macon lamb, which is very smooth and soft," said Carman. "I don't see much interest in distressed leather right now." Shearling collars, he added, are "definitely out."

Nautica's *latest fabric innovation is Aqua-tex, a sanded poplin with a rubber coating on one side. "We're*

using it for down and transitional merchandise," Carman noted. "It's essentially waterproof."

And **Nautica** will be introducing several corduroy jackets -- a first for the company.

Prices for cloth outerwear are up about 5 percent, but leather prices are flat with last year, Carman continued. "Overall, we're looking at about a 25 percent increase."

At Seattle-based Pacific Trail, "bomber-length coats are doing well and so are slightly longer coats -- say 28 inches -- with an open bottom," said Bob Wendell, vice-president of sales.

Detailing is more important than ever on pockets and zippers, he emphasized. "We're using color as a detail on pocket flaps and collars in some cases."

"We've had tremendous success with lighter-weight, fleece-lined transitional merchandise in the last few years," he remarked. "It's opened up a whole new category for us."

Price increases vary across the line from flat to about 8-10 percent, Wendell noted. "Things are looking pretty good," he commented. "We're projecting a 12-15 percent increase."

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 2320 Men's and Boys' Furnishings

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Retailers set to go shopping with plenty of fall '89 o-t-b; open-to-buy Daily News Record February 24, 1989

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HEADLINE: Retailers set to go shopping with plenty of fall '89 o-t-b; open-to-buy

BYLINE: Palmieri, Jean E.

BODY:
Retailers Set to Go Shopping With Plenty of Fall '89 O-T-B NEW YORK -- The Northeast's warm, dry winter has given spring men's wear a fast, strong start.

The spring surge comes on top of a strong end to the fall 1988 season. Specialty store retailers will be coming into the market here Sunday for the four-day NAMSB Show at the Jacob K. Javits Convention Center with their briefcases filled with fall '89 open-to-buy.

Leading the early spring surge in business, stores report, are shoppers seeking exciting fashion merchandise. Leathers, fancy neckwear and sweaters, updated lightweight clothing lines, and sportswear from **Nautica** and Trekka have been top sellers so far this spring, according to the retailers surveyed.

Looking ahead, stores believe that unless inflation worsens significantly, business should continue to be good for the remainder of the year. This is evidenced by the aggressive buying attitude most stores have adopted for fall.

One difference in buying patterns this year, however, is that markedly higher prices have caused stores to cherry-pick items that will tempt consumers to the cash register.

John O'Neill, executive director of Clothiers Corp., reports, "A lot of our stores had a letdown in January but we've gotten some super reports on February business."

He continued, "The stores all have open-to-buy to spend and it's a really good time for the NAMSB Show."

Christine Pedote, a buyer for Clothiers, added that regardless of price, leathers are hot. Other important sellers for stores so far this year include better clothing, fancy neckwear, fancy sweaters and the **Nautica** and Trekka sportswear lines.

"Stores are coming in with a great attitude for fall and the buyers aren't holding back," she continued. "But they will be very selective in what they buy. They can't buy an entire collection -- they have to cherry-pick to find better novelty items that the department stores don't have."

For fall, she said, top lines include Boston Traders and Calvin Klein. "The sport coat business is slowing down," she added, "because sweaters are so hot. A man would rather buy a terrific-looking $ 150 sweater

than a sport coat right now."

Also optimistic about the future is Paul Ostrove, vice-president of Paul Stuart. "We've gotten a lot of interest in fashion merchandise so far this year. That's the merchandise you have to get in early," he said. "The basic customer isn't shopping yet."

"I think it will be a good season," he added. "We're optimistic about 1989 as long as they (the consumers) hold up to the prices. But our customers are pretty conditioned to high prices, so it should be a good year."

Also unconcerned about rising prices is Michael Cutone, president of Allure men's wear store based in Philadelphia. "Our business so far has been great," he said. "We've been selling spring since December. So far, Byblos, Verri Uomo and Claude Montana are doing well -- in fact, all of the collection merchandise and better clothing lines are selling. We haven't seen any resistance to the higher prices."

For fall, Allure is purchasing even more aggressively than in past seasons. "We're going to be expanding the store so we bought even more," Cutone said.

"From all indications so far," he added, "we're expecting very good things in 1989."

Like Cutone, Marvin Josephs, president of the Pittsburgh-based Coach House men's store, reports spring sales so far have been strong. "We've seen some advance clothing buying and action on outerwear lines," he said.

Josephs did admit he was cautious about the remainder of the year, however. "If interest rates go up, it will slow business down and the consumer will be more cautious," he said.

Neverthless, Josephs plans to purchase aggressively for fall.

Alan Bilzerian, owner of Alan Bilzerian specialty store in Boston, bemoaned the lack of excitement in the European fashion market. "There weren't many innovative things in Europe this year," he said. "The prices are high because the dollar is still weak, but the biggest problem is the lack of newness. There are no new fabrics or colors -- we need something to ignite the fire." As a result, Bilzerian has added new lines such as Dries Van Notten.

In addition to new manufacturers, Bilzerian has also launched a wholesale collection. "It's the ignition to get people interested in a new style without the big price whack," he said.

Bilzerian reports that his company recently completed "the best sale we ever had." Looking ahead, he added, "We're trying to be optimistic. But I think the growth will come only in designers that have watched their price points."

GRAPHIC: Photograph

SIC: 5611 Men's & boys' clothing stores ; 2320 Men's and Boys' Furnishings ; 5651 Family clothing stores

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Specialty stores moving over to the fast lane; column Daily News Record February 27, 1989

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February 27, 1989

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HEADLINE: Specialty stores moving over to the fast lane; column

BYLINE: Blueweiss, Herbert

BODY:
Specialty Stores Moving Over to the Fast Lane

Something's been happening in the world of men's specialty stores, and is now reaching proportions that give it unusual significance and importance in the marketplace. It's the kind of evolving process that produces mileposts and watersheds.

You could pick it up at the MRA convention two weeks ago where a drop in the number of exhibitors and a low retail attendance signaled a further break in the longstanding relationship between the suppliers and the very fine specialty stores which had long been considered the backbone of the industry. That recognition shifted sometime ago over to the big department store groups and mass merchandisers.

But the retailers who came to Chicago for MRA are a different breed than those who have regularly turned up for these meetings just because it's their convention. The same faces and names, but they talked a different language. They talked sportswear, and about new customers and young customers. They had no difficulty pronouncing Trekka, **Nautica,** Tricot, St. Rafael and others new to their dictionary.

There is a sense of the beginning of a break with the old guard ... whether it's the 1290 clothing regulars or the furnishings-sportswear establishment scattered around the country. There is nothing final about this development, but we are witnessing a change in the resource mix which is going to alter the merchandise mix.

It's no sudden and complete displacement of the old resources, with the new now settling in. Some of the old have been to the fashion fountain of youth ... and some of the new can age rather quickly.

The specialists are responding to change by creating a fashion identity they hope will be more attractive to the younger customers they must have, as well as to the fathers they already have.

This doesn't mean walking a tightrope, much as it may sound that way.

Every year brings greater numbers of customers into the marketplace who represent a generation of new shoppers. It's not just fresh money for shopping they bring, it's also new attitudes about the way to dress. Those waiting for "back to normalcy" will find these events are no aberration in the fashion scene.

What's happening is normal for the end of the 1980s, and into the 1990s.

This became obvious in conversations with retailers at MRA, as well as at Designers' Collective last week.

During the MRA seminar, attended by several hundred specialty store executives, Henry Berlin of Berlin's in Charleston, S.C., asked why DNR was paying so much attention to the sack suit, which represents a small percent of the business. There was applause which measured about three on the Richter scale.

The response from DNR and from the floor, with Larry Levy of Field Brothers also answering, was that "retailers are constantly searching for new ideas, and the sack suit in its various interpretations is a fresh approach to the clothing business. Innovation must be reported to the industry."

There was applause which registered about six on the Richter scale.

In subsequent conversations with retailers, both in Chicago and at Designers' Collective, it becomes clear that the sack suit is another welcome step in retailer efforts to bring their merchandise mix in tune with the customer base they seek to establish. By changing a resource structure that has been set in concrete for years, the specialty stores are making their move for a new customer base ... in sportswear and in clothing.

At the Collective, Ira Segel, president of Mr. Sid, Newton Centre, Mass., says of the sack suit, "We have been doing interpretations of our own, using our own label on a model made in Canada and another from Italy. It's meant to be a young directional look, but much of its acceptance has to do with proper selection of pattern, fabric, color ... so as not to conflict with regular clothing.

"It's selling as we show it, and is about 5 percent of the clothing business."

Mr. Sid is a 25,000-square-foot store, two levels, with more than 2,500 suits hanging on the main floor. A special shop area has been added, Studio 1211, for both Ferre and Armani.

There are many specialty retailers like Mr. Sid, who have always been in the forefront of fashion change. They know where the changes are coming from, or they find out very quickly. Their presence at Collective is more in response to their sportswear needs ... lots of beautiful sweaters and outerwear shown ... than to clothing, which has no strong presence at the show. But their reputations have already been established at the top of the better clothing business through resources like Armani and Zegna ... Oxxford, Hickey-Freeman, Norman Hilton.

Specialty store executives now have a much broader vision of their business than has been customarily identified with that independent store group. Not too long ago, the better specialist, except for a Louis of Boston or Wilkes Bashford and others, narrowed in on a customer base that was updated traditional or contemporary ... and usually contemporary meant European.

The scene has changed. The sack suit doesn't frighten or challenge the specialists who view it as a welcome addition to the growing acceptance of an international look. That's to be expected as designers on both sides of the Atlantic borrow ideas from each other. Out of this has come what Bob Rosenbacher of The Hub stores, Raleigh, N.C., calls refined contemporary, to go along with updated traditional.

He says there's an international look today that allows a customer to feel comfortable here in the U.S. or while traveling in Europe. What might distinguish a refined contemporary from updated traditional is that the one is 21 inches point to point in the shoulder, while the second could be 19 1/2 inches ... in a 40 regular.

What is most impressive about a growing number of specialty stores is that they're taking on the A type department stores whose strength is in sportswear, by going after a sophisticated sportswear customer. This customer, in turn, is setting the stage for some radical moves in clothing which are changing the character of the entire store ... and of the resource structure.

Or it could be the other way around, with change and updating in the clothing statement bringing in new and younger customer . . . compelling revision in the sportswear picture.

The sack suit is more than just a symbol of change taking place in men's wear. It must also be understood in terms of a customer base that has been rejecting values of the older generation since the eruption of jeans as a mainstay of the young men's wardrobe.

Now that customer is older and coming back home . . . to some extent. They may not be as flamboyant as they once were, but they still view their lives through the experiences of the past three or four decades.

Customers who accepted, and found fashion comfort in the oversized look, are ready for all kinds of change.

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Terms: nautica and date(geq (1/1/1988) and leq (12/31/1989)) (Edit Search | Suggest Terms for My Search)

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SEE END OF TEXT Set sail with fun nautical ensembles MARDI BLISSARD Features When spring sets out on a sea cruise, everyone leaves port in one of two ways, either as uniformed sailors or as well-heeled travelers booking first class passage. Arkansas Democrat-Gazette (Little Rock, AR) March 12, 1989, Sunday

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Arkansas Democrat-Gazette (Little Rock, AR)

March 12, 1989, Sunday

LENGTH: 728 words

HEADLINE: SEE END OF TEXT Set sail with fun nautical ensembles MARDI BLISSARD Features When spring sets out on a sea cruise, everyone leaves port in one of two ways, either as uniformed sailors or as well-heeled travelers booking first class passage.

BODY:
When spring sets out on a sea cruise, everyone leaves port in one of two ways, either as uniformed sailors or as well-heeled travelers booking first class passage.

In either case, the object is to have fun, and designers do just that when they interpret the nautical theme in all its guises.

Lines such as **Nautica** are inspired by the simplicity of the sea: clean lines, bold color, and an unwavering belief that clothing should be as relaxed and carefree as a day on the water.

The sailor's point of view is espoused by makers as diverse as Lanvin of the Paris couture and Seventh Avenue's Gene Ewing for Bis.

From Lanvin, real bell bottoms in white are the basis for a suit topped by a cropped white jacket trimmed in navy blue. Though the designer is French, he caps off the look with a white sailor's hat in a nod to the U. S. Navy.

Gene Ewing Bis puts out to sea as well this spring in a selection of sailor styles including a white- wash denim jumpsuit with sailor collar, navy buttons and stripes at the cuff of each sleeve.

Also from Bis, a V-necked, short- sleeved top with rope trim is paired with a rope-bordered sea pant with a high waist and extremely wide legs.

No self-respecting sailor would be without his pea coat, so Bis meets that requirement with fashion's version in sunwashed denim. It tops a ribbon-trimmed skirt and anchor tank top.

From Adrienne Vittadini Sport, sailors can shape up to ship out in white pants and matching cotton top with a navy scarf collar.

Mark Eisen sends out a message about ship-shape style with his cropped white jacket and pants printed with ship flags.

From Albert Nipon, the statement takes the form of a navy coat dress with sailor collar, white braid and double-breasted buttons.

Carolyne Roehm likes her swabbies in working garb, a red, double-faced wool scoop neck box jacket over a

navy and white striped jumpsuit.

But for officers, Eleanor P. Brenner updates the nautical look for spring '89 in sophisticated black separates that rate a salute. Her silk dupioni pants are crisply pleated while gold buttons trim the white silk epaulet workshirt.

Nautical styles also mimic the mode of dress of the idle rich of the Great Gatsby era who once summered at Deauville or Newport or took long ocean voyages just to kill some time.

This spring, designers are resurrecting those refined nautical styles at all price points, so you don't have to be a trust-fund baby to sport the look.

Regina Porter's recommendation for sea cruisers is a cool, crisp and comfortable cotton poplin blouse with patch pocket and embroidered crest. Worn with a matching full skirt, it merits its wearer first- class accommodations.

Passengers will love Chaus' classical nautical fine-gauge cotton sweater and striped skirt. The navy sweater with white insert, banding, gold buttons and striped crepe bow will get the attention of everyone on board.

Sea cruisers will also want to pack their steamer trunks full of summer whites trimmed in navy for the ocean voyage. Among their choices will be Chetta B's white linen sailor suit with navy piping and buttons or Joan Martin's white pleated dress under a cotton knit blazer with contrast piping and emblem pocket.

Perhaps the most retro of nautical styles comes from Antony Moorcroft, who pairs white pedal pushers and tank top with a white elongated jacket piped in navy and bearing a crest. Add a wide- brimmed straw hat and a chiffon scarf and you could be dressed for a bon voyage party today or 50 years ago.

And dressed this way, you're bound to have smooth sailing for spring, even if you never go near the water. PTION: A modified middy by Gene Ewing Bis, $166, ships out with matching skorts, $80, just the thing to pack for a sea cruise from Kristen Chase. PTION: Miss 1 Tone's striped pants pair well with a tunic-sized T-shirt printed with sailors wearing sunglasses, $74 for the set. The two pieces are great spring wardrobe possibilities from Possibilities. PTION: A spring salute to nautical styles begins with this black and white spectator look in a crepe jacket with epaulets and military stripes and a white skirt by Bichon, $200. The suit and hat are from Janelle's. PTION: Batten down the hatches in this cream pullover sweater with nautical crest, $80, and ship-shape black and white checked pants by Paul Stanley, $120. The sailor-style ensemble is from Elle Lifestyle.

LOAD-DATE: August 28, 1996

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Swimwear this season: Every style under the sun USA TODAY March 14, 1989, Tuesday, FINAL EDITION

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USA TODAY

March 14, 1989, Tuesday, FINAL EDITION

SECTION: LIFE; Pg. 5D

LENGTH: 342 words

HEADLINE: Swimwear this season: Every style under the sun

BYLINE: Shawn Sell

BODY:
What gives?

"Men want a presence among the crowd - they want to look good," says Tom Julian, associate fashion director of the Men's Fashion Association in New York.

"Regardless of a good or bad body - guys want something that works at many levels."

Overwhelmingly, the consensus seems to be in favor of boxer shorts. And although proper swim shorts are designed specifically for sun and sand, many men hit the beach in their boxer underwear. (For maximum modesty, it's best to layer them over other underwear or a bikini.)

"Traditionally it's function vs. flash," says Roger Yost, director of marketing for Jantzen. "Men don't care about the fit like women do," claims Yost, "but they do want a swimsuit to double as a sport short." Pockets are a must, he says, as are vents, contemporary colors - "not absurd prints" - and durable, lightweight fabrics.

Prices, another consideration for the male buyer, are "modestly up" this year. On average, they range from $ 25-$ 35 for boxers, $ 15-$ 25 for briefs/bikinis, $ 30-$ 35 for fitness shorts.

That's not to say there aren't bikini devotees. "There is a fashion speculator out there," says Yost, "the one who buys the briefs and bikinis."

"Finally, men are more comfortable wearing brief suits," says Barbara Van Camp of Speedo. "Boxers don't cut it when you're lap swimming."

While boxers are being cut fuller, bikinis are getting briefer - this season's hottest seller is 1 inch wide on the hip, three-fourths of an inch for those who dare to be bare.

But "swimwear has moved away from the bikini to a short cut," says Nick Graham, designer for Joe Boxer. "It's not as flattering as the brief, but a lot of active guys, like surfers, don't care."

"Most men like classics, so we add new twists," says David Chu, designer for **Nautica.** "The bikini is fashionable, but boxers are the most popular - they're a cross between everyday shorts and functional swimwear."

Whatever you choose, designers are offering a variety. On this page, a look at the best.

GRAPHIC: EAR PHOTO; color, Jantzen (Fashion, Swimwear, Men); PHOTO; color (Fashion, Swimwear, Men); PHOTO; color (Fashion, Swimwear, Men); PHOTO; color (Fashion, Swimwear, Men); PHOTO; color (Fashion, Swimwear, Men); PHOTO; color (Fashion, Swimwear, Men)

CUTLINE: NAUTICAL LOOKS; The basic boating look returns with gale force as stripes and color blocks interplay on traditional hues of red, white and blue - as in this racing brief from Jantzen. Yellow is the accent on styles ranging from jackets to boxers banded in navy motifs. For those who dare, try seaworthy suits highlighted with crests, braiding and gold buttons. Old-fashioned, one-piece suits, done in Lycra, hit the scene again, too. CUTLINE: OUTERWEAR; LEFT: Versatile shorts, clingy muscleman T's, and roomy cotton shirts can be worn as coverups over skimpier suits or as wear-in-the water togs, as in this look from Jockey. To-the-knee Lycra bicycle shorts, once only for fitness-crazed marathoners, are also big for the beach now. "Fitness looks are what's happening for guys active in water sports," says Jeff Williams, vice president of Body Glove. Basic black is de rigueur, color comes with splashes of neon-bright designs. CUTLINE: NEW FABRICS; RIGHT: Although nylon blends and Lycra still make up a major portion of the market, a new fabric treatment - manufactured under the names Supplex and Tactel - have revolutionized men's swimwear. These color-blocked boxers from Jantzen sport the new treatment (also known as laundered nylon), which transforms nylon into a more durable, comfortable fabric by making it feel and act better than cotton. They are lightweight, dry quicker, are water repellent, and absorb dyes better, creating more brilliant colors. CUTLINE:PRINTS; Solid colors are still cool, but prints make a nostalgic statement this season. As part of the '60s influence, top-selling patterns range from peace signs and happy faces - like these from Joe Boxer - to colorful pop-art prints, geometric designs and batik prints. CUTLINE: NEON BRIGHTS; Neons just keep getting hotter: Check out these chartreuse-striped Body Glove fitness shorts. This is the year for acid brights - go wild with flaming orange, h

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Rich spring harvest in Southeast stores. Daily News Record March 21, 1989

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March 21, 1989

SECTION: Vol. 19 ; No. 57 ; Pg. 7; ISSN: 0162-2161

LENGTH: 552 words

HEADLINE: Rich spring harvest in Southeast stores.

BYLINE: Lloyd, Brenda

BODY:
Rich Spring Harvest In Southeast Stores ATLANTA -- Men's retail sportswear sales are going great guns this spring in the Southeast, which has been graced with early springlike weather.

The best-seller list is topped by all-cotton knit tops and woven shirts and shorts.

At Jackson, Miss.-based McRae's, which has 28 department store units, March mainfloor sportswear sales were up 36.9 percent through last weekend, said Max Allen, men's divisional merchandise manager. However, for the full month, he anticipates gains of about 15 percent. The strong gains were attributed to an early spate of warm weather.

McRae's brought in more spring sportswear earlier than ever before, mostly because Christmas sales drained inventories, Allen said.

Gary Roberson, McRae's buyer of men's mainfloor sportswear and activewear, said his top sellers so far are private label all-cotton knit pique and interlock knit shirts, and the Bask collection of all-cotton oversized tops and updated walk shorts. Roberson also noted that private label woven tops are performing fairly well.

He said that McRae's has intensified the sportswear departments by expanding its resource structure, especially knit tops.

Meanwhile, Jerry Mansour, vice-president and sportswear buyer for G. Mansour's, a better men's wear store based in LaGrange, Ga., with two units, said that the store is "doing extremely well with Tommy Hilfiger, especially with the buttondown oxford shirts and allcotton cardigan sweaters, and his walking shorts; and with collections by Polo, Ralph Lauren, Claiborne, and **Nautica.**" Gant is also selling well, especially its Salty Dog collection of pre-washed shorts and tops.

Mansour's private label lines, G. Mansour's and Wickets, have shown strong sales in mainfloor sportswear. The store is, in fact, increasing private label in sport shirts, shorts, slacks, and knit tops.

Shorts and tops in beachwear lines have been exceptional performers, largely because of college spring break, he said.

Best-selling brands include Quiksilver, Gotcha, Body Glove, and Pacific Coast Highway, especially the neon

looks; and Mansour said that tie-dyed looks are "walking out of the store." Lycra spandex biking pants with bright stripes by Nike and Reebok are strong sellers; and swim suits by **Nautica** -- its three-quarter length with block striping -- and by Bugle Boy -- its fluorescent colors -- are strong sellers. Jantzen's swim trunks that reveal a pattern (such as sailboats) when wet are another strong seller, Mansour said.

Mansour said that sportswear sales increased 8 percent in January, 7.5 percent in February, and are expected to increase 9.5 percent in March. He said he brought in a lot of spring goods early this year -- late January instead of late February -- to tie in with spring breaks and an early Easter. He has not reordered yet.

Larry Greer, men's divisional merchandise manager of A. V. Wray & Sons, Shelby, N.C., said, "We're starting to sell mainfloor sportswear because of the (warm) weather we've had."

For the store, which operates three men's and women's apparel stores, hot sellers are pleated casual slacks from EZ's by Haggar and all-cotton knit tops by Izod and Cross Creek. It's still too early to sell many shorts and swim suits there, he said.

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Southeast stores increase o-t-b on fall sweaters; men's apparel retailers Daily News Record April 4, 1989

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April 4, 1989

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HEADLINE: Southeast stores increase o-t-b on fall sweaters; men's apparel retailers

BYLINE: Lloyd, Brenda

BODY:
Southeast Stores increase O-T-B on Fall Sweaters

ATLANTA -- Many Southeastern men's wear specialty store retailers are banking on another hot sweater season next fall and are taking away buying dollars from tailored clothing or collections to increase their sweater purchases.

Buyers attending the Men's and Boy's Apparel Market, which is co-sponsored by the Southeastern Men's and Boys' Apparel Club, are also reordering spring items that are already hot, such as shorts and T-shirts. The show wraps up its three-day run today.

While some spring items have already taken off, early spring sales results were mixed among retailers questioned -- ranging from 4 percent lower in March to an increase of 18 percent.

Most of these retailers also gave a thumbs up approval to the Mart's recently-completed $ 43 million expansion that devotes an entire floor to men's apparel.

In discussing current business, Danny McElhiney, owner of McElhiney's Men's Shop, Mckenzie, Tenn., said Easter sales were strong and sales rose 18 percent in March. He expects a strong spring and summer.

He plans to increase his inventory of fancy sweaters this fall by 10 to 13 percent and will take dollars away from sport coats and suits to do it. "We had a fantastic sweater year this past year," he explained.

McElhiney, who does all his buying at the Atlanta market, is finishing back-to-school by booking T-shirts and white-washed jeans -- both indigo and black. For early fall, he's booking denim from Bugle Boy, and active sportswear from Ocean Paciic and Catch-it, as well as twill and canvas casual slacks, knit sport shirts with turtle and mock-turtle necks. He said he is reordering denim shorts, Lycra spandex biking shorts, and T-shirts for spring.

Al Thompson, owner of the four-unit Thompson Fine Fashions chain based in Bay Minette, Ala., reported his March sales were equal to a year ago. Thompson is re-ordering shorts, which are selling well despite slow deliveries, he said. He's also ordering short-sleeve knit shirts, bright fancies and solids for Father's Day, and following up with his best-selling resources, such as Bugle Boy, for new spring items.

Thompson said he has already booked most of fall but is checking boys' lines "to make sure I'm covered" and booking a few more sweater lines. Sweaters were fair last year, he noted, because the weather was so warm in his area.

He said he is looking for lines that will differentiate his store from those in an outlet mall there. Although he is pleased with the Mart's expansion and continuing efforts to provide a wider variety of resources, he said that a "real weakness" is that there weren't enough West Coast resources.

Alan Bitterman, owner of Accent, a young men's store in Albany, Ga., noted that even though Easter fell in march this year, the early date did not give his customers enough time to shop.

Bitterman said he is booking reorders of shorts, short-sleeve knit shirts and T-shirts for immediate delivery and is looking for new resources. For back-to-school, he's booking white-washed denim, canvas and twill jeans, and short-sleeve knit shirts for fall. he's also booking Bugle Boy casual tops and bottoms for holiday, as well as sports-wear coordinates from other resources. He said he was spending a small percentage of spring open-to-buy here, and about 10 percent of fall.

Rick Livingston, owner of Russell's, Inc., Eustis, Fla., said he is booking fashion jeans and casual as reorders for immediate delivery, and sweaters and long-sleeve knit shirts for fall. But, he is not increasing sweater invetories, and was spending "very little" of his open-to-buy dollars here.

Livingston said his spring sales are fair, down slightly so far.

Ginny Toole, owner of Ivy Men's Shop, Conyers, Ga., said she is reordering fashion woven shirts and chambray, elastic-waist slacks from Creekwood for her better men's store. For fall, she is booking casual active shirts and bottoms from Greenline, traditional casual tops and bottoms from Creekwood, wool and polyester/wool blend slacks, **Nautica** outerwear and warmups. She had already bought sweaters, but said she increased her inventory because they sold so well last year.

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Jackets to give added punch to mainfloor heavyweights; men's apparel Daily News Record April 4, 1989

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April 4, 1989

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HEADLINE: Jackets to give added punch to mainfloor heavyweights; men's apparel

BYLINE: Orgel, David

BODY:
JACKETS TO GIVE ADDED PUNCH TO MAINFLOOR HEAVYWEIGHTS

NEW YORK - Jackets will lift mainfloor sportswear to a new level in the 1990s.

Manufacturers accustomed to designing sportswear around sweaters are already discussing how to gear their merchandise for softly constructed sport coats and suits.

They see jackets - which will be an integral part of the Dress Code for the '90s-providing opportunities for multiple sales of shirts, slacks and other sportswear items.

For now, sweaters continue their dominance in mainfloor. But as the sweater market embraces dressier looks, notably cardigans, many observers view jackets as the next logical step.

Philip Molinari, senior vice-president of Bugle Boy Men, said that "right now sport coats represent a small portion of our line, but they will absolutely become more important going into the 1990s, and all mainfloor firms will have to design other classifications to address that trend."

Designer Tommy Hilfiger concurred: "Eventually, sport coats will become a staple as well as a fashion item, and mainfloor resources will have to design their products in light of that trend, so there's a new niche for mainfloor."

Naturally, most mainfloor classifications resources won't actually produce jackets. But they are trying to gauge how jackets will affect their businesses. For instance, sport shirt resources are now debating which knit and woven styles will work best with jackets.

Sport shirt manufacturers pointed to many shirt styles that could gain from a sport coat trend. Knit shirt styles such as T-shirts, turtlenecks and mock turtlenecks stand to gain most, vendors said. And woven shirts, particularly dressier styles, would also be buoyed. In fact, resources agreed the quintessential shirt to accompany a jacket is a buttondown oxford that alternates as a dress shirt or a sport shirt. Other appropriate woven styles include brushed chambray shirts, cotton shirts with plaid patterns and white-ground shirts with simple stripes or small patterns.

Thus far, the jacket bandwagon has yet to reach mainfloor classifications departments. It is currently

moving into high gear at updated collections resources such as Ruff Hewn, Claiborne, Hilfiger and British Khaki.

But a wide range of mainfloor resources are closely tracking the movement of jackets. These firms include Boston Traders, World Island, Arrow, Megastar, Bugle Boy and Gant.

For World Island, a mainfloor sportswear collection, a trend toward jackets would boost many other classifications. "The unconstructed jacket will become more important in coming years, and it may find a place in our collection," said Ellery Gordon, managing partner. "The trend may help some of our existing items as early as spring 1990. For instance, with the uncostructed sport coat becoming the alternative to lightweight spring outerwear, it can be worn with our mock turtlenecks, T-shirts, oxford woven shirts, cotton plaid shirts or brushed chambray models. In fact, because jackets are so versatile, they can be matched with any shirt styles that happen to be hot, further boosting shirt sales."

Boston Traders is playing up cardigan sweaters for spring 1989, but Gary Cohen, vice-president of sales, said cardigans may represent the precursor to jackets because dressier looks are taking hold. "A jacket trend would boost those shirt styles in our line that are dressy and sporty at the same time--such as linen/cotton wovens in fine weaves with dobby treatments," Cohen observed. "Those shirts could be buttoned all the way up to accompany a jacket. And if jackets really take off, we'll have to expand into new knit shirt categories, such as shirts constructed of fancy fabrics including cotton lisles or linen/cotton blends."

The Arrow Co. also sees the potential for multiple sales of sport shirts arising from a jacket trend on mainfloor. But Dale Jewell, vice-president of merchandising, said the big question is where retailers would display the jackets.

"If jackets were located in or near sportswear departments, they could fuel sport shirt sales, but if they were placed in clothing departments, they might not have the same impact for the mainfloor customer," Jewell said.

Sport shirt firms, he emphasized, shouldn't dictate which shirts go with which jackets -- "Any number of shirts could be worn with jackets, but I think the consumer has to make that decision."

In the opinion of Terry Conway, executive vice-president of Megastar, the mainfloor customer with more of a young men's orientation would prefer to wear his jacket with shirts that brandish textured looks -- from dobbies to jacquards to tone-on-tones. Conversely, Conway said, the more mature man would build a preppie look around a jacket, preferring a dressy, buttondown oxford sport shirt. Megastar's young men's line is Le Tigre, and its men's line is J.J. Cochran. The corporation's Private Line division produces soft-shouldered clothing.

Jay Friedman, president of Gant, pointed out that consumer preferences on what to wear with jackets probably vary widely. "For instance, a man who prefers updated traditional styles would go for a plaid sport shirt with khaki or washed twill pants," Friedman said.

Although men's wear is embracing more elegant looks, Gant has never left the dressier sector of the business. Friedman noted a revival of interest in the dressier portions of Gant's line. The dressier colors are burgundy, hunter, navy and plum. Dressier styles include plaid shirts. These shirts are increasingly displayed in packages on the main floor, compared with just a few seasons ago when hanging displays were the rage, Friedman said.

As mainfloor discusses the possible effects of a jacket trend, many updated collections resources are already in high gear with the jacket trend. Many found the need to include jackets in their collections, and they geared shirts and other categories to go with the jackets.

For instance, Ruff Hewn will place more emphasis on unconstructed sport coat styles for cruise/spring 1989, said Sue Conway, vice-president of sales. Explaining Ruff Hewn's approach to this market, Conway

quipped, "The urban hunter has gone dressy. We're now more serious about unconstructed jackets."

Ruff Hewn's approach to the jacket business involves "a jacket that has weathered twill or canvas fabrics, is unstructured, belted in the back, perhaps with bellows pockets, and washed, to display Ruff Hewn's rugged look."

Conway stressed jackets will produce far more variations in the way men dress, prompting more sales of other sportswear categories. "For example, jackets can be accessorized with a plaid woven shirt, or a buttondown dressy shirt, knit tie and khaki chinos," she said. "A range of knit shirt styles also work with jackets, and we're offering polo knits that feature our crest, turtlenecks, striped knits and other models. it's refreshing to see men become less stiff in dressing."

The sport coat trend will grow -- and eventually reach mainfloor -- because jackets can be worn on more occasions than cardigans can.

At British Khaki, Robert Lighton, principal, said jackets are only about one year old in his sportswear collection. "For spring 1990, we are offering linen and linen/cotton jacket styles, fully lined but semi-constructed, with S-M-L sizing," Lighton said. "The jacket business isn't yet as good as I'd like, but it will improve once we make more of a presentation, beginning in the spring."

Some collections resources are just on the verge of introducing jackets. **Nautica,** which has thus far avoided sport coats in favor of rugged outerwear, is mulling the introduction of jackets, said Rick Carmen, vice-president of sales.

"As **Nautica** builds its international licensees in Europe and Japan, the line takes on more of an international appeal, which means we'll have to look further at the dressier sport coat trend," Carmen said. "It would most likely take the form of casual jackets that are unconstructed."

And the big bonus from jackets would come in the form of multiple sales of items to be worn with jackets, he said. "Our customer might purchase a poplin shirt for a dressy dinner occassion, and a plaid, brushed flannel for a weekend in the country. Both would be worn with the jackets."

Claiborne has been one of the prime proponents of placing jackets in sportswear collections. "A sport coat is no longer a dressy element. It's now another piece of clothing that can be dress-up or dressdown," said Michael Hogan, vice-president of men's wear design.

GRAPHIC: Photograph

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Men's retail business gets buffetted during March; retail sales survey Daily News Record April 6, 1989

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HEADLINE: Men's retail business gets buffetted during March; retail sales survey

BODY:
Men's Retail Business Gets Buffeted During March

NEW YORK -- Men's wear retailers are hoping spring woes are behind them, following a disappointing March.

Last month's downturn reversed the strong men's sales gains that began with the Christmas season.

Among findings from nationwide reports: . East Coast and Midwest retailers suffered most. . Slow deliveries hampered the performance of sportswear collections. . Clothing sales were spotty, but dress furnishings showed broad-based volume growth. . A few stores were rethinking bookings in light of sluggish sales. . Many stores were hopeful about a pickup for the last part of spring. . A few sportswear items bucked the downward trend with unabated sales growth--especially shorts, T-shirts, swimwear and activewear.

Leading the reports of sluggish March business were Northeast retailers. They were hardpressed to pinpoint the reason, but nearly all agree that March business was dismal.

After leading the store for the past few seasons, men's wear has experienced a shift for the worse, retailers report. Late deliveries, an early Easter and higher clothing prices were all mentioned as the culprits.

The disappointing results may soon lead to markdowns, department and specialty stores fear. As one executive put it, "We didn't plan for our inventory levels to be where they are now. We have to plan for the flow of new goods so we're going to have to do something."

Although overall sales are off, stores note that cotton sweaters, shorts, T-shirts and activewear have all performed well.

A spokesperson for a large Northeastern specialty store chain, who asked not to be identified, believes "there's a case of sticker shock out there in the case of clothing." Prices on some natural fiber suits have risen 40 percent in some cases, he added.

One New York-based department store executive noted that the sales dip didn't affect the company as a whole but it did hit men's hard. "Women's has been fantastic, but we're not seeing strength anywhere in men's," he said. "We had strong pre-Easter business but it faded after that."

Another department store merchandiser blamed the flat sales on a lack of traffic.

Mohammed Khan, divisional merchandise manager for men's wear at Bonwit Teller, blamed slow deliveries for a downturn in sales. "Most of our merchandise comes from Europe and we've had a hard time getting it," he said. "But when it finally came in, business shot up."

Last, weekend, business was "phenomenal" leading Khan to be optimistic about April. Top sellers include neckwear, couture European designer merchandise, lightweight sweaters and washed silk goods in addition to the Polo and Joseph Abboud lines.

Howard Coleman, senior vice-president of merchandising for Hess's Department Stores in Allentown, Pa., noted that although men's wear did not lead the store over Easter, it was running slightly ahead.

Some bright spots included double-breasted suits and sport coats, knitwear, dress shirts and neckwear.

At Strawbridge & Clothier, Richard Ameisen, divisional merchandise manager, noted poor deliveries on collections cut into the performance of many lines. Ameisen, however, is optmistic about overall results for the season.

Joseph Gromek, senior vice-president and general merchandise manager of men's wear at Saks Fifth Avenue, admitted, "March was a difficult month."

Although sales of men's tailored clothing have been "inconsistent," he noted that french cuffs and dress shirts, designer sportswear, shorts and T-shirts and activewear sales have been good.

Ira Segel, president of Mr. Sid in Boston, also reported that March business was "very sporatic." Still, a pickup in business toward the end of the month and on into April has led this retailer to be optimistic going forward.

IN THE MIDWEST, retailers said business was unexpectedly strong in February, but leveled out considerably during March. Most expressed optimism for the balance of spring.

At Minneapolis-based Dayton Hudson, March was slow in comparison to February, said men's vice-president Bill Hart.

"We got zapped in Minneapolis, in particular by the weather, which was substantially colder than last year," he said. Hart said he is optimistic about the balance of the season because spring items -- including shorts and T-shirts -- are strong. Also performing well are updated suits, furnishings and accessories. Lagging behind are sport coats and many mainfloor sportswear categories. Hart said inventories are in line, and the number of promotions are fewer than last year.

At Sam Cavato, a specialty store in St. Louis, March was slow until the final week, when a Louis Roth clothing trunk show fueled a very strong volume week, said owner Sam Cavato.

Also powering business are tropical weight wool suits by Zegna and other Italian resources, numerous double-breasted styles, sport coats and better neckwear. Sportswear business is fueled by items, such as a top-performing $ 350 short-sleeved shirt from Pancaldi.

At Wichita-based Henry's, Tim O'Connell, men's general merchandise manager, gave February an A-plus rating, and March a B-plus rating.

Swimwear and long-cuffed shorts are important items. Knit shirts have performed satisfactorily, and wovens featuring surface interest are also retailing well, he said.

Hilfiger and **Nautica** are the top brands powering a growing cotton sweater business for the store. O'Connell said that clothing has been "terrific," and that there has been some renewed interest in blazers.

At Chicago-based Bigsby & Kruthers, February was "stupendous" but March "about even," said Gene Silverberg, president. But the store continues to shop for off-price fill-ins and remains ahead of plan for spring.

Silverberg said that fashion clothing, particularly from Armani, Zegna and Boss, are strong, although sportcoats sales are sluggish.

In sportswear, Silverberg said Bigsby's has dropped a number of moderate resources because "basics just aren't selling." He added that the top-selling labels include Weavers, International News, Basco and Alexander Julian.

SOUTHEASTERN RETAILERS sweated out March until sales finally materialized in the final week. They took an optimistic view of the rest of spring, however.

While business overall was sluggish, there were some bright spots, mostly in sportswear, notably short-sleeved knit shirts and shorts.

At Atlanta-based rich's, George Karamallis, vice-president and general merchandise manager for men's, concluded, 'Overall business is not great."

Karamallis reported inventories are high, but noted, "We're going into a peak selling month so it's okay. We're looking for a good April, and then we go into a dip in May when business isn't as strong. However, we're looking for a good Father's Day, and we're planning an aggressive fall."

Bob Sandlin, business planning manager for the men's division at J.C. Penney's Atlanta district, said his division ended March "a little above last year." He said the early Easter helped fuel sales earlier in March.

He said he expects April to be "pretty strong," but said he is "playing (sales) close to the season. Once we have a line that's proved itself, we'll put more into it."

Johnny Mansour, general merchandise manager for Mansour's, a better men's wear specialty store in Greenville, Miss., said his sales rose 5 to 6 percent against a March plan of 8 percent. "We got (the business) late in the month," he said. He expects an 8 to 10 percent increase in April. His best sellers were slacks, sport coats, dress shirts, and neckwear.

J.L. Shaia, owner of Shaia's, a better men's wear specialty store in Birmingham, Ala., said March sales were flat, following a flat sales picture in February. "When Easter comes early, it's usually a deterrent," he added, noting "we hope to make it up in April." Inventories are high, he pointed out, adding "We still have two and a half solid months ahead of us."

IN THE SOUTHWEST, stores had planned spring very conservatively, and they generally met those expectations despite problems earlier in the spring from icy, cold weather.

In Lousiana, Lloyd Woody, general merchandise manager of Caplan's, stated: "Things are starting to open up with the winter weather finally breaking. Clothing has been exceptionally good this month. Blazers and casual trousers have been wonderful."

He said inventories are on par for the season, and pointed to Girbaud and Greenline activewear as two outstanding lines.

At Houston-based Palais Royal, Peter Valletti, divisional merchandise manager, said men's spring business and inventories are on plan, but reported consumers continue to show conservative buying patterns.

Shorts are at the top of sportswear performers. Top sportswear brands are Bugle Boy, Body Glove, Saturday's and Ocean Pacific. In clothing, double-breasteds are leading an excellent suit business.

One of the most bullish reports for spring sales came from J.C. Penny's national headquarters in Dallas. Ralph LaRovere, vice-president of merchandising for the men's division, said shorts and swimwear are early strong items, but noted pleasing results from virtually every classification.

THE WEST COAST like the rest of the country had its soft spots, but overall the best spring reports came from the Coast. For instance, both I. Magnin and Bullock's-Wilshire have experienced "double digit" sales increases this spring, according to Hal Bosworth, senior vice-president and general merchandise manager, based in San Francisco.

Bosworth cited such stellar performing areas as casual weekend active sportswear, dress furnishings and clothing. He said collections sales have been "tough," partly because some lines are too widely distributed.

Sales increases reached "high single digits" at The Bon in Seattle despite a blizzard at the beginning of March.

Carvel Zwingle, vice-president and general merchandise manager, said activewear, casual sportswear, young men's fashion bottoms, accessories and suits all sold well during the period. Sport coats remained sluggish.

Spring business at the 19-unit Bill Gamble's and Inner City men's specialty chains, based in San Diego, has been very strong, according to Michael Potter, vice-president, merchandise manager.

GRAPHIC: Photograph

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FASHION;On the Urban Frontier, Clothes Reflect the Spirit of the West The New York Times April 9, 1989, Sunday, Late City Final Edition

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HEADLINE: FASHION;
On the Urban Frontier, Clothes Reflect the Spirit of the West

BYLINE: By WOODY HOCHSWENDER

BODY:
Rough wear has become a design category, like evening wear or career wear. Inspired by the styles of the Southwest and by hunting, fishing and riding gear, such clothes tend to be made of simple, durable fabrics, often with brawny, visible stitching and a broken-in, one-of-a-kind look. They are the fashion equivalent of the Jeep Cherokee Chief or Stickley furniture: strong, classic, utilitarian and rooted in American industrial and craft traditions.

Designers and manufacturers have clothing lines with names that reflect this spirit: Mighty Mac, Ruff Hewn, **Nautica,** British Khaki, Timberland. They have given rise to the high-plains drifters of the Upper East Side, the sturdy Nantucket fishermen of Columbus Avenue and the calico-skirted pioneer women of downtown.

Ralph Lauren, known for his rugged men's wear, designs a separate Rough Wear collection for women, which he showed for the first time along with his regular runway clothes for spring. His hand-painted leather skirts, deerskin trousers and Navajo-blanket sweaters were among the hits. In its quality and individuality, this rough wear approaches a kind of American couture.

Pockets for Game

Prices reflect the craftsmanship and materials. His chamois-suede pants for women are whipstitched, a basic over-and-under method of sewing that leaves the stitching exposed, and cost $750. Handknit linen and ramie vests have sterling concho buttons with braided suede ties, and are $425. The Polo/Ralph Lauren Mohawk duster-cloth jacket for men, $197, comes with hunting pockets and a game bag; most young men will use it to carry the Sunday paper instead of a dead duck. The Beacon blanket sweaters are $235 for a crewneck.

Much rough wear is more romantic than rough. And some of it is tongue in cheek. Ruff Hewn, a manufacturer in High Point, N.C., has reached into American folklore to come up with the bogus history of Barclay Ruffin Hewn. According to a straight-faced brochure attached to every garment, the 97-year-old Mr. Hewn was "born to wealth and prominence in Astoria, New York" and "lettered in eight rough sports at Harvard, Yale and Princeton." He is said to have made the first running shoe ("from cut-out Michelins and luggage canvas, Paris 1900") and to have designed the clothes for, naturally, Teddy Roosevelt's Rough Riders.

"It's mythology," said Lloyd Pollack, the owner of Banbury Cross, 198 Columbus Avenue at 69th Street,

which carries the Ruff Hewn line. "Romancing the clothes is what retail is all about."

Khaki, Khaki, Khaki

In the real world, Ruff Hewn makes bully khaki shorts, denim shirts and outerwear. Sailor jackets are made of tent cloth, and a yellow rubber-backed cotton slicker is cut jean-jacket style, for men and women. Ruff Hewn for women, considerably softer in character, features cotton batik skirts, simple linen tanks and blue jeans with floral print cuffs and waistbands.

At British Khaki, a company begun by an American, Robert Lighton, the concept is simple: everything khaki and everything that goes with khaki. A fitted shawl-collared vest with welt pockets, made of 100 percent cotton drill cloth, can be worn bare-shouldered or with one of the company's chambray shirts, which are a bargain at $55. "People don't want namby-pamby clothes anymore," said Lynda Reid, a spokeswoman for British Khaki. "Obviously, very few of our customers hunt or ride. But in New York, where not everyone is arriving in a limousine, you need durable clothes that don't need a lot of attention."

If men on the Upper West Side look like lumberjacks emerging from the Maine woods, it may have something to do with the success of Timberland, a New Hampshire manufacturer that has in recent years added clothing to its line of handsewn leather footwear. Timberland now makes a weather-resistant lambskin jacket. A silicon-impregnation process keeps the buttery, suedelike fabric from spotting in the rain. Like the company's leather luggage, no two garments look exactly alike, which has a certain appeal to rugged individualists.

GRAPHIC: Photos of fashions (The New York Times/Pierre Scherman; Neal Boenzi)

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Defining rugged fashion's function; men's ruggedwear Daily News Record April 10, 1989

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HEADLINE: Defining rugged fashion's function; men's ruggedwear

BODY:
Defining Rugged Fashion's Function

Ruggedwear -- for fashion more than function -- has established itself as a fresh and different look in department stores, but retail executives disagree as to the best way to merchandise the category for fall.

The retailers do agree that the rugged look has helped boost selling opportunities on two fronts: . In outerwear, which has been dominated by leather during the past several seasons. . In sportswear, where it can be easily adapted through a number of channels, as stores coin their own definitions to suit their needs. In a given situation, they said, the rugged look can be anything from a seagoing slicker to a hand-knit sweater.

However, the retailers expressed concern over ruggedwear's ability to stand on its own merits. Some said that integrated in-store presentations would be needed to get the message across the consumers, while others worried that the rugged look might not fit their store's image, particularly in more upscale locations.

MIDWEST

Department stores catering to a mainstream customer are bullish on the rugged look, which has found widespread acceptance during the summer and winter months across a variety of merchandising channels.

At Marshall Field's, "rugged is a year-round business for us and a very good one," said Tim Molnar, general merchandise manager, men's sportswear. "Shorts and T-shirts in the summer and twills and outerwear in the winter. We call it weekend wear and it's something we've been seeking to maximize in the last year. Our main push is Field Gear, a private label that includes everything from shorts to leathers and hand-knit sweaters. We have Field Gear boutiques in most of our units. The results so far have been great -- we're running 100 percent increases over last year and expect the men's part of it to do about $ 6 million this year. In branded merchandise, Polo would probably be the biggest vendor."

Other chains have added the rugged look on a store-by-store basis, tailoring buys to fit specific customer profiles. "Rugged isn't a large part of the business for us and what there is, is mainly in the fourth quarter," said William Parker, men's vice-president, Carson Pirie Scott, Chicago. "The reason is that rugged tends to be more of an updated-traditional or traditional business, and that's not what Carson's is all about. When I think of rugged, I think of Gant and **Nautica** and Ruff Hewn and Polo, that whole look, and that's not us. We're more urban, more of a dressup kind of store. However, we have had to make some adjustments up in Minneapolis because there's more of a demand up there for casual, outdoorsy merchandise."

SOUTHEAST

Department stores are definitely gearing up for the rugged sportswear trend in fall 1989. They agree that the look, coming from resources such as Timberland, **Nautica** and Woolrich, is fashion rather than function and that it lends itself better to fall merchandise rather than spring. Spring merchandise is rather thin, unless it's nautically inspired sportswear, but the retailers indicated they will have more of it this fall than last.

Max Allen, divisional merchandise manager for men's apparel at Jackson, Miss.-based McRae's, which has 28 units in the Southeast, said that the company has its own name for the ruggedwear trend --Land Rover. He said the store calls it a trend "for the man who likes to explore the challenge of the outdoors year-round." However, he added, "we sell the merchandise to guys who are never really true outdoorsmen, but that's the look they're trying to achieve."

The customer could be any age, Allen said. McRae's will carry the look in young men's, mainfloor sportswear and moderate sportswear departments for fall. Prices will range anywhere from $ 15 for a long-sleeved knit top to $ 300 for a "genuine" outerwear jacket, Allen said.

McRae's does not plan to merchandise a Land Rover shop in the fall but will have "Country Classic" shops to maximize sales for what McRae's views as the strongest trend for fall. "We'll have some focused areas and trend intensification with that (Land Rover) merchandise available but through another trend interpretation such as Country Classic (or another similar area)," said Allen.

Ron Cate, divisional merchandise manager for men's apparel at Alcoa, Tenn.-based Proffitt's, which has 10 stores, said he will also have the rugged look in his stores for fall, including hiking boots, heavy twill or canvas pants with cargo-type pockets, and outerwear with flannel or wool linings.

"We've always sold the rugged look in outerwear because of the part of the country we're in (mountainous)," he said. "It sells because of function."

Proffitt's is targeting a young "Banana Republic" type of customer, aged 25 to 40, buying the look in the fall as better sportswear. Cate said he has looked at several lines so far, and plans to bring in moderate to upper-moderate price point lines. "We'll probably have a rugged space in about three stores--not a full shop, but we'll have a visual impact," he said.

NORTHEAST

The rugged look has struck a nerve with retailers who see it as a strong item that can eventually develop into a solid niche business built around trend-conscious customers.

Said Glen Young, outerwear buyer for The Bon Ton, a division of the 25-store S. Grumbacher & Sons based in York, Pa., "We're doing a little bit of the rugged look, just a few select styles in that area. We're not planning any in-store shops or a major push in that segment. Nothing has been fully developed right now."

Young said that The Bon Ton was adding a few SKUs to boost its rugged-sport outerwear offerings, but holding back major open-to-buy dollars until the strength of the market can be properly assessed. "We currently carry Haggar and London Fog, but we're taking a cautious attitude as we move into the new season. We want to wait and see what happens. We are planning a larger presence for ski-active styles next fall with lines such as Pacific Trail, but so far we haven't seen a great demand for that type of style."

Other Northeast retailers planned more extensive programs for the rugged look based on its newness within the outerwear segment.

"When I saw the rugged look at NAMSB, I like it," said Peter Martorana, men's wear buyer for Jenss department stores, a six-unit chain with headquarters in Amherst, N.Y. "It offered something different in

outerwear than what we have carried in the past, which was usually a down or a waistcoat jacket. It adds excitement, and it's appealing."

Martorana named David Peyser as one line Jenss will be carrying for fall, again as a test of the rugged look's relative strength with consumers. "We'll try it on two mannequins next fall and wait for the reaction," he said. "If it picks up, then we'll probably merchandise it with a shop-in-shop, or window display. Unless the consumers have been reading Playboy or GQ, they haven't been aware of the rugged look. It's still too early in the trend. But I think it will fly. Whenever you add a new fashion look to an old category, it takes off.

"It's presentable, and will do well across all ages, from 18-50. You don't have to be a mountain climber to wear it and look good in it."

SOUTHWEST

The rugged look may not have the strength to stand on its own, but incorporated as elements in the sportswear and activewear areas it is a viable trend for the regional consumer, according to Southwestern retailers. For many mid-line department stores, activewear has been one of the early bright spots for spring, but a true rugged genre is melded into items in several merchandising categories.

Peter Valleti, divisional merchandise manager at Palais Royal in Houston, said, "We do variations of the rugged look that have been good performers for us. It is really more of the survival and aviator trends in lightweight fabrics and leather than the heavy rugged influence. For fall, this will continue in lightweight goods due to our climate." Valleti mentioned Bugle Boy and Generra as key lines in that vein.

At Caplan's, three men's units and its young men's Genesis store in Alexandria, La., a rugged fashion statement is on tap for fall, according to Lloyd Woody, general merchandise manager. "We will be doing a rugged presentation with lines such as Chaps and Boston Trader," he said. "It is a fashion statement, as opposed to functionally rugged, with color lending a lot of outdoorsy appeal."

WEST COAST

From Los Angeles to Seattle, selling the rugged look has been more a matter of continuing efforts within the sportswear and outerwear segments than trying to create new images from scratch.

Carvel Zwingle, vice-president and general merchandise manager, The Bon, Seattle: "It's definitely not a spring look, but for fall we're being fairly aggressive. Last fall we sold riding coats for $ 300 to $ 400 and did well with them and are buying more. I think leather-trimmed outerwear will do well. The Levi's sherpa-lined denim jacket sells well here 10 months out of the year. The Pacific Northwest has always sold the rugged outdoor look well. It's a valid look that has been here awhile."

Said Robert Shaps, vice-president and divisional merchandise manager, men's sportswear, The Broadway Southern California, Los Angeles: "I think knits with leather trim will sell well for fall. A fleece pullover from Union Bay with sherpa lining looks great. Right now the look is very casual, active weekend wear."

PHOTO : Columbia Sportswear

PHOTO : Le Coq Sportif

PHOTO : Nike

GRAPHIC: Photograph

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Young joins Nautica in visual mdsg. post; Suzanne Young Daily News Record April 12, 1989

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HEADLINE: Young joins **Nautica** in visual mdsg. post; Suzanne Young

BODY:
Young Joins **Nautica** In Visual Mdsg. Post

NEW YORK -- Suzanne S. Young has joined **Nautica** Apparel as visual merchandising coordinator, a new post.

Young was visual merchandising manager at Banana Republic.

PHOTO : Hand-knit wool sweaters were pervasive in the collection.

PHOTO : Fitted wool melton jacket and knit vest bring a casual flair to tailored style.

PHOTO : Transcending the boundaries between country and city.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

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IAC-CLASS: Trade & Industry

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Rough and Ready; ruggedwear clothing; column Daily News Record April 17, 1989

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HEADLINE: Rough and Ready; ruggedwear clothing; column

BYLINE: Blueweiss, Herbert

BODY:
Rough 'n Ready

In discussing the potential of any fashion concept ... in this case, ruggedwear ... it's always appropriate to recognize this is a country of 240 million people, with diverse economic, ethnic, cultural, political and geographic components ... and no one fashion direction can be said to represent the needs of the entire population at the same time.

And yet industry so often in the past was poised and waiting for one sweeping look that would engulf all 240 million at the same time, like a tidal wave.

Everyone is much wiser today and looks for signs of developing trends that the industry can jump on, even while other directions and concepts continue to maintain a powerful hold on the population.

MAGIC last month provided one such glimpse ... and it came out of the Main Hall, which has not been known for starting fashion off in new directions. It was pointed out immediately after the Los Angeles MAGIC show that interest in ruggedwear appears to be accelerating ... as much out of need for new directions as out of imagination and the flow of creative juices circulating around an idea whose time may be at hand.

It was apparent at outerwear exhibit space in both dressy versions and in outdoor, backpacking looks. It was seen at Willis & Geiger and at Timberland where the rugged attitude would seem to be the sole inspiration ... and at the exhibit of Lucasfilm Ltd., producer of "Indiana Jones and the Last Crusade."

The movie will be the beneficiary of a strong promotional campaign.

As in the case of many fashion drives that lie dormant and then catch fire when conditions are right, the rugged, outdoor look has always been around, certainly in its natural, authentic environment of mountains, lakes, hiking trails ... and is also seen in its more commercial interpretations (urban cowboys?) which is where the quick bursts of volume are to be found (for reference, also see activewear and the explosion it ignited in sportswear).

The pieces seem to be in place for one of those volume bursts. Concern for the environment keeps mounting, and along with that has come greater interest in the outdoors. Concern for the environment also

represents a value system that matches the mood of the public. For the business community, that concern is expressed in shopping attitudes that are built upon a price/value reference point.

And so it's back to basic lifestyles we go.

If this is too remote and philosophical to justify the emergence of a major fashion direction, then consider the unceasing relationship the American public has with active lifestyles ... jogging, tennis, aerobics, swimming, biking and others. They all reach certain degrees of popularity and then level off.

That creates the need for fresh material that can bring back the excitement. And that's where the fashion thinkers and marketing men come in, with imagination and creative skills.

The ball has started rolling, pushed mainly by companies that do have an authentic interest in seeing this movement grow ... and joined now by men's sportswear companies whose lines reflect whatever inspiration their designers get from the "real thing."

Michael Stein, after substantial stints at Manhattan Shirt and C.F. Hathaway, started Trekka five years ago ... "and we started out in rugged, outdoorsy sportswear where fashion, because of consumer interest, was more important than function. Now we're back to the functional kind of outerwear and the things we used to do, because the consumer is more aware of the technical advances.

"He wants lighter clothing, and for him rugged is the styling and outer appearance. There is more of a demand for technically correct outerwear and clothing, and a further demand to get away from heavyweight fabrics.

"This is very much a consumer-driven business, a fact disregarded by outerwear producers going after the ruggedwear market."

Stein believes "the same guy who wears rugged, outdoor apparel also wants fine luxury fabrics ... leathers, woolens, alpaca, cashmere ... in his dresswear. Anything leading up to refined, comfortable elegance in sportswear."

And he sees this taking place whenever the occasion comes up to change into sport clothes, such as entertaining at home, weekend wear, concerts, restaurants.

"The consumer wants more elegance, and this is not necessarily found in suits and ties. Dressing up in sportswear can be accomplished with a wonderful alpaca sport jacket, silk sport shirt, sweater vest or chamois vest."

The conversation was joined by Andy Langfelder, vice-president and national sales manager, and what had started as a discussion about ruggedwear turned into an appraisal of the consumer, influenced almost entirely by sportswear.

The Trekka collection, in addition to outerwear, includes sport shirts, slacks, sport jackets and sweaters. Trekka, the executives say, is not aimed at the mainfloor, grind-it-out kind of business ... "but at the better men's specialty stores where we have 90 percent of our distribution."

They toss out names like Culwell & Sons, At Ease, Ed Mitchell ... as they reflect on how specialty stores, which have been so clothing-driven, are becoming quite adept at selling sportswear "because they are great merchants who are surviving the onslaught of department stores, and bring professionalism and a great understanding of the product to the marketplace."

When they mention Boston Trader, British Khaki, **Nautica** and Polo as their competition, the nature of the ruggedwear development may be seen more clearly. Once past the authentic houses ... like Willis & Geiger and Timberland ... we get to the fashion sportswear companies of the industry, where the playing field is much larger and the volume potential much stronger.

As much as the specialty stores may be cherished for the way they do business, it's the department stores who will give national prominence to ruggedwear when they shift into high promotional gear.

So far there has been restraint on the part of the big stores, as they start to put together "rugged" shops ... some of them quite appropriate for that look, with the proper architecture and atmosphere and, of course, merchandise.

It shouldn't be expected that the growth of ruggedwear can remain a private affair, involving the authentic companies and their very selective distribution. If the timing is correct, as it does seem to be, we can expect a major fashion/marketing theme to develop, which will encompass much of the industry ... authentic and commercial.

The authentic will try to become more commercial, and the commercial will try to become more authentic. Activewear started out that way, and the industry is very much in need of strong stimulation.

PHOTO : Rugged terrain, ruggedwear

GRAPHIC: Photograph

SIC: 2320 Men's and Boys' Furnishings ; 2339 Women's and misses' outerwear, not elsewhere classified

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The new establishment; profile of prominent men's sportswear firms Daily News Record April 24, 1989

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HEADLINE: The new establishment; profile of prominent men's sportswear firms

BYLINE: Gibbons, William ; Orgel, David

BODY:
The New Establishment

These firms have dethroned yesterday's department store kingpins -- the powerful furnishings/clothing giants that dominated for decades -- by capitalizing on the evolution of men's wear into a more dynamic, fast-moving business.

The sportswear stakes are high, and resources are fighting formidable forces to break into big stores' must-buy lists -- and to stay there. The challenges loom on every front: . Mainfloor firms are battling to break out of the commodity mill associated with private label and certain old-line resources. . Young men's companies are scurrying to identify new consumer lifestyles while launching lines for the men's market. . Contemporary resources, once purveyors of collections, are adapting to the new pattern of item buying. . American designers are betting their futures on providing stronger fashions and better quality at prices below their international competitors.

It was just a few decades ago when men's sportswear speedily emerged from the Dark Ages. The mod explosion of the mid-1960s transformed the business. The old furnishings-oriented, preppie look gave way to the jeans generation of baby boomers. It was the opportunity for department stores to embrace the new casual styles and devote more space to sportswear.

The infant sportswear business also opened the gates for new breeds of resources -- in young men's, active, collections and designer.

For instance, the designer revolution of the 1960s brought names such as John Weitz, Oleg Cassini, Pierre Cardin and Yves Saint Laurent to the forefront, and later swept in Ralph Lauren and Calvin Klein in the 1970s and Perry Ellis and Giorgio Armani in the 1980s.

Separately, from California came Britannia and the young men's explosion. The break-up of Britannia spawned resources such as Generra and Union Bay, which fueled young men's growth and led to making Seattle a young men's sportswear capital.

Meanwhile, the active boom launched an entirely new segment of the business, with such heavyweights as Nike and Adidas, and a string of sporting equipment names with growth that still appears boundless.

Of course, the sportswear business is also littered with memories of brands -- such as Merona Men's Wear and Robert Bruce -- that were once at the top of many retailers' "must-have" lists but are now fading memories. Countless industry veterans point to McGregor as proof that a seemingly invulnerable giant can lose its luster -- and can later find a powerful second life by going to the discounters.

Today, many large, established classifications resources are battling to emerge from sportswear trenches filled with private label. Those brands include Arrow, Van Heusen, Munsingwear a and Jantzen.

But today's market also boasts its phenomena, such as Polo and Claiborne. In fact, stores are employing Polo and Claiborne shops -- as well as shops by brands such as Gant and Izod -- as sportswear gateways to better businesses.

Meanwhile, Bugle Boy and Levi's/Dockers are part of the select group that sets the pace for moderate classifications, retailers point out.

Going into the '90s, sportswear will continue to represent even more volume at retail. But the days when just a few big resources could completely dominate sportswear are long gone. Today, a cadre of resources represent the establishment at any one time, and they may change the following year. Identifying those resources is becoming more difficult as business changes become more rapid. Only by freezing a frame and identifying the major players is it possible to discover exactly who is on top at any one time -- and which group represents The New Establishment.

POLO/RALPH LAUREN

"Polo is the spine of the sportswear business. In every one of our stores, we have a polo shop. The line is a sportswear driven commodity which drives the rest of the sportswear business," noted Mohamed Khan, men's gmm Bonwit Teller. Khan stressed the line's "practicality, sophistication and consistency." A total volume of nearly $ 2 billion a year has pushed Polo into the stratosphere. Nearly 35 percent of that volume is with men's wear and, according to Peter Strom, president, more than half of its men's wear sales are in sportswear.

The designer, who started in ties, helped make the pique polo shirt the rage several years ago and has not let up since. Most major department stores have at least a small Polo shop, while others, such as Macy's Herald Square, have had one for sportswear and another for dungarees, as well as giving Polo double and triple exposure in other departments. The Polo shop has become the model for successful, large-scale, in-store-shop concepts across the country.

A fashion director for a national department store said that he sees Polo getting even stronger. "With the move back to ruggedwear, new Western looks and the emergence of the Southwestern theme in restaurants and home design, I think Ralph Lauren is set for another explosion with the fashion victims."

Strom says the company is now considering opening in-store shops for its dungarees in conjunction with its Country Store concept. The Polo Country Store first opened in the Polo/Ralph Lauren store on 72d Street and Madison Avenue, and incorporates ruggedwear, authentic American looks and native artifacts and jewelry.

Strom points to the retail community's trust in Polo as critical to the line's success. "We proven to retailers that if you expose Polo in the right ambiance, if you buy it the way Ralph Lauren sees it, and in quantities that we think are right, then it will do well. We have a history of success to fall back on."

GUESS

Guess, the company with the sultry black and white ads, was described by an executive from a major buying office as "a fashion cult phenomenon." After just eight years in business, Los Angeles-based Guess has become an international manufacturing and licensing dynamo with combined sales of close to half a billion dollars. Company officials predict in-house sales of over $ 350 million this year (1988 sales were $

250 million, down from the prior year), and another $ 160 million in wholesale volume generated by its domestic and international licensees. Guess itself will take home between 5 and 7 percent of its licensee volume, depending on the category and country. Men's business is expected to top the $ 100 million mark this year.

Retail executives say Guess continues to sell quite well despite its negative publicity from the courtroom drama starring the Marciano and Nakash families.

The company's debilitating legal battle hasn't been paralyzing, as the company has added the Georges Marciano updated traditional men's collection to its roster. Soon the Guess organization will have a presence in both the contemporary denim and collections areas.

Advertising has been a key to the company's success. This year it will spend over $ 25 million in print advertising. Its controversial sexually suggestive ads spurred a national debate, and for the coming season the company is turning advertising away from the Italian-looking couples, focusing on a more Western story to be shot in Nashville.

Bonwit Teller's Khan noted that "in the mid '80s Guess, Girbaud, the Seattle resources dominated the young contemporary business. All three of them still perform very well."

CLAIBORNE

The three-year-old men's division of Liz Claiborne, Inc., has risen to a dominating position in the men's moderate collections area by applying women's wear sales techniques: stressing markets and deliveries closer to the season and shipments of new products every two or three weeks.

From a quiet beginning, Claiborne now does about $ 110 million volume a year and is represented in every geographical market.

Bob Horwitz, president of Claiborne, said, "We try to be responsive to the customer, but anticipate what's next based on current sales. We see multiple lifestyles for our customer and will try to accomodate those in the future. By offering more categories, such as activewear and furnishings, we will be able to maintain a consistent presence on the floor."

Horwitz said that in the next few years he anticipates larger headquarter retail shops with more Claiborne products placed in other departments throughout the store. "We want to have larger shops while staying in the customers' minds in other departments."

According to Denise Toppi, collections buyer for B. Altman, Claiborne began to sell as an item-driven collection when other collections weren't understandable to the consumer. "The man who buys Claiborne likes just a little bit of fashion," she notes. "A guy can buy it and not feel out of step with his friends. It does very well for us in the more urban stores."

A buying office executive said, "One reason Claiborne is so big right now is that there is so little going on stylewise outside the traditional market."

GIORGIO ARMANI

Some better department store retailers have gone so far as to say, "If you don't have Giorgio Armani, you don't have a good European designer department."

A major player in this country for over a decade, Armani is far from slowing down. To add to the already incredible cachet of the label, a Giorgio Armani couture shop was opened recently in Los Angeles, followed shortly by an Emporio Armani shop in New York. At least three more Emporio shops (which have exclusive rights to Emporio apparel) are slated for this country.

Retailers peg Armani as the king of casual elegance and attribute his success to versatility as both a strong clothing and a sportswear collection company.

A spokesman for Bloomingdale's noted, "The strength of Armani is that it's a collection that can be double exposed in both clothing and in the collections department. That way sales can be increased while showing a full complement of the collection."

LEVI'S/DOCKERS

Levi Strauss & Co., the world's largest apparel company, marches into the '90s still wielding enormous influence on the sportswear business.

Notes one retailer: "Levi's will be a major player in the '90s because it manages to hit a home run periodically, such as with Dockers, and also knows how to milk a success."

"Levi's Dockers have been very strong for us. In men's pants, Levi's is the strongest resource," said Patrick Kelly, vice-president and gmm, The Broadway Southern California, who includes Levi's as part of the 1980s men's wear establishment. Numerous retailers credit Dockers with single-handedly revitalizing a dying mainfloor men's slacks business. Dockers is the fastest-growing segment of Levi's business. Less than three years old, the line is expected to post volume of $ 250 million in 1989. The only danger, market observers note, is that the incredibly popular Dockers could be heavily employed as a loss-leader, a price-promotional product to stimulate otherwise sluggish store businesses.

Levi's, founded in 1850, didn't become an apparel juggernaut until the 1960s, when the jeans revolution fueled its volume. In 1961, the company posted sales of $ 51.1 million. By 1965, Levi's was a $ 123.5 million concern, and by 1969 its volume was at $ 269 million. Today, Levi's is a $ 3 billion-plus company.

Moreover, Levi's focus on national advertising figures to give the apparel giant a continued edge in the '90s. The company spent $ 120.5 million last year on advertising, a 26 percent increase over the prior year. Plans call for further increases in 1989 and beyond. Notably, Levi's has spent over $ 100 million since 1984 to advertise its "501" jeans, one of its first products, and one that continues to grow each year.

BUGLE BOY

Bugle Boy's fortunes rode a roller coaster existence for a while. The firm was hot as a pistol in 1983 and 1984, when nylon flight pants were being snapped up faster than Michael Jackson albums. Nylon goods virtually stopped selling at retail by the summer of '84, however, and Bugle Boy, like many of its competitors, was deluged with cancellations from panic-stricken retailers. The company took the setback in stride and came back strong with cargo-pocket canvas pants, which quickly took off at retail.

Today, Bugle Boy has more than 2,500 department and specialty store accounts. With a volume of roughly $ 300 million, it's experiencing the kind of success that only a handful of apparel companies ever enjoy. Retailers call Bugle Boy a key pacesetter in young men's. The brand gets high marks for speed in reacting to fashion trends and sharp pricing.

Most apparel executives would be content to be the leading classifications resource in young men's and boys' casual slacks, but William Mow and Vincent Nesi, chairman and president, respectively, of Bugle Boy Industries have set their sights on the men's dress- and casual-slacks markets as the next growth areas for the company.

IZOD LACOSTE

Izod Lacoste has completed one of the apparel industry's greatest comebacks by pushing its collection to the forefront of today's mainfloor sportswear scene.

The brand was virtually left for dead in the early 1980s, when its alligator-logo knit shirt was footballed at

too many stores with too many price tags. Izod's downfall was prompted because retailers "tried to operate a multimillion-dollar business with one product," said Jay Shaw, president of Crystal Brands Men's Sportswear.

Recognizing the need to underline the entire Izod collection, Izod built walls around its line in the form of in-store shops. The pricey shops are expected to number more than 100 by yearend. Their purpose is to pull Izod out of the price-promotional world of classifications, into a forum where the full impact of the collection leads to multiple sales at full price. Noted Tim Molnar, men's sportswear general merchandise manager for Marshall Field's, "Izod is well positioned for continued growth, embodying the whole traditional point of view."

Izod is frequently mentioned in the same breath as Gant, another established firm that is performing well for many stores and is opening its own shops. Both Gant and Izod are units of Crystal Brands.

Izod men's wear and youthwear--with merchandise ranging from outerwear to knitwear to wovens to bottoms -- reportedly posts annual volume of about $ 150 million.

NAUTICA

"The Nautica customer is much the same as the Polo customer and Nauatica as a label is very much a new status company," noted a source at R.H. Macy & Co. **Nautica** has turned a six year-old outerwear concept into a fast-growing, active lifestyle collection expected to gross $ 56 million this year, primarily in men's. Designer and founder David Chu's creation has grown into what the industry terms the "**Nautica** look." It ranges from nautical-inspired parkas to sharp pique knit shirts to colorful swimwear. What began in outerwear has moved into activewear and finally into the segment viewed as offering the greatest volume potential: sportswear.

In fact, **Nautica's** goal is to build an American look into a world-class label. It will sail the collection around the globe through its fast-growing list of international licensees. And in Japan, Taka-Q Co. is expected to open some 100 **Nautica** stores by 1993. **Nautica** also expects to lend its name to travel items, including luggage, noted Keith Munroe, senior vice-president of marketing.

Nautica has its critics. Some retailers said the sportswear part of the line needs some work in order to be raised to the creative level of the outerwear and activewear. Moreover, stores complain about high price points.

But retailers stress the line carries huge potential.

OCEAN PACIFIC

Ocean Pacific continues to draw excitement from retailers and consumers, some 15 years after it first made its name in hardcore surf looks that helped launch the term "California lifestyle."

The company has consistently branched out into related sports looks, such as skateboarding, volleyball and, most recently, snowboarding. All along its goal has been to interpret authentic looks for the America that exists beyond the Pacific Coast Highway.

The brand's volume has grown steadily. This year, the Tustin, Calif.-based manufacturer and its licensees project wholesale volume of about $ 400 million in a wide and growing array of styles and labels.

Retailers said OP is likely to continue defining the active trends for the '90s, despite the death last September of Lawrence Ornitz, who had been president and chief executive officer since 1984, and was actively involved in plotting the firm's direction.

The owners of OP also operate the popular street-active line Jimmy'Z.

GRAPHIC: Photograph

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

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IAC-CLASS: Trade & Industry

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Macy's plans Nautica shop at flagship; Nautica Apparel Inc., men's clothing Daily News Record April 25, 1989

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April 25, 1989

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HEADLINE: Macy's plans **Nautica** shop at flagship; **Nautica** Apparel Inc., men's clothing

BODY:
Macy's Plans **Nautica** Shop At Flagship

NEW YORK -- Macy's will open a **Nautica** shop at its 34th Street flagship store this fall.

Rick Carman, vice-president of sales for the better sportswear company, said the shop will be between 1,500 and 1,600 square feet, and is scheduled to open Sept. 1. No sales projections were available.

Bruce Binder, men's fashion director for Macy's, said the store currently operates "a temporary **Nautica** shop" in its Arcade area. "**Nautica** is very hot for us right now," he said. "It's a great resource."

It is common Macy's practice, Binder added, to open shops "as (resources) become important to us." Earlier this month, Macy's opened a new Izod Lacoste shop in its mainfloor men's department.

Carman said the **Nautica** shop will carry only men's wear and will include the company's entire collection of outerwear, sportswear and activewear.

Nautica has four in-store shops at the present time: at Hecht's in Tysons Corner, Virginia; Famous-Barr in St. Louis; May D&F in Denver, and Meier & Frank in Portland. The Macy's shop will be **Nautica's** first in-store boutique in New York City.

Nautica hopes to have at least 20 in-store boutiques by the fall, Carman said.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5311 Department stores

IAC-NUMBER: IAC 07545543

IAC-CLASS: Trade & Industry

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Spring activewear business off to hot start; men's clothing Daily News Record May 2, 1989

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May 2, 1989

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HEADLINE: Spring activewear business off to hot start; men's clothing

BODY:
SPRING ACTIVEWEAR BUSINESS OFF TO HOT START NEW YORK -- Casual shorts, swimwear, and printed T-shirts are pacing early spring activewear business for retailers.

A conservative approach by buyers has helped keep inventories slim, and plenty of open-to-buy dollars remain for expected in-season reorders.

The southern California lifestyle has spurred active business, with skateboard and surf themes having sustained their considerable retail strength from last year. Importantly, retailers pointed out that the look isn't confined strictly to boardwalk shops; bright neons and wildly printed fabrics continue to sell well even to the over-40-year-old consumer.

Also, the rugged look has taken on added significance, particularly in the shorts market. Light fabrics in cotton and fleece provide an easy-to-wear milieu for rugged walk shorts that are right at home on the trail or in the mall. The rugged shorts have boosted tops sales, as consumers pair them with anything from simple T-shirts to better-priced polo and buttondown shirts.

"The surf-and-skate look is still really important (in activewear)," said Marvin Cohen, co-owner of Sam's, a men's and boy's specialty store in Livingston, N.J. "Neon has been doing real well in shorts."

Cohen said volley-length shorts, retailing under $ 20, from Gotcha, Quiksilver, and Club Sportswear, paired with neon printed T-shirts, $ 12-$ 30, have been the hot items in young men's. Longer jersey shorts and T-shirts from Champion have been hits as well. Older customers are snapping up dressier walk shorts in cotton and cotton sheeting, as well as Supplex nylon swim trunks, from **Nautica** and Code Bleu. An old favorite from the jogging boom, warmup suits have shown a resurgence. A cotton/nylon, cotton-lined model from Sergio Tacchini, $ 175-$185, has been a favorite.

Despite spotty weather in the East, Cohen has been pleased with his store's traffic, and expects business to increase once the warm weather settles in for good. "We've been busy; boys' has been extra solid," Cohen said. "We're going to have to get more goods."

Shorts have been a sure bet at other Eastern retailers as well. "As it's gotten warmer, shorts have walked out the door," said Jerry Schaitkin, owner of Jerry's, Lock Haven, Pa. Jersey, canvas, and cotton blend shorts from Le Tigre, Cotler, J.J. Cochran and Levi Strauss, $ 15-$ 24, some in neon or tie-dye colors, have sparked spring purchases.

Following a so-so summer in 1988, Schaitkin said that he, too, had bought cautiously, but expects to dig a little deeper into his pockets later on. "Our inventory is a little low compared to last year," he said. "We left some open-to-buy for later in the year when business picks up."

In the Southwest, temperatures in the 90s have sent consumers to the beaches in droves. At Tropical Splendor, a swimwear specialist in Austin, Texas, volley-length neon shorts "are flyin'," according to owner Carol Coleman. Key items include solid printed shorts and matching neon printed T-shirts from Gotcha, Spot Sport, Sideout Sport, and Kiwi Surf, Coleman said. Lined shorts have been preferred over unlined, in Tactel nylon or acid-wash cotton. "Brand names don't seem to matter," said Coleman. "It's the color and the fabric that draw my customers."

Hawaiian print shirts in rayon or cotton, from Paradise Found and What's Happening, are also doing well, retailing from $ 33-$ 38.

"Men's swimwear has just exploded for us," Coleman said. "It's like business was 15 years ago: You get an item and run with it, and you just have to have enough sense to get more."

In the mid-Atlantic region, retailers are still recovering from a warm winter that hampered sales. Spring preseason sales have kept inventory levels down, but demand is still catching up to supply. "We're pretty solid," said Alan Barnhardt, president of Alanby's, a three-store chain based in Charlotte, N.C. "We pre-seasoned heavily on spring, so we'll do some fill-ins, but not much."

Again, the rugged look has roused consumer interest. Demand was mostly for canvas shorts from The North Face, $ 33-$ 39.95, Patagonia's cotton-nylon baggy shorts, $ 27.50, and pleated cotton shorts from Woolrich, $ 22.50. The North Face knit polo shirts, $ 32, and Royal Robbins' broadcloth buttondown shirts, $ 34-$ 35, paced traffic in tops.

SIC: 5600 APPAREL AND ACCESSORY STORES ; 2329 Men's and boys' clothing, not elsewhere classified ; 2339 Women's and misses' outerwear, not elsewhere classified ; 5651 Family clothing stores

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Items are Spring biz; men's sportswear Daily News Record May 2, 1989

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May 2, 1989

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HEADLINE: Items are Spring biz; men's sportswear

BODY:
ITEMS ARE SPRING BIZ NEW YORK -- The main event on mainfloor this spring: ITEMS.

The best sellers so far in a somewhat soft sportswear season are:

.Solid and patterned knit tops, especially T-shirts;

.Countless varieties of shorts;

.Casual slacks and chinos;

.Swimwear;

.Lightweight jackets.

Retailers are hoping the success of these items spreads to all sportswear for spring's final stretch, shoring up sportswear across the board and saving an otherwise spotty season.

But for now, items are the rage nationwide:

.In Cincinnati, slacks and lightweight jackets are the orders of the day at Lazarus. "Slacks, overall, have been very, very strong," said Chris Cupples, men's vice-president. "We introduced Bugle Boy in men's this year, and it's doing well. We're also getting good results with Dockers."

.In Minneapolis, Juster's has "had a phenomenal outerwear season because it's been so cold," said Mark Thompson, president. "Lightweight jackets by **Nautica** have been great."

.In Dallas, the money items for Beall's are shorts, fancy T-shirts, slacks and active styles, said Jim Leamy, divisional merchandise manager for men's, pointing to brands including Levi's Dockers, Bugle Boy, Reebok, Nike and Adidas as top performers.

.In Allentown, Pa., the items under discussion at Hess's department store are casual slacks, knit tops in many styles, and swimwear, said Nicholas Baxevane, vice-president, general merchandise manager. "All casual slacks -- from Dockers to EZ's -- are way above plan," he noted. "Knit tops in all styles -- including basic polos, crews, fancy piques, and especially pocket T-shirts -- are winners. Swimwear and active shorts are also strong."

Detailing the season, Lazarus' Cupples explained, "Knits and wovens have been a little soft. The problem, I think, was in the assortments. Going forward, we're going to have more jerseys and engineered prints.

"In collections, Hilfiger is doing well. The last time I looked, it was 28 percent ahead. Also, Polo and Izod have been strong."

For Juster's, "probably the best category all year is swimwear," Thompson said. "Starting at holiday and right up until now, it's been wonderful."

He said the short-sleeved knit business has been a little slow due to the weather, but he's making up that business with long-sleeved knits. Overall, the store is ahead in knits.

"Casual bottoms -- mainly from Polo -- aren't as hot as they've been for the last few years," Thompson said. "They've become more of a commodity item, which hurts us."

Overall, Thompson said he is a lot more optimistic than he was 30 days ago. "March was very slow, but things have picked up," he concluded.

Mainfloor sportswear has shown a strong season at Dallas Beall's. Leamy cited double-digit increases for spring.

"We have had an extremely strong first quarter, and I see no trend to indicate a change as spring winds up," said Leamy. Beall's is planning aggressive Father's Day promotions, he added.

Meanwhile, in Austin, Texas, shorts are the key item for Scarbrough's three specialty stores, even though delivery problems have hurt business, said Larry Levi, divisional manager for men's.

While upper-end sportswear is performing better than moderate, Levi's points to Dockers and Gant as two of the success stories at Scarbrough's.

Max Allen, divisional merchandise manager of McRae's, the 28-unit department store group based in Atlanta, said, "The March-April period was not as strong as the early period, which leads me to believe that clearance merchandise was fueling business in early spring."

February mainfloor sportswear was up 39 percent, while in contrast, March was up only 3.6 percent and April is expected to be ahead only about 5 percent. However, he notes, the February figure may not be indicative because McRae's had nearly twice as much inventory against February 1988, primarily because McRae's brought in spring goods early.

"There's been a real break in the weather in our region," Allen says. "It's unseasonably warm now versus unseasonably cool in early April."

He continued, "If things continue as they have the last two weeks, we expect good business for Father's Day. We planned May to be 12 percent ahead (of a year ago) and June, 6 percent ahead."

The store's top-selling item in mainfloor has been short-sleeved knit shirts in both cotton and polyester/cotton, and after that, commodity-priced wovens.

At the two Gentry House specialty stores in Wilmington, N.C., Kendall Register, owner and president, said customers are showing more interest in merchandise with European or Italian influence, including the over-sized Armani look. For instance, Hugo Boss is showing good results, as is Novo, he said.

Sales at Gentry House are up 8 to 10 percent, and Register expects the sales increase to be higher by the end of the season.

"Mainfloor is becoming a little more upscale," he said, explaining why these lines are part of his mainfloor business. "Instead of buying a run of things at a price point, consumers are buying better clothing and sportswear at a higher price point and less quantity. We're finding that the traditional guy is buying a little of it all now."

Meanwhile, at Hess's, it's the fashion items that have sold so far, but Baxevane expects the commodity businesses -- especially woven shirts and basic slacks -- to start surging as the weather turns warm.

Mainfloor shops are performing well for the store, with branded shops including Izod, Dockers, Claiborne and Chaps.

At the New York specialty store Frank Stella, sportswear sales have been "slower, but not dramatically slower," said Frank Jedda, owner.

Strong items for the store include cotton sweaters, sport shirts featuring texture, and patterned trousers. "But solid color pants are just sitting in the store, except for chinos and poplins." Other hot items include bathing suits. "We've always sold them, but they've never sold like this," he pointed out.

In Aurora, Colo., Jeff Erwin, vice-president and general merchandise manager of Fashion Bar retail stores, said collection sportswear companies, such as Claiborne, Generra, Union Bay and Reunion, all showed relatively flat results.

Hot weather during part of April spurred sales of shorts and short-sleeved knit tops. But Erwin expressed optimism that Father's Day business will be relatively strong, albeit promotional.

In the young men's market, blue jeans, knit tops and active T-shirts are strong, said Izzy Ezrailson, co-owner of Up Against the Wall, based in Washington, D.C., and Commander Salamander, based in Georgetown.

"Blue jeans business is excellent -- up about 36 percent," he began. "Knit tops are still better than wovens for us, although we're getting action on denim woven shirts. Denim shorts are wild, and shorts in general are good. Bicycle shorts are soft."

Ed Scott, owner of Scott's, two specialty stores carrying better young men's updated sportswear, Washington, N.C., said hot items are T-shirts, bathing suits and shorts from resources Quiksilver and O Neill. Also strong are sheeting casual pants, jeans and shorts from Bugle Boy.

PHOTO : Frank Jedda, owner of Frank Stella: Fashionable cotton sweaters, trousers, bathing suits

PHOTO : and sport shirts star.

GRAPHIC: Photograph

SIC: 5611 Men's & boys' clothing stores ; 5311 Department stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 07569783

IAC-CLASS: Trade & Industry

LOAD-DATE: August 28, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1988) and leq (12/31/1989))** (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, March 22, 2006 - 10:53 PM EST

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1988) and leq (12/31/1989)) (Edit Search | Suggest Terms for My Search)

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Zona president, CEO of Van Baalen Pacific; Charles Zona, Van Baalen Pacific Corp., men's activewear Daily News Record May 3, 1989

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May 3, 1989

SECTION: Vol. 19 ; No. 88 ; Pg. 8; ISSN: 0162-2161

LENGTH: 120 words

HEADLINE: Zona president, CEO of Van Baalen Pacific; Charles Zona, Van Baalen Pacific Corp., men's activewear

BODY:
ZONA PRESIDENT, CEO OF VAN BAALEN PACIFIC NEW YORK -- Charles Zona, 39, has joined Van Baalen Pacific Corp., as president and chief executive officer, a new post.

Zona had served as senior vice-president and general merchandise manager of men's and children's wear at Lord & Taylor, having joined the store in 1977. Prior to that, he had served in a variety of executive positions with Stern's and Bamberger's.

He reports to Harvey Sanders, president of State-O-Maine, the parent company of Van Baalen Pacific.

Van Baalen Pacific manufacturers and markets men's robes under the State-O-Maine and **Nautica** labels, and also manufactures robes, loungewear, and activewear under license from Christian Dior.

SIC: 2384 Robes and dressing gowns ; 2329 Men's and boys' clothing, not elsewhere classified ; 2320 Men's and Boys' Furnishings

IAC-NUMBER: IAC 07240198

IAC-CLASS: Trade & Industry

LOAD-DATE: August 28, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1988) and leq (12/31/1989)) (Edit Search | Suggest Terms for My Search)
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May sees suit sales suffering; May Department Stores Co. Daily News Record May 3, 1989

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May 3, 1989

SECTION: Vol. 19 ; No. 88 ; Pg. 1; ISSN: 0162-2161

LENGTH: 858 words

HEADLINE: May sees suit sales suffering; May Department Stores Co.

BYLINE: Palmieri, Jean E.

BODY:
MAY SEES SUIT SALES SUFFERING NEW YORK -- The May Department Stores Co. expects unit sales of men's suits to be down this fall in light of significant price hikes, according to David Farrell, chairman.

Farrell was in New York to address a meeting of security analysts Tuesday afternoon.

Following the presentation, he told DNR that price increases of 15 percent or more are expected to negatively impact May's suit business. He cited the story in DNR (April 27, Pages 7-8) on retailers' fears about a suitprice backlash as being "right on target."

"We're very concerned about the price increases (in apparel in general) that have occurred," he added. "But we're also encouraged about the industry's responsiveness (to fashion changes). The apparel business in the last 90 days has been very strong, and the market is stimulating."

Although May is expecting increased sales in the fourth quarter, Farrell said the company "will have to work hard and be creative. The consumer is not just ready to go out and spend money. What is needed is ingenuity in design."

Despite the less-than-rosy outlook for men's tailored clothing, Farrell revealed the company will begin carrying Nino Cerruti dress shirts, neckties and accessories this fall. "We already do a big business with him in clothing, and he'll be making a number of personal appearances in our stores."

Overall, he said, "May is a big factor in the men's wear business. Many of our stores started out as men's clothing stores, and we have a great (legacy) in men's."

During the presentation, Farrell singled out Polo/Ralph Lauren and **Nautica** as two of his company's top-performing men's wear labels.

"May is one of Polo's largest customers in the U.S.," he said. By creating shops and paying attention to detail, the company has managed to "generate large volume" in spite of heightened competition.

"The company has also taken a strong position in **Nautica,**" he continued. "We've built shops and stage settings in many stores to convey merchandising authority." This allows the company to offer "breadth and assortment" to its customers, Farrell said.

Since the consumer is "so brand- and status-conscious. May is moving in that direction," Farrell told attendees. Although he declined to break out the percentage of brands versus private label, he said the company is striving to provide "a careful balance" between the two. "We prefer branded apparel whenever possible, but in some cases, brands can't compete as effectively as we can overseas." Apparel in total represents some 80 percent of May's volume, he said.

He added, "A lot of men are interested in dress shirts for $ 35, but a lot want a shirt for $ 25 or $ 15, too. We want to be a broad franchise. But in the case of a company like **Nautica,** we don't have the capability to do what they can do, so we let them be the expert."

Overall, Farrell said, earnings at May increased 19 percent over 1987 to $ 503 million, or $ 3.42 a share. Sales also rose 19 percent to $ 11.5 billion.

Leading the way was the all-important fourth quarter, when store-for-store sales rose 10 percent. "That strong sales trend continued into the first quarter," he added. "In April, we were also up 10 percent store-for-store, and our earnings should be more than originally expected."

Looking ahead, the company will spend $ 3.5 billion over the next five years to add 70 new department stores, 30 discount units and 140 Payless shoe stores. Plans also call for remodeling 32 stores and expanding five units in 1989.

In answer to a query from the audience, it was said there are no plans to combine any existing May divisions.

J.W. Robinson's, based in Los Angeles, has been "turned around," according to Lawrence Honig, vice-chairman of the corporation. He noted that the assimilation of the company's Phoenix-based Goldwaters stores caused a "distraction in the first quarter, but that's behind us now."

Regarding Lord & Taylor, Richard Battram, also a vice-chairman, said business -- particularly in better-priced apparel -- was quite strong in this division in April. Farrell added that the division has "a pretty good men's business."

Caldor, the company's financially troubled discount store division, had a tough first half in 1988, according to Thomas Hays, president of the corporation. But sales in the fourth quarter were up 9 percent store-for-store, a trend that continued into the first quarter of this year. Although the division still has a way to go. May executives are looking for "continued strong increases." Hays said.

Foley's, one of the two divisions May acquired from Campeau Corp., has also experienced strong sales in the fourth and first quarters, Honig said. Although profits are "not where we want them to be," they are ahead of last year, Honig said.

Speaking more generally, Farrell said he expects the consolidations in the retail industry to continue. "We're not competing against lightweights anymore: they've all been swallowed up." He called the increased competition "stimulating," adding, "when your competition is good, you just have to be better."

GRAPHIC: Photograph

SIC: 5311 Department stores ; 2311 Men's and boys' suits and coats

IAC-NUMBER: IAC 07239302

IAC-CLASS: Trade & Industry

LOAD-DATE: August 28, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1988) and leq (12/31/1989))** (Edit Search | Suggest Terms for My Search)
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Terms: nautica and date(geq (1/1/1988) and leq (12/31/1989)) (Edit Search | Suggest Terms for My Search)

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Charivari Japan opens; fashion specialty store Daily News Record May 5, 1989

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May 5, 1989

SECTION: Vol. 19 ; No. 90 ; Pg. 7; ISSN: 0162-2161

LENGTH: 647 words

HEADLINE: Charivari Japan opens; fashion specialty store

BYLINE: Furukawa, Tsukasa

BODY:
CHARIVARI JAPAN OPENS TOKYO (FNS) -- Charivari, the New York-based fashion specialty store, has opened its first Japanese boutique in the international port city of Yokohama, west of Tokyo.

The store, Charivari's first overseas venture, offers a full line of Charivari products ranging from men's suits to T-shirts. The 1,700-square-foot unit, which is designed to parallel Charivari's New York flagship store, also offers a women's department.

The store is actually located in a recently completed shopping complex in Hommoku in south Yokohama where a large-scale housing development project is being built. The area, only three miles from Yokohama Central Station and 18 miles from Tokyo, is fast becoming a fashionable residential section.

"We are very optimistic," said Jon Weiser, president of Charivari, who came here to open the store. "I love the location. It's a beautiful place." Charivari chose to come into the Japanese market in partnership with Taka-Q Co., one of Japan's fastest-growing men's wear retail chains.

"Taka-Q is a very professional and powerful organization," Weiser said, "This is a good beginning."

The American executive said he was very impressed that his new partner has taken "a lot of elements from our New York store" and translated them into the Japanese store to give it the same flavor. In addition to Charivari's private label merchandise such as Sans Tombours ni Trompettes, which is being introduced in Japan for the first time, Charivari's European brands, such as Armand Bash, will also be introduced here.

"We are bringing New York here," Taiken Takaku, president of Taka-Q, asserted, in explaining why he too thinks the project will be a success. His enthusiasm is based on his experience at Kobe, another international port city near Osaka, where he sells imported men's and women's wear. People in Yokohama, a port city and international shipping center, accept imported merchandise as easily as local products, Takaku said.

This is not to say that all merchandise in the Charivari store will be direct imports, Takaku added, noting that some designs may be locally produced and sold here. He is also considering opening Charivari shops within his larger stores in the future.

"The New York sense is important," Manabu Kishi, newly appointed store manager, said, stressing the

Charivari store is going to focus on those shoppers "who are bored with usual things and are looking for something that has high quality."

T-shirt prices average 13,000 yen, or $ 100 at the exchange rate of 130-1. Men's suits are priced at 60,000 yen to 100,000 yen ($ 460 to $ 770). Pants are 20,000 to 30,000 yen ($ 154 to $ 230).

"More and more Japanese consumers are coming to pay for what they want if the merchandise is good," Kishi said. The store will also launch a new style of promotion, Kishi said, by organizing get-togethers for customers and their friends. "For instance, we plan to have a disco party," he said.

Selma Weiser, chairman of Charivari, said she was "overwhelmed" by the professionalism of the newly opened store and was very happy with the launching.

Barbara Weiser, executive vice-president, noted the two firms have the common character of being family corporation, and expressed hopes that the partnership will continue for years to come.

In addition to its venture with Charavari, Taka-Q also acquired controlling interest in Wilkes Bashford last year. It opened the first Wilkes Bashford store in Tokyo in January, as reported. It also has a production and marketing license with **Nautica,** the New York-based sportswear manufacturer, under which a chain of **Nautica** stores are being developed in Japan.

PHOTO : Taiken Takaku, Taka-Q president

PHOTO : Jon Weiser, Charivari president

PHOTO : Selma Weiser, Charivari chairman

PHOTO : Charivari boutique open for business

GRAPHIC: Photograph

SIC: 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 07585059

IAC-CLASS: Trade & Industry

LOAD-DATE: August 28, 1995

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Collection biz goes to Americans; American sportswear collections sell big in Southeast Daily News Record May 10, 1989

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May 10, 1989

SECTION: Vol. 19 ; No. 93 ; Pg. 1; ISSN: 0162-2161

LENGTH: 772 words

HEADLINE: Collection biz goes to Americans; American sportswear collections sell big in Southeast

BYLINE: Lloyd, Brenda

BODY:
COLLECTION BIZ GOES TO AMERICANS

ATLANTA -- American sportswear collections are selling in the Southeast.

This somewhat conservative and cost-conscious part of the country is seeing increases in the moderate-priced U.S. collections often at the expense of higher-priced European collections.

Retailers expect sales increases from collections in the 10 to 20 percent range this spring.

Most retailers contacted agree that if the consumer finds what he wants in quality and look, he will buy it. But only to a certain point.

Cal Thornton, co-owner of Golenski's, an Atlanta-based better men's wear specialty store that carries a lot of Italian import lines, says that higher prices are affecting sales, which are even with last spring's designer and collection sportswear figures.

"People are balking," he says. "Prices are going up too much, and they're going up again for fall."

The natural fibers, especially cotton, are doing well; and customers are buying updated traditional looks with a looser fit. Tops, whether they be woven or knit, outsell bottoms in nearly all the stores -- sometimes as much as three to one.

Most of the retailers say they try to buy as much of the collection as they can but will not buy a part of it if it does not fit in with their store concept.

J.L. Shaia, vice-president of Birmingham, Ala.-based Shaia's, says he prefers to buy collections from a few people rather than items from many. "I want the right ones that fit into our merchandise mix, and I'm faithful to them. That's Heartland and Timberland. The companies you're fair with don't expect you to buy every last piece. They'll help you merchandise what works best in your store."

Heartland is his number-one collection resource and he is excited about the prospects of Timberland being a "full-blown" line in the fall.

He says the trend is toward "becoming more sophisticated and dressier:" In trousers, customers prefer silk and silk blends in neat patterns-glen plaids and houndstooth checks -- that can be worn with a sports jacket. In shirts, they like quality cottons or linen cotton blends -- again in a neat pattern or a textured fabric. Washable silk shirts also do well.

Shaia says his sales in this category are up 12 percent for spring.

Candy Alsentzer, buyer of men's better collections, Ralph Lauren and young men's at Proffitt's department stores, which has 10 units based near Knoxville, Tenn., says her sales in designer and collection sportswear are up 20 percent for spring. Her top-selling line is Polo Ralph Lauren, and she also does well with Claiborne, Tommy Hilfiger and **Nautica.**

"We have a very traditional customer," says Alsentzer. "Natural fibers are extremely important, and he likes a very bright color pallette. European colors (darker shades) don't do very well for us."

She adds that the better collections area is "doing extremely well for us now and we're just trying to get inventory in. Prices do not seem to be a problem when the product is right."

Whether or not she buys a whole collection rather than pieces depends on the line, Alsentzer says. Often she puts together a collection of sportswear items that is appropriate for the stores. For example, she is not likely to include wool sweaters because they don't sell well in the Southeast.

Richard Stockton, president of Norman Stockton, Inc., a two-unit better specialty store based in Winston-Salem, N.C., says his spring sales are up 12 to 15 percent in collection sportswear, which he describes as a "strong category." Prices are not up more than 5 to 8 percent, he adds.

His best lines are Trekka and **Nautica** but Ruff Hewn and Boston Trader also perform well, he says. Customers are buying some linen and linen blends but they primarily buy cotton fabrics in shorts and long pants, woven or knit shirts, and sweaters. He merchandises these lines as collections, and Stockton also prefers to buy them as collections.

Jerry Mansour, vice-president and sportswear buyer, G. Mansour's, LaGrange, Ga., says that **Nautica,** Tommy Hilfiger and Gant's Salty Dog collection all do well in his stores, and Polo is one of his best sportswear lines. He is doing especially well with Polo's knit shirts, club short (with elastic waist) and seersucker woven shirt. He's adding Boston Trader and Ruff Hewn for holiday.

The trend in his stores is "coming back to the very clean, American look which is Tommy Hilfiger and Polo. I think people are really tired of all the bells and whistles. They're looking more at the garment than the name. They want a loose-fitting but conservative look."

GRAPHIC: Photograph

SIC: 5611 Men's & boys' clothing stores ; 2320 Men's and Boys' Furnishings ; 5651 Family clothing stores

IAC-NUMBER: IAC 07600269

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

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ORBIT INSTRUMENT CORPORATION RELEASES THIRD QUARTER EARNINGS PR Newswire May 19, 1989, Friday

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May 19, 1989, Friday

DISTRIBUTION: TO BUSINESS DESK

LENGTH: 429 words

HEADLINE: ORBIT INSTRUMENT CORPORATION RELEASES THIRD QUARTER EARNINGS

DATELINE: HAUPPAGUE, N.Y., May 19

BODY:
HAUPPAGUE, N.Y., May 19 /PRN/ -- Orbit Instrument Corp. (NASDAQ: ORBT), today reported a loss for the quarter ended March 31, 1989 of $3,408,000 ($.36 a share on a fully diluted basis).

Max Reissman, the president of the company, stated that the loss was primarily attributable to a write-off of approximately $2,466,000 of good will of the company's voice response subsidiary, Computer Integration Associates, Inc. Reissman stated that the decision to make the write off was made in light of the subsidiary's continued failure to meet sales projections, and resulting operating losses which continue to be incurred. The board is exploring the possible sale or other disposition of this operation.

The following is a summary of the results of operations for the three and nine-month periods ended March 31, 1989 and for the comparable periods of the prior year.

Nine Months	1989	1988
Sales	$39,932,000	$32,121,000
Net earnings	$ (3,105,000)	$ 4,605,000
Earnings per share	$ (.31)	$.48
Shares outstanding used for computing earnings per share	9,788,000	9,553,000

Three Months		
Sales	$13,898,000	$10,796,000
Net earnings	$ (3,408,000)	$ 894,000
Earnings per share	$ (.36)	$.09
Shares outstanding used for earnings per share computation	9,461,000	9,534,000

Orbit is a Long Island based manufacturer of customized electronic components and subsystems for military and non-military governmental applications. Its subsidiaries are Orbit Semiconductor, which is a

state of the art manufacturer of customized semiconductors servicing the high reliability and quick turn around markets; USA Classic which manufactures men's and boy's active wear under the "Everlast" name as a licensee of Everlast World's Boxing Headquarters Corporation and has recently entered into a license agreement with **Nautica** Apparel, Inc. to manufacture and import children's clothing under the **Nautica** trademark; and Computer Integration Associates, which markets a family of voice response products.

CONTACT -- Mitchell Binder of Orbit Instrument, 516-435-8300

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1988) and leq (12/31/1989))** (Edit Search | Suggest Terms for My Search)
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CORRECTIONS THE ORANGE COUNTY REGISTER May 20, 1989 Saturday

Copyright 1989 Orange County Register
THE ORANGE COUNTY REGISTER

May 20, 1989 Saturday EVENING EDITION

SECTION: NEWS; Pg. A03

LENGTH: 135 words

HEADLINE: CORRECTIONS

BYLINE: The Register

BODY:
As a matter of policy, the Register promptly corrects all errors of substance. If you wish to report an error or clarification of a news story, call the ombudsman at 953-2204.

A photo in the Image section of the May 19 editions of the Register showed a man wearing a parka by **Nautica.** The price of the parka is $ 145, and it is available at **Nautica** in South Coast Plaza. Because of an editing error, the caption described a different jacket.

The price for Skip's Stand will vary according to the policies of the stores selling the item. Because of incorrect information given to the Register, the wrong price is listed in the Accent Homescape section of today's editions.

LOAD-DATE: April 10, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Extra work goes into holiday '89; vacation apparel Daily News Record May 30, 1989

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May 30, 1989

SECTION: Vol. 19 ; No. 107 ; Pg. 1; ISSN: 0162-2161

LENGTH: 1437 words

HEADLINE: Extra work goes into holiday '89; vacation apparel

BYLINE: Orgel, David

BODY:
EXTRA WORK GOES INTO HOLIDAY '89 NEW YORK -- Sportswear producers have worked overtime to shore up this year's vacation apparel.

The result is beefed-up and expanded holiday-resort lines for 1989:

.In the collections arena, Claiborne is devoting the largest of its holiday deliveries exclusively to resort looks, and Hilfiger is offering its first all-resort sportswear package.

.Gant, Career Club, Izod, **Nautica,** Arrow, Van Heusen and Blueprint, among others, will expand the hot sportswear items that are already proving their popularity in stores this spring. Topping the holiday list are madras and chambray shirts, cotton sweaters, shorts and swimwear.

.Vendors with in-store shops will ship holiday merchandise earlier and more often to build multi-unit sales.

Resort wear isn't the only focus of holiday apparel, but it's a vital component of that season. The transitional looks of resort wear freshen store sportswear departments during the cold weather months.

Clearly, collections resources are bullish on resort business. Claiborne's resort line is the biggest subgroup of its 1989 holiday package, and it will be delivered earlier this year, with scheduled store arrival by Dec. 5, said Michael Hogan, vice-president of men's design. The biggest news is the addition of bathing suits to the resort package. Claiborne's resort group normally doesn't focus on swimwear, Hogan said. The bathing suits will be boxer-like styles rather than models that hug the leg. Overall, Hogan is "very bullish" on Claiborne's holiday line, which includes shorts, lightweight cotton pants and T-shirts in bright colors, as well as the bonus item, swimwear.

This year also marks the first time Tommy Hilfiger is offering a separate holiday delivery for resort wear. The delivery will be made in December to freshen store selling floors. Last year, Hilfiger didn't deliver any new groups of sportswear past November, but he saw an opening this time around.

"We've dubbed the resort group Coast Guard', and we'll emphasize nautical-inspired colors, such as whites and primaries," Hilfiger said.

That merchandise includes knit shirts, woven shirts, slacks, shorts, casual jackets and last holiday's hot

item, sweaters. "We'll do very well with sweaters this holiday, and we're including sweaters in deliveries throughout the holiday season," Hilfiger noted.

Swimwear is one category seeing far more holiday action from sportswear resources. For instance, **Nautica** has always shown a small swimwear package in its holiday assortment, but this year it has developed a far more intensive swimwear line, said David Chu, president.

"It's hard for consumers to find swimwear in Northeastern stores during holiday, so we've produced a bigger swimwear group to coordinate with the graphics and solid-color looks of our sportswear," Chu said. **Nautica** will also stress sweaters and outerwear for holiday/resort, especially a large group of lightweight jackets.

Resources that employ shops have the clear advantage for holiday, because shops spawn multiple sales. The case of Izod is typical. An extensive line of swimwear with novelty prints -- such as images of beach chairs and umbrellas and fish -- serves as a core for the active-inspired holiday/resort items within the Izod shops, noted Arthur Keller, vice-president of merchandising. This resource is also anticipating another strong holiday season in sweaters, particularly its broken-cable sweater style, Keller said.

Another resource employing shops, Gant, expects these shops to fuel multiple sales. "As guys buy fancy, patterned shorts or slacks in the shop, they'll find a solid-color shirt in the same shop to accessorize, which leads to plus business," said Glenn Turnbull, national sales manager.

But Gant is by no means stressing a solid-color shirt story for holiday. Its woven shirt offerings range from traditional and updated, colorful madras to fancy chambrays. Its knits are high-lighted by highly-detailed, pigment print styles. The line has also beefed up its holiday swimwear and sweater offerings in fancies.

"We saw a void in sweaters and swimwear for this holiday/spring because there weren't a lot of upper-moderate, quality, traditional resources producing those items," Turnbull said. Gant's swimwear will feature nautical-inspired prints such as seashells, as well as new versions of Hawaiian prints.

For mainfloor classifications firms, gearing holiday lines exclusively to resort wear can be a tricky business. Quipped one manufacturer: "Many mainfloor customers can't afford a vacation during the winter, so they don't need resort wear." But in reality, the holiday lines of many classifications resources are developed for multi-purposes, such as gift items, wear-now items and resort wear.

Among the hottest mainfloor items are the resurging groups of print shirts, which were scarce in stores last holiday. This year, firms -- including Blueprint -- will get a jump on spring by delivering printed woven shirts, noted Charles Katz, vice-president. Blueprint is also beefing up its madras shirt offerings. Katz said Madras has been transformed into a "staple fabrication for three out of four seasons."

Career Club Shirt Co. also views a gravitation back toward printed shirts, although the firm hasn't decided whether to break its print group before spring 1990, said Jim Barnett, president. The firm's holiday assortment under the C.C. Sport label will include a wide range of short-sleeve knit and woven styles. Discussing printed shirts, Barnett said, "Prints won't return to the high levels of a few years ago, but will gain in market share. The key is to develop unusual prints, and to avoid those that ran their course, such as the bright Hawaiian styles."

One firm that continues to make its name in printed shirts is Marc Daniels, a resource that plans another strong holiday offering in printed styles. "Prints are more understandable now, unlike the loud, bolder looks of four years ago -- so prints are set for a resurgence," said Lewis Berne, vice-president of sales. Marc Daniels' wide assortment of prints will include tropicals, as well as neat prints that mimick yarn dyes, Berne added.

The Arrow Co. is sporting one of its biggest holiday lines ever, consisting of knit tops, woven shirts and sweaters, noted Dale Jewell, vice-president of merchandising. No less than 60 percent of that line is geared to resort wear, particularly under the River Brand sublabel, an updated fashion label, Jewell said. One

group of Arrow's knit shirts will be available in 200 different stripe styles.

The Van Heusen Co. has expanded its holiday line to two deliveries, with the fashion parts of its offerings falling under the Custom Club International and 417 labels. "The detailing is cleaner, and the emphasis is on surface-interest fabrics and new colors, especially a range of neutral, dusty pastels," said Ted Sattler, executive vice-president of merchandising. He added that resort business continues to boost sales of the holiday line.

Onwel Properties, Inc., a knit shirt resource, expects strong holiday business in styles ranging from mock turtlenecks to polo-collar knit tops to printed pique shirt styles, said Michael Winegred, president of the firm, whose labels include Michael II. Winegred said the knit tops business continues to be fueled by the proliferation of styles, compared to a few seasons ago when rugby-type shirts dominated the business.

World Island is another firm planning to unveil a large offering of printed shirts for spring, and its holiday line will include a preview of those prints, said David Shaberly, managing partner. The resource will stress sharp pricing -- with retail price points in the $ 20 to $ 22 range. Prints will include nautical and mini-flower motifs. Shaberly emphasized that although the line will include prints, holiday gift items such as packaged shirts will represent the bulk of holiday sales.

The growing popularity of madras was underlined by a number of resources, who see the madras business gaining a year-round following. J.J. Cochran, a division of Megastar Apparel Group, is incorporating madras into its Touring Club Collection. But this line is showing madras with a twist. It includes over-dyed Indian madras and overprinted Indian madras. These processes create a new, updated following for the traditional madras looks, noted Bob Rush, executive vice-president of merchandising. Overprinting on madras, he said, is especially popular with consumers because the effect is an updated, muted print.

GRAPHIC: Photograph

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 2339 Women's and misses' outerwear, not elsewhere classified ; 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 07635631

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State-O-Maine net leaps 143.7% in 4th quarter; apparel manufacturer WWD (Women's Wear Daily) May 31, 1989

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WWD (Women's Wear Daily)

May 31, 1989

SECTION: Vol. 157 ; No. 105 ; Pg. 18; ISSN: 0149-5380

LENGTH: 137 words

HEADLINE: State-O-Maine net leaps 143.7% in 4th quarter; apparel manufacturer

BODY:
STATE-O-MAINE NET LEAPS 143.7% IN 4TH QUARTER

NEW YORK (FNS) -- Boosted by strong sales in its **Nautica** apparel unit, fourth-quarter profits for State-O-Maine, Inc., shot up 143.7 percent, while earnings in the year gained 33.6 percent.

In the quarter ended Feb. 28, net income climbed to $ 853,000, or 22 cents a share, from $ 350,000, or 12 cents, while sales jumped 60.9 percent to $ 16,218,000 from $ 10,079,000.

In the year, earnings for the bathrobe, sportswear and activewear maker rose to a record of $ 5,427,000, or $ 1.52, from $ 4,062,000, or $ 1.42. Sales were up 35.7 percent to $ 74,991,000 from $ 55,268,000.

A company spokesman said the gains were primarily the result of a continuing increase in sales for the **Nautica** division, which makes men's and women's outerwear and sportswear.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 07644711

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

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Designer or brand: line blurs; clothing trade Daily News Record June 7, 1989

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June 7, 1989

SECTION: Vol. 19 ; No. 112 ; Pg. 1; ISSN: 0162-2161

LENGTH: 784 words

HEADLINE: Designer or brand: line blurs; clothing trade

BYLINE: Sharoff, Robert

BODY:
DESIGNER OR BRAND: LINE BLURS

CHICAGO -- Claiborne a designer?

Dior a brand?

What is Hermes?

Ask three retailers and you'll probably get three different sets of answers.

There is, surprisingly, very little consensus among retailers and manufacturers on the subject of what is a designer line and what sets it apart from a designer brand.

Some see the price points as the linchpin; others say it's styling that makes the difference.

But for every generalization retailers find manys exceptions.

Manufacturers seem to be the most sure on the matter -- and they get down to splitting hairs about how much of a given designer's output fits into the designer or branded category.

"The difference between a designer line and a branded line is that designer lines strive for newness while brands go for consistency," said Mike Zaccaro, men's vice-president at Marshall Field's in Chicago.

He added that "Claiborne is a designer. Dior is a brand. When a customer buys a Claiborne dress shirt, he's looking for something new and different and exciting. When he buys Dior, he wants a white dress shirt that he knows is going to fit and is going to last a long time."

Not everyone has it divided that neatly, however. "I'm not sure what the difference is," said Robert Ackerman, men's vice-president at Neiman Marcus in Dallas. "What is Oxxford? What is Hermes? Technically, I guess, they're brands -- but they have the kind of quality and integrity from season to season that seems to put them in a different category."

Ultimately, he added, it's not very important. "We don't think of them as being two distinct categories."

Some retailers say that whatever distinction existed between designers and brands has gotten blurred as more and more "second tier" designers have entered the game.

"The distinction should be that designers represent a different level of taste, but that doesn't always happen," said Doug Arvanites, men's divisional merchandise manager at the H.C. Prange Co. in Green Bay, Wis.

He added, "What it comes down to a lot of the time is price. Also, the top designers are heavily advertised and promoted and so have greater consumer awareness."

He also said that certain brands have taken on characteristics previously associated with designers. "**Nautica** is a good example. It has the feel of a line that's been designed by one person from season to season and there's a consistency in terms of lifestyle."

The designers themselves are quite clear on the subject. "A designer line has a certain authority -- it represents newness, quality and a certain status factor," said Henry Grethel.

He added that "customers look to designers to assure them that it's okay to wear a certain color or style. Brands don't have the same authority. Often there are many different people involved in designing a branded line and there's no overall integrity."

Grethel said that "designers can become brands. Cardin is an example. He's still a designer at the top end, but is a brand at the popular end. Also, stores sometimes have their own way of looking at things. Once a designer achieves a certain volume, a store tends to look at the line as a brand. I don't think the consumer thinks that way."

The designer's ultimate trump card, said Grethel, is that "customers want some sense of assurance that what they're buying represents fashion and designers can provide that easier than brands can. Brands get typed as one thing or another and it's very difficult to change the direction of a brand. Designers have a somewhat easier time of it because customers expect designers to change and be on top of fashion."

Grethel's employer, Bert Hand at Hartmarx Corp., is more ambivalent. "I think something like Dior is both a designer line and a brand. It's a brand because of the volume and the fact that it's been around a long time and stands for quality. It's a designer line because there used to be a Christian Dior and the business has always been run as a designer business. We've always received a great deal of input from the House of Dior about the line."

Roger Forsythe, design director for Perry Ellis, said, "Brands have to be in a certain price structure and be driven by marketing whereas a collection can't have that price point advantage. A designer line like Perry Ellis Signature can't be concerned with price, but rather with paying attention to innovation. Our Perry Ellis Collection is concerned with price but not to the extent of our brand Perry Ellis America. Perry Ellis America is driven by color, not by design, and those colors don't have to be as meticulous and original as ones used in the collection."

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5600 APPAREL AND ACCESSORY STORES ; 5651 Family clothing stores

IAC-NUMBER: IAC 07657275

IAC-CLASS: Trade & Industry

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Rugged shorts selling; men's clothing Daily News Record June 13, 1989

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June 13, 1989

SECTION: Vol. 19 ; No. 116 ; Pg. 3; ISSN: 0162-2161

LENGTH: 765 words

HEADLINE: Rugged shorts selling; men's clothing

BODY:
RUGGED SHORTS SELLING

NEW YORK -- Rugged outdoor fashion has crossed over sportswear boundaries to perform well for mainstream retailers who are capitalizing on its wide-ranging appeal.

Longer length shorts in cotton and canvas are pacing rugged sales at stores throughout the country, and overall volume gains are running about 15 per cent.

Knit shirts, T-shirts and hiking socks are also standouts in rugged departments.

Retailers agreed that the rugged look has helped to define a diverse group of sportswear and casual apparel items within the retail environment. The comfort and ease of wear of natural fibers have enabled stores to carry over the momentum of better sportswear into rugged, and consumers have responded enthusiastically.

"The rugged look sells well," said Marvin Cohen, vice-president of Sam's, a single-unit retailer in Livingston, N.J. "The outdoor look has been longer shorts for our customers."

Cohen said knee-length walk shorts in garment-washed cotton sheetings and canvas twills, from **Nautica** and Woolrich have been the standout items, retailing from $ 25 to $ 42. "We bought 20 percent more into shorts this season than last," he said.

In tops, short-sleeved polo and crewneck tops in cotton pique, knit and lisle, by Cross Creek, Champion and Axis, have been checking out at $ 28 to $ 40.

Cohen noted that Sam's broke price two weeks ago with 20 percent off all sportswear. "Overall, it's been a good season so far. We're up 10 percent."

At Jerry's, a young men's and men's store in Lock Haven, Pa., sales are up 15 percent through mid-June.

The bestsellers: "Anything in shorts. We can't get enough. I'm on my third reorder, and we're going to need more. It's our best year ever for shorts," said co-owner David Schaitkin. The Megastar stable of labels have been hot, with washed canvas and cotton pleated walk shorts by Le Tigre, $ 15 to $ 22. And selling well in tops, french terry crewneck, plackets and henleys, with ribs and other surface interest and in nautical looks, priced from $ 19.50 to $ 29.

All told, sales of shorts are up 20 to 25 percent, with tops up 5 to 10 percent compared to year-ago levels.

James Sikes, president of Sikes and Kohn's Country Mall, Pine Level, Ala., said his business is up 12 to 15 percent this season. "We're very aggressive at full price; we're not a promotion-oriented store," he said.

In outdoor apparel, Walls hunting apparel is popular -- especially chamois shirts and camouflage looks.

Kathleen Rowell, general manager of the three-unit Mast General Store based in Boone, N.C., said her hottest lines are Woolrich, Northern Isles sweaters, Sierra West "Big Dogs" T-shirts and shorts, and Terramar canvas pants and shorts. "These lines fit our look," she says. "We try to stick to the more outdoorsy weekendwear, a sturdy look."

Alan Barnhardt, president of Alanby's, a two-store outdoor specialist based in Charlotteville, N.C., said sales in May ran 15 percent ahead of last year. He expects business to continue strong, and looks for 15 to 20 percent sales increases overall.

Barnhardt says his hottest items are Sierra Designs' Micro-Light nylon windbreaker, shorts from Patagonia and Woolrich, woven shirts from Woolrich, and polo-type knit shirts from Patagonia.

At Rowbottoms & Willoughby in Chicago, Jerry Brody, owner, said, "We had a nice spring. We're basically right on plan."

Brody said that lightweight poplin jackets and vests by Geiger and C.C. Filson have done well. "Filson is an old company, and their cut is very utilitarian. It's done well for us because we're so narrowly focused."

Brody also said that khaki shorts in a variety of lengths have been big sellers, along with classic polo shirts in red, white, teal and purple. Key labels are Ruff Hewn, Dry As A Bone and George of Stafford.

Men's specialty stores in the Southwest have experienced good results with rugged apparel even though the heavy rugged traffic isn't expected until fall.

Patrick Gates, men's buyer at Houston-based Sakowitz, said spring "had good results" with washed denim shirts and lightweight cotton sweaters.

At the new Sakowitz store in Dallas, Gates explained paraphernalia and memorabilia in the rugged mode visually enhance the entrance to the men's sportswear area. Updated resources such as Timberland are primary vendors of the rugged look for Sakowitz. "Americans have had the L.L. Bean look for decades. When the Italians got Timberland, it was new for them. Now, there's a better look here because of the Italian influence."

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 5611 Men's & boys' clothing stores ; 5311 Department stores ; 5651 Family clothing stores

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IAC-CLASS: Trade & Industry

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Van Baalen Pacific to make Nautica label ties, hosiery; men's clothing Daily News Record June 16, 1989

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June 16, 1989

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HEADLINE: Van Baalen Pacific to make **Nautica** label ties, hosiery; men's clothing

BODY:
VAN BAALEN PACIFIC TO MAKE **NAUTICA** LABEL TIES, HOSIERY

NEW YORK -- **Nautica** Apparel, Inc., men's sportswear manufacturer, has licensed its sister firm, Van Baalen Pacific Corp., to manufacture and market men's hosiery and neckwear under the **Nautica** label.

Both companies are divisions of State-O-Maine, Inc.

Van Baalen already manufactures and markets men's robes under the **Nautica** label.

The hosiery line for holiday will consist of dress and casual socks. The **Nautica** neckwear line will be introduced for spring 1990.

Van Baalen has formed a men's furnishings division to manufacture and market its three **Nautica** product lines.

Jeff Matthews has been named vice-president and national sales manager of the Men's Furnishings division. Matthews, who was regional vice-president for the Midwest for Van Baalen's Christian Dior men's activewear and robes lines, reports to Chuck Zona, president of Van Baalen.

Jerome Myers has joined the company as vice-president, merchandising director for neckwear. He was president of Rooster, Inc., Philadelphia-based men's neckwear manufacturer, which filed Chapter 11 last March. Myers had been with Rooster 28 years. He reports to Zona.

Phil Ledesman has joined Van Baalen as merchandise manager of men's hosiery, reporting to Matthews. He was West Coast regional sales manager for Camp Hosiery.

Prices haven't been set yet for either the hosiery or neckwear lines. Van Baalen is currently looking into sourcing possibilities for both lines, but no decisions have been made as to where the products will be manufactured, according to Zona.

Several members of **Nautica** Apparel's sales force will carry the men's furnishings, in addition to their lines of **Nautica** sportswear, outerwear and activewear. Several new salespeople will be hired as well.

Matthews, Myers and Ledesma will all be based here at 10 West 33rd Street.

In explaining the move, a spokeswoman for the company said **Nautica** had tested neckwear and hosiery in its own retail stores, and the products were well received. That led to **Nautica's** decision to license Van Baalen to produce full-fledged lines to sell to other retailers. The spokeswoman added that even though there will now be a **Nautica** tie line, there are no plans to introduce a men's tailored clothing line.

In addition to the **Nautica** lines and Christian Dior men's robes, loungewear and activewear, Van Baalen produces and markets State-O-Maine men's robes.

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 2323 Men's and boys' neckwear

IAC-NUMBER: IAC 07355224

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MENSWEAR AMERICAN STYLE St. Louis Post-Dispatch (Missouri) June 18, 1989, SUNDAY, LATE FIVE STAR Edition

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June 18, 1989, SUNDAY, LATE FIVE STAR Edition

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LENGTH: 2454 words

HEADLINE: MENSWEAR AMERICAN STYLE

BYLINE: Story by Becky Homan Post-Dispatch Fashion Editor Photos by Kevin Manning Of the Post-Dispatch Staff

BODY:
IF CERTAIN suit manufacturers were asked to sing their favorite song these days, it could very well be "Hail to the Chief." Other men's clothing makers might be humming that ditty along with tunes about America's great outdoors. That's because George Bush's consistent images - either suited up in dark, dressy and natural-shouldered business suits or relaxed in comfortable, even rumpled fishing, hunting and beach-combing gear - are being translated into minor fashion trends and significant dollars for a few of the clothiers making such garments. Presidential style has always had a certain impact on men's fashion. John F. Kennedy's two-button suit may have had the greatest. The handsome young president - tall, thin and often wearing a back brace - wore only the more robust-looking and lower-cut two-button suits. His was an era of three-button jackets. And the effect was one of boosting sales of the two-buttons while undermining markets for three- and even one-button styles for several years. Jimmy Carter went more for wilderness wear in his down-home dress, even in the White House, while Ronald Reagan's shoulder-padded suits of brown were quite a departure for the Oval Office. Now the frequent Bush images, in newspapers and on TV, are preparing men for a new era of traditional men's suiting, if not a wealth of outdoor clothes, say several experts in the industry. Some other observers of men's fashion think that Bush, so far, is having only a subtle impact on the clothes made for men to wear. But they are expecting this to change as time goes on - especially when racks of new-but-more-traditional fall suits and rugged items of outerwear start rolling into the stores in a month or so. Still others say that Bush's style is coincidental to similar trends building in men's fashion for more than a year now. His own understated message in photos from Texas, Kennebunkport and Washington, D.C., certainly is one of a man who knows himself and is at ease with his own clothing choices. But whatever history records as Bush's fashion impact, the president is expected to have an effect not unlike that of his wife, Barbara, who imparts a confident, no-nonsense approach to dressing. "With (John F.) Kennedy there was a furor over the two-button suit," says Chip Tolbert, fashion director for the Men's Fashion Association, a trade group for dozens of designers and retailers around the country. "His embracing of the two-button suit did a hell of a lot for the clothing industry." Bush, on the other hand, "is confirming mainstream traditionalism with an updated look, and I think it could be great for the industry," Tolbert says, "because the kind of clothes he wears are what men like to buy. They're not going to be outdated. They are wonderful forms of investment dressing. And there's also something about wearing either a navy or gray suit that is conservative - it's always going to be correct under any circumstances, anything short of a black-tie evening. "I think he's going to make a lot of men who do not think in a fashion-forward matter," Tolbert adds, "feel a lot more secure." Bush's influence was not apparent to Tolbert . . . at first. "He's an ultra conservative dresser and there's nothing wrong with that," Tolbert says, "but I didn't think he'd send men rushing to their tailors." But, Tolbert does see traditionalism making a comeback. Tolbert measures that by the "great deal of navy shown in men's clothing for fall -

especially rather Ivy League suits, if you will - that are indeed making a comeback in business dress. . . . And I think when the chief dresses that way, a lot of lieutenants dress that way." For weekends, on the other hand, Bush's penchant for relaxed but colorful dressing is a welcome trend for sportswear makers and retailers. "Bush is going to be leading the change into casualness," predicts Kim Kuehner, owner of the Frontenac sportswear shop bearing his name. "I do think that very strongly. Ronald Reagan and Nancy Reagan had their own mark on fashion and it was much more formal. . . . Now, if yo u had Dukakis as president, you would not have sportswear manufacturers as enthusiastic about the future and business as they are now. Dukakis rarely wore sportswear, and when he did he looked uncomfortable. Here you've got a guy who's very casual and very comfortable in it." Jack Hyde is another menswear expert who sees more of a subtle change in the impact Bush is having on men's clothes. Hyde is professor in communications at New York's Fashion Institute of Technology and, formerly, head of FIT's Menswear Design and Marketing department. As part of another job, Hyde is updating Esquire's Encyclopedia of Men's Fashion and seeing a lot of "subliminal" messages influencing menswear, be they from Bush or from a host of influential movie stars. "Rex Harrison's Irish walking hat in 'My Fair Lady,' " says Hyde, "I think it subliminally influenced people to wear that kind of style. With Clark Gable, it was a polo coat. "I don't think everybody wants to dress like a president or even like Cary Grant, but if you see so many pictures of a person like we all do of President Bush, I can't help but think you'll go into a store and see a suit that's in his image and respond to it, especially since I think the average man is still not quite so sure of himself." The subliminal message from Bush - besides one of conservative, classic natural-shoulder suits - is also that of a spread-collar shirt, Hyde says. "I'm noticing that the top executives pictured in Forbes are wearing either button-down or spread-collar shirts with French cuffs and cuff links, and the president also is doing that. . . . I think that could be an influence with CEOs all over the country, wearing French cuffs again," Hyde says, "which could bring back a whole industry." As for business suits themselves, Bush's now mostly come from the 101-year-old Norman Hilton suiting company, based in Linden, N.J. Bush's closet contains around a dozen of the dark navy-or-gray variety, according to Pat Harrington, publicist for Hilton. He started buying them a little over a year ago "during the campaign when he was updating his image," she says, "and the change in his style was quite dramatic . . . getting more into an updated two-button depressed-waist, as opposed to a three-button sack-type suit." She describes the new suits as having an "Ivy League look but more sophisticated" with fabric from England, Italy and Scotland and some custom workmanship. Armholes are roomier, she says, as are trouser legs. "We're picking up more retailers," she says of fallout from Bush's interest in the suits, "and, therefore, the consumer, too." Other reactions are that any well-made, true-blue American menswear - with Bush's blessing - is coming into its own. "American is starting to become OK," says Harrington. "Prestige and esteem now are found in American style. It's been around. The Italians copy us. (Giorgio) Armani looks to American films from the '30s and '40s, to the great American movie stars. The Italians have just known how to give it that finishing touch and they also know how to market." Indeed, a Hilton-suit seller in St. Louis - the Mister Guy stores - expects to see Bush's style helping to fend off recent interest in Italian clothes. "I can see him impacting and keeping guys wearing natural clothing as opposed to wearing more European," says Terry Felumb, owner of the four Mister Guy shops in St. Louis. Besides the pricier Hilton suits - $650 to $900 - Felumb has similarly styled suits for around $350 to $500. "The influence from Europe been in the store for the last couple of years and this may help back it off a little. Bush could swing it back." Meanwhile, back at Kennebunkport, Bush's outdoorsy look is certainly typical of new sportswear trends, if not influential. With his baseball-style caps and colorful windbreakers, khaki pants, shorts and madras-plaid shirts or layers of bright knit shirts often worn under fishing vests and well above topsiders, Bush could be modeling for the labels L.L. Bean or Boston Trader. The president's retreat, in fact, is only 45 minutes east of Boston Trader's Massachusetts headquarters, just south of L.L. Bean's in Freeport, Maine. "We feel that just by his whole relaxed feeling versus Reagan, who was more stylish . . . we are feeling his influence," says Boston Trader's national sales executive, Heidi Bush (no, she is not related to the president). "People are not particularly saying they're going to buy khakis and cardigans because Bush is wearing them," she adds. "But I do believe that people are feeling more relaxed and better about things, and with Bush in office they can be more casual on weekends, or more relaxed on evening outs. With Reagan you only saw him in jeans at Camp David or Santa Barbara. He was in suits all the rest of the time." Kuehner, who carries Boston Trader among his other sporty labels, agrees that the Bush impact won't be for a particular item of clothing. "But he's definitely going to lead a trend toward cau salness," Kuehner says. "And the sportswear business is on a general growth trend right now. . . . With Bush in office, I'm much more confident that the business will be stronger and that people are going to be a little more comfortable about casualness." But, in the end, the message from the president, says Hyde of

FIT, is one of wearing what's right for the individual. "More than anything else in the pictures I've seen of him," Hyde says, "one thing stands out. He dresses appropriately. . . . Everytime I see him in Texas hunting or on the beach, he seems to like a casual shirt with epaulets and flap pockets, sport shirts, not safari shirts. "There, and every place else," Hyde says, "without a question, he's dressed appropriately."

GRAPHIC: Photo; PHOTO (COLOR)...Kevin Manning/Post-Dispatch...Among new men's outdoor clothes for summer - some possibly influenced by President George Bush's st yle of weekend wear - is Eddie Bauer's Sacjac windbreaker ($25), cotton-knit shirt ($17), pleated khaki shorts ($25), khaki cap ($18), cotton-wool socks ($7) and Watermocs shoes ($110, all from Eddie Bauer - Chesterfield Mall.) Photos shot in Forest Park. PHOTO (COLOR)....Kevin Manning/Post-Dispatch...Bush does own nearly a dozen Norman Hilton suits, not unlike this one in a charcoal blue glen plaid ($775), worn here with a striped cotton dress shirt ($45) and Ferrell Reed tie ($45, all from Mister Guy). PHOTO (COLOR)....Kevin Manning/Post-Dispatch...LEFT: Another casual Bush-style outfit for the weekend might be **Nautica's** hood-collar windbreaker ($55.99) with Scotland Yard Boathouse madras shirt ($42) and **Nautica's** heavy, pleated khaki pants ($104, all from Kim Kuehner). Story by Becky Homan Post-Dispatch Fashion Editor Photos by Kevin Manning

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Retailers coo over new looks in coat firms; women's coats WWD (Women's Wear Daily) June 20, 1989

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WWD (Women's Wear Daily)

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HEADLINE: Retailers coo over new looks in coat firms; women's coats

BYLINE: Pogoda, Diane M.

BODY:
RETAILERS COO OVER NEW LOOKS IN COAT FIRMS

NEW YORK -- An injection of fashion could be the key to zipping up the ailing coat business this fall. After sluggish sales last year, retailers hope the market's increasing attention to design will pave the way to solid sales in the coming season.

Most of the merchants contacted by WWD are projecting moderate increases in the wool coat business, and plan slightly larger gains in non-wool coats and jackets.

While the business will still be dominated by the usual roundup of labels, some store executives have tiptoed to the fringes of the market and are investing in a few of the new lines to hit SA. They say their slightly adventurous buying is spurred by updated silhouettes and the abundance of color this year.

Louise Chazen, vice president and divisional merchandise manager of coats and suits for Saks Fifth Avenue, said the diversification now available in coats should mark a strong year.

"Wools are still the most important part of our business by far," she noted, "but there is a continuing and growing importance in non-wools, including down, leather and shearling."

Saks is launching the premiere lines from Anne Klein and Ellen Tracy in its store here. Chazen is confident the Anne Klein coats -- the first venture into the designer arena for Bromley Coats -- will perform well.

"Even though its reputation is in lower-priced markets, Bromley has been known for its high quality," she explained.

Chazen said she is optimistic about the newness in the coat market, and said there is more fashion in lower-priced coats -- around $ 250 at regular prices -- but even here, more variety is needed. Chazen said Reflections, Braefair and Gallery are among the moderate-to-better coats showing interesting fashion.

"Our customer is still looking for a traditional coat, too," she said. "Traditional doesn't have to be dumb, but I think some people think that's what it means. Among our best new looks in traditional styles are Perry Ellis, Regal and Christian Dior."

As for capes and shawls, Chazen said they were getting a bit more attention this year for day and eveningwear, and should continue to sell.

At Bloomingdale's, David Fisher, vice president of coats and special sizes, expects a healthy coat season, owing to the interest in fabric, color and style at higher price points. He is particularly bullish on leather and suede, cashmere blends, duffles and downs.

Fisher said the bridge area will be strong. he said Bloomingdale's is putting less emphasis on the moderate market. "There's just not the newness in moderate wools this year. The consumer will be inclined to spend a little more and get something really new looking. I think moderate wools will be a tough business for everyone."

As for new players, he said: "The Ellen Tracy line is phenomenal. It's priced right, styled right, and on target with what we saw in Paris." The Ellen Tracy coat line is a newly licensed label at Fairbrooke Enterprises.

"Anne Klein is also good, but limited because of its price points," he continued. "Anne Klein II is still a good bridge name with a few key items."

Leather and shearling remain strong sellers, but Bloomingdale's has taken itself out of the moderate market in these classifications. Fisher said lamb leather is an incredible growth category, along with shearling retailing between $ 1,200 and $ 2,500.

Capes, also at the higher end -- $ 300 to $ 400 retail -- will be good in day and evening categories, particularly with fur trims, he added.

Associated Merchandising Corp. is looking forward to increases of 10 to 30 percent in coat business at its member stores, according to Bernie Ozer, vice president of fashion merchandising and marketing. He feels strongly about new fashion looks at all price levels in the market, both the wool and non-wool business, and by some of the new players.

"Ellen Tracy will do for coats what Donna Karan did for the bridge business," he stressed, adding that new shapes in the market at large are giving consumers exciting options from which to choose. "New colors such as blush and white, and the wide shapes, bathrobe silhouettes, longer collars and swing backs look very good. Velvets, fake furs and new looks in leather finishes and shearling should also perform well," he said.

Ozer foresees a longer selling season for coats, starting later and ending later -- more in keeping with recent weather trends. He also feels there will be a big opening for new players with creative styles, as the coat market keeps improving. Finally, he said the better market is where most of the action will be, because it looks newer and seems like a better value.

Bonwit Teller plans a conservative single-digit increase, according to Holly Lehrer, general merchandise manager. She also sees a solid business at bridge prices, and is enthusiastic about the store's new casual outerwear classification.

Lehrer said the fashion and style of the Anne Klein and Anne Klein II lines will have a significant impact for fall, and the store is planning to use the lines in catalogs and advertising. She also liked Ellen Tracy and said it was slated for ads as well. Leather, which continues to be strong, will make up about one-third of Bonwit's coat business.

Wools have been slightly deemphasized, bowing to other categories at Jacobson Stores, where Sandra Jones, coat and suit buyer, reported a 10 to 15 percent cutback in wool buying.

"Based on soft business in wools over the past three years, and strong competition from other classifications of outerwear, we cut our dollars and units in wools and put them in other areas," Jones said,

pointing to leathers, fake furs, shearling, and rainwear as hot categories.

She said wools are still the backbone of any coat business, but the styles need to be new to justify the price increases. "For the first time, we shopped extensively in Europe to try to get some exclusivity and creativity," she said. "Prices there will be roughly comparable to domestic coats, so consumers shouldn't be too shocked."

Jones added that the stores has moved its delivery dates up on fall orders and has been getting good preliminary reaction already, especially on fake furs, leathers and fall rainwear. She also has high expectations for precious fiber business -- including cashmere blends and camel hair in colors.

Denise Viotti, group buyer for women's coats at B. Altman & Co., said 10 percent of the purchases for fall are from new resources.

"This is more than usual," Viotti pointed out. "Last year, we played it very safe, but now, because there is a lot of newness in coats, we have bought some new lines."

Viotti also said the newness will mean coats will see more action in catalogs as well.

She said some of the new lines include the Anne Klein and Anne Klein II coats and the Ellen Tracy coats.

"The name is still very important to our customers," Viotti said, but, she emphasized, "There must be a quality product behind the name."

In the moderate-priced market, she said, fashion has become updated. Jacket lengths are longer, there is more color -- which was lacking last year -- and there is more interesting detail in trimmings, buttons, a looser silhouette and deeper armholes. Because of the updating, she is projecting a stronger year for the wool market.

Leathers remain strong for Altman's, and fake fur also is picking up steam: "There is color in fake furs, too, such as purples, reds and spotted looks. Fake furs have been taking dollars away from our affordable real fur business," she said, attributing much of the deemphasis of real furs to antifur publicity.

At Dayton Hudson, Minneapolis, the moderate-to-better coat department will comprise a combination of new and old resources, according to Jim Easton, divisional merchandise manager of dresses, coats, suits and better sportswear.

"We are constantly looking for new styles and resources, and this year is no different," he said.

"Color is the number-one new treatment in moderate wools coats, with spice colors, deep vegetable dyes and brights, such as fuchsia, red, jade and turquoise," Easton said. He added that Ashley Scott was one of the best resources for color in this area. "Color isn't completely new to the moderate lines, but there is more of it now than there ever was."

He also said there is a lot of Chanel-inspired treatment -- gold buttons and chains -- and bathrobe coats in the moderate market. "Makers in this range have gone beyond the basic silhouette and colors, which is what this category needed."

While Dayton Hudson is projecting an increase of about 10 percent in its wool business for fall, he expects even bigger growth -- up to 20 percent -- in non-wools, particular neon-colored polyester and downfilled active outerwear. He said Columbia outerwear and **Nautica** coats were two of the hot newer lines to be in the stores for fall, and added that he expects London Fog rainwear and active outerwear to remain the top performer in its category.

Wool coats with leather trim -- mostly black leather -- were a huge business last year, he said, and he expects it to broaden to include suede, colored suede and leather, and textured leather trims this fall. The

company did not emphasize fake furs last year, but is bringing them back this year. He said the retailer will offer fake shearlings, as well.

One corporate buying office executive, who preferred to remain anonymous, said his department store chains would be sticking to its sure bets.

"There are limited dollars available for third-quarter buying, so rather than take a chance on new people, we are sticking with our reliable resources -- who are coming out with fresh styles -- with whom we have a rapport," the executive noted.

"There is definitely an infusion of fashion in coats this year, and this market sure needs it," he said. "The key is getting the more forward coats on the floors early.

"I have no doubt the traditional customer will come in later, so those traditional goods will be on the floor later," he continued. "But for the most part, the consumer is really tired of the double-breasted reefer coat. She already has that, and when she comes in to buy a new coat, she wants one that looks new."

As for moderate makers going into better lines with licensing programs, he said: "It's good for them, because since there is less business and fewer accounts, it makes sense to sell as many units as possible at a higher price. But," he cautioned, "The key is in the quality. If a moderate maker uses a better piece of goods but does nothing to the styling or the construction, it's still a moderate coat that costs more. Similarly, if a moderate maker puts a $ 100 fur collar on a $ 100 coat, it's not a better coat -- it's a moderate coat with a $ 100 collar."

PHOTO : Ashley Scott's best-selling wool coat, with 10,000 units booked, and the down-filled cotton jacket from Fog by London Fog, with 80,000 units ordered.

PHOTO : The top-booking green wool swing coat with cotton velvet collar from Christian Dior for Cuddlecoat, with 1,500 units sold

PHOTO : The bestseller from Anne Klein II for Bromley Coats: the white bathrobe coat in 75 percent wool and 25 percent mohair, with more than 2,000 units booked, and the top number from Ellen Tracy for Fairbrooke Enterprises: a black wool swing coat, with more than 2,000 units ordered

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Bound by the silken thread; Neckwear Association awards Daily News Record June 23, 1989

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June 23, 1989

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LENGTH: 435 words

HEADLINE: Bound by the silken thread; Neckwear Association awards

BYLINE: Spevack, Rachel

BODY:
BOUND BY THE SILKEN THREAD

NEW YORK -- Herbert Breitman, president of Brookville Corp., has an unusual affliction for a veteran tie manufacturer -- he's allergic to silk. Breitman, who was one of the honorees at this year's Neckwear Association of America's Achievement Awards luncheon, swore that he's always had the allergy, not just since silk prices went up. The crack drew a knowing chuckle from the audience of neckwear manufacturers, tie fabric suppliers and neckwear buyers, who turned out in force Wednesday afternoon at the Plaza Hotel.

The Neckwear Association awards celebrated longevity this year -- Breitman has been in the neckwear business for 57 years, and the tie fabrics honoree, Joscar Industries chairman Werner Buckold, is celebrating his 50th anniversary in the business. The retail honoree, Marvin Traub, chairman of Bloomingdale's, is no slouch in that department either, having joined the store in 1950.

In his acceptance speech, Traub gave much of the credit for Bloomingdale's neckwear department to Mary Remch, the store's tie buyer, and mentioned that she will be transferring to the Chicago store in a week to become divisional merchandise manager for men's. Traub described the task of selecting a tie to wear to the luncheon "an awesome responsibility."

The media honoree was Chauncey Howell, a reporter for ABC Eyewitness News, known for his trademark bowties. Howell, who once worked for DNR, said the secret to tying a successful bowtie is to pretend you're tying a shoe from the inside.

Mervyn Mandelbaum, president of Superba and outgoing president of the Neckwear Association, served as master of ceremonies for the luncheon. He introduced Milt Bogart, chairman of the Berkley division of Manhattan Menswear Group, who is taking over the reins as president of the association.

Among the many manufacturers in attendance were Glenn Michener of Wemco; Harvey Schneider of Chukkers Tiesmiths; Ted Lazarus and Helen Feinstein of Parklane Neckwear; Stuart Raskas and Sara Levine of MMG Corp.; Alan Pfeifer, and Tony Chillemi of C.D. et Cie and Michel Kramer of Sulka.

One of the more heartening sights at the luncheon was watching Jerry Myers' many friends and acquaintances congratulate him on his new position as vice-president, merchandising director for neckwear at the **Nautica** men's furnishings division of Van Baalen Pacific Corp.

PHOTO : ABC's Chauncey Howell

PHOTO : Mervyn Mandelbaum, Superba

PHOTO : Milt Bogart, Berkley

PHOTO : Paul Cohen and Paul Weiss, Schoenfeld Neckwear Corp.

PHOTO : Isaac and Alan Zelcer, Isaco

GRAPHIC: Photograph

SIC: 2323 Men's and boys' neckwear ; 5611 Men's & boys' clothing stores ; 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5651 Family clothing stores

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Holiday buying cautious; men's clothing buyers Daily News Record June 23, 1989

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HEADLINE: Holiday buying cautious; men's clothing buyers

BYLINE: Orgel, David

BODY:
HOLIDAY BUYING CAUTIOUS

NEW YORK--Men's retailers are booking for holiday, but with caution: . Specialty stores, many of which will have buyers at next week's NAMSB Show, are either waiting on the sidelines after a tough Father's Day, or taking an early stand on select hot items to insure fashionable assortments. . Department stores, whose buyers are in town for market week, are keeping one eye on hot sportswear categories--from vests to shorts to leather outerwear--and the other on stock control.

The NAMSB Show runs June 25 to 27 at the Jacob Javits Convention Center here.

The common question for all retailers is: How to outdo last year's strong holiday?

Some specialty store representatives expressed concern about this holiday season following a difficult Father's Day.

"Holiday is like Father's Day because it depends on furnishings and sportswear items, but because Father's Day was difficult for stores, there is now concern about holiday," said Gary Loewy, general merchandise manager of Field Brothers, the six-store chain in the New York metropolitan area. "We're predicting flat sales for fourth quarter because we are up against a strong period last year."

Despite the overall mediocre holiday forecast, Loewy continued, "I'm expecting good holiday results for items such as cardigan sweaters and vests, and renewed interest in woven, long-sleeve sport shirts," he said. "I'm also anticipating a strong season for double-breasted suits and sportcoats and forleather outerwear."

John Adler, president of the three-unit Arthur A. Adler, Inc., based in Washington, D.C., plans to "buy for holiday as late as possible in order to get a better sense about the season."

Adler said his store tends to buy fall deeper and keep certain stocks through the holiday period, so that separate bookings for holiday are less necessary. "There are no star items, and poor weather and higher prices are combining to keep away the consumer," he said.

Other specialty stores were more optimistic. Marvin Josephs, president of Coach House Men's Stores, a

five-unit operation based in Pittsburgh, said he is "cautiously optimistic" about holiday, and is planning that season around certain core resources, including **Nautica,** Crossings, Mondo and Coogie.

Barneys New York is pleased with results from spring-Father's Day, and is hoping for a successful holiday in clothing and sportswear, said Peter Rizzo, vice-president, merchandise manager of its men's store.

"Some of the more traditional merchandise isn't performing as well as the European, but overall we're pleased, and we're planning a good holiday," he said.

At The Bon-Ton, the 32-unit operation, Mike Curly, divisional merchandise manager for sportswear, said he is booking an array of "unique items" for holiday in order to test looks for spring. "We're testing and transitionalizing during holiday, and we're optimistic about buy-now, wearnow sportswear, such as mock turtlenecks, lightweight fleece and three-quarter-length woven and knit sport shirts."

Department stores were generally committed to booking strong items for holiday, which they consider an itemoriented season. Many retailers and vendors, however, said department stores are putting an emphasis on stock control.

The Broadway is "growing" its "underpenetrated" sportswear business, said Patrick Kelly, senior vice-president and general merchandise manager.

"We are seeing good results in items such as shorts, T-shirts, novelty knits, casual pants and collections," he said. "But woven shirts and traditional knits are both struggling businesses."

At Belk Stores, sportswear buyer F. Christian Brander said, despite tough business in the year's first half, he is taking as aggressive a buying stance as possible.

"I'm buying aggressively, but with judgment, which means I won't let the prior season's business stop my faith in the rest of the year," he said. "I'm optimistic about categories such as sweaters, leather outerwear, cardigans, turtlenecks and casual bottoms."

At the 11-unit Proffitt's, with stores in Georgia and Tennessee, Ron Cate, divisional merchandise manager, said he is bullish on holiday because "that's the most important time of year for us, and it's the time to stick our necks out with fashion items."

Continued Cate, "sales haven't come easily in mainstream business, so we're booking branded, fashionable holiday merchandise, including cotton sweaters and yarndyed woven sport shirts. Branded shop resources are particularly strong."

PHOTO : Bold ties give a kick to the classics for spring '90 when Italian makers draw from the pre-Castro Havana of the '50s. Here, Tino Cosmo's black and white floral silk tie. White cotton oxford cloth shirt by Luciano Soprani.

PHOTO : Patrick Kelly, The Broadway Is bullish

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Mainfloor establishes itself; sportswear sales offset sluggish men's clothing business; column Daily News Record July 3, 1989

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HEADLINE: Mainfloor establishes itself; sportswear sales offset sluggish men's clothing business; column

BYLINE: Blueweiss, Herbert

BODY:
Mainfloor Establishes Itself

The odd character of the recent market weeks was aptly demonstrated by the high-spirited feeling at many of the sportswear houses ... countered by growing concern of clothing manufacturers, and to a lesser degree of dress furnishings suppliers.

But then if you check department stores...and the big stores are still leading the fashion parade (although they occasionally falter and have to play catch-up)...you'll find the mainfloor sportswear area sparkling with shops and a lot of fresh merchandise. Adding to the excitement are names that are relatively new to men's wear, or others who are rejuvenated enough to recapture their former appeal.

Meanwhile, over at tailored clothing, the sleeves are hanging, but the customers are not paying too much attention. And dress furnishings continues very much as a replacement business.

Retailing in general is dragging its feet, but there was enough sportswear activity around during this recent holiday buying trip to give a number of resources a good feeling for the coming spring market, opening at the end of July, and into the first week of August.

Current reports give good marks to madras business, knits and printed piques. Gant also added the note that dress shirt shipments were up 25 percent for the first six months, and this can be attributed in part to the fact that their sportswear strength draws stores into their dress shirt fold.

However, filling in the pipelines for what have become consistently expanding (in square footage) men's wear departments can only carry the industry so far. And then comes the cry, "Where are the customers?"

As if to emphasize the difficulties at retail, there was a statement last week by William S. Wire, 2d, chairman of Genesco, Inc., who told the company's annual meeting that sluggish sales at retail have spurred clothing buyers to ask the Greif companies to delay some deliveries. Wire said the calls for delayed shipments "are not serious yet, but it's a sign things are not good at retail."

In checking with some specialty stores, it's clear that the slump in clothing sales has obliged a number of retailers to request their suppliers to hold up on shipments.

While a break in the clouds may favor sportswear manufacturers with a warm and comfortable feeling, the news from other retail fronts has not been heartening to any part of the men's wear industry. Certainly, there is ongoing concern over developments at Hooker Corp., and surprisingly there were many raised eyebrows over the announcement that R.H. Macy & Co. has signed a letter of intent to open a three-level, 275,000-square-foot department store in the Mall of America in Bloomington, Minn., in fall 1992.

Bloomingsdale's, Nordstrom and Carson Pirie Scott also plan to open in the mall, along with four smaller department stores. And, oh yes, there's also room in the 3.2 million square feet of leasable space for 800 specialty stores.

It wasn't too long ago that suppliers would jump for joy at any such news. Think of all those pipelines that would have to be stuffed. But the industry now has mixed emotions about these developments, as they contemplate the business that could come in ... and also consider the consequences of over-expansion in retail square footage.

The consequences are leading to excessive presentations of merchandise, too many pipelines and too many price promotions, boring, repetitious men's wear departments. And confusions for the consumer, as stores lose their personality and individuality ... which become submerged in the malls, which, in turn, also begin to look alike.

The buyer-seller meetings during market week help articulate thinking in the industry, not only over the larger issues stemming from retail restructuring, but also dealing with resource structures and the ability of a supplier to make it onto the grid system of one or more of the retail conglomerates.

Right now, mainfloor is where the action is, and sportswear is the driving force. There have been continuing references in the market to the comeback of Izod, which now holds a premier position, helped no little by its shop concept. Izod got behind this idea several years ago, and has brought the merchandise and the concept up to the level that has the retailers talking.

Out of the same corporate family ... Crystal Brands ... comes Gant, which is also highly regarded for mainfloor men's sportswear. Important mainstays, too, are Polo and Clairborne, both of which command significant amounts of open-to-buy. Other names, of course, pepper the mainfloor landscape, resources such as Grethel, **Nautica,** Ruff Hewn, Trekka, Boston Trader ... to list a few. Some also specialize in going after specialty stores.

What distinguishes mainfloor sportswear from the tailored clothing and dress furnishings departments is the movement of resources through the area. While mainfloor watchers may agree that a resource needs a year to prove itself, there is a much more dynamic ambience in mainfloor than in the other men's sections.

This makes for a much more volatile resource structure, but that's a characteristic of the RTW business versus more commodity-oriented clothing and furnishings. Another aspect of clothing and furnishings is its domination by suppliers, many of whom are part of the Establishment, with brand names and/or designer names.

Theoretically, mainfloor sportswear doesn't have an Establishment, because no one company stays around mainfloor in this kind of fast-moving business to form any such entity. And when mainfloor men's sportswear got underway, there was a constant succession of new names that were run through the department. It was new names that attracted the customer.

There are still new names coming through the mainfloor sportswear turnstile. It's the nature of that business. But some observers see the beginning of a hierarchy in the resource structure ... which, they say, runs counter to the needs of the big stores, a need to maintain individuality.

Several resources, like Polo and Clairborne, have already reached the "must have" status, and their distribution and volume reflect that condition. However, mainfloor sportswear is the one men's wear

department that is as much dependent, if not more, on the fashion product as on the name of the product.

The evolution of this sportswear/fashion Establishment can be traced to the growth of retail conglomerates and their huge needs for production. The big question is, "Can they avoid the pitfalls that led clothing and dress furnishings into a discount mode?"

The thinking among some sportswear producers is that they can have enough production to take care of their major customers and better specialty stores ... and are therefore not placed in the position of selling volume retailers to move the production through their system by price.

But first, says one sportswear executive, "you must have the right product. Then you have to draw the line as to how much product you want out there and how you want it treated. If there's too much, you lose your cachet ... because people see it at discount prices and at stores less desirable than those you want to be identified with."

Sportswear has found a home on mainfloor that provides it with proper visibility and gives the store an anchor for men's wear business.

GRAPHIC: Photograph

SIC: 2320 Men's and Boys' Furnishings ; 5600 APPAREL AND ACCESSORY STORES ; 5311 Department stores ; 5651 Family clothing stores ; 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 07729607

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

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Macy's to expand men's in Herald Square store; men's clothing department Daily News Record July 7, 1989

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Daily News Record

July 7, 1989

SECTION: Vol. 19 ; No. 133 ; Pg. 3; ISSN: 0162-2161

LENGTH: 309 words

HEADLINE: Macy's to expand men's in Herald Square store; men's clothing department

BYLINE: Palmieri, Jean E.

BODY:
MACY'S TO EXPAND MEN'S IN HERALD SQUARE STORE

NEW YORK -- Macy's will significantly expand the mainfloor men's department at its Herald Square flagship this fall.

Arthur Reiner, chairman and chief executive officer of Macy's Northeast, told DNR that the trendy, mainfloor Arcade department will be moved to the Cellar in order to make room for the expanded men's presentation.

Plans call for the Arcade to be converted into men's wear space by October 15, he added.

"It will be a nice addition to the men's shop," he said Thursday. "Men's wear is highly productive and profitable for us and we will continue to expand it at Herald Square."

Julian Geiger, group senior vice-president in charge of men's wear, said the men's department will be increased 4,000 square feet.

The expanded men's department will include a renovated Ralph Lauren Country Store in addition to **Nautica** and Calvin Klein shops. The Aeropostale shop, featuring Macy's private label sportswear, will be moved to the center of the old Arcade space. The space freed up by moving the Aeropostale shop will be used for men's fragrances, Reiner explained.

Geiger said the concept of the Ralph Lauren shop, which is currently a dungaree department, has been changed. The Macy's shop will be similar to the Ralph Lauren Country Store which opened last week in East Hampton.

In March, Macy's unveiled a 1,500-square-foot Izod/ Lacoste shop -- the largest in the U.S.

"We've always had areas defined for certain vendors," Geiger explained, "but this will now create a true focal area."

In an interview earlier this year, Edward S. Finkelstein, chairman and CEO of R.H. Macy & Co., said men's wear would be one of the top three growth areas for the company over the next five years. It represents some 15 percent of Macy's $ 7 billion in annual sales.

SIC: 5311 Department stores

IAC-NUMBER: IAC 07739631

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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FASHION;A Real Sailor's Look: Light and Layered The New York Times July 9, 1989, Sunday, Late Edition - Final

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The New York Times

July 9, 1989, Sunday, Late Edition - Final

SECTION: Section 1; Part 2, Page 40, Column 2; Style Desk

LENGTH: 524 words

HEADLINE: FASHION;
A Real Sailor's Look: Light and Layered

BYLINE: By DEBORAH HOFMANN

BODY:
Nautical themes may be showing up in sportswear collections, but beware of them if you get invited to sail.

"The true boater's look is understated," said Amy McGuirk, an assistant manager at J. Crew, the catalogue outfitter that opened a store in Manhattan three months ago. "No gold-braid trim, yachting caps or blazers with anchor emblems, please!"

But don't think you can just throw on a pair of blue jeans. "You can't move quickly in them, they absorb heat and are uncomfortable when wet," said George Sweeney of Rye Brook, N.Y., a sailor for 47 years.

What is seaworthy? Bright, comfortable clothes not so loose that they can get caught in riggings: cotton T-shirts, polo shirts, striped jerseys, sweaters and windbreakers that can be put on or peeled off as the sun crosses the sky; turned-up collars that protect the neck from both sun and chill; baseball caps that shield scalp and forehead from sunburn.

At Abercrombie & Fitch, at Water and Fulton Streets in the South Street Seaport, waterproof nylon jackets by Henri Lloyd in patches of red, blue, white, purple and yellow, for $219 to $240. A boat-neck jersey by Royal Henley is $38 and looks trim with pleated bermudas in khaki, blue or green, which are $34 to 36.

"First-time sailors shop here from all over the country," said Bill Evans, assistant store manager. "Every one of them wants to look the part, so they can better act the part."

Across the Seaport plaza at J. Crew, button-fly twill pants in seafoam and ocean green are $38 and roll-up shorts in white, khaki or black are $28. Polo shirts in cotton interlock and pique are $18 and come in yellow, coral, celery, aqua and purple.

A Cap Serves 2 Purposes

The well-turned-out boater could top off a polo with an oxford shirt, $34 to $36, and layer on a black-and-white water-resistant cotton windbreaker, for $66. Baseball caps with a front pocket - perfect for a $20 bill, credit card and house key - are $15, in coral, white, navy and khaki.

Sperry Top-Siders with nonskid rubber soles are virtually a synonym for boating shoes. Now a Manhattan-based manufacturer, Duffle Inc., has licensed the name for a line of nautical wear available at dozens of

boutiques near marinas on Long Island, New Jersey and Connecticut.

In Manhattan, the line is carried at North Shore on the Hudson, 4 World Financial Center, at West and Vesey Streets. A short-sleeved striped pilot T-shirt is $36 and deck shorts in varied lengths are $36 to $40. Pleated cotton twill "schooner" pants are $42 to $46, and come in blue, white, orange and green.

At Orvis, 355 Madison Avenue at 45th Street, pleated red or khaki shorts are $30, and chino pants $34.50 to $48. A Goretex slicker is $185.

At **Nautica** at 216 Columbus Avenue, near 70th Street, spinnaker logo sweatshirts are $67, printed poplin drawstring swim shorts are $31 and reversible cotton poplin jackets with hidden hood are $75 to $145.

Mr. Sweeney's wife, Jane, suggests one other, distinctly low-fashion, accessory for novice sailers. "Bring a pair of cotton gardening gloves," she urged. "It'll make pulling the jib a whole lot less painful."

GRAPHIC: Photos of boating fashions (The New York Times/Chester Higgins Jr.; Sara Krulwich)

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1988) and leq (12/31/1989))** (Edit Search | Suggest Terms for My Search)
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Outerwear biz flexing its new muscles for spring 1990; men's clothing industry Daily News Record July 17, 1989

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July 17, 1989

SECTION: Vol. 19 ; No. 139 ; Pg. 20; ISSN: 0162-2161

LENGTH: 1569 words

HEADLINE: Outerwear biz flexing its new muscles for spring 1990; men's clothing industry

BYLINE: Chirls, Stuart B.

BODY:
Outerwear Biz Flexing Its New Muscles for Spring 1990

Spring outerwear business is surging, and manufacturers are projecting volume increases of 15 to 40 percent in 1990 business based on early paper.

Executives attribute the upturn to several key factors:

.A new collection approach that combines the appeal of item buying with the volume of sportswear merchandising;

.Updated active styles that are in tune with consumers' lifestyle dressing;

.Earlier deliveries that spur retail interest in transitional goods;

.A continuation of an upward retail trend of the past several seasons. "Merchandising outerwear with sportswear is a necessity," says David Chu, president of **Nautica.** "It's sportswear packaging that helps the outerwear and sportswear play off each other. We've found that outerwear is usually the first thing that sells for spring."

Traditionally a strong spring outerwear house, **Nautica's** volume is projected to increase 40 percent compared with spring 1989, according to Chu.

"Spring outerwear has been fairly good industrywide the past few seasons, and we have added more silhouettes and new color ideas to give the season more punch."

One early best seller is an active-styled cotton poplin jacket in color-blocked schemes, wholesaling from $ 45-$ 50. **Nautica** currently offers 18 outerwear styles for spring.

Chu notes that collection merchandising represents a complete turnaround from previous years. "At first, we went with themes. That's when spring outerwear was an item business. Now, we've moved to two distinct groupings: sportswear and active/sailing, depending on how we want it to fit into the store."

To further emphasize the collection identity and trade on the strength of its extensive sportswear line, **Nautica** plans to open in-store shops at selected department stores. Says Chu, "The outerwear will be merchandised with knit shirts, woven bottoms, even swimwear. We're looking for tremendous increases." Sportswear collections are also helping to drive spring business at Members Only, and now account for 35 percent of annual volume. Says Michael Aronson, vice-president of sales, "We merchandise lifestyles within the Members Only brand through our various sublabels: Studio Concepts, All Points, Club House, and Members Only. The recent trend has shown a renewed interest in spring outerwear on the part of the consumer, who is buying it as a fashion item, not just as a replacement jacket."

Based on early spring paper, Members Only is expecting volume increases of between 15-20 percent compared with year-ago levels. "Spring business is starting to happen," Aronson says. "Retailers are confident about next year, and we're smelling the business." Active-influenced merchandise has helped Members Only expand its product offerings and reach a fashion-conscious consumer who is shopping sportswear collections. "We don't know exactly where the business is coming from, whether it's from cotton sweaters or sport coats, but the consumer is more open to buying spring outerwear now than last year."

Some 24 styles are offered, in polished poplin, coated cotton, nylon/rayon blends, washed silk, and crisp poplin, retailing from $ 55-$ 75.

Aronson emphasized that the Members Only brand and its sublabels have been a key contributor to the increased popularity of spring outerwear sales.

"Retailers found out that private label goods didn't work as well in outerwear as they did in other categories. The consumers weren't as comfortable buying them as they were buying, say, knit shirts.

"The difference was that we are outerwear experts, we support the brand with advertising, getting our name out, and working on the details that make the apparel right. The consumer may not know that a five-inch pocket was changed from a four-inch pocket, but taken altogether, the jacket looks right and they like it."

The sportswear approach has enabled both manufacturer and retailer to do profitable business in spring outerwear, while avoiding the wholesale markdowns that can turn it into a price-promotion circus.

"Spring is more sportswear-oriented and not as price-sensitive as it used to be," asserts David Haddad, president of Mighty-Mac. "There's a chance to make some money on spring."

Haddad says spring totals about 20-25 percent of Mighty-Mac's annual volume, thanks to a shift in retailers' and consumers' thinking. Stores' attitudes are changing, he says, and their customers feel good about buying a jacket as a component of their sportswear wardrobe, not just as outerwear. "It's a different approach," he says.

Mighty-Mac has expanded its spring collection, offering 20 styles this past spring, compared with 12 in 1988. Among the hot items: a 30-inch hooded rain jacket that packs into its own sleeve for easy carrying, wholesaling for $ 27.50; a basic nylon-lined poplin jacket in fashion colors, $ 32.50; and a high-count cotton/polyester jacket, $ 40.

The move into spring has helped solidify Mighty-Mac's role as an important outerwear resource, a critical perception given the changing face of department store buying. Says Haddad, "The gate is closing with many of the majors if you're not in the corporate buying structure. You might be in eight stores, but find yourself eliminated altogether if they view you as a fringe resource."

Manufacturers that produce full-fledged sportswear lines, such as **Nautica,** Mighty-Mac and Woolrich, are finding it easier to maximize spring outerwear's potential. "We directed spring outerwear into a collection with our bottoms program," says Alan Himes, senior vice-president of marketing for Woolrich. "Because of our position in the market with shorts and pants, the stores come to us. They look to us for items that will fit in."

Active-influenced nylon shells, wholesaling for $ 12.50, lead the spring category for Woolrich. A 26 1/2-inch jacket in natural hues such as red and green, in hooded and non-hooded styles, and waxed cotton jackets, from $ 17.50-$ 25, are also popular. In total, 12 items are available.

An 18 percent increase is projected for spring 1990, following a 31 percent gain this year. Spring outerwear makes up about 15 percent of Woolrich's total business, Himes says. Manufacturers got a boost earlier this spring as outerwear sales jumped when unseasonably cool weather hurt swimwear and other active categories. The surge helped clear retailers' shelves, setting the table for the opening of spring market.

"This spring was excellent for us," says Richard Harris, Jr., executive vice-president of B.W. Harris Mfg. "On May 15, it was 25 degrees. Last year, it was 90. When the racks are clean, it's a helluva lot easier to get orders." Harris said early paper was showing an 18 percent increase, on top of the 15 percent gain posted this year. Spring delivers 12 percent of total annual volume.

Says Harris, "Our spring business is big because of innovative styling and quality. The whole market is looking for better quality not only in garments but in service. That means better deliveries, better communication with our customers, more information to the field, clear catalogs with color drawings, and excellent samples."

B.W. Harris broke its line in May, more than a month ahead of the market in late June. "The condition of the market dictates how stores will buy, but having our line out first eliminates the usual excuses for not buying: The line looks the same as all the others, you're too late, we're bought up.' Of course, being early adds pressure to have the right styling. If it isn't good, you're dead. If it's powerful, they'll book it."

Selling well are a waterproof, breathable nylon jacket with hidden hood, zippered pockets and storm flaps which wholesales for $ 40, and a polyurethane-coated cotton tri-color jacket with shirting lining and double collar that is priced at $ 45. About 20 percent of all spring goods sold are cotton, Harris says. Importantly, B.W. Harris gives stores a discount upfront, allowing retailers to avoid immediate markdowns. "I think stores want to generate volume earlier," Harris says.

The item heritage of outerwear still serves as a means to an end for at least one manufacturer. "The sportswear influence helps sell outerwear to an extent, but it is still an item," claims Larry Mounger, president and chief executive officer of Pacific Trail. "If it's active and rugged -- and priced right, you can do business. Those looks are very, very hot right now."

Through the spring market, Pacific Trail is running 50 percent ahead of last year, says Mounger, with active and rugged styles leading the way. He expects spring 1990 to account for fully one quarter of Pacific Trail's annual sales.

Mounger points out that for his company spring really means lightweight outerwear, an item that is not confined to one season. "Stores don't want heavyweight merchandise sitting around in September, waiting to be sold," he says.

"The lightweight outerwear moves quickly, and helps them turn dollars in the third quarter and into the fourth. It's profitable for us now, but it didn't used to be." According to Mounger, 40 percent of Pacific Trail's orders are for lightweight goods.

A Tasian textured nylon shell with lightweight fleece lining, and a hooded, all-cotton flannel-lined jacket, both wholesaling for $ 30, are pacing spring sales.

GRAPHIC: Photograph

SIC: 2320 Men's and Boys' Furnishings

IAC-NUMBER: IAC 07762183

IAC-CLASS: Trade & Industry

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State-O-Maine net rises 28.8% for quarter. WWD (Women's Wear Daily) July 18, 1989

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WWD (Women's Wear Daily)

July 18, 1989

SECTION: Vol. 158 ; No. 10 ; Pg. 10; ISSN: 0149-5380

LENGTH: 148 words

HEADLINE: State-O-Maine net rises 28.8% for quarter.

BODY:
STATE-O-MAINE NET RISES 28.8% FOR QUARTER

NEW YORK (FNS) -- State-O-Maine, Inc., reported that first quarter earnings rose 28.8 percent on a 33.2 percent sales gain.

In the quarter ended May 31, earnings climbed to $ 637,553, or 16 cents a share, from $ 494,857, or 17 cents. Sales advanced to $ 12,755,130 from $ 9,571,892.

Harvey Sanders, president, said the Van Baalen division had a "good" performance as did the **Nautica** line.

"Orders for fall 89 were up substantially from last year across the board and sell-through for the **Nautica** men's and women's holiday line was excellent," he said, noting that the first quarter is historically the company's smallest in terms of volume.

At the end of the 1989 quarter, the company had 3,969,809 shares outstanding, up from 2,965,458 shares, as the result of a secondary public offering of 779,500 shares in July 1988.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 07781867

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

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Sakowitz in New York assuring suppliers; retailer Robert Sakowitz, owner of Hooker Corporation Ltd. subsidiary Sakowitz Inc. Daily News Record July 26, 1989

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July 26, 1989

SECTION: Vol. 19 ; No. 146 ; Pg. 10; ISSN: 0162-2161

LENGTH: 195 words

HEADLINE: Sakowitz in New York assuring suppliers; retailer Robert Sakowitz, owner of Hooker Corporation Ltd. subsidiary Sakowitz Inc.

BODY:
SAKOWITZ IN NEW YORK ASSURING SUPPLIERS NEW YORK -- Robert Sakowitz, president and chief executive officer of the Houston-based Sakowitz, Inc. -- which is 80 percent owned by Hooker Corp. -- is in New York market negotiating with his vendors to ensure delivery.

Sakowitz said that "Because we are not a party to the bank agreement, the canceling of the moratorium does not automatically affect us. Sakowitz is a separate company with its own assets, which are unencumbered. Hopefully, we will be able to go forward with our vendors in spite of the unfortunate situation. We hope that the vendors understand that we are a separate company and look to us, rather than looking to Hooker."

A Sakowitz supplier, who wished to remain anonymous said, "We want to ship them and are meeting with Robert Sakowitz today to work out a deal with him."

Suppliers of wholly owned Hooker retail divisions are also trying to work out deals.

Nautica shipped its Fall I line to B. Altman, a division of Hooker, but now has the store on a credit hold. "We're trying to work something out with them individually" said Keith Munroe, senior vice-president of marketing.

SIC: 5651 Family clothing stores

IAC-NUMBER: IAC 07804829

IAC-CLASS: Trade & Industry

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State-O-Maine earnings jump 28.8% in qtr; sportswear, activewear manufacturer Daily News Record July 27, 1989

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July 27, 1989

SECTION: Vol. 19 ; No. 147 ; Pg. 13; ISSN: 0162-2161

LENGTH: 197 words

HEADLINE: State-O-Maine earnings jump 28.8% in qtr; sportswear, activewear manufacturer

BODY:
STATE-O-MAINE EARNINGS JUMP 28.8% IN QTR. NEW YORK (FNS) -- State-O-Maine, Inc., reported that first quarter earnings rose 28.8 percent on a 33.2 percent sales gain.

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At the end of the 1989 quarter, the company had 3,969,809 shares outstanding compared with 2,965,458 shares the prior year, as the result of a secondary public offering of 779,500 shares in July 1988.

State-O-Maine manufactures and markets men's and women's activewear, sportswear and outerwear under the **Nautica** brand; holds the Christian Dior license on activewear and robes, and uses the Van Baalen label on robes and some activewear lines.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 07805917

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

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Bully for men's fashion // The Teddy Roosevelt look has charged back up the fashion hill St. Petersburg Times (Florida) August 1, 1989, Tuesday, City Edition

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St. Petersburg Times (Florida)

August 1, 1989, Tuesday, City Edition

SECTION: FLORIDIAN; Pg. 1D

LENGTH: 821 words

HEADLINE: Bully for men's fashion // The Teddy Roosevelt look has charged back up the fashion hill

BYLINE: Anne V. Hull

DATELINE: NEW YORK

BODY:
NEW YORK Every mythical figure needs a good costume, and every costume needs accessories - a pocket watch, a secret decoder ring, a pair of suede shoes. Men's fall fashion is full of rugged clothes and nifty details worthy of a Boy Scout uniform.

Gone is the ominous, urban mood of the early and mid-'80s. Fall brings a rough and ready Teddy Roosevelt approach to dressing - canvas hunting jackets, denim, chinos and vests are all part of the new costume. The new muse in menswear is a strong but sensitive sportsman, someone who can rope a cow as competently as he can grill mahi mahi.

This theme has been building for some time. Note the brand names of popular men's clothing - Ruff Hewn, J. Crew, **Nautica,** Mighty Mac. Think of the trendy automobiles - Broncos, Scouts, Jeeps. When Patrick Swayze, Harrison Ford and Kurt Russell want to get away, they repair to their dusty ranches and lonely mountain ranges.

Earlier this year, almost 100 designers brought their fall collections to the Omni Hotel in New York at the Designer's Collective.

For three days, the skyscraper in Manhattan seemed like a Gentleman's Quarterly magazine that had come to life, brimming with cheekbones, white teeth and male model attitude.

For fall, the look is elegant and gentle. There is little real news, only refinement. The spirit of the outdoors runs heavy.

Purple and, to a lesser degree, raspberry, curry and hunter green are the colors of the season.

Business dressing brings little change for fall.

In a recent survey by the Men's Fashion Association (MFA), retailers reported that the sales of double-breasted suits almost doubled last year. Single-breasted suits still consist of almost 85 percent of suit sales in America. In general, fall suits will be of softer construction, using more fluid fabrics such as wool crepe.

The three-button "sack" suit is back. Not the old Brooks Brothers classic, but something with a European twist. "It's an old term with a new look," says Tom Julian, associate fashion director of the MFA. "People tend to think of the nerdy silhouette with the tight jacket, thin lapels and tight pants. It's not that way at all."

The updated sack suit has broad, soft, sloping shoulders with a fuller chest and slight tapering at the waist. The pliable trousers are full in the thighs and pared down at the calves.

Ties are about a quarter of an inch wider. Art deco patterns and geometrics in rich jewel tones with shocks of mango, turquoise and purple will invigorate any ordinary suit. Thrift shops are known to have some of the best neckwear in town. Remember - a tie might be just the item that could save you.

Last year, vests for men were considered novelty items. This season, they are the No. 1 accessory. With blue jeans and a white T-shirt and a cardigan sweater, or with a sport coat and trousers, a vest will instantly deliver a wearer to hip-dom. Like ties, vests can be an area of expression. Look how the Joker in Batman pulled off a high-voltage use of color with his tangerine silk vest and turquoise jacket.

No longer are leather jackets for bad boys and Sid Vicious.

"When America sees Sylvester Stallone riding Barbara Walters on his bike through the hills of California, it's become an acceptable, mainstream trend," says Julian. "It's not James Dean or Marlon Brando anymore. It's a new generation with a new image." Suede shoes, either lace-up oxfords or slip-on loafers, are the most fashionable footwear of the new season. In Florida, where snow is not a factor, suede can be worn all year long. There is a clunky, ruggedness to men's fashion now and suede shoes are the perfect anchor for suits or blue jeans or wide-wale corduroy pants. The tan-colored Bass oxford, the Hush Puppy chukka boot or a more sophisticated, shaved-down wing-tip are all fine ways to ignite an outfit.

"We've been doing brown suede shoes for 10 years," says Bob Espinola, owner of the elegant George, Ltd. clothing stores in Tampa. "We always die with them. But we're gonna do them again."

Socks are another opportunity where men can go out on the edge.

Espinola says his two stores carry only a few solid color socks to accommodate the customers who still desire them. He sells mostly paisleys, foulards, pin dots, checks and other geometric patterns.

"A guy can wear a banker's gray suit with a sharp tie and a neat pair of socks, and he'll set himself apart, no doubt about it," says Espinola.

GRAPHIC: COLOR PHOTO, Designer photos by Peter L. Gould, Images, (6); COLOR DRAWING; A Bjorn Borg washed denin shirt, suede vest, work chinos, trench coat, red scarf; Jhane Barnes sweaters and corduroy trousers; Perry Ellis designs marigold wool crepe blazer, rust suede vest, cotton shirt, wool knit trousers; Badgley Mischka features navy swiss crepe suit with pullover sweater; Jann Paxton design shows a silk tapestry vest, plaid tie, white dress shirt, wool trousers and jacket; Bill Robinson features a pullover biker sweater, duffle coat, turtleneck sweater, wool trousers; Teddy Roosevelt.

LOAD-DATE: November 9, 1992

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Southeast stores see biz improving for fall; men's clothing stores Daily News Record August 2, 1989

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HEADLINE: Southeast stores see biz improving for fall; men's clothing stores

BYLINE: Lloyd, Brenda

BODY:
SOUTHEAST STORES SEE BIZ IMPROVING FOR FALL ATLANTA -- After a generally lackluster spring and summer, most Southeastern men's specialty stores are optimistic that fall will bring brighter days.

Merchants attending the Men's and Boys' Apparel Market here cited an improving economy and better targeting of customers as reasons for their optimism.

The market, sponsored by the Atlanta Apparel Mart and the Southeastern Men's and Boys' Apparel Club, ended Tuesday.

Stores are nearly clean of summer inventory and fall goods are beginning to come in, but few retailers had any fall hot items yet and none are looking for fall reorders. Merchants are here booking holiday items, but their main interest is spring sportswear. Most had already booked spring clothing before this show.

Reflecting a typical comment on business, Mike Adams, owner of Benton's, a better men's wear store in Decatur, Ala., simply said, "I feel great about fall, but I have to. I have to be optimistic. I'll just have to work harder." Adams said store sales the first six months are even with a year ago and that July will be about even with last year.

But, a number of retailers showed healthy sales gains for spring.

Steve Lauderdale, owner of Lauderdale's, a 95 percent sportswear store in Columbus, Ga., said sales were up 15 percent in June and another 10 percent in July.

Lauderdale said his hottest lines for spring were snow-washed Pepe jeans and Quiksilver shirts in bright colors and broad stripes. He took fewer markdowns this summer, he said, and had a complete sell-through on men's shorts and swimsuits despite the fact that he increased that category 10 percent.

He said he was booking holiday and those spring lines that sell up early, such as Bugle Boy and Code Blue. He added that he will wrap up holiday by placing orders for about 40 percent of that season here, and will book 15 percent of spring open-to-buy. He said he will finish spring at the Surf Expo show in Orlando, Fla., in September.

As for fall, "I think we'll have the best fall we've ever had," Lauderdale said. "We've learned to target our

particular customer (aged 18 to 35), and we listen to them. We find out what they want and we bring it in."

Bruce Baird, who opened his store, Bruce Baird & Co., in Chattanooga, Tenn., last October, said his store performed over sales projections, which were high. Fall goods are beginning to come in, he said, but he will not emphasize fall until Aug. 10.

Baird said he will book about 40 percent of spring here -- sportswear and furnishings. He has increased open-to-buy for spring by 15 to 20 percent in suits and sport coats. At the mart, he was booking dress shirts, walk shorts, knit shirts, cotton sweaters and cut-and-sewn shirts for spring. The hottest line he has seen for spring, he said, is Resilio's bleeding madras shirts and shorts.

David Winningham, men's wear buyer for Carmichael's, a better men's and women's apparel shop in Nashville, Tenn., said he was finishing up spring sportswear here. He increased open-to-buy in walk shorts and short-sleeved knit tops, this spring's hot items, by 20 percent.

Although Carmichael's men's wear sales were down 5 percent from a year ago, the store held off its clearance sale until July 4 and ended up with satisfactory profits. July sales increased 10 percent. He said he is optimistic about fall because his customer, who was hard-hit by a more stringent tax law in 1988 and had to pay higher taxes this spring, "will be back in a better spending mood for fall." The fall goods that are already selling are fancy turtlenecks and patterned cotton sweaters.

Benton's Mike Adams said he will book 60 percent of spring here -- knit shirts, cotton sweaters, shorts, casual slacks and dress shirts. Spring/summer inventory for 1989 is clean, he said, and fall is coming in. So far, customers are buying long-sleeved sport shirts and **Nautica** lightweight jackets for fall.

Greg Edenfield, manager of Strato Men's Wear, Warner Robins, Ga., said he is looking for fourth quarter ideas to pep up inventory, and had found some Batman specialty items; and is booking dress shirts and silk ties for spring.

Strato's June and July sales increased by "very small margins," he said. However, he anticipates good fall business. "People are talking about a recession," he said, "but when that happens we've noticed people will put off buying high-ticket items and will buy the lower-ticket items."

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Concept shops: romancing the store; more department stores offering private label clothing shops; column
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HEADLINE: Concept shops: romancing the store; more department stores offering private label clothing shops; column

BYLINE: Palmieri, Jean

BODY:
CONCEPT SHOPS: ROMANCING THE STORE

In-store shops are the merchandising tool of the future for many department stores.

In an effort to boost sales, many retailers have set aside valuable floor space for their most productive vendors and have even begun setting up private label shops.

Although most retailers view in-store shops as a viable marketing strategy, they are careful not to overdo it. By filling the floor with too many shops, department store executives believe, a store can easily lose its identity. Macy's, which is significantly expanding the mainfloor men's department of its 34th Street flagship, plans to double the number of shops it offers. According to Bruce Binder, vice-president and men's fashion director of Macy's Northeast, the store currently has six shops but will have between 10 and 12 after the expansion is completed sometime this fall.

Julian Geiger, group senior vice-president in charge of men's wear, explains the reasoning for opening more shops. "We use shops to enhance the physical environment of our stores and trade up the merchandise," he said. "It's not a new trend, but it allows us to upgrade and improve the business."

New shops on the drawing board at Macy's include **Nautica,** Calvin Klein, a renovated Ralph Lauren Country Store and shop for Aeropostale, one of its private labels. In March, the store unveiled a 1,500-square-foot Izod shop -- the largest in the U.S.

"Each collection has a unique point of view, and by segregating them, it allows us to sell in an environment that is in concert with the nature of the merchandise," Geiger added.

In addition to the shops, Macy's also has "areas" defined by vendor. These include Tommy Hilfiger and Perry Ellis. "Shops are more formalized and offer a joint expression of store and designer," Geiger explained.

According to Binder, new stores are built with an eye toward in-store shops. "The Stamford, Conn., store will have a Joseph Abboud shop, and the new Pentagon store, which will open in September, will have

separate shop areas as well," he said.

In the Midwest, Marshall Field's has been among the most aggressive stores in implementing shops, according to Mike Zaccaro, men's vice-president.

Field's latest venture in this area is a 2,400-square-foot Joseph Abboud boutique in the downtown flagship that is set to open later this summer. "We bought every classification," said Zaccaro. "We'll have the largest assortment of Abboud merchandise in the United States."

The downtown store, currently undergoing a major renovation, will also have shops by Claiborne, Girbaud, WilliWear, Perry Ellis, Calvin Klein and Tommy Hilfiger.

Zaccaro said that Field's normally plans on doubling sales in the first year after a shop is installed. Part of that increase, he added, is due to having more inventory on the floor, but part also relates to customers perceiving the merchandise in a new light. "You're telling them that the merchandise is special," he said.

Zaccaro said that shops generally don't last forever, but that "if we don't see at least three to five years of life there, we won't get involved."

At J.C. Penney, Ralph LaRovere, vice-president of merchandising for the men's division, said his company has had enormous success implementing Levi's Dockers shops. "Dockers is really phenomenal," he said. "In addition to bottoms, we've added tops, sweaters and outerwear recently developed by Levi's."

By merchandising the entire collection, LaRovere said, "we're making a strong and dominant statement to the consumer. We've found consumers are more comfortable in that environment. The color palette all works together, and it makes shopping easier."

In addition to Dockers, Penney's also offers shops for its in-house Hunt Club brand, a line targeted to the traditional customer.

"Dockers and Hunt Club are the two corner stores of our forward thrust in shops," LaRovere said. Other plans call for shops for Penney's updated private label collection, J.P. Beckett.

Nicholas Baxevane, vice-president and general merchandise manager of Hess's Department Store, based in Allentown, Pa., believes sales generally increase by romancing a line within a shop format.

"We'll be doing more shops this fall," he said. "It's a very viable way for the store and the designer to create ambience. You create a customer by doing it too."

Currently, Hess's operates Claiborne, Christian Dior and Chaps by Ralph Lauren shops in many of its stores. Going forward, Baxevane said, the retailer will add Izod shops and will intensify its Dockers presentation.

Finding the right vendors for a shop is difficult, according to Dennis Abramczyk, men's vice-president of P.A. Bergner & Co. "They have to be able to provide an ongoing flow of appropriate merchandise and guarantee deliveries, and there aren't a lot of vendors who can do that," he said. George Karamallis, vice-president and general merchandise manager for men's wear at Rich's, believes Polo has set the standard for in-store shops. "They have the most refined way of doing a shop, but others are on their heels." Ron Cate, divisional merchandise manager for men's wear at Proffitt's, agrees that Polo is tops. "Polo has set the trend," he said. "They have more props to romance the merchandise ... and they give you help and advice on where to get the props."

In addition to Polo, Proffitt's, based near Knoxville, Tenn., has **Nautica,** Tommy Hilfiger, Dockers and Liz Claiborne shops. "Polo is by far and away the best," he said, adding that Dockers and **Nautica** are also outstanding. Proffitt's will add Gant shops in three stores in the fall, and Pendleton shops in four stores. "We feel that strongly about their merchandise," Cate said, adding that Proffitt's adds in-store shops based on the performance of the product. "It has to be something we believe in -- not just a bill of goods

someone has sold us."

In addition to Polo, Karamallis said Atlanta-based Rich's has shops for Gant, Izod, Colours by Alexander Julian, Guess, Calvin Klein, Liz Claiborne, Tommy Hilfiger and Perry Ellis in its men's department. Rich's also has private label shops.

Although shops are in vogue right now, most retailers are wary about building too many too quickly. In the words of one merchant, "Shops are the wave right now, but we have to be careful not to overdo it. Retailers sometimes have a tendency for overkill."

Jack Dorner, divisional vice-president and visual merchandiser for Woodward & Lothrop, a Washington, D.C.-based retailer that also operates John Wanamaker, reports the chain has been careful to limit the number of shops it opens in its men's department. "We won't make the investment in real estate if it's not a proven turn," Dorner explained. "We may be locked into a shop, and it costs a lot of money if it doesn't perform. The merchandise has to take off first."

Nevertheless, Dorner said, most stores in the chain have Polo and Izod shops. Like Dorner, Charles Hollander, vice-president and general merchandise manager of men's wear for Strawbridge & Clothier, is careful not to overdo the shop concept. "Each and every manufacturer wants a shop, but we have to be careful that our store doesn't wind up looking like something other than Strawbridge & Clothier," he said.

Instead, Hollander believes retailers can make an impact without building a shop. "We don't mind taking lines and making a visual impact, but we want to do it within the esthetics of the department -- especially in our new stores that we spent million to create."

As a result, the only true shops found in Strawbridge & Clothier are Polo shops. Other manufacturers such as Claiborne have their own separate areas, Hollander explained -- "We will continue to put emphasis on dominant brands, so the merchandise will make an impact. But we don't need a shop."

Joseph Gromek, senior vice-president and general merchandise manager of Saks Fifth Avenue, reports that limited space has kept his store from opening a lot of shops.

"We're approached all the time, and although we'd like to give a shop to everyone, we have limited space. It's difficult to isolate space for a long period of time," he said.

Nevertheless, Saks operates Charvet, Polo, Joseph Abboud and its own Real Clothes brand shops.

In certain cases, Gromek added, shops can be important to enhance the presentation of merchandise from a particular designer. However, he pointed out that "if a store edits carefully to cull the best of a collection, they can do a great presentation. We're in the business of editing an assortment and giving it to our customers."

At Seattle-based Nordstrom, Jack Irving, vice-president of men's wear, said in-store shops are not a part of his company's merchandising philosophy. However, Nordstrom is planning to open boutiques in 10 of its units this fall to showcase its exclusive arrangement with Faconnable, a French-based men's collection. "Faconnable is more of a partnership with a long-range contract," said Irving. "Other vendors tend to want to run your business, and Nordstrom is not ready to let anyone do that."

He concluded, "We pretty much prefer to merchandise lines as part of our own mix."

PHOTO : In-store shops at J.C. Penney include Dockers and Hunt Club

GRAPHIC: Photograph

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Mainfloor brands dominate B & T stores sportswear biz; men's big and tall clothing Daily News Record August 8, 1989

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HEADLINE: Mainfloor brands dominate B & T stores sportswear biz; men's big and tall clothing

BYLINE: Gellers, Stan

BODY:
MAINFLOOR BRANDS DOMINATE B&T STORES SPORTSWEAR BIZ RENO -- Mainfloor brands dominate the sportswear business at Big & Tall specialty stores because these high-profile labels give them quick consumer acceptance, assured quality -- and promotional support.

According to the B&T merchants at the 16th Big & Tall Men's Apparel Needs (BATMAN) show, which ends its four-day run at the Reno/Sparks Convention Center Wednesday, these sportswear performers have also been the bright spot in an otherwise flat spring.

At the show itself, branded sportswear drew widespread interest and buying action. Why the renewed interest in mainfloor brands after a short run of private label? The retailers claim the following:

* Branded sportswear offers the key trends found in regular sizes, making them available to the B&T men, who shop in B&T specialty stores. In many instances, they can't buy them in department stores which carry the same labels, but only in conventional sizes.

* Consumer confidence is a key factor in brand acceptance in B&Ts where private label merchandise has been subject to questionable quality and overpricing.

* National exposure of brands puts any B&T retailer in the big time when these well-known names are promoted at the local level.

Harry Goldberg, president of Mr. Big of California, San Diego, reports his sportswear is "100 percent branded," with such names as Dockers, Greenline, Spire, Arrow, Gant and Members Only. The current president of the Big & Tall Buyers Association of America (BATBAA), says, "The best contemporary fashions are now available in branded sportswear. They're the same styles our customers can see at department stores which don't carry my sizes. Also, we can cash in on their national promotions."

Commenting on the importance of sportswear in his trading area, he adds, "We naturally do a big sportswear business because of our lifestyle. As for tailored clothing, it's the biggest investment in a Big & Tall store and gives the retailer the smallest return."

Philadelphia Mark Rosenfeld, president, Torres Clothes, asserts, "Brands will be increasingly important in

sportswear, because the consumer has more confidence in them. I'm going for more. But the only thing I have to worry about is my competition and not getting killed if they sell the same names."

The store does 70 percent of its B&T business in sportswear, and 40 percent of it includes such brands as Pierre Cardin, Damon, London Fog, Sansabelt and Canterbury of New Zealand.

Victor Gavalal, vice-president, Nic's Big & Tall, Tallahassee, Fla., says the 39-year-old store recently went into special sizes because "it's an undeveloped business here. There wasn't a quality Big & Tall retailer in the area. The local department store doesn't carry Big & Talls, so there's no problem in our carrying the same sportswear brands in these special sizes."

Nic's is a Hart Schaffner & Marx account, carrying these sportswear brands: Izod, Boston Traders, Gant and Hathaway. This merchant, whose operation consists of three regular-size and one B&T unit, notes, "We bought these brands for recognition value and quality. Honestly -- nothing but junk was available in Big & Tall goods in the city."

David Katz, president, Ryan Matthews, New York City, sells "only better brands and only natural fibers. We do Boston Traders, Alexander Julian, Canterbury of New Zealand, etc. I'm trying for more labels and would like to see **Nautica,** Armani, Byblos and others in Big & Tall sportswear.

"We've just added Norman Hilton in Big & Tall clothing and would like to get this kind of quality in sportswear for our Wall Street customers. They might be conservative for business, but not for the weekend."

The store has been in business for two years, and sportswear is already 30 percent of the volume. With the right branded lines, Katz feels it could grow to 35 to 40 percent.

Jim Crompton, who owns Crompton's Casual Menswear, Stroudsburg, Pa., also serves as merchandise chairman of BATBAA's private label committee. He observes, "The brands give us promotional support, but our own BATBAA Michael Allen label is where we can get higher price points."

Among the brands offered to member stores are Career Club, CC Sport, Munsingwear and Alexxus. Crompton continues, "Part of the problem is that the brands give us minimums. So we have to pick a category and item we know we'll do well with -- or a basic.

In my own stores, I feel brands are important if mixed properly with private labels. We can't compete with these stores on this basis, so we use brands."

Stephen Beranbaum, who owns Norris Clothes, Providence, R.I., admits, "We're not big enough for private label programs. If you're going to sell sportswear, you have to carry brands. When we get a customer in the store, we can sell him sportswear, but it's not a destination purchase.

"Fit is a more important factor to my customer than brand names. I personally look for the best fit and durability of the garment. BATMAN brought a lot of regular size sportswear companies into our market. The weeding out process is going on right now. I have to do it myself when I add a new brand. The right fit comes first to me."

Eliot Goldbaum, B&T buyer at Kosins, Southfield, Mich., contends: "I like to buy the things that are different, and price is secondary to my customers. Brands have been important to us in the past four or five years -- but only those that stayed in Big & Talls. The rest dropped by the wayside.

"We carry Bill Blass, Gant Boston Traders and Sergio Valente. We only want better goods that will last. And I want to carry merchandise Big & Tall customers won't find anywhere else."

The B&T separate unit at Kosins generates $ 4 million out of a total $ 12 million annual volume in only 5,00 square feet. Sportswear is 40 percent of the B&T business.

On the other side of the fence is David Schnittlich, owner of Philmour's, Inc., Dumont, N.J., which carries high-price lines. Half of the retailer's business has been B&T since adding this classification three years ago. This merchant says, "The man who buys an $ 800 suit doesn't spend big money on sportswear. The problem is that there really isn't any better branded sportswear. Some preppy stuff is available, but it's not for my customer. Frankly, I'm begging some of the better people, like Mondo, to get into the Big & Tall business."

Will this be one of the voids to be filled next in the B&T market?

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