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Yarn Mavens Sees Novelties Picking Up in Men's Area DNR May 25, 1995

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DNR

May 25, 1995

SECTION: Vol. 25, No. 101; Pg. 12; ISSN: 1092-5511

RDS-ACC-NO: 427269

LENGTH: 687 words

HEADLINE: Yarn Mavens Sees Novelties Picking Up in Men's Area

HIGHLIGHT:
Novelty yarn business seen as growth trend for Yarn Mavens, company gives attention to green market

BODY:
The novelty yarn business, particularly in the men's area, is bucking current trends and holding up pretty strong for Yarn Mavens, a unique commissioned yarn agent that specializes in novelty yarns for a range of markets, especially sweaters and knitwear.The company specializes in developing novelty yarns and creating markets for them. Their yarns can be sees in men's sweaters carrying such labels as **Nautica,** Izod, Geoffrey Beene, Jantzen Men's and Tricots St. Raphael. While Yarn Mavens is big in sweater and other knitwear yarns, its yarns also go into men's hosiery (rayon/silk) and neckwear. Customers for the latter include USA Neckwear and Kalkstein Mills, which use linen, rayon/linen and linen/silk yarns for neckties. The company actually buys organic raw cotton and has it spun by Stonecutter. Some of this goes to Ecosport, a vertical knit-goods catalog company. Full text further looks at the company and the father, daughter team that run own it.

The novelty yarn business, particularly in the men's area, is bucking current trends and holding up pretty strong for Yarn Mavens, a unique commissioned yarn agent.

Yarn Mavens, which specializes in novelty yarns for a range of markets, especially sweaters and knitwear, is as far as we know, the only father-and-daughter yarn company.

Actually, it is a daughter-and-father firm. The president and chairman of the company is Felise Erdal, and the vice-president is her father, Fred Lowenstein, a well-known yarn guru for the past three decades.

The company was started by the two in 1988. Prior to that, Lowenstein had his own yarn company for many years, and Erdal got her training there. Now he works for her.

The Lowenstein-Erdal team specializes in developing novelty yarns and creating markets for them. Their yarns can be sees in men's sweaters carrying such labels as **Nautica,** Izod, Geoffrey Beene, Jantzen Men's and Tricots St. Raphael.

"We are the only yarn agency that doesn't rep competing mills. Among the yarn spinners in YM's arsenal are Stonecutter Mills [the largest], Astro Dye Works [the second], S&O Industries [a major chenille [yarn spinner], Lurex Inc. [the metallic yarn company], Trio Manufacturing [a cotton slub, cotton/linen specialist],

Atlantic Cotton Mills and William Ross Ltd., a Belfast linen yarn spinner.

"Business is not bad now, "said Erdal. "It not as good as last year, but that was a great year. Men's is now starting to come in. We expect women's wear later. Everybody is waiting until later to place fall business."

She predicts a much stronger Holiday business "than ever before," because of the lateness of fall orders. "The stores put in so much stock early last fall, and got hurt by the mild winter, and so they are very cautious and late in this year's fall orders."

While Yarn Mavens is big in sweater and other knitwear yarns, its yarns also go into men's hosiery (rayon/silk) and neckwear. Customers for the latter include USA Neckwear and Kalkstein Mills, which use linen, rayon/linen and linen/silk yarns for neckties.

Yarn Mavens also is selling a lot of Tencel yarns, Lowestein said. "We're doing Tencel in 100 percent and in blends with cotton for knit piece goods."

In addition, the company is giving its attention to the green market, with recycled and organic yarns. "We are doing a lot of EcoSpun [Weilman's recycled post-consumer polyester fiber, mostly from soda bottles] in 100 percent and in blends. We know have a new blend with organic cotton," Lowestein said.

The company actually buys organic raw cotton and has it spun by Stonecutter. Some of this goes to Ecosport, a vertical knit-goods catalog company.

"We think of ourselves as one-stop shopping for yarns. If we don't have it, we'll tell you where to find it, even if its a competitor. We give out a lot of free information," said Erdal.

What are they developing for men's? "A lot of novelty seed yarns for sweaters. Chenille is finally coming into men's sweaters, especially for cotton and cotton linen. Also, anything that is lineny, tweedy or nubby is going to be good for men's," said Erdal.

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Carson's bringing in collections in move to strengthen men's biz; plans to install Polo, Hilfiger and Nautica shops; Carson Pirie Scott & Co.; Brief Article Daily News Record June 2, 1995

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HEADLINE: Carson's bringing in collections in move to strengthen men's biz; plans to install Polo, Hilfiger and **Nautica** shops; Carson Pirie Scott & Co.; Brief Article

BODY:
Brumback, Nancy

MILWAUKEE (FNS) -- Carson Pirie Scott & Co. is strengthening its men's wear business with the addition of Polo, Tommy Hilfiger and **Nautica** and expects the back half of the year to improve over a soft first half.

Following the annual shareholders meeting here Thursday, John R. Freudenthal, executive vice-president of merchandising, told DNR that Polo shops will open in three Carson's stores by the end of this week and in three additional units next week. The company will roll out the line to all stores as Polo has merchandise available.

Carson's operates 51 department stores and two furniture stores.

In August, Carson's plans to open Tommy Hilfiger shops in three stores and **Nautica** shops in two, again expanding the concepts to other stores over the rest of the year, Freudenthal added.

For May, overall men's wear sales were somewhat softer than women's, he added, although "we had a very good resurgence in young men's business, fueled by T-shirts, novelty T's, shorts and some of the more traditional young men's business -- and denim," he said. Activewear also sold well.

Basic furnishings had an "outstanding" May, he noted, led by a strong jockey event and "good sell-through in Joe Boxer.

"We saw a turnaround in the men's dress-shirt business, which had been in the doldrums. The big increase was in the casual piece of the dress-shirt business, including linen//cotton and no-collar styles," said Freudenthal. "The Friday dress-down thing is really kicking in."

At the meeting, Stanton J. Bluestone, president and CEO of the department store chain, told shareholders the company's store renovation program has proven successful, with the notable exception of the flagship State Street store in downtown Chicago. He added that the chain "has strengthened our promotion schedule for the balance of 1995."

Bluestone repeated that Carson's expects Younkers, the 53-store chain based in Des Moines, to announce today that Carson's three candidates have been elected to the board as part of the Milwaukee chain's

takeover bid for Younkers.

"This won't guarantee our success, but is a significant factor toward accomplishment" of the takeover, Bluestone said at the short meeting, attended primarily by Carson's employees. Shareholders asked no questions at the gathering.

Looking ahead to Christmas, Bluestone said after the meeting that he expects "the third and fourth quarters will be better than the first half of the year, but not as good as we originally planned."

The completion of one of three two-year renovation projects underway will help Carson's sales in the back half of the year, he noted. "And the consumer will respond better when interest rates stabilize or start coming down, as I think they will."

Carson's is being a bit more conservative than originally planned for Christmas, Bluestone added.

Freudenthal said that the chain expects to promote aggressively this Christmas season. "We will be out there banging away."

While the Younkers' acquisition represents Carson's immediate external growth option, Bluestone and Mark Dickstein, chairman, indicated the chain would pursue other acquisitions as well in the department store field.

"Acquiring Younkers is just one part of a multi-tiered strategy that focuses on being opportunistic about other acquisitions and investing in our existing stores," said Dickstein.

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Forrest Gump fashion ,For some trendy men, squareness is a virtue The Commercial Appeal (Memphis) June 4, 1995, Sunday,

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The Commercial Appeal (Memphis)

June 4, 1995, Sunday, Final Edition

SECTION: IMAGE (Sunday Only), Pg. 1F

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HEADLINE: Forrest Gump fashion ,
For some trendy men, squareness is a virtue

BYLINE: Barbara Bradley, The Commercial Appeal Fashion Editor

BODY:
Who says stylish men must look like playboys from Monte Carlo? While American menswear in general grows more sophisticated and international, some trends this spring seem headed back to Squaresville.

There are short-sleeve, plaid shirts that strive for just the right touch of pre-washed forgettableness. Preppy wear like plaids, madras and seersucker roar back in suits, shirts and shorts. Polo shirts are big sellers in every pattern. On the fashion edge are flat-front trousers, boxy zipper jackets, oversized collars and skinny belts.

Sometimes prep gets souped up with a '50s Grease look. Expect ridiculously out-of-touch bowling shirts, pre-high-tech sneakers, camp shirts in frivolous patterns (including seashells and fish), shirt jackets and rolled-up sleeves and cuffs.

What's happening?

"The two-word answer is Forrest Gump," said Jack Herschlag, executive director of the National Association of Men's Sportswear Buyers. Suddenly the nerd in the plaid camp shirt and too-short pants is a film hero. He gets the medal. He gets the girl. His movie gets an Oscar for best picture.

"Gump is not a role model," said Herschlag. "People don't want to sound like him or think like him. But he's a huge icon." The character seems to symbolize "purity, simplicity, American values, loyalty, love of country," he said.

Fifties styles are also a way to get back to a neater, tucked-in, more polished look, he said. "Only with the young is sloppy becoming. That long period of oversized clothes is starting to go. People are bored with it."

"It's a pretty big trend," said Chuck Melton, menswear buyer for U S Male, which offers mini-check shirts, embroidered bowling shirts, and T-shirts printed with gas pumps, Wonder bread balloons and Airsteam trailers. This fall "flat-front chinos will be one of the most important items for everybody," he said. "If stores don't have (them) they'll be history."

Even mainstream lines as sophisticated as Perry Ellis have been touched by the '50s spirit this spring. Clothes inspired by old East Coast golf resorts and West Coast country clubs offer classic mini-check blazers, three-button plaid suits, flat-front trousers, camp shirts and argyle vests. Fabrics include linen, cotton, cotton poplin and seersucker.

"It's easy to get caught up in New York and in what's directional and forward, said Jerry Kwiatkowski, 33, the head designer for Perry Ellis Menswear. "But I grew up a normal jock in the Midwest," he said. The question he hears most often from his girlfriend, and from family and friends back home in Detroit, is: "Will men really wear that?" He said, "It makes me feel good when the folks call and tell me it looks great."

Some lines go dead-ahead American. **Nautica's** spring sportswear and outerwear is based on the official gear it designed for the sailing crew of Young America, which raced for the America's Cup this spring. **Nautica** also debuts its first collection of golf clothes, including glen plaid knit shirts and cotton poplin trousers.

"Everything plaid or madras is blowing out of the store," said Laynie Wootten, men's area sales manager for Dillard's at the Mall of Memphis. "People are tired of coordinating," she said. "It's more of a separates business where people can go back to their wardrobes and build on what they've already got."

Such clothes are surely getting a boost from more relaxed dress codes in the workplace. A recent survey by Univshoe Inc., a Houston-based men's shoe manufacturer, found that 49 percent of American businesses have a "casual Fridays" policy. Only 40 percent still require suits every day. The survey contacted 8,940 businesses with more than 50 employees each.

At Oak Hall, sales of polo shirts are up 40 percent, said buyer Rob Joyner, "but it's got nothing to do with Forrest Gump," he said. All kinds of patterns from traditional to more sophisticated are popular. "Casual Fridays are the reason," he said.

Two Nashville-based footwear companies, both divisions of Genesco Inc., don't know why their preppy classics - saddle shoes, canvas deck shoes and

leather boat shoes - are posting what spokesmen say are "double-digit" *increases.*

But the preference for deck and boat shoes in solid white or navy "leads me to believe we're in a more conservative period," said Herb Wallace, sales and manager for **Nautica** Foot Wear. Lots of American men don't like the slim silhouettes and suppressed-waist jackets that are fashionable now, he said. They like fuller cut, comfortable clothing and shoes they can wear without socks.

At Johnston & Murphy Shoe Co. the growth is in updated, tone-on-tone saddle oxfords (like beige on brown). Young men like the way it can serve as both a dress and casual shoe, said Hal Pennington, vice president.

While some pace-setters may enjoy dressing "period," Kwiatkowski of Perry Ellis thinks the '50s idea looks best as preppy with a twist. He pairs a plaid suit with something new - like a nubby-textured, linen knit shirt. Or he mixes patterns in a mini-check jacket over a striped T-shirt.

If a man is wearing neat linen shorts, Kwiatkowski would advise swapping the penny loafers for something less expected - like golf shoes or hiking boots, he said.

Very short hair looks new, or hair can still be very long, he said, but it's important to get the grooming right. A clean shave and a dab of Brylcreem nails it.

Bowling shirt, T-shirt, dungarees, sneakers, and huaraches are from U S Male. Short-sleeve shirt, knit shirt, khaki shorts and narrow belt are from Dillard's. Our model is Gip Clark, an actor who played the Elvis-style pharaoh in Playhouse on the Square's recent production of Joseph and the Amazing Technicolor Dreamcoat. Pictures were taken at Big Daddy's Poplar Plaza Bowling Lane.

GRAPHIC: Photo (4),

Photographs by Kent Phillips,

(Color) The ultimate in lack of chic is exemplified by Kik Wear's poly-rayon bowling shirt ($ 46), over a T-shirt by Stussy ($ 17.95), rolled-up dungarees by Lucky Brand ($ 68) and pre-high-tech sneakers by Diesel ($ 56).

(Color) At left, short-sleeve shirts in fanciful patterns, like this one in linen and cotton by Perry Ellis ($ 55), are hits for summer. At right, well-groomed is also fashionable in Perry Ellis's neatly patterned polo shirt ($ 55), and khaki shorts ($ 35) accented with a narrow belt ($ 25) and thick-soled huaraches by Simple ($ 60).

A "Don't Run Out" cotton T-shirt from Mossimo ($ 18) is part of a "pretty big trend" toward Fifties styles and images at U S Male, according to Chuck Melton, menswear buyer for the retail chain. U S Male offers mini-check shirts, embroidered bowling shirts, and T-shirts printed with gas pumps, Wonder bread balloons and Airsteam trailers.

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Macy's West to Give Men's More Punch This Week DNR June 7, 1995

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HEADLINE: Macy's West to Give Men's More Punch This Week

HIGHLIGHT:
Macy's West to open new men's store, expands men's wear departments

BODY:
Macy's West (San Francisco), a division of Federated Department Stores, will open new men's stores in two former I Magnin sites in Stamford and Woodland Hills, CA. On 5/26/95, the Bullock's division of Macy's West more than doubled the space devoted to men's wear in its Palm Desert, CA, unit. According to Micahel Steinberg, the decision to open the Macy's and Bullock's men's stores was prompted by the fact that those stores had a small amount of space devoted to men's wear. The 94,000 sq ft unit at the Stamford Shooping Center will more than double the space devoted to men's. Full text futher looks at Macy's West increase in its men's section.

Will open men's stores in 2 former I. Magnin sites in Stanford, Woodland Hills, Calif.

By TRACY TAYLOR

LOS ANGELES -- The men's wear business at Macy' West will be getting a big boost this week.

"We're expanding our men's business dramatically," said Michael Steinberg, chairman and CEO of Macy's West, noting that "we, and the entire men's industry, have underplayed men's over the years."

The Macy's West executive explained that "the men's business has had massive growth over the last three to four years," and the company is now ready to go full steam ahead.

Within the next two days, the San Francisco-based division of Federated Department Stores will open men's stores in two former I. Magnin sites in Stanford and Woodland Hills, Calif.

On May 26, the Bullock's division of Macy's West more than doubled the space devoted to men's wear in its Palm Desert, Calif., unit.

Bullock's also operates standalone men's stores in the Beverly Center in West Hollywood as well as in Manhattan Beach and South Coast Plaza. There is a Macy's men's store in Union Square in San Francisco.

Macy's West acquired six former Magnin's sites when Federated decided to shut the division late last year.

Steinberg said the decision to open the Macy's and Bullock's men's stores was prompted by the fact that those stores had a small amount of space devoted to men's -- around 15,000 square feet. As a results, they were prime candidates for expansion.

When it opens today, the 94,000-square-foot unit at the Stanford Shopping Center will more than double the space devoted to men's. "It is a very productive store for us," Steinberg said of the men's business there. Operating under the Macy's name, the Stanford is the only I. Magnin which will be converted solely into a men's store.

on Thursday, an 80,000-square-foot Bullock's men's and children's store will open at the Promenade Mall in Woodland Hills. Fifty thousand of the Woodland Hills store's square feet will be men's -- doubling its size.

The space devoted to men's at Bullock's in Palm Desert was also doubled when the 32,000-square-foot men's department opened on the upper level of the former Magnin's building right before Memorial Day. A home specialty store is scheduled to open on the lower level Aug. 1.

"The key to men's wear is to give the merchandise space and air and let the categories evolve," he said. "When you present the merchandise in the right way and give it the space it needs, you really make that area a headquarters for that business," Steinberg added, mentioning that many men's assortments are cramped and fragmented.

"When you present the merchandise in a crisp and professional manner, like we have done with our men's stores, the customers will come in for that," Steinberg said.

Overall, Steinberg is enthusiastic in his goals and expectations for the new men's stores. "I'm delighted. It's very exciting," he said. "Obviously we are hoping for an increase in business," he said, without providing any numbers.

He noted that the men's business at Macy's West is strong overall, posting single-digit increase over last year at this time.

In fact, Steinberg is optimistic about all categories of the business. He said the young men's business is healthy again, the collections business continues to be strong, classifications are performing strongly and the active business is now coming into its own.

And the retailer is optimistic about the upcoming holiday. "The indications for Father's Day are positive," Steinberg said.

The new men's stores boast expanded assortments as well as the addition of new labels.

The Bullock's men's department in Palm Desert has augmented Polo, **Nautica,** ReUnion, Claiborne and Perry Ellis collections as well as added a number of new labels, including Jhane Barnes, Calvin Klein Sportswear, Tommy Hilfiger and Mondo in a effort to give special importance to tailored clothing and sportswear.

New additions to the men's wear mix at the Stanford store will be collections by Hugo Boss, Mondo and Wilke-Rodriguez as well as the introduction of Donna Karan tailored clothing.

Meanwhile, existing collections by Ralph Lauren, Tommy Hilfiger, **Nautica** and Calvin Klein have been expanded.

The store will also feature a new DKNY shop and updated Polo Sport shop, and will introduce Donna Karan ties and dress shirts and neckwear from Jhane Barnes, Joseph Abboud and Zegna.

In Woodland Hills, the new men's store will feature enlarged collections from Ralph Lauren, **Nautica,**

ReUnion, Tommy Hilfiger, claiborne and Perry Ellis.

Mondo, Calvin Klein, DKNY, Hugo Boss, Wilke-Rodriguez and Joseph Abboud, which is set to arrive in August, are new to this store. A Timberland shop will also be introduced.

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REGATTA RECALLS FORMER SAILOR, RAISES FUNDS FOR LEUKEMIA RESEARCH Birmingham News (Alabama) June 13, 1995 Tuesday

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June 13, 1995 Tuesday

SECTION: LIFESTYLE; Pg. 2C Vol. No.

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HEADLINE: REGATTA RECALLS FORMER SAILOR, RAISES FUNDS FOR LEUKEMIA RESEARCH

BYLINE: Susan Strickland

BODY:

out of sync with Casual Day by, from left, Sheree Thompson, Mary Nell

Crocker and Karla Schiffman.

REGATTA RECALLS FORMER SAILOR, RAISES FUNDS FOR LEUKEMIA RESEARCH

Byline: Susan Strickland

Thirty sailboats dotted Logan Martin Lake. The scenic display from Marina Bay Yacht Club to Birmingham Sailing Club was the eighth-annual Leukemia Cup Regatta in memory of Stan Wrobel.

This benefit has inspired a national effort for the Leukemia Society. Stan, who was a member of the yacht club, died in 1988 at age 29 of leukemia. The yacht club (formerly The Pine Harbor Yacht Club) has held a regatta in his memory every year since.

A national Leukemia Cup Regatta modeled after the Stan Wrobel Memorial Race was started in 1994. The regattas now take place at yacht clubs all over the country.

Sailing in the regatta May 20 were Richard and Beverley Brewer; Paul and Kay Brooks; John Grainger and Marian Phillips; Billy Harvill and crew Sharon McCallum, Chap and Peggie Hodges; Pete and Cathy Hodges with crew Judd and Leah Webb, Gary Hutto, Mark and Paula Martincic, Tim; and Commodore Wanda Newton with crew Debra Eddings, Vince and Charlotte Priola, Dick and Lil Pyburn; Dick and Judy Stewart and crew Bob Jemian, Carl Stringfellow, David and Wendy Torbert and Sam and Paulette Yelverton.

From Anniston were Bob and Anna Lee Field and family crew, Frank Musso and son Josh, Brian McBrayer and newcomer Gerald Woodruff.

An after-race party on the patio of Marina Bay overlooking beautiful Clear Creek was hosted by Mike and Mary Deason. Guests included Stan's mother Francis Wrobel, widow Deb Wrobel and other family members.

Joining the after-race festivities were Sailing Club members Ranny and Cheryl Kittinger, Tim and Jan Schultz, Jim Binnings, Mike and Pauline Neilson and Harry and Marilyn Reich.

The winner of the beautiful Stan Wrobel Memorial Regatta perpetual trophy - for the second year - is Fred Smith and his crew Bill Powers. Second was Dick and Lil Pyburn and third place was Brian McBrayer.

Prizes also were given for raising sponsorship money to benefit the Leukemia Society. Tim Newton won a **Nautica** wardrobe for collecting $1,355. A close second was Gary Hutto with $1,305 and third was Fred Smith with $1,000. Both won jackets. A total of $6,800 was donated to the Leukemia Society. Artwork for the cover of the program was designed by Gerri Davis, a student at Alabama School of Fine Arts. Yacht club member Billy Harvill was chairman of the program. End of the year A brunch at Shoal Creek was the year-end meeting for Highlands Day School Parent's Auxiliary. Bundi Reynolds, president for 1994-95, was the hostess.

Fresh orange juice and coffee were served as guests arrived. An omelette buffet was set out in the dining room where tables were decorated with colorful spring flowers in terra cotta pots tied with raffia.

Volunteer hours of parents resulted in lots of fun both for students and parents and a successful year. Treasurer Donna Kentros announced that activities had raised $20,000 for the Teacher's Wish List.

Bundi handed the gavel to new president Catherine McLean. Some of the officers and chairmen enjoying brunch were Caroline Clark, Julia Stewart, Donna Tolbert and Amanda Wilson.

Others there were Jean Ager, Pam Cezayirli, Pam Carr, Andrea Clark, Julia Davis, Debe Dawson, Beverly Francis, Sandra Hall, Becky Keyes, Tina Lyerly, Blossom Nelson, Denise Obert, Nanda Patel, Mary Lu Roberts, Cindy Screven, Melissa Strange, Caroline Thomas, Lois Turnipseed, Rita Upadhyay, Marcia Walton, Beth Woodward and Yin Yeap. Special guest Annette Johnston, interim headmistress, thanked the Auxiliary for all it had done. Dress: casual Let's look ahead to Friday afternoon. The gateways and stages are in place around Linn Park as time draws near for the opening of City Stages. Perhaps you're already downtown, ensconced in an office nearby in one of the towers.

The only thing coming between you and City Stages is the tailored suit and uncomfortable shoes you're wearing. Friends of United Cerebral Palsy will not have this dilemma. Those participating in Casual Day will already be appropriately dressed for City Stages.

Across the country, Casual Day will be celebrated as a result of a national program of United Cerebral Palsy. In Birmingham, it is also opening day of City Stages. Last year, UCP of Greater Birmingham raised $111,508 with Casual Day. These funds provide therapy, education and residential services and support employment. United Cerebral Palsy serves infants, children and adults with cerebral palsy and other disabilities.

Birmingham ranked second in the country in last year's Casual Day. This year's ambition is to be the No. 1 Casual Day city.

Businesses will permit employees to come to work in casual dress on Friday for a $5 contribution to United Cerebral Palsy of Greater Birmingham. Participants receive a Casual Day button and coupons.

A donation of $15 includes a button, coupons and Casual Day T-shirt designed by Frank Cummings and printed by adults in the Silk Screen Arts workshop at United Cerebral Palsy. There will be a kickoff party with music and Fruitopia at AmSouth Harbert Plaza. In Birmingham, more than 375 companies are participating. Some of the coordinators of Casual Day are Lisa Garrett, Carol McLendon, Sandra Nix, Danelle Lankford, Janice Miller, Jim Thomas, Tami Seals, Ginger Wallace, Kristy Mullinax, Jackie Morgan, Linda Ellison, Cindy Pope, Tracy Hill, Stacy Moseley, Pat Sholund, James McClelland, Felita Lewis, Vanessa Hill, Pam Cunningham, Micky Hill, Tonya Estes, Floyd Alexander, Deborah Hacker, Peggy Wick, Donna Cornwell, Erma Edwards, Tracy Ireland, Kim Durden, Tammy Mathis, Suanne White, Lucy Coleman, B.J. McAnnally, Kenneth Jones, Sally Bookout and Anne Connell. More are Sandra Nixon, Kelli Hogue-Mauro,

Cathy Sieber, Pat Bruno, Nancy Manzella, Martha McGowan, Bernice Connell, Ralph Jones, Felicia Gerald, Penny Huddleston, Mattie Bell, Pam Hammonds, Mary Ann Golson, Susie Mullins, Susan Gannett, Judy Bross, Donna Hankins, Missy Rosato, Carroll Rector, Shawn Schofield, Mary Nell Crocker, Kathi Earnest, Claudette Lovvorn, Suzy Hardy, Karla Schiffman, Barbara Moreland, Ron Richardson, Sara Tharp, Sara Alexander, Georgia McDuffy, Pam Young, Max Pulliam, Sue Wood, Harriet Shields, Freida Cartwright, Pat Howard, Shawn Dishman, Sly Childress, Bell Rogers, Stephanie Whitten, Barbara Burkhalter, Brenda Harris, Mary Phillips, Louise Lee, Jane Montgomery, Tricia Baughman, Sherry Oden, Clarence Crump, Donzetta Avery, Sheree Thompson, Ken Brewer, Laverne Hatcher, Kim Tombrello, Mark Long, Sallie Datnoff, Robert Warnock, Wendy Segers. For Casual Day information, call 328-1000.

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FASHION SUCCESS IS NATURAL FOR RETAILER Sun-Sentinel (Fort Lauderdale, FL) June 18, 1995, Sunday,

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Sun-Sentinel (Fort Lauderdale, FL)

June 18, 1995, Sunday, ALL EDITIONS

SECTION: BUSINESS, Pg. 3D, COMPANY SPOTLIGHT

LENGTH: 478 words

HEADLINE: FASHION SUCCESS IS NATURAL FOR RETAILER

BODY:
SUPREME INTERNATIONAL HAS STRUCK A RICH VEIN OF FASHION ORE WITH ITS NATURAL ISSUE LINE OF CASUAL MEN'S CLOTHING. BASED NEAR THE MIAMI AIRPORT, IT HAS MORE THAN 70 INDEPENDENT FOREIGN SUPPLIERS IN THE FAR EAST AND LATIN AMERICA. MAJOR CUSTOMERS INCLUDE J.C. PENNEY, BURDINES, WAL-MART AND SEARS. MANAGEMENT IS A FATHER/SON TEAM. EARNINGS PER SHARE LAST YEAR GREW 35 PERCENT BUT DEBT BALLOONED TO HALF OF EQUITY.

INDUSTRY OVERVIEW

Apparel firms have been in the doldrums, but one of the few bright spots has been men's casual wear. Demand for apparel from retailers remains weak. Meanwhile rising cotton costs are squeezing profit margins. Subpar profits have been the rule over the past year and the second half retail climate remains murky.

Two of the stronger performers are Tommy Hilfiger and **Nautica,** which are both cashing in on a trend toward more casual clothes, especially at work. Retail observers are beginning to think the casual Friday phenomenon is more than a fad. Both are also expanding their "in-store" shops in department stores.

As in any retail business, a key determinant will be the strength of year-end holiday sales. Order lead times may be shorter than usual this year given retailer nervousness. This puts a premium on apparel producers' ability to control inventories and deliver goods quickly. CORPORATE HISTORY

George Feldenkreis fled Cuba in 1961 and founded Supreme International six years later. Son Oscar joined the business in the 1980s, steering the company away from lower-margin private-label manufacturing and toward higher-profit company labels. Primarily a shirt maker, Supreme bought a maker of "big and tall" men's apparel and a tuxedo shirt firm in 1993. In May of that year, it harvested $ 12 million in an initial public offering of 1.2 million common shares. Insiders retain 67 percent of the stock. OUTLOOK

Supreme is exploiting the success of the Natural Issue brand by adding more cold weather clothing such as jackets, flannel and heavy twill shirts. It has licensed the name for men's underwear and sleepwear. Boys' sports shirts are another growth area. The acquisition of Publix LP added a line of dress shirts and the purchase of Alexander Martin brought a domestic production base that enables Supreme to offer a "Made in the U.S.A" line that could account for 10 percent of revenues. The company's price/earnings multiple is lower than apparel firms Tommy Hilfiger (21) and **Nautica** (19). CORPORATE DATA -- Exchange: NASDAQ -- Trading symbol: SUPI -- Stock quote hotline code: 73 82 71 43 -- Closing price:$ 17.25 -- 52-week range: 91/2 15 -- Price-earnings ratio: 13.6 -- Major indexes: none -- Headquarters address:7459 NW 48th Street, Miami, Fl. 33166

Phone: 1-305-592-2830 SOURCES: Compiled by Business Writer Tom Stieghorst from Sun-Sentinel research and Bloomberg Business News

GRAPHIC: GRAPHS 3, Staff; Supreme International by the numbers-sales, profits and price per share.

LOAD-DATE: September 21, 1995

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Fridays Pub Apparel on Expansion Menu BRANDWEEK formerly Adweek Marketing Week June 19, 1995

Copyright 1995 A/S/M Communications, Inc.
BRANDWEEK formerly Adweek Marketing Week

June 19, 1995

SECTION: EXTENSIONS; Pg. 5

LENGTH: 497 words

HEADLINE: Fridays Pub Apparel on Expansion Menu

BYLINE: By Karen Benezra

BODY:
T.G.I. Friday's will lend its name to a menswear line to burnish its casual lifestyle image, while it also looks to extend its brand via alternative sites in airports, sports stadiums and delivery.

A line of casual and dress shirts in knits, wovens and denim, via Capital Mercury Shirt Corp., N.Y., will get a fall launch in Dayton-Hudson, Marshall Fields and Mercantile department stores. Friday's also plans to broaden its restaurants and services, including expansion of its Italiami's and Front Row Sports Grill sub-concepts, as it aims for the $ 1 billion sales mark in 1995; $ 2 billion by 2000.

The Friday's menswear line fits the switch to dressing down in the workplace and will target 21- to 49-year-olds with trade and retailer ad support. Pants, shorts and neckwear will follow next spring, with the Friday's logo sewn into labels only.

"We're trying for a more contemporary look. It's all about attitude," said Douglas Schugg, exec vp at Capital Mercury Shirt, which has done private-label lines for Bill Blass and Haggar.

"Casual is what everyone is wearing and that's what Friday's is all about," said president/ceo Wallace Doolin. No merchandise will be sold in restaurants.

Nautica and Tommy Hilfiger dominate casual wear, so Friday's faces a tough road. "They have a great name, but to extend to an entire line of menswear is trying to bite off a lot," said Alan Millstein, publisher of the *Fashion Network Report*.

On the restaurant front, Friday's will add three Airport Express venues in 1995 in Dallas-Fort Worth and Dulles, with both full-size restaurants and smaller Friday's II units with stripped-down service. Friday's fare could one day board flights, but no deals are set. The chain already has airport outlets in Pittsburgh and Dallas. "There's plenty of growth in the travel area," Doolin said. "Next year took out, it'll go gangbusters."

Friday's, which had $ 783.5 million in sales and 277 domestic outlets in "94, according to Technomic, has stiff competition. Chili's had sales of $ 856.2 million via 379 units and leader Applebee's had $ 887.6 million at 505 outlets. "Broad-menu concepts may be in trouble due to a lack of differentiation," said Technomic's Ron Paul.

Friday's has cranked up advertising with an estimated $ 15 million campaign from Publicis/Bloom, Dallas, featuring 5-inch tall "Little Guy" spokesman Jim Meskimen and promotional offerings. Friday's is searching for a new marketing chief, following the recent departure of Steve Hickey to La Quinta Inns.

Itallian's a family-style dining concept, is slated to add 100 company-owned and ffanchised units over the next five years. Some will be developed with parent Carlson Cos.' Country Inns & Suites. Front Row 8ports Grill eateries target younger audiences with video games and over 100 types of beer. A Front Row full-serve unit in The Ballpark in Arlington, Texas, rang up $ 5 million in its first sales year, despite the 1994 baseball strike.

GRAPHIC: Picture, Casual is the key -- ceo Doolin.

LOAD-DATE: June 29, 1995

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SHORT COURSE ON MENSWEAR;WHETHER YOU'RE HEADED TO THE GOLF COURSE OR THE OPERA, YOU DON'T HAVE TO GO TO GREAT LENGTHS FOR STYLE AND COMFORT.; Orlando Sentinel (Florida) June 22, 1995 Thursday, METRO

Copyright 1995 Sentinel Communications Co.
Orlando Sentinel (Florida)

June 22, 1995 Thursday, METRO

SECTION: LIVING; Pg. E1

LENGTH: 1186 words

HEADLINE: SHORT COURSE ON MENSWEAR;
WHETHER YOU'RE HEADED TO THE GOLF COURSE OR THE OPERA, YOU DON'T HAVE TO GO TO GREAT LENGTHS FOR STYLE AND COMFORT.;

BYLINE: By Jean Patteson of The Sentinel Staff

BODY:
They're a shortcut to heat relief - and the coolest men's fashion for summer weather.

They're shorts, and they're showing up everywhere - on the streets, in the malls, at the movies, in some offices on Casual Fridays and even at outdoor weddings, paired with black tuxedo jackets or white tail coats and tennis shoes.

"As we become more casual in our approach to dress, shorts have a bigger role to play. It's hard to pinpoint where wearing shorts would raise eyebrows anymore," said Jack Herschlag, executive director of the National Association of Men's Sportswear Buyers in New York.

"Basically, for every pair of pants out there, there's now a shorts version. They're identical in construction, styling, fabric. Length is the only difference," Herschlag said.

They may cost as little as $15 for a pair of boxer-style shorts in cotton-polyester at a discount store - or as much as $90 for a pair of designer shorts in a linen-silk blend at a fine clothier. Basic cotton twill walking shorts are in the $25 to $40 range.

With a pair of shorts to suit almost every occasion, deciding what to wear on sweltering days and evenings is no problem. The short answer is: Wear shorts.

Ah, but what to wear with those shorts when styles range from brief nylon running shorts, to midthigh-length cotton walking shorts, to knee-length linen dress shorts - plus a lot more options inbetween.

The same basic T-shirt and tennis shoes aren't going to cut it - not if you want to cut a stylish figure.

"Essentially, you want the shirt and the shoes to match the mood of the shorts," said Massimo Iacoboni, fashion director at The Fashion Association, a trade group in New York.

In other words, those nylon running shorts will look fine with a tank top and athletic shoes. With a dressy sport shirt and loafers they will look ridiculous - and so will the wearer.

Similarly, those linen dress shorts just won't make it teamed with the tank top and running shoes. They call for a classy sport shirt and loafers.

And there are two absolute no-nos when wearing shorts, Iacoboni said. "Don't wear dress lace-up shoes and don't wear dress socks."

Instead, wear sport socks and casual shoes - anything from a sneaker to a sandal, a boat shoe to a brogue or boot.

Other accessories to consider when wearing shorts are casual watches, belts, sunglasses and hats.

The most popular shorts at Downeast Orvis, a Winter Park store that specializes in casual and sporty apparel, are a cotton twill style with an inseam of 6 inches to 10 inches, said owner Don Sexton.

Best-selling colors are khaki, olive and navy, followed by denim blue, white and bright yellow, green, blue and hot pink. (This, after all, is Florida, land of the pink flamingo.) Stripes are more popular than plaids this summer, but Madras plaid is always in demand, Sexton said.

Make the look work

Customers are teaming the solid-color shorts with knit polo shirts and woven sport shirts in bold stripes, plaids and prints that include tropical flowers and fish. The striped shorts go better with solid-color shirts.

Sexton also offers "serious shorts" for the man heading out on a hunting, fishing or photo safari - or who simply wants tough, comfortable shorts for recreational hiking or biking.

These shorts come in cotton (the coolest), nylon (the quickest drying) or a cotton-Lycra blend (the most comfortable). They have roomy cargo pockets with zipper or Velcro closures and usually are worn with safari-style cotton shirts in khaki, white or hunter green.

The dressiest shorts are pleated, have a longer, fuller leg and are made from a fabric with a lot of texture and drape, such as linen or a linen-silk blend. Favorite colors are naturals such as stone and sand, along with off-white and soft yellow and blue - either in solids or subtle checks or plaids, said Jack Fulmer, a buyer for Rutland's, a clothier with stores in Orlando and Altamonte Springs.

"These features give that rich, elegant, Southampton look," Fulmer said.

Dressy shorts look good teamed with a sport shirt or banded-collar shirt (preferably long-sleeved) and a semiconstructed sport coat in a soft tan or oatmeal, or a navy-blue blazer, Fulmer said.

Shorts are a key element in a man's wardrobe, especially in the summer, but it wasn't always so, Herschlag said. Fifty years ago, it was virtually unheard of for grown men in America to wear short pants.

"But with the intermingling of troops during World War II, Americans were exposed to the British wearing shorts. Shorts were first introduced as part of our armed forces' uniforms. Then after the war, they made the shift into weekend wear - what we now call sportswear," Herschlag said.

A relaxed dress code

Until quite recently, however, shorts were pretty much confined to the back yard and the beach. "Even 10 years ago, it was rare to see shorts on the golf course," Herschlag said.

It has only been in about the past five years that shorts have become commonplace indoors at places ranging from malls to restaurants to concert halls. Yes, in Orlando, shorts have even been spotted on opening night at the opera.

In this one respect, Central Florida - with its subtropical climate and informal lifestyle - can claim to be a fashion leader.

The growing acceptability of shorts has been spurred by the general relaxing of dress codes over the past decade. But sports such as soccer and basketball have influenced the trend, and so has hip-hop music.

The cool, comfortable shorts worn for soccer and basketball have been adapted by players and fans alike as everyday casual wear - usually teamed with a T-shirt. And the oversized, low-slung shorts that are the signature of hip-hop performers have inspired a generation of young men to swap their jeans for similar baggy shorts. They wear them to the mall, to concerts and to do such work as building construction, warehouse management and lawn and pool maintenance.

To see shorts being worn routinely to work by bankers, doctors, lawyers and accountants, you still have to visit Bermuda. However, shorts no longer are entirely alien in Central Florida businesses.

Walking shorts are a summer option for male employees, including top executives, at Walt Disney World. And Orlando clothiers report that a growing number of doctors, lawyers, accountants and other professionals are buying dress shorts to wear to the office on Casual Fridays or days when they take off early for the golf course.

However, there still are places in Orlando where shorts - no matter how dressy - simply are not acceptable. The list of better restaurants where shorts would "absolutely not" be accepted includes La Coquina at the Hyatt Regency Grand Cypress, Dux at the Peabody Orlando, Manuel's on the 28th in downtown Orlando and Maison et Jardin in Altamonte Springs.

The elegant Victoria and Albert's at Disney's Grand Floridian Resort would prefer that male diners not wear shorts. But the restaurant would not turn away a guest attired according to the company's summer dress code: in Bermuda-length shorts plus a jacket, dress shirt, tie and knee-length socks.

GRAPHIC: PHOTO: Left: Shorts can look casual or dressy. Safari shorts by Sportif ($38.95) are teamed with a cotton sport shirt ($59) and leather boots ($160) for an outdoorsy look. Cotton twill walking shorts by **Nautica** ($39.95) are dressed up with a banded-collar shirt ($50) and blazer ($295). All items from Downeast Orvis. Above: For Saturday morning activities, cotton twill shorts by **Nautica** ($36) are worn with a printed polo shirt ($58) and Sperry Topsiders ($49.95). All items from Downeast Orvis.
TOM BURTON/THE ORLANDO SENTINEL
PL: 9504500-17a (left)
PL: 9504500-32 (above)
PHOTO: Bermuda-length golf shorts by Munsingwear, worn with polo shirt and sleeveless sweater, can double as casual weekend wear.
MUNSINGWEAR
PL: Out file
PHOTO: Denim shorts make handy resort wear when teamed with an island-print polo shirt and tennis shoes.
BUGLE BOY
PL: Out file

COLUMN: Style

LOAD-DATE: June 22, 1995

Fashion starts to bring traditional golf up to par The Baltimore Sun June 22, 1995, Thursday,

Copyright 1995 The Baltimore Sun Company
The Baltimore Sun

June 22, 1995, Thursday, FINAL EDITION

SECTION: FEATURES, Pg. 1D

LENGTH: 656 words

HEADLINE: Fashion starts to bring traditional golf up to par

BYLINE: Suzin Boddiford, Special to The Sun

BODY:
They say that a bad day on the golf course beats a good day at the office.

However, fashion on the fairways has been known to disappoint. Fortunately, there's a new drive to change all that. The shift can be attributed to the influx of stylish athletes, celebrity enthusiasts and a whole generation of baby boomers who want to bring style up to par with comfort and performance.

According to the National Golf Foundation, 37 percent of all new golfers are women. Add to that a growing interest among younger players and more participation by seniors, and it's no wonder golf has become the fastest growing sport in America.

But unlike Andre Agassi's radical effect on the image of tennis over the last decade, tradition holds truer when it comes to golf chic. Just look at fashion-conscious PGA player Payne Stewart, who brings with him a distinct look reminiscent of the early days of the sport -- knicker styles, which he has made his signature along with snap-front golf caps. But if you're afraid of looking like a throwback from the movie "Caddy Shack," you may want to stick to fun accessories.

For such a conservative sport, one would assume that loud prints and colors wouldn't be encouraged on the green. "Remember, however, that golf originated in Scotland, where color and pattern are anything but sober," says Jack Herschlag, executive director of the National Association of Mens Sportswear Buyers.

Comfort has always driven the golf-wear industry, often leaving fashion in the sand trap. Addressing this lapse, fashion labels such as Ralph Lauren, **Nautica,** Liz Claiborne and Guess? have begun producing comfortable sportswear to be worn both on and off the course.

Stylish golfers should look for lightweight polos in deeper non-traditional colors, weightless, patterned sweaters and smaller zip-front windbreakers, jackets that might not allow for a perfect swing but can ride along on the cart to be put on later.

Trendy new golf-wear label Pivot Rules, known for its novelty print shirts, has a cult following among both golfers and non-golfers. Even former Orioles great Jim Palmer was spotted in his Pivot golf shirt for a recent round with President Clinton.

In warm weather, walking shorts are becoming more popular than trousers, which demand "a more careful choice in novelty socks," says Mr. Herschlag.

For the most part, men's golf attire translates better off course than does women's, which tends to be novelty-driven and matchy. However, women's golf-wear is slowly loosening its grip from cute little sweaters and coordinating visors. There is a move to more sophisticated looks such as short plaid kilt skirts and knit vests by manufacturers such as Tail.

Customers often give Meg Gilmore a double take when she wears knickers and matching knee-high socks around the Ladies Tee Time shop in Timonium.

"A few customers have seen me wearing them and often end up buying some for themselves," says Ms. Gilmore, a buyer for the store.

And whoever said that women golfers were "Plain Janes" has never seen LPGA tour player Michelle McGann in action. Ms. McGann, with her long blond hair, striking makeup and a penchant for flashy accessories on tour, has inspired a line of colorful, glitzy straw hats as well as a bold jewelry collection bearing her name.

Hats are more popular than ever and give more sun protection than the old visor.

"You can't go to a women's tournament without seeing dozens of women decked out in these embellished straw hats," says Margaret Cavanaugh, managing editor of Golf for Women magazine.

ON THE COVER

Production: Suzin Boddiford

Models: John Moll and Mark Hillard for Nova Models

Pivot Rules golf shirt, $ 50, and Bobby Jones brushed cotton trousers, $ 125, both at J.S. Edwards. Foot-Joy shoes and glove at Jay Perkins Golf Shops. Caddie's clothing from the Pied Piper. Boy's G.H. Bass bucks from Hess Shoes. Woodholme Country Club.

GRAPHIC: COLOR PHOTO 1, PATRICK SANDOR/SUN STAFF PHOTOS, Bold and bright is the look for otherwise conservative golf.; COLOR PHOTO 2, PATRICK SANDOR/SUN STAFF PHOTOS, The golf motif, from polo shirts to this colorful tie, shows up off the links more often on men than on women.

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THE SHORT AND SHORTER OF IT;WHEN THE WEATHER TURNS HOT, CASUAL CLOTHES LEAN TOWARD COOL COMFORT Buffalo News (New York) June 25, 1995, Sunday, FINAL EDITION

Copyright 1995 The Buffalo News
Buffalo News (New York)

June 25, 1995, Sunday, FINAL EDITION

SECTION: BUFFALO MAGAZINE, Pg. 12M

LENGTH: 288 words

HEADLINE: THE SHORT AND SHORTER OF IT;
WHEN THE WEATHER TURNS HOT, CASUAL CLOTHES LEAN TOWARD COOL COMFORT

BYLINE: SUSAN MARTIN -

BODY:
Simply put, it's shorts season and legs are in the limelight.

While some Western New Yorkers are happy kicking back in any old pair of gym shorts, others search for something more.

Little kids have priorities. They want pockets and plenty of them. Cargo pockets, if you will. The better for collecting things.

Teen and college students are split on what they like. The preppy inclined wear plaid shorts hemmed just above the knee and top them with an untucked sweat shirt or T-shirt. Or they wear denim shorts, extending almost to the knee and on the lean side, but they're never tight and never fringed. Sometimes, they roll the cuffs.

But denim short-shorts are in, too. Mother might ask if they were in the dryer too long. Roll your eyes and tell her it's the style. Then top the short-shorts with a "baby T" -- another straight-from-the-dryer look.

The rest of the population's shorts selection depends on many things -wisdom being one of them.

Know that A) wide leg shorts will make ostrich legs look even thinner; B) short-shorts aren't cool-cool on those with thick thighs; C) drawstring waists, though comfortable, can visually add a few pounds to less-than-lean waistlines; and D) shorts that appear to be longer than they are wide can make you look taller and slimmer. (The same for monochromatic pairings of tops and bottoms.)

Also know that to-the-knee walking shorts -- in plain khaki or muted plaid, perhaps -- are a winner for many men and women, and that there is a shorts style geared for every activity on the planet. Golfing, tennis, cross-training, surfing, hiking, fishing, cycling and -- hey -- even delivering the mail.

Now if they could only do something about those knee socks.

GRAPHIC: Photos by Bill Wippert/Buffalo News; Stephanie Damon and Jeremy Furlani, above, wear denims just above the knee. At right, from top, Charlie and Austin, both 5, like shorts to play in. Student John Cooper pairs his Polo shorts with a **Nautica** pullover and Abercrombie & Fitch T-shirt. Margaret Carlin, with son Jeffrey Jr., wears cut-offs for a stroll.

LOAD-DATE: June 27, 1995

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ANTIQUE LEATHER NEEDS TO BE IN GOOD SHAPE IF IT IS TO BE RESTORED SEATTLE POST-INTELLIGENCER June 26, 1995, Monday

Copyright 1995 Seattle Post-Intelligencer
SEATTLE POST-INTELLIGENCER

June 26, 1995, Monday , FINAL

SECTION: LIFESTYLE, Pg. C2

LENGTH: 519 words

HEADLINE: ANTIQUE LEATHER NEEDS TO BE IN GOOD SHAPE IF IT IS TO BE RESTORED

BYLINE: ELSA KLENSCH Columnist

BODY: Q: My husband has a set of gorgeous old monogrammed leather luggage that has been in his family since the 1920s. He doesn't use it because the leather is hardening and we are afraid it might crack.

We keep asking ourselves, what is the point of having it if it isn't used? Does it make sense to take it to be restored? If so, who should do it?

A: I consulted Ellen Careaga of Crouch & Fitzgerald, one of New York City's oldest leather-goods stores. She agrees that you should consider restoring the luggage.

"But," she added, "there are a few things to check before you decide to refurbish and use the pieces: How was the luggage stored over the years? How was it cared for? And has it been damaged by water?

"If it was allowed to get too hot or cold, the leather will have dried. If the leather has reached a point where it is turning into dust, it is probably not worth refurbishing.

"If it appears to be in good shape, take it to a person who specializes in restoring antique-leather goods. You'll find such person through a leather repair shop."

Careaga adds that if the luggage is not strong enough for travel, you can use it as a decorative piece in your home.

"That's a popular trend right now, and we often carry pieces that date back to the '20s or earlier. Of course, they are considered antiques and cost more than new pieces."

Q: I love slit skirts and dresses, but unfortunately I have heavy thighs. Often when I look down or pass a full-length mirror and catch my reflection, I realize this look may not be so flattering for my full legs. Do you think it's all right for me to wear them?

A: Sadly, some things in life are better left alone - everything is not for everyone.

Q: Now that men are dressing more and more casually for work, I am at a loss. I own an investment firm, and my younger employees are pressing me to implement "casual Fridays." Should I give in, or is there a compromise we could come to? What do most men wear for dress-down days?

A: I asked David Chu, who is both president and designer of **Nautica.** In his collection for fall, he shows a

group of less-structured suits and jackets meant for those dress-down days.

"Many companies have adjusted well to a more casual attitude toward dressing in the office," he said. "They are even discovering that dressing casually can add to productivity."

Chu's approach is to mix casual and dressy: "Casual dressing doesn't mean sloppy dressing. You can be neat and very presentable even though you're not wearing a suit. You can have casual clothes on and even look dressy."

To achieve that effect, Chu puts a structured piece with a casual one - a light blazer with pressed trousers or a casual knit shirt with a navy suit coat.

"With lighter, softer fabrics, suits have changed drastically in the last few years. They are not to be taken so seriously and can be mixed like sportswear."

Elsa Klensch is style editor for Cable News Network. She welcomes questions and will answer those of general interest in her column. Write to Elsa Klensch, Los Angeles Times Syndicate, Times-Mirror Square, Los Angeles 90053.

TYPE: COLUMN Q & A

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Nautica Enterprises Inc.(NAUT,NNM) reports earnings for Qtr to May 31 The New York Times June 27, 1995, Tuesday, Late Edition - Final

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The New York Times

June 27, 1995, Tuesday, Late Edition - Final

SECTION: Section D; Page 13; Column 2; Business/Financial Desk

LENGTH: 110 words

HEADLINE: Nautica Enterprises Inc.(NAUT,NNM) reports earnings for Qtr to May 31

BODY:

**** COMPANY REPORTS ****

Nautica Enterprises Inc.(NAUT,NNM)

Qtr to May 31	1995	1994
Sales	61,448,000	44,554,000
Net inc	3,793,000	2,306,000
Share earns	.18	.11
Shares outst	20,850,364	20,708,127

Share earnings and shares outstanding are after a 3-for-2 stock split. The dividend is payable July 6, subject to stockholders approving an increase in the number of authorized shares.

Nautica Enterprises said that on a presplit basis, net income for the latest first quarter is 27 cents a share on 13,900,242 common shares outstanding compared with 17 cents a share on 13,805,418 common shares outstanding.

LOAD-DATE: June 27, 1995

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SAILING ROUNDUP Corrected times computed, Halcyon is Bermuda winner Providence Journal-Bulletin (Rhode Island) June 29, 1995, Thursday,

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Providence Journal-Bulletin (Rhode Island)

June 29, 1995, Thursday, ALL EDITIONS

SECTION: SPORTS, Pg. 11D

LENGTH: 921 words

HEADLINE: SAILING ROUNDUP Corrected times computed, Halcyon is Bermuda winner

DATELINE: NEWPORT

BODY:
Jeffrey Siegal's Appreciation topped Dimitri Antoniadis' Halcyon by 23 minutes on corrected time in Class 1 on the double-handed leg of the Bermuda One-Two event but Halcyon was the overall winner.

In Class 2, Neal Petersen's Protect Our Sealife won the double-handed leg but Alan Paris' Learning To Fly, which finished second coming back, was the overall winner by five hours.

Patrick Mouligne's Frog Kiss was the Class 3 winner for the second consecutive Bermuda One-Two, winning both legs and taking corrected-time honors by four hours over Alan Veenstra's Parvenue.

In Class 4, Swift of Paget was the double-handed winner but David Lucyk's Passe-Partout, which was third going down and second coming back is the overall winner.

All boats in the fleet were accounted for with the arrival of Fran Cichowski's Southern Comfort Tuesday night and Tom Donnelly's Lone Eagle during the day yesterday.

Class 1: 1, Halcyon, Antoniadis, Nelsen, 220:14:22; 2, Appreciation, Siegal, Newell, 229:39:02; 3, Shere Khan, Johnson, Needham, 230: 47:15; 4, Flying Turtle, Danforth, Blair, 231:34:31.

Class 2: 1, Learning To Fly, Paris, Wilcox-Black,. 226:02:38; 2, If Only, Sisk, Howalt, 231:03:57; 3, Gizmo, Hatfield, Boulanger, 231:42:34; 4, Protect Our Sealife, Petersen, Wilkinson, 232:11:48; 5, Singularity, Chance, Carr, 238:50:03; 6, Mala, Tripp, 248:49:41; 7, Phagawi, Ryan & Ryan, 256:16:39.

Class 3: 1, Frog Kiss, Mouligne & Mouligne, 218:06:53; 2, Parvenu, Veenstra, Willard, 222:49:24; 3, Starkeeper, Singsen, Thurston, 223:07:05; 4, Ariana, Drozdal, Shute, 228:31:47; 5, Rocksteady, Pierce, Walker, 231:21:29; 6, Nokandollah III, Wright, Unsworth, 261:51:14.

Class 4: 1, Passe-Partout, 255:00:16; 2, Nimros, Shearer & Shearer, 255:56:42; 3, Southern Comfort, Chichowski, Sroka, 261:13:35.

Special Class: Coyote, Hall, Davis, 281:10:36 (actual elapsed time was 181:41:00)

Junior Women's Doublehanded

NEWPORT - The first National Junior Women's Doublehanded Sailing Championship, the third major event

to begin at the Ida Lewis Yacht Club, opens today with 72 sailors ages 13-18 participating. The event runs four days, ending Sunday.

They'll attend a clinic today led by Cory Sertl, a member of US SAILING's Olympic Yachting Committee and the **Nautica** US SAILING Youth Championship Committee; working with Rolex Yachtswomen of the Year Betsy Alison and Danielle Brennan; and Tom Fallon, winner of the Bemis Trophy in US SAILING national junior double-handed competition.

The event is being financed by C. Thomas Clagett, Jr., of Washington, D.C., a summer resident of Newport. It was he who put up the Leiter Trophy in 1980 for national junior women's single-handed competion in honor of his late wife Nancy Leiter Clagett. Brennan won the trophy in 1993.

Block Island Week

NEW SHOREHAM - The rate things are going, the judges are going to have a hard time picking out the most outstanding boat for this year's Storm Trysail Club Block Island Race Week.

Five boats had won three straight races over the first two days of competition.

Two of them were Rhode Island boats: Dr. Richard Shulman's Temptress in IMS Cruiser Class 7 and Tim Dawson's Crocodile in PHRF Class 6.

The others were David Bosa and Craig Johnson's Hat Trick in PHRF Class 6,; Brainard Parker's Sugar in PHRF Class 4; and Gary Corwin's Rosie in the J-35 class.

Next in line is Gem, an 11-year-old Nelson/Marek 49 and skipper Bill Ziegler of Noroton, Conn., also very much in contention. Gem, built originally built for IOR competition and revamped for IMS, has a second and two firsts.

RED FLEET

IMS Class 1: Titan, Hill, 2-1-5, 7.75; 2, Drumbeat, Renshaw, wdr, 2-1, 10.75; 3, Infinity, Thomson, 5-3-3, 11.

IMS Class 4: 1, Jazz Sensation, Fisher, 4-3-2, 9; 2, Esmeralda, Uematsu, 5-1-4, 9.75; 3, Predator, Kaminer, 6-4-3, 13.

IMS Class 3: 1, Gem, Ziegler, 2-1-1, 3.50; Sedona, Hubbard, 3-2-3, 8; 3, Equinox, Slagowitz, 1-6-2, 8.75.

IMS Class 7: 1, Temptress, Shulman, 1-1-1,, 2.25; 2, Scherherazade, Chandler, 3-2-2, 7; 3, R Wave, Futterman, 2-3-3, 8.

J-44s: 1, Gold Digger, Bishop, 1-1-3, 4.5; 2, Urania, Shear, 8-3-2, 13; Glory duPont, 14.

PHRF Class 2: 1, Stars & Stripes, Conner, 1-2-2, 4.75; Christopher Dragon, Weiss, 4-1-1, 5.5; 3, Diane, Schwartz, 2-6-6, 14.

PHRF Class 6: 1, Claddagh, Fallon, 1-2-4, 6.75; 2, Rayzor's Edge, Webb & Dodge, 2-5-1, 7.75; 3, J.A.R.D. Loose, Rohman, 3-3-3, 9.

PHRF Class 8: Hat Trick Bosa & Johnson, 1-1-1, 2.25; 2, Menace, Dill, 4-4-2, 10; 3, Taniwha, Josten, 2-9-3, 14.

WHITE FLEET

J-35s: 1, Inside Trader, Underwood, 5-5-1, 10.75; 2, Buckaroo Banzai, Ogden, 1-8-3, 11.75; 3, Airborne,

Hirsch, 2-6-6, 14.

J-80s: 1, J Spot, Smith, 1-3-1, 4.5; 2, Anxiety 3, Kelley & Shore, 2-1-2, 4.75; 3, Team Limits, Buck, 42-2-4, 10.

Mumm 36s: 1, Rhody Express, Vessella, 1-2-5, 7.75; and Radical Departure, Marki, 3-1-4, 7.75; 3, Moxie, Collins & Fisher, 8.

PHRF Class 3: 1, Samba, Garland, 5-1-1, 6.5; 2, Troubador, Weintraub, 2-6-2, 10; 3, Firebrand, Rogers, 6-2-3, 11.

PHRF Class 4: 1, Sugar, Parker, 1-1-1, 2.25; 2, Hustler, Esposito, 5-2-2, 9; and Dirty Harry, Lavin, 2-4-3; 9.

PHRF Class 6: 1, Crocodile, Dawson, 1-1-1, 2.25; 2, Pirate, Baxter, 2-4-2, 8; 3, Nicole Coleman duPont, 7-2-4, 13.

PHrf Class 7: 1, Air Express, Fensenmeyer, 1-2-1, 3.5; 2, Insatiable, Reeser, 3-1-2, 5.75; 3, Cat Came Back, Mossop, 2-4-3, 9.

PHRF Class 8: 1, Rosie, Corwin, 1-1-1, 2.25; 2, Star Dancer, Petronello, 6-2-2, 10; and Rascal, Weber, 3-4-3, 10.

LOAD-DATE: June 30, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1995) and leq (6/30/1995))** (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:17 PM EDT

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Nautica Eyes 'Record Year' in '96, Sanders Tells Holders Thursday DNR June 30, 1995

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DNR

June 30, 1995

SECTION: Vol. 25, No. 126; Pg. 2; ISSN: 1092-5511

RDS-ACC-NO: 103470

LENGTH: 272 words

HEADLINE: Nautica Eyes 'Record Year' in '96, Sanders Tells Holders Thursday

HIGHLIGHT:
Nautica Enterprises to expand size of in-store shops from 600-sq-ft to 800 or 1,200-sq-ft

BODY:
NEW YORK (FNS) -- **Nautica** Enterprises Inc. is "flying" in the tough retail environment, chairman Harvey Sanders told the annual meeting of stockholders here Thursday.

"I hate to say that we are 'hot' because tomorrow we might not be," Sanders said. "We happen to be fortunate."

The meeting was held at the company's headquarters at 40 West 57th Street in New York.

Sanders also predicted continued success for the remainder of the fiscal year. "We are coming into a good time," Sanders said, referring to the company's successful outerwear lines. He predicted fiscal 1996 would be a "record year" for the company, but did not give specifics.

Nautica's raincoat venture under license from Plaid Clothing Group is also successful, Sanders said. "It's tough at the retail level," he said. "Retailers are homing in on a few companies, but we are making nice headway."

Nautica is planning to expand the size of some of its in-store shops, from 600 square feet to either 800 or 1,200 square feet, he said. In 1995, the company operated 726 units and plans to have about 850 by 1996.

After the meeting, David Chu, **Nautica** Enterprises, executive vice-president and president of **Nautica** International, told DNR that the company's State-O-Maine manufactures sportswear, swimwear, private-label apparel and **Nautica**-brand dress shirts, robes and loungewear.

Nautica may be looking to expand into licensing home furnishings, but no plans have been finalized, Chu added.

For the first quarter ended May 31, **Nautica** earnings rose 64.5 percent to $3.8 million, or 27 cents a share, on sales of $61.4 million.--DIANE E. PICARD

TYPE: Journal; Fulltext

JOURNAL-CODE: DNR

LOAD-DATE: September 14, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)

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Nautica eyes 'record year' in '96, Sanders tells holders Thursday; Nautica Enterprises Inc. chairman Harvey Sanders forecasts record earnings for 1996; Brief Article Daily News Record June 30, 1995

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Daily News Record

June 30, 1995

SECTION: Vol. 25 ; No. 126 ; Pg. 2; ISSN: 0162-2161

LENGTH: 288 words

HEADLINE: **Nautica** eyes 'record year' in '96, Sanders tells holders Thursday; **Nautica** Enterprises Inc. chairman Harvey Sanders forecasts record earnings for 1996; Brief Article

BODY:
Picard, Diane E.

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After the meeting, David Chu, **Nautica** Enterprises' executive vice-president and president of **Nautica** International, told DNR that the company's State-O-Maine subsidiary is also doing "very well" and sales of loungewear and robes are strong. State-O-Maine manufactures sportswear, swimwear, private-label apparel and **Nautica**-brand dress shirts, robes and loungewear.

Nautica may be looking to expand into licensing home furnishings, but no plans have been finalized, Chu added.

For the first quarter ended May 31, **Nautica** earnings rose 64.5 percent to $ 3.8 million, or 27 cents a share, on sales of $ 61.4 million.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTSIAC 17188856

IAC-CLASS: Trade & Industry

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Boys Eyed by Key Retailer, Top Brand Childrens Business July 1995

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Childrens Business

July 1995

SECTION: Vol. 10, No. 7; Pg. 10; ISSN: 0884-2280

RDS-ACC-NO: 196526

LENGTH: 130 words

HEADLINE: Boys Eyed by Key Retailer, Top Brand

HIGHLIGHT:
Nautica and The Limited are both looking to boys to create a larger presence

BODY:
Two major men's apparel names are looking to boys to create an even larger presence for themselves. **Nautica** will launch **Nautica** Boys in-store shops beginning this month, and The Limited, Inc., is said to be scoping out the boys' apparel business.

Nautica Boys, a division of Hampton Industries, will roll out seven shops in July -- two in Bloomingdale's, four in Dayton Hudson, and one at Marshall Field's. Overall, 30 are slated for this year, according to the company.

Meanwhile, Leslie H. Wexner, The Limited's chairman and chief executive officer, announced at the firm's annual meeting in Columbus, Ohio, that he sees the boy's business as an area of potential growth. It would be an offshoot of Abercrombie & Fitch or Structure, the company's men's wear operations.

TYPE: Journal; News Brief; Fulltext

JOURNAL-CODE: CHILBUSI

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SPORT-UTILITIES STRAIGHT OUT OF MAIL-ORDER Chicago Tribune July 2, 1995 Sunday, CHICAGOLAND FINAL EDITION

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Chicago Tribune

July 2, 1995 Sunday, CHICAGOLAND FINAL EDITION

SECTION: TRANSPORTATION; Pg. 8; ZONE: CN

LENGTH: 492 words

HEADLINE: SPORT-UTILITIES STRAIGHT OUT OF MAIL-ORDER

BYLINE: New York Times News Service.

BODY:
With clothes or with cars, it's the image that counts-and that sells. Sports cars evoke youth-or a midlife crisis. Mini-vans summon up images of suburban parents hauling children to scout meetings and soccer practice.

But beyond these blanket associations, automakers often try to affix to their vehicles brand images established for products far removed from Detroit.

Clothing makers and fashion designers have long been asked to put their stamp on cars.

Since 1976, Lincoln has offered models that bear the marks of designers such as Bill Blass and Valentino.

American Motors tried to revive flagging models like the mid-1970s Matador with gaudy designer interiors, and for 1978 it sold a Gremlin Levi's edition that had a denim interior with copper rivets. These vehicles typically featured distinctive paint and trim, with the designer's logo everywhere.

More recently, the marketing approach has reached mini-vans-with a Mercury Villager trimmed by **Nautica,** the sportswear maker-and sport-utility vehicles. Ford was the first to market a special-edition sport utility, the Eddie Bauer Bronco II, 11 years ago.

The image of Eddie Bauer Inc., a purveyor of rugged outdoor apparel and equipment, includes attributes that Ford wants associated with the Bronco II: youth, ruggedness, quality and an outdoor lifestyle.

Ford offers Eddie Bauer packages on the Explorer, the Bronco full-size sport-utility and the F-150 pickup. All feature two-tone paint and special interiors, and they come with packages of premium equipment otherwise available only as options, if at all.

Ford has sold more than 500,000 vehicles with the Eddie Bauer name; this year, Eddie Bauer editions account for 16 percent of all Explorer sales.

Considering the success of the Ford-Eddie Bauer association, it is no surprise that Jeep has joined forces with the Orvis Co. to offer the Grand Cherokee Orvis. Jeep's mission is similar to Ford's: to market a vehicle using a well-established image. The Orvis Edition, new for 1995, has accounted for about 5 percent of Grand Cherokee sales this year.

Though Ford and Jeep have had little trouble selling all of the Explorers and Grand Cherokees they can make, the designer editions represent more than an attempt to increase profit margins.

Though they are expensive-the four-wheel-drive Eddie Bauer Explorer starts at $30,015 and the Orvis Edition at $32,345-the package price includes luxury equipment that would cost as much, or more, if ordered separately.

"The Orvis package gives us an avenue to reach a higher demographic," said Mike Gialdini, Jeep marketing plans manager.

The relationships are symbiotic. Ford and Jeep benefit because its Explorer is prominently featured in mail-order catalogues and store promotions.

And for those who are not so image-conscious, careful attention to the order form can create an Explorer or Grand Cherokee with much of the same equipment, but no designer label.

LOAD-DATE: July 2, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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For the Young, It's Looking Like a Jobless Summer;The Hunt for Work Is Taking On an Air of Futility as Openings Grow Scarcer The New York Times July 3, 1995, Monday, Late Edition - FinalCorrection Appended

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The New York Times

July 3, 1995, Monday, Late Edition - Final
Correction Appended

SECTION: Section 1; Page 23; Column 2; Metropolitan Desk; Second Front

LENGTH: 1338 words

HEADLINE: For the Young, It's Looking Like a Jobless Summer;
The Hunt for Work Is Taking On an Air of Futility as Openings Grow Scarcer

BYLINE: By BRETT PULLEY

BODY:
Around the Queens housing complex where 17-year-old Cynthia Roman lives, the search for a summer job has taken on a depressing air of futility.

For weeks, Ms. Roman has been applying for jobs at retail outlets around the city, but no one calls with an offer. "If I don't find one, I'll just hang around the projects -- broke, hot and thirsty," she said.

Some teen-agers in her neighborhood, she said, have already become frustrated enough to consider shoplifting popular labeled clothing -- **Nautica,** Polo and Hilfiger -- from department stores in Manhattan and selling it on the streets. "There's a lot of pressure in New York to have money and have things," she said. "Without jobs this summer, it's going to be more kids in the streets doing crime."

In New York City and throughout the region, the demand for summer jobs is outweighing the supply. In New York City alone, about 55,000 youths applied for the 35,000 minimum-wage jobs that begin this week in libraries, hospitals, parks and recreations centers through the city-administered Summer Youth Employment Program.

Last summer, the unemployment rate for those between the ages of 16 to 19 in New York City was 29.4 percent. In New York State, it was 18.6 percent, and in New Jersey 16 percent. This summer will most likely be worse, according to economists and labor market professionals.

"The economy was moving ahead last year," said John Wieting, the Bureau of Labor Statistic's regional commissioner. "This year it's flattening. It's not a great job market."

At the same time, Federally funded jobs are drying up. In 1992, New York City received enough money through the Federal Job Training Partnership Act to provide 52,000 jobs; in 1993, the number dropped to 47,000, and last year it was down to 35,000. This year the figure is 32,000 -- augmented by an additional 3,000 jobs financed by the city. But Congress has eliminated financing for the program in 1996, leaving its future in doubt. Nationwide, the Federal Government finances 615,000 jobs through the job training program.

Summer jobs in the private sector have also declined. In 1993, New York City's largest private summer-jobs program, sponsored by the New York City Partnership, hired 36,000 youths. Last year, the

partnership, an organization of local chief executives and leaders of universities, nonprofit and civic groups, could offer only 20,000 summer jobs.

Officials at Jobs for Youth in New York City can attest to the shortage. Of 100 college students who are enrolled in one of its summer jobs programs, only 20 have found work. In another program, half of the 400 students enrolled have not been placed.

"We're turning to the private sector to pick up the slack, but it doesn't seem to be happening as much as we'd like," said Linda McLaughlin, an employment specialist at Jobs for Youth. "One of the trends we've found is that students are settling, they're lowering their standards. High school kids are getting shut out of a lot of jobs because college kids are taking the jobs they normally would get. College kids are performing menial task like stuffing envelopes, filing or cleaning up."

For many, like Colleen Clark, a junior at Cornell University, the search for work has been full of frustration. "Every time I go to apply for a job, there are these people in their 30's who are there applying," said Ms. Clark, a 20-year-old Queens resident. "No one wants to hire me because I'm only going to be at home until August. They want someone with experience, but I'm in school all year long."

To be sure, many students are finding summer jobs, and one of the bright spots is tourism. The weak dollar is attracting foreign visitors and increasing the demand at places that count on youth helpers in the summer, like tour companies, parks and museums.

Through the Academy of Travel and Tourism, a partnership between private companies and six public schools, more than 100 students who just completed 11th grade have found jobs on tour buses, in hotels, gifts shops and travel agencies. "We've placed every eligible student in the program this year," said Richard Graziano, director of the eight-year-old effort to prepare high school students for careers in the tourism industry. Mr. Graziano warned that a possible hotel strike in the city could drastically alter things. "We don't want to send kids across the picket lines," he said.

On Long Island, where tourism is strong, Gary Huth, a market analyst for the New York State Department of Labor, said it should be a good summer for jobs near the beach. "We got an early jump on the season this year with the U.S. Open Golf Tournament, which was played in the Hamptons," Mr. Huth said. "That gave a nice boost to the economy and a lot of early job opportunities. But whether that left employers kind of flush and ready to hire more remains to be seen."

Though many of her friends are having a tough time finding jobs, Michele Borg, who lives in the village of Bayville, L.I., on Long Island Sound, is working for the third summer in a row at Marine West, a boating and marine supply store in Syosset, L.I. Ms. Borg, a 21-year-old senior at Muhlenberg College in Allentown, Pa., said she was originally able to land her job because she comes from a family that spends a lot of time sailing and she has taken a number of sailing and boating safety courses. Now, Marine West hires her each summer, she said, because "they want people with experience."

Some students who do not have work experience have been savvy enough to learn how to enhance their marketability. They start their searches early, develop contacts, attend job fairs and even volunteer to gain experience. Volunteering can be tough for a student who needs to save for school, but it beats sitting around all summer and it often leads to decent positions that pay, many say.

Kerwin Lawrence, 20, of Brooklyn, a junior at St. John's University, said he was earning a competitive salary this summer as an intern in the marketing department of the accounting firm of Deloitte & Touche. His first two jobs, he said, were as a volunteer at Coney Island Hospital and Bellevue Hospital Center. "Employers see volunteer work as an asset," Mr. Lawrence said.

Carolyn Serrano, another summer intern at the accounting firm, has been aggressively pursued by would-be employers. A 20-year-old junior at Pace University, Ms. Serrano left her job in the finance department at the Henri Bendel store to accept a similar job at Deloitte & Touche. Henri Bendel has asked her to come back and work part-time when school resumes, and although some of Ms. Serrano's classmates have found

summer jobs, "they're all jealous of me because they wanted to work at a big firm, too," she said.

However, the size of the company is irrelevant for many unemployed youths. For Ms. Roman, the young Queens resident, a summer job will mean an escape from her housing project, where she said most teenagers are thus far spending the summer "sitting outside on the benches, drinking, whatever."

Ms. Roman, a senior at Fashion Industries High School in Manhattan, said she thought she would be able to parlay the experience she gained last fall working part-time at Toys 'R' Us into a full-time retail job this summer. She has applied at The Gap, Foot Locker, Modell's and Sloan's.

With her asymmetrical haircut, a nose ring, and pristine high-top white tennis shoes, Ms. Roman said she thinks store managers "stereotype" her when she walks through the door. "I think they have this image thing," she said. "They want you to dress and look a certain way. After I fill out the application, no one ever calls back."

Complicating matters for job-seeking teen-agers like herself, she said, is the plight of her 21-year-old brother. Married, with a year-old baby and another on the way, he is struggling to support his family by working full time at McDonald's, she said. "Older people like my brother work at Mickey D's now, so even they don't have jobs available," she said.

CORRECTION-DATE: July 4, 1995, Tuesday

CORRECTION:
A picture caption yesterday with an article on summer jobs for youth incorrectly identified a man who was accompanying two teen-agers in search of jobs. The man, Albert Randolph, is not with the New York State Department of Labor; he is the cousin of one of the teen-agers, Najeebie Johnson.

GRAPHIC: Photos: THEY HAVE JOBS
Kerwin Lawrence
20 years old; lives in Brooklyn
Junior, St. John's University
Summer Job: Interning in the marketing department of Deloitte & Touche, one of the world's largest accounting firms.
Although he's well-paid this summer, he previously volunteered for other positions "to help me get an idea of what certain jobs are like," he said. "Employers see volunteer work as an asset." (Dith Pran/The New York Times)

Rachel E.K. Lowe
15 years old; lives in Fairfield, Conn.
11th grade, Fairfield High School
Summer Job: She's babysitting at the local YMCA, watching the children of members who come in to exercise. Her friend of her mother told her about the job opening. "Mostly, people get jobs through connections -- people they know," she said. (Janet Durrans for The New York Times)

THEY DON'T

Cynthia Roman
17 years old; lives in Queens
12th grade, Fashion Industry High School
No summer job: She's applied at a number of stores, but hasn't found anything yet. "Without jobs this

summer, it's going to be more kids in the streets doing crime," she said. "But if I don't find one, I'll just hang around the projects -- broke, hot and thirsty."

Najeeble Johnson
17 years old; lives in Queens
11th grade, Flushing High School
No summer job: Last year, through the summer youth employment program, he had a federally-funded job at a community center. Although he applied again, he hasn't been rehired. "Last year, I saved and bought my school clothes and everything," he said. "My father died when I was seven. When you get older, like my age, Moms won't support you anymore." (Philip Greenberg for The New York Times)(pg. 23)

Graph: "BY THE NUMBERS: Fewer Summer Jobs" shows jobs provided by the Federally financed Summer Youth Employment Program form 1992 to 1995. (SOurce: New York City Department of Employment)(pg. 24)

LOAD-DATE: July 3, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (7/1/1995) and leq (12/31/1995))** (Edit Search | Suggest Terms for My Search)
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Nautica eyeing home: rival Hilfiger looks at same territory; Tommy Hilfiger and Nautica consider entering home furnishings market HFN The Weekly Newspaper for the Home Furnishing Network July 3, 1995

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HFN The Weekly Newspaper for the Home Furnishing Network

July 3, 1995

SECTION: No. 27, Vol. 69; Pg. 1917193078

LENGTH: 492 words

HEADLINE: **Nautica** eyeing home: rival Hilfiger looks at same territory; Tommy Hilfiger and **Nautica** consider entering home furnishings market

BYLINE: Williams, Alexander H.

BODY:
NEW YORK--**Nautica** and Tommy Hilfiger, powerhouse ready-to-wear rivals, are both exploring the home market.

Executives of both designer companies said their representatives are in discussions with home textile manufacturers about producing bed-and-bath collections.

Both **Nautica** and Hilfiger are darlings of department stores, said Alan Millstein, a retail consultant. They are the leaders in men's ready-to-wear, eclipsing Ralph Lauren who dominated from the 1970s through the late 1980s.

"They both believe in whimsical clothes--affordable clothes," Millstein said.

Nautica executives have met with people from Dan River and Crown Crafts. Springs Industries and WestPoint Stevens also are reported to be interested in the license. Executives from WestPoint, Dan River and Crown Crafts declined to comment for this story. Executives from Springs could not be reached by press time.

Hilfiger has also met with mill executives, but it could not be determined at press time which mills he has contacted.

An industry insider, who has spoken with Tommy Hilfiger, said the men's wear designer is eager to enter the home business.

"He wants to do sheets, blankets, everything," the insider said.

A spokesperson for Hilfiger confirmed this, but said no agreements had been reached.

"The interest is there but it's a matter of finding the right partner," said Catherine Fisher, vice president of public relations for Hilfiger.

Meanwhile, **Nautica** officials said very little about their negotiations, but said an agreement is expected within several weeks.

"We are definitely interested in getting into the home market," said one high-ranking executive at **Nautica.** "We think the time is right. There seems to be a void."

Nautica is looking for an agreement with a mill that will give the designer name longtime exposure, said Kerry S. Glasser, president of the Concept Marketing Group Inc., licensing agent for **Nautica.**

Above all, **Nautica** wants to be treated as a top license that will be showcased in a meaningful way, Glasser said. The company doesn't want to be treated like a secondary license.

"**Nautica** has proven itself at retail," Glasser said.

The consumer who buys **Nautica** is older and more sophisticated than Hilfiger's target customer. **Nautica** is also well recognized for its lifestyle approach. It's not just a men's wear name, but has unisex appeal, he said.

Interest in the two men's wear design houses runs counter to the conventional wisdom that women's wear designers have the greatest potential for reaching female shoppers, the largest purchasers of home textiles.

A mill executive said that more men are shopping for home textiles and **Nautica** could appeal to that market.

Both companies are about 10 years old. Each has about 450 instore boutiques and 30 retail stores.

With such strong positioning, it's possible both could have broad appeal in the bed and bath arena, industry executives said.ENGLISHGeneral

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS; 2390 Misc. Fabricated Textile ProductsTI File 148

LOAD-DATE: February 08, 1999

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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Improved multihulls sailing into more popular waters THE AUSTRALIAN July 3, 1995 Monday 0 Edition

Copyright 1995 Nationwide News Pty Limited
THE AUSTRALIAN

July 3, 1995 Monday 0 Edition

LENGTH: 855 words

HEADLINE: Improved multihulls sailing into more popular waters

BYLINE: Rob Mundle

BODY:
EVER so quietly a revolution is taking place across the sailing scene in Australia. It involves those sailboats most sailors love to hate multihulls.The multihull sailors aren't trying to stage a coup. It is just that after years of being the fringe dwellers their numbers are swelling and they are finally coming in from the cold.The hard evidence of the change is seen in that there are now more large multis being built across the nation than monos.The significant proportion are cruising catamarans but at the same time there is an ever increasing number of high-performance racing boats, for both inshore and offshore competition, hitting the water.Interestingly, while numerous production yacht builders report times are quiet, most production multihull builders are on the boil.There are numerous reasons for the trend. In the past decade the safety, seaworthiness and performance of multihulls have seen dramatic improvements. In particular the upwind performance of some of the latest designs is quite remarkable.These features, coupled with the fact that multihulls, in particular catamarans, are more suited to cruising along Australia's generally shallow coastal waters, see them becoming far more socially acceptable.They are also proving themselves on extended cruises, showing that, sailed sensibly, a well designed and built multi can survive in the worst of storms alongside a monohull.The multihull revolution is very evident in Europe. One of France's largest production boat builders, Jeanneau, offers a full range of offshore cruising catamarans, their largest being a staggering 24.38m.A similar trend is emerging in America and now it is spreading to Australia. While Australia has been slow to start, one local design company in particular has been riding the multihull wave since it formed more than 20 years ago.In that time, Sydney-based Crowther Multihulls has seen more than 2500 of its designs, ranging from less than seven metres in length to more than 30m, completed and launched.WHAT do five of the America's Cup-winning Team New Zealand crew want to do for rest and relaxation?Go sailing.The Black Magic crew members have advised XXXX/Ansett Race Week organiser Dave Hutchen they plan to be at Hamilton Island for the big event next month and are looking for rides.The regatta promises to be the most competitive ever with a host of good boats making the pilgrimage north. The fleet is expected to top 120 boats.If there was an award for determination to compete at Hamilton and the Hayman Island the following week it would have to go to Anton Starling, who is eagerly awaiting the arrival of his new maxi Fudge (ex-Matador2) from America.Light winds have slowed its progress across the Pacific to Sydney so Starling and sailing master Dave Kellett have decided the yacht should change course and head directly to Hamilton.THE Australian Yachting Federation's Offshore Committee has decided to stick with the current International Measurement System (IMS) formula for calculating race results.Instead of pursuing an alternative, the committee has decided to pass the problems associated with the existing method back to the international governing body, the Offshore Racing Council, for rectification.AUSTRALIAN Olympic hopefuls have been impressive at the Kiel Week regatta in Germany.Sydney Soling sailor Matt Hayes finished second in the Solings match-racing final, fighting his way there after finishing third in the fleet event.The Tornado team of Mitch Booth and Scott Anderson finished second in their class while Star sailors Colin Beashel and David Giles were fourth.In the Mistral sailboards, Natasha Sturges collected third and in the 470 women's event Melbourne's Jeni Lidgett and Addy Bucek were sixth.AUSTRALIA, New Zealand and France are expected to do battle for the honour of top nation and the **Nautica** Cup at the

International Yacht Racing Union's World Youth Championship in Bermuda starting next Saturday.This is the 25th championship and it has attracted 40 countries. The Australian team lost the cup to New Zealand last year.This year's team, which flies out today, comprises Brendan Casey (Qld), Laser Boys division; Sarah Blanck (Vic), Laser Radial; Justin Steel and Christian Stevens (NSW), Laser II Boys; Kate Fitzsimmons and Lana Johnson (WA), Laser II girls; Dale Hopwood (NSW), Mistral boys; and Tania Newton (NSW), Mistral girls.HOW old is the world's oldest yacht club? If you guessed 275 years you were spot on. And if you said the club was Royal Cork Yacht Club in Ireland you were even more correct.What does this all have to do with Australia? Well, a number of the club's members, including 1991 Sydney- Hobart race winner John Storey (Atara) and life member Paddy Rahilly, are resident here.They couldn't let the celebration of the anniversary pass just a few days ago without a solid local salute. The Guinness apparently flowed freely on the day and the singing was exceptional.Other Royal Cork members who have become well known to Australians and spent considerable time here are Harold Cudmore and Whitbread round-the-world racer Joe English.

LOAD-DATE: October 1, 2003

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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Nautica signs licensing deal for headwear with FastCaps; Nautica Enterprises Inc.; Brief Article Daily News Record July 7, 1995

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Copyright 1995 Capital Cities Media Inc.
Daily News Record

July 7, 1995

SECTION: Vol. 25 ; No. 129 ; Pg. 8; ISSN: 0162-2161

LENGTH: 189 words

HEADLINE: **Nautica** signs licensing deal for headwear with FastCaps; **Nautica** Enterprises Inc.; Brief Article

BODY:
NEW YORK -- **Nautica** Enterprises Inc. has signed a licensing deal with FastCaps, L.L.C., to make and market caps and headwear under the **Nautica** label for spring 1996.

The first season will include about 35 styles of softly constructed caps and hats. Prices will range from $ 16 to $ 50 at retail.

Materials will relate closely to **Nautica** sportswear and tailored clothing fabrications and will include cotton twills, neoprene and Nautex, the company's signature waterproof nylon.

Brenda Palmer, director of licensing and product development at **Nautica,** said the caps will follow the same delivery schedule as sportswear. In the U.S. the line will be sold in stores that carry the sportswear collection. The headwear will also be sold in freestanding **Nautica** stores throughout the world.

The cap license was previously held by Speedway Enterprises. John Loudon, president of FastCaps, said the company will produce and deliver all of the fall and holiday 1995 orders written to Speedway.

Fastlane International, parent of FastCaps, will warehouse and distribute the **Nautica** caps. Both are based in Jackson, Mich.

SIC: 2353 Hats, caps, and millinery

IAC-NUMBER: IAC 17218746

IAC-CLASS: Trade & Industry

LOAD-DATE: November 03, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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Sporting Digest: Sailing The Independent (London) July 13, 1995, Thursday

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The Independent (London)

July 13, 1995, Thursday

SECTION: SPORT; Page 25

LENGTH: 63 words

HEADLINE: Sporting Digest: Sailing

BODY:
Great Britain's youth squad took the lead at the **Nautica** World Youth Championship by 152 points from Germany's 134 and New Zealand's 111 in Bermuda yesterday. Ben Ainslie has won his first four races in the single-handed Laser and, in the double-handed Laser 2, Nicholas Rogers and Pom Green lead the boys and sisters Jessie and Sally Cuthbert are second in the girls.

LOAD-DATE: July 13, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Friday, May 5, 2006 - 3:04 PM EDT

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DARE TO BE DIFFERENT DESIGNER DUDS DO NOT MAKE A PERSON, SAYS HJ WRITER MAXINE TEARNEY. PEOPLE'S FASCINATION WITH NAME BRAND CLOTHES IS SIMPLY STUPID. < The Post-Standard (Syracuse, NY) July 20, 1995 Thursday City Edition

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The Post-Standard
The Post-Standard (Syracuse, NY)

July 20, 1995 Thursday City Edition

SECTION: HJ; Pg. 09

LENGTH: 465 words

HEADLINE: DARE TO BE DIFFERENT DESIGNER DUDS DO NOT MAKE A PERSON, SAYS HJ WRITER MAXINE TEARNEY. PEOPLE'S FASCINATION WITH NAME BRAND CLOTHES IS SIMPLY STUPID. <

BYLINE: MAXINE TEARNEY

BODY:
Wearing a maroon and black striped shirt and tan jeans, I walked down my high school hallway. A "peer" whom usually wouldn't open his mouth to speak to me (first), asked, "Hey, Maxine, how much did that shirt cost?"

"It was a gift from my brother," I replied, as I saw only his back as he walked away.

I leaned up against a locker to think about what had just happened. He must have caught a glimpse of that little guy on a horse with a polo stick on his hand, the symbol that marks Ralph Lauren shirts. As small as the symbol is, his eyes must have bulged out of their sockets.

Another peer in Spanish class glanced up and down. He probably didn't think I saw him, but I watched the rise and fall of his eyes and the shrug of "hmf" in his expression.

Did I do anything wrong? Nah. What should I say? "Do you have a problem?" or "Would you like me to take these jeans off so you can get a better look at the brand name?"

I say nothing in either situation. What is there to say? In a school where brand names like Guess and **Nautica** are often glued on peoples fronts, backs and everywhere else, and where Ralph Lauren and Tommy Hilfiger are considered fashion Gods, what do you say?

Should I go out of my way to tell people, "Hey, I know you can't see the logo, but look at the inside of my collar. It says Ralph Lauren."

I think not.

A friend of mine didn't come to school one day because she didn't have anything to wear. Come on, now! School is a place to learn, not a fashion parade.

It's a shame that students often feel like losers if they aren't part of the parade. Students with self-

confidence can come to school in clothes they know their peers will smirk at. To walk past a group of "models" when a burst of laughter erupts and to not blink in embarrassment is sheer confidence. Clean-cut, straight-from-the-soul confidence.

My answer to this never-ending push to flaunt the best attire is to recognize there's a difference between school life and real life. Our lives in high school are a tiny portion of our entire lives.

Once we leave high school, it will be time to deal with arrogant bosses, picky professors, colicky babies, worried parents, possessive mates and so on.

Once we leave high school, we're on our own. All that's left will be the knowledge we acquired in secondary school and how well we can apply it -- not how much the new **Nautica** jacket costs.

There's nothing wrong with looking nice, but don't let looking nice distort your view of the real person inside those clothes.

Those who continue to judge people -- and themselves -- on their clothing, you'd better be prepared.

You may miss out on a good thing, or you may not be able to buy yourself out of an ignorant situation.

-- Maxine Tearney is a senior at Nottingham High School.

GRAPHIC: PHOTO; RANDI ANGLIN; Dare to be different when dressing, says writer Maxine Tearney,; because school shouldn't be a fashion show. Left, Maxine proudly; wears a no-name shirt. Color.; RANDI ANGLIN; Clothes do not make the woman, even if she's wearing **Nautica,** says; writer Maxine Tearney. Maxine was shocked when she realized some; people at school only talk to her when she wears designer clothes.; Color.

LOAD-DATE: February 7, 2003

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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What's in a name? Licensing: shoe firms look for their sole mates.Moccasin Supplement Footwear News July 24, 1995

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Footwear News

July 24, 1995

SECTION: Vol. 51 ; No. 30 ; Pg. S10; ISSN: 0162-914X

LENGTH: 1177 words

HEADLINE: What's in a name? Licensing: shoe firms look for their sole mates.Moccasin Supplement

BYLINE: Schneider-Levy, Barbara

BODY:
NEW YORK--What'sinaname? Nothing, say footwear resources playing the licensing game, unless the right name is backed up by the right product at the right price.

"Caterpillar shoes are the epitomy of what Caterpillar is," commented Don Fels, director of product development for Dockers Footwear, Nashville, referring to Wolverine Footwear Group's success with the Caterpillar name.

For Fels, a major player in the game of licensed footwear, the success of a footwear license in the men's market is dependent upon lifestyle. "Most guys are more comfortable with a lifestyle image than a designer Fonel," said Fels, who believes the Dockers name represents just that in the menswear market. "Having a recognized name gives consumers an extra measure of confidence. It validates shoes to the customer."

According to Fels, Dockers Apparel accounts for about $ 2 billion at retail, with seven out of 10 men owning a pair of Dockers pants. Consumers expect the same comfortable, casual feeling of Dockers' sportswear in its footwear, he said, and 70-80 percent of wholesale footwear sales is to stores that carry Dockers clothing.

"A good product with a good name only enhances the product," said Maurice Pedott, vice president of sales for Port Washington, N.Y.-based Harbor Footwear Group, which holds the licensing rights to the Pierre Cardin name for men's, boys' and youths' footwear. "A name in and of itself cannot carry a product unless it is well designed and well priced. A name can't fix a product, even if it's a name everyone knows," he continued. "Maybe it can get sold the first time, but the public is savvier than that."

The success of a license is making sure the licensor understands the attributes of the brand in its core business and tranlates that for the customer, said Valerie Frankfort, vice president of marketing for Wolverine Footwear Group, Rockford, Mich., which holds the license for not only the Caterpillar name but the Coleman name in footwear. When consumers are looking for performance hikers, they may pick up a boot and like it, she said, but the Coleman name gives it credibility.

A good product with a name can reduce the time it takes to make the product a success," agreed Philip Brudner, president of Jordan Acquisition, Greenwich, Conn., whose firm holds the rights to the production, sale and marketing of all categories of Perry Ellis Footwear for men and women. It is an entree into the

marketplace, he continued, emphasizing that the product must also be right from a style, quality and price standpoint.

But ultimately, it is the product rather than the label it carries that consumers notice first when shopping, said Herb Wallace, national sales manager of Nashville-based **Nautica** Footwear, then the brand or designer's name affords credibility afterwards. But, he admitted, brands are increasingly important today. "You can't invent a name today and get the same acceptance as **Nautica.**"

Like Dockers, **Nautica** targets retail outlets that already carry the sportswear collection. And **Nautica** is becoming a designer as well as a lifestyle name as the line's designer, David Chu, begins adding his name to the label. Consumers seem to already recognize Chu's name, evidenced by the fact they stood in line to receive an autographed T-shirt from the designer at Marshall Field's in Chicago, said Wallace.

Jordan Acquisition's Brudner also agreed selling licensed footwear through retailers that carry the coordinating clothing line reinforces the shoes. "Perry Ellis stands on its own," said Brudner, but, he added, there's no question that when a store has the Ellis product, it makes it that much easier to sell the shoes.

Selling the footwear is also much easier when all licensed products are given equal advertising time, according to Dennis Lazar, ceo and president of Harbor Footwear Group. The licensor needs to make sure all products are featured in lifestyle ads generated by the parent company, Lazar maintained, and it does not help the sale of suits if a head shot isall that is used.

In addition to contributing to lifestyle ads involving a variety of coordinating products, Harbor foots its own advertising bill for its licensed Pierre Cardin collection.

When it comes to any licensing venture, however, great minds need to think alike. "Marry licensors' expectations with licensees' realities," is the way Brudner puts it. "Ellis and ourselves are striving to make a certain quality product with a price that is marketable to a certain kind of customer."

The relationship between licensor and licensee is key, commented Bruce Baker, president of Ralph Lauren Footwear. For the past 14 years, Bruce and his brother, Bill, chairman of the company, have been producing, selling and distributing the line of Ralph Lauren footwear for men and women.

"We don't look at ourselves as a licensee," explained Baker, who considers his company part of the bigger Ralph Lauren organization. "The designer relationship is precious. The relationship works because we trust each other."

The "feel and vision" that comes from the Ralph Lauren organization isn't something a shoe company would otherwise have access to, said Baker, who is so committed to the licensing arrangement that he and his brother abandoned their own Baker-Benjes label along the way, a name which had a strong and loyal following of its own in the men's market.

"Ralph wants us to think longterm," said Baker, explaining why the brothers made the decision to focus on licensed product exclusively. "The growth potential and opportunity it afforded us as a company would require a tremendous amount of energy."

When the Bakers started out with Ralph Lauren they had about 17 employees. Today that number is 195, talking into account its wholesale as well as retail business that includes currently operating about 16 leased departments in Polo stores across the United States.

While Ralph Lauren is a case study of how designer licensing can succeed, designer names can also fail. An obscure designer might be fabulous, said Brudner, but the "mass of humanity doesn't know who they are."

It is not always a question of consumers at large recognizing a designer name in order for licensed products to sell. In order for merchandise to even reach the consumer it must get past a store's footwear buyer. According to Bruce Tilley, director of licensing for Alexander Julian Inc., which had been involved in a

licensing agreement in the late '80s with Wolverine World Wide, Rockford, Mich., believes successful licensing ventures depend in large part on apparel designers that will be recognized and accepted by footwear departments.

Wolverine produced a great product, said Tilley, at great prices -- especially the more moderate Colours by Alexander Julian line. But, he explained, shoe people are more likely to buy shoes froms established wear resources, except in cases where footwear carries the name of upper-end apparel designers who are easily recognizable in the marketplace.

GRAPHIC: Photograph

SIC: 3143 Men's footwear, except athletic

IAC-NUMBER: IAC 17329702

IAC-CLASS: Trade & Industry

LOAD-DATE: November 03, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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ESQUIRE KEEPS LOOK COOL FOR NEXT SPRING Hartford Courant (Connecticut) July 25, 1995 Tuesday, STATEWIDE

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Hartford Courant (Connecticut)

July 25, 1995 Tuesday, STATEWIDE

SECTION: CONNECTICUT LIVING; Pg. E3

LENGTH: 193 words

HEADLINE: ESQUIRE KEEPS LOOK COOL FOR NEXT SPRING

BYLINE: DONNA LARCEN

DATELINE: NEW YORK --

BODY:
Esquire magazine kicked off the semiannual men's fashion shows Monday by presenting a tableau vivant of 14 models showing the work of designers such as Ralph Lauren, Donna Karan, Tommy Hilfiger and Jhane Barnes.

The show could have been dubbed "a white shade of pale" since all of the designers were instructed to display something cool and white for spring '96. Within those constraints there was considerable variety.

David Chu for **Nautica** presented a terrycloth three-button jacket. Richard Tyler, following the body-conscious men's fashions just shown in Milan, offered a cinched- at-the-waist, double-breasted dinner jacket with generous satin lapels.

Karan displayed an acetate jacket with mock turtleneck collar, drawstrings and slashed zippered pockets. Barnes tried a more traditional combo of linen shorts and camp shirt, but said, "White is not big in my spring wardrobe for '96. I'm showing lots of color."

Most designers completed their outfits with linen pants, some with pleats, some plain-fronted, some with cuffs and some without. In all, it was a refreshing look ahead for men's fashion on a hot day in midtown Manhattan.

LOAD-DATE: October 6, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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Euro-style menswear may not play in USA USA TODAY July 28, 1995, Friday, FINAL EDITION

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USA TODAY

July 28, 1995, Friday, FINAL EDITION

SECTION: LIFE; Pg. 1D

LENGTH: 240 words

HEADLINE: Euro-style menswear may not play in USA

BYLINE: Elizabeth Snead

DATELINE: NEW YORK

BODY:
U.S. designers are adding Euro-flavor to men's fashion.

Following Milan and Paris' lead, bright colors; shiny techno-fabrics; shorter, skinny slacks; and nipped jackets ruled spring '96 shows here.

But many retailers are unsure how much international spice U.S. males will stomach. Calvin Klein's sheer pink shirts and Richard Tyler's tight polo shirts may have limited appeal. The heralded "shaped shiny suit," stunning on sleek physiques, makes stocky men look like cinched fridges.

Some trends may affect the average guy:

-- Techno style. Everyone is showing high-tech fabrics such as laminated nylon, shiny or rubberized linen or cotton. The news is how such high-performance, sporty fabrics work with office attire. DKNY's silver nylon bombers and trenches give a futuristic edge to workaday suits.

-- Straighten up. The body-conscious suit with slimmer, shorter slacks and nipped-waist jacket is news. Best new shapes are from Klein, Hugo Boss (double-breasted suit, shown on Dennis Hopper), Joseph Abboud, Donna Karan and Tommy Hilfiger. Before buying: Look behind you. The shaped suit/slim pant combo can make even hunky models look like wide loads.

-- Brighter daze. Bold colors pair with neutrals or are worn together (example: turquoise jacket, yellow shirt and blue tie at **Nautica** by David Chu).

-- Seersucker chic. The classic cool-suiting comes in pastel hues. Madras resurfaces as hip gear from Hilfiger.

GRAPHIC: PHOTO, color, Adam Nadel, AP

LOAD-DATE: August 01, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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World-class fashion week for New York. Daily News Record July 28, 1995

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Daily News Record

July 28, 1995

SECTION: Vol. 25 ; No. 144 ; Pg. 1; ISSN: 0162-2161

LENGTH: 1702 words

HEADLINE: World-class fashion week for New York.

BYLINE: Cihlar, Kimberly

BODY:
NEW YORK -- The men's wear contingent pulled it off This season. ?? a fitful start-up with last season's fall collections, the men's wear designers of New York pooled resources and fierce ambition to create a solid and fairly energized group show week here for spring '96.

There were still the few lame (albeit, mostly salable) collections that refused to reject the runway. Those deadly boring presentations did little to enhance the sex appeal of this city's show week reputation. Yet, there was much to be seen and much to be said about the week that was.

A European flavor came through in many of the shows, with tight-fitting, dropped silhouettes and vibrant color the big news. Designers such as Calvin Klein, Tommy Hilfiger, Richard Tyler and Wolfgang Joop stirred the paint pots of design with sometimes icy pastel shades, sometimes deep metallic tones, sometimes hot florid hues. There was a return to the classics, too, with JFK- era flat-front, cropped and buns-hugging trousers worn with simple polo shirts. Of that era, too, were the madras plaids, the seersuckers, the Ivy League influence.

Young designers, fresh to the industry, proposed their own special take on the season's trends. Arckitoure by Gabriel Inchauspe had a soft psychedelic side with clouds-in-the-sky tie-dye and futuristic piece goods. Joe Soto, formerly Boing, went ultra traditional in a collection produced in Italy and tailored in taste. Gene Meyer stood out as one of the best new designers, with a witty, whimsical take on simple shapes and styles. Austyn Zung gathered heavy artillery from a military bent, with Saharan-style jackets that were belted, buckled, tabbed and cargo-pocketed. The designer team of Richard Bengtsson and Edward Pavlick, for Richard Edwards, continued with its technical fabrics in clean, sparse silhouettes.

Tommy Hilfiger

Tommy Hilfiger far surpassed expectations with his spring '96 collection. It was like a party on the runway -- explosively and dynamically produced, with a "happening" light show and the hippest music. The clothes were cool, too. For the first time, Hilfiger addressed on stage his homeboy clientele, with a super street-styled collection of his denims, his active athletic looks and his logoed pieces. Oversized overalls were worn with one leg shoved up the knee. Street-hockey shoulder pads accessorized nylon shorts and a silver reflector sport coat. Football trousers activated a nylon zip-front sport jacket and nylon pullover. Race-car jumpsuits were adorned with multiple logo patches. And even Tommy's sleepwear and underwear made it onto the runway, with one model in a terry-cloth robe and star-printed pajama bottoms and two in nylon

jogging pants that exposed their TH waistbanded briefs underneath.

Hilfiger did not ignore his more traditional (read: tailored) customer. There were preppie-club renditions of bright gingham seersucker or madras plaid suits, paired with striped or gingham shirts, country club-colored cashmere V-necks and repp stripe ties. His group of business suits came in red-pinstriped grays, and in light-gray wool accented with shirts in vivid hues of coral, lime green, chartreuse, lavender, turquoise and pink, and he offset those with vibrant pieced ties. He turned mod with nylon trenches over a turtleneck and tuxedo-striped light-gray pants.

Iced sherbet shades highlighted pinwale corded suits; one came as a peach three-piecer worn with a white-collared and -cuffed dress shirt in lavender. There was one uncomfortable moment, during the finale of sumptuous suede shirts where under each was a "Tommy Tee" -- plain white T-shirts printed with Tommy Hilfiger's face. Hopefully, he doesn't take himself as seriously as these shirts might suggest.

Nautica

Nautica took a respite from its seafaring image and sent a colorful and breezy reinterpretation of American classics down the runway for spring '96. "This collection is made of American classics but fits with a new proportion that is modern," says designer David Chu. Modern and fitting it was with snug polo shirts and body-hugging sweaters in an assortment of vibrant colors ranging from cool blues to splashes of yellows and corals. Chu opened his show with a spray of bluetoned outfits reminiscent of the JFK era; zip-front jackets and flat-front pants worn at ankle length -- echoing the rising trouser hems shown by several designers this season. The ubiquitous polo shirt is abundant and available in stretch cottons as well as terry cloth. While the look is ever so retro, the body-conscious fit, vibrant colors and the array of fabrics from cotton madras plaids to high-tech nylons bring the collection up to date. Even **Nautica's** tailored items, from sport coats to subtle plaid khaki suits, are given a modern twist worn with sporty V-necks and tight turtleneck tops. Not ignoring his high-performance image, Chu launched **Nautica** Competition, which included active-inspired bicycle tops, racing shorts and his signature Nautex sailing jackets.

Gene Meyer

Everyone loves a designer with wit and a sense of humor, and Gene Meyer has them in spades. In his show program, he asserted that his inspiration derived from the "plastic glamour" of California, home to swimming pools, movie stars, "golf cart cocktails" and Palm Springs. Meyer translated that into cropped cotton twill cigarette jeans paired with navy twill blazers and silk shantung shirts in acid brights such as cornflower blue, lime, ice pink and apple green. Jaunty knit hats, colorful web belts and golf shoes heightened the panache.

Meyer likes tight on top and loose on the bottom, with fitted, sexy short-sleeved knit shirts in colors like cantaloupe and aqua over loose, baggy-cut pants reminiscent of a sailor's trousers. He let loose with gingham cabana shirts and swim trunks, just for fun. And the sheer short-sleeved sweaters looked cool and chic with bermudas or cigarette jeans. Novel ideas included the cotton stretch T-shirts with a faux collar, the graph-print T-shirts and the color-blocked robin's-egg blue and cinnamon cotton shirt with robin's-egg cuffs. Meyer obviously dreams in Technicolor but he tempers those shades with neutral hues of navy, ivory and stone. His bold color juxtapositions may not be for everyone, but experiencing them is truly a delight.

Barry Bricken

Barry Bricken opened his show in the overheated Parsons auditorium with a breezy segment of pale-colored linen shirts and linen trousers. What followed was a stream of elegant, lightweight linen suits and sport coats in imaginative checks and pastel shades like pistachio, eggshell, corn silk and pale gold. The classically tailored jackets were paired with linen pants, lightweight shirts and knit polos. The summer-hued outfits are perfect for sipping a cool mint julep while reclining on the veranda. Well fitted and comfortable-looking, Bricken's sandy belted suits may call for the return of the safari jacket. His suede shirts paired with coordinating steep-twill trousers were pared down and sexy. There was a vintage flavor in the cement and navy space-dyed linen crepe suit and the black cherry spectator plaid windbreaker. All in all, it was a

smoothly produced and styled effort.

DKNY

"The greatest color in the world is white. It makes you look young," says Donna Karan. And the gallery setting for her DKNY spring collection, with its white walls and shiny white floor, heightened the effect of the clothes, which were young, vital and modern.

Donna points to "the sleekness of the sportswear," and indeed it is sleek, with such toppers as a black nylon carcoat, a pearl-gray laminated zip raincoat and a white leather racing jacket. The DKNY customer is hip, Donna says, with a "city edge." And so, for him, she designed a pewter herringbone suit with a pewter tie and a crisp white shirt, for those times when he's got to look bankable yet still cool (in attitude). Ditto the silver-pinstripe linen suit. For nights on the town, nothing beats the two-button gray linen/silk sharkskin suit. Positive/negative forces are displayed in a black five-button hopsack rayon blazer paired with white sateen pants. Silvery T-shirts and a black satin shirt add shine and glamour and look utterly contemporary.

Joe Soto

Shifting his focus from the overtly funky sportswear he designed for Boing, Joe Soto delved into a neo-conservative mode, with an emphasis on suits and sport coats, albeit with a bit of Lycra spandex added to the fabric. His "New Republicans" was underscored with his choice of venue, The Women's National Republican Club -- complete with a portrait of Nancy Reagan hanging in the stairway.

With just 15 outfits, the show was succinct and well edited. Soto showed traditional suiting fabrics such as glen plaids and houndstooths, as well as solids. Even a six-on-two double-breasted charcoal pinstripe merino wool suit had 4 percent "Comfor-Flex" with Lycra. Apart from the neo-con looks, which looked perfectly appropriate and wearable, there were some good-looking sheer and shiny rayon knit shirts. Soto was most effective when he combined the two modes he designs in. To wit, the two-button dark-gray wool/Lycra sport coat and light-brown pleated pants with a sheer black rayon johnny-collar pullover layered underneath. The outfit was finished off with a burgundy leather belt and burgundy wingtips.

Bosa Le Collezioni

Walking the runway at BOSA LE COLLEZIONI's show was painter Alexander Kaletski. And it also was Kaletski's spiritual work that provided the inspiration for Bosa's spring '96 collection. Designer Stecey Grand presented an ethnically ignited global collection with Moroccan, Indian and Southeast Asian prints on caftan-style shirts, silk shorts and gauze jackets. A Saharan-sand-colored suede jacket and cargo shorts completed the look for the worldly explorer. For the city dweller, Bosa continues to show softly tailored suits in a myriad of fabrics from white linens to pale green silks. Perfectly cued from the current heat wave, Bosa closed the show with an appropriately beach-inspired selection of frosty-colored silk knit ensembles and terry-cloth cabana shirts and shorts.

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A Summertime Update on Harbor Country Chicago Sun-Times July 30, 1995, SUNDAY, Late Sports Final Edition

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HEADLINE: A Summertime Update on Harbor Country

BYLINE: BY BOB PUHALA

DATELINE: NEW BUFFALO, Mich.

BODY:
When I first came to this stretch of southwestern Michigan almost 20 years ago, all I found was empty Lake Michigan shoreline, sleepy towns and small cottages.

How times have changed.

Now there's a huge marina crammed with massive cabin cruisers, luxury townhouses stacked one atop the other obliterating views of the lake, and a small-town "main street" that's increasingly filled with tony shops to lure big-city spenders.

Yet Harbor Country, a 50-mile swath of beaches stretching from Michigan City, Ind., to Harbert, Mich., and beyond somehow manages to retain its small-town charm and be a big attraction (especially for stressed-out Chicago folks) at the same time.

A new wave of lodgings, stores and restaurants has hit the area. Here's a guide to what's new along with some tried-and-true ways to spend time in Harbor Country.

Water Thrills

My kids have a blast rockhounding for cool shapes and colors. One of their "in-town" favorite spots is New Buffalo Lakefront Park and Beach, located at the north end of Whittaker Street, just across the bridge. It can be crowded on a hot day, but no one seems to mind. They can climb stairs scaling a sand dune for panoramic views of the lake and dunescape; or they grab a bag of bread and feed the ubiquitous ducks, geese and gulls. Admission is $ 4 per car for non-residents.

Hardcore thrill-seekers might try the new Up, Up & Away Parasail, docked at Slip 84 in New Buffalo's Oselka Marina. Operators promise that takeoffs and landings are soft, dry and directly from the deck of their luxury boat -- equipped with a 265-horsepower turbo-charged engine.

The trip takes about two hours (you have to get into open water) and you might be in the air about 30 minutes or so. When the parasail first catches the wind, it'll whoosh you about 20 feet into the air. You'll eventually reach heights of more than 700 feet above the water. Rides are offered five times daily (except Tuesday) beginning at 11 a.m.; cost is $ 50 per person. Call (800) 655-3880.

Warren Dunes State Park, on Red Arrow Highway in Sawyer (between Harbert and Bridgman), offers everything from beaches and mountains of sand to hiking trails and hang gliding. It's also the busiest state park, luring more than 1 million people annually.

The two most popular dune climbs are Tower Hill (a favorite of kids and hang gliders) and Great Warren Dune, which offers a challenging trek to its 240-foot summit. You can also hike through Warren Woods, a 300-acre forest primeval. Admission is $ 5 per car for non-residents.

Big-Time Browsing

Don't miss Hearthwoods Rustic Furnishings, on Whittaker in downtown New Buffalo. Their Adirondack chairs ($ 185) handcrafted from cypress may be the most comfortable deck chair in the world.

Call (616) 469-5551.

There're more than 20 antiques shops in Harbor Country, whose offerings range from elegant to eclectic. East Road Gallery in Lakeside, (616) 469-5995, specializes in American pieces from the Arts and Crafts movement. In Union Pier, Vintage Pine, (616) 469-6252, showcases antique country furniture from England and France. Also in Union Pier, check out Antique Mall and Village, (616) 469-2555.

Or sign up for Antique Trek Nov. 10-13, an immersion into Harbor Country's antiques, art and history with more than 45 exhibitions and events -- even a major antiques auction. Call (800) 362-7251.

If you're looking for heirloom Shaker and Amish furniture, head to Shakerworks (19135 West U.S. 12) in New Buffalo. Call (616) 469-6600.

Art is the second-leading industry of Harbor Country, behind tourism. So it's not surprising that galleries proliferate. Contemporary art lovers should visit the Silver Crane in Lakeside, (616) 469-4000; it boasts that its "fresh art" will inspire even the "most decoratively challenged."

Wearable art can be found at the Art Barn Gallery North, (616) 469-5550, also in New Buffalo; you can meet national and local artists or watch them work when they gather here during special open-air art markets, with the next one slated for Aug. 19-20.

Power Shopping

It may rest on the outskirts of Harbor Country, but shopping pros should not miss an excursion to Lighthouse Place Outlet Center in Michigan City, Ind. More than 120 stores offer 415,000 square feet of potential bargains. Scores of upscale outlets include Burberrys, Polo/Ralph Lauren, Tommy Hilfiger, Evan-Picone, Eddie Bauer, Crate & Barrel, **Nautica,** Harve Benard and more.

New additions include Reebok, Big Dog sportswear, Spiegel, and coming sometime in August, Hanna Andersson children's clothes.

Don't miss the mall's Sidewalk Sale Aug. 24-27, when you'll receive another 30 percent to 70 percent off outlet prices. Call (219) 879-6506.

Sleeping in Style

Bauhaus on Barton, a 1950s-style bed and breakfast, is the hippest place to stay in Harbor Country.

Rooms, named for 1950s television shows, are decorated with period furniture. Imagine giant lamps with weirdly-shaped shades and fins resembling classic Cadillacs, sputnik chandeliers and chenille bedspreads -- hey, that's my grandma's old house.

Coolest room might be the Jetsons, a large, sunny skypad furnished with '50s "atomic" bedroom furniture and a rug that traces comet patterns in far outer space; it rents for $ 80 nightly. Reservations are recommended; call (616) 469-6419.

Just opened is the Lakeside Inn, a 1920s inn still undergoing restoration just across the road from Lake Michigan in Lakeside. A 100-foot-long porch lined with rockers gathers breezes from the water. There will be 30 rooms, five with whirlpool tubs. Rates range from $ 75 to $ 130; call (616) 469-0600.

The Pine Garth Inn is the only bed and breakfast in Harbor Country sitting on the lakeshore. Located on a high bluff, six of the seven rooms in the 1905 inn offer breathtaking vistas of Lake Michigan and the inn's private white sand beach. A favorite is Rachel's Room, with an entire wall of windows overlooking Lake Michigan -- and opening out to a private terrace; cost is $ 130 nightly.

Or go upstairs to Melissa's Room, done is Laura Ashley fabrics, with a canopied bed and a deck overlooking the lake; cost is $ 145. Call (616) 469-1642.

Scheduled to open next spring is the Harbor Grand Hotel, a massive 58-room luxury hotel adjacent to the new Municipal Marina and one block from the beach and shopping. It'll offer an indoor pool, exercise room, conference facilities and 250 feet of harborfront plaza. This could be the start of a major change in the accommodations available in Harbor Country, which until now has been restricted mostly to owners, people renting homes for a week or more and the B&B trade. For more information, call (616) 469-9931.

Eat Treats

For my money, Miller's Country House in Union Pier is still the place for gourmet-style meals in casual Harbor Country atmosphere. Try grilled portobello mushrooms as an appetizer, then enjoy New Zealand rack of lamb, served with mango chutney -- a house specialty. Call (616) 469-5950.

Hannah's Restaurant, (616) 469-1440, in New Buffalo, is a close second, and gaining. I like the Old World pot roast; they also feature an award-winning apple-brandied pork chop.

Skip's Other Place, (616) 469-3330, in New Buffalo, is the place for prime rib. Redamak's, (616) 469-4522, may have "the burger that made New Buffalo famous," but it doesn't have air conditioning and can be very uncomfortable on really hot days. Try, instead, the Red Arrow Roadhouse, (616) 469-3939, in Union Pier. Food is good, they've got 36 beer choices -- and air conditioning.

Finally, the breakfast bargain belongs to Rosie's, (616) 469-4382, in downtown New Buffalo. For $ 2.95, you can order two thick slices of French toast covered in powdered sugar, two eggs and two slices of bacon. Now that's a great way to start a morning.

Specifically

For more Harbor Country information, call (800) 362-7251.

Bob Puhala writes about Midwest travel for the Chicago Sun-Times. His most recent book is "52 Illinois Weekends" (Country Roads Press, $ 9.95).

GRAPHIC: The New Buffalo Yacht Club shows the influence of city folks on the area. MAP; See roll microfilm.

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MENSWHERE? FASHION DESIGNERS ARE TRYING TO BREATHE LIFE INTO A MORIBUND CLOTHES INDUSTRY. BUT WILL SKINNY PANTS DO IT? The Philadelphia Inquirer AUGUST 1, 1995 Tuesday FINAL EDITION

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HEADLINE: MENSWHERE? FASHION DESIGNERS ARE TRYING TO BREATHE LIFE INTO A MORIBUND CLOTHES INDUSTRY. BUT WILL SKINNY PANTS DO IT?

BYLINE: Roy H. Campbell, INQUIRER FASHION WRITER

DATELINE: NEW YORK

BODY:
Who among the designers in the menswear industry will lead?

Who will take men from their Dockers pants and blue cotton button-down Arrow shirts to the next level of casual style?

Who will gather together the men of superior fashion taste and push them up the ladder beyond the typical but well-made business suit to a suit of the future?

And what of the avant-garde set, those fine fashion fellows for whom no style is too extreme, no look too expensive; who will be their next messiah now that Jean-Paul Gaultier is shrinking his menswear offerings?

Last week here in New York, just five years from the turn of the century, American designers and a contingent of European creators tried to move fashion forward while revving up a stagnant industry.

Sales for suits and other tailored clothing have plunged because of the strong dress-down office-wear movement, which has led to bankruptcy filings by companies such as Plaid Inc., which manufactures the goods of many of the leading menswear companies. Expensive designer merchandise is failing to attract new customers, leading to heavy markdowns and losses by boutique owners. And even core sportswear is languishing on store racks.

It is in this atmosphere that designers presented previews of their spring '96 collections at various locations around Manhattan. The shows were organized for the second consecutive season by the Council of Fashion Designers of America, which two years ago successfully corralled the American women's designers into one central location.

From the 30 shows, including a collective presentation of French designers, slim pants, nipped-waist suit jackets, shiny fabrics, linen, impeccably styled suits and lots of color emerged as lures to bring men into the fashion fold.

The biggest bait, most likely to be bypassed by all except the scraggly members of Generation X, is the skinny pants. With their pleatless flat front and abbreviated cut, the pants place emphasis on the crotch and the rear. Is this the great equalizer in the era of the Wonderbra and the jeans with the padded rear?

Be that as it may, designers are doing their best to revitalize an industry that really needs a recharge.

"I'm trying desperately to reach new customers," said Donna Karan, a leading light in women's wear whose foray into menswear has been hailed but has achieved mixed results. "Men come around very slowly."

But if any designer seems poised to emerge as the next Giorgio Armani of menswear it is Karan.

She presented her spring '96 signature collection in her headquarters on Seventh Avenue, where much of the U.S. designer-apparel firms have showrooms.

Half a dozen male models were posed in tableau against a black backdrop. The clothes were coolly elegant - red crepe shirt jacket, white silk V-neck
knit sweater, tight white skinny pants, four-button white fitted suit - but the hot lights meant viewers got to see the models sweat.

Around the perimeter of the space, other Donna Karan ensembles were suspended from the ceiling on gold wires. The collection was in black, white, brown, and gray with black and red mixed in.

The details of the clothing and the fabric were innovative. Karan clearly disdains the industry's conservative belief that menswear can only move forward an inch at a time. Karan is taking movement a mile at a time.

Here were nylon short trench coats with standup collars, fitted crepe suit jackets that buttoned all the way up to the neck but could fold down to a shawl collar if desired, blazers with drawstring waists that doubled as outer coats, white leather car coats and bomber jackets with sleek zippers, black
knit shirts made like collarless jackets and molded to the male physique, and silk shirts in bright colors.

"I love men and I know I have to take it slowly, but I don't want to go too slowly," Karan said. "It takes them awhile to get used to new things but they're coming around. That's why it's important for me to communicate my message so that they know what I'm trying to do."

What Karan is trying to do is bring the newness to the industry that makes customers update their wardrobes each season. Now, most men buy new suits and shirts once a year, if that often.

If Karan is tending to the fashion-forward but slightly conservative men with money to burn, John Bartlett and Wolfgang Joop are chasing the avant- garde who want to run blindly into tomorrow.

Bartlett, an award-winning young designer, spoofed cyberspace movement by downloading onto a stage models in shiny reflective clothes in the colors of the American flag. He mixed the classics with the futuristic, with gray flannel suits cinched like spacesuits with shiny belts and clothing marked with messages from the Internet.

"I wanted to make a statement about the struggle to download all the information from the Internet and society's preoccupation with cyberspace," Bartlett said.

The cutting-edge designer acknowledges that it has been a struggle to find U.S. men's stores willing to carry his collection. He recently inked a deal with a backer that will carry his designs in Japan and other Eastern countries.

Joop, a German designer whose colognes are doing big business, is trying to join the U.S. menswear market as well. He is a designer who takes the big risk. For spring '96, the Joop devotee will be no shrinking violet. He'll be stepping out in Dalmatian print suits, lime green or orange very skinny pants with white stripes, pastel zip front jackets, neutral colored suits paired with lime green zippered nylon vests with rain hats in Day-Glo colors.

Or he'll be a flashy gangster in cranberry Al Capone suits, with tiny fedoras in funky colors or dark pin-stripe suits with silver belts and those ubiqitous skinny pants - shown here in cotton-candy colors.

Calvin Klein also played with the skinny pants, presenting an endless string of effeminate-appearing male models with mod haircuts. They wore his less-expensive CK collection, which included sheer organza shirts and jean jackets, shiny pants and tight-ribbed knits in colors of cotton candy, tinted clear plastic raincoats and sharkskin suits.

The Calvin Klein signature collection featured a new silhouette: suits with nipped waist jackets and strong shoulders. The style, applauded by front-row guest actor Samuel L. Jackson, was worn with pin-stripe shirts and solid-color silk ties. It looked razor sharp, if a bit retro.

Hugo Boss, the German company known for its $750 basic suits, placed actor Dennis Hopper on the runway, ran through the cliches with clothes representing old Hollywood, old gangsters, Las Vegas hoods, private detectives a la Sam Spade, the Great Gatsby and even the age of the Apollo missions with space-age nylon jackets in bright colors with matching drawstring sweats.

The best of the great show were the "New City" suits, drapey silk double- breasted shawl collar suits, belted at the waist like comfortable robes.

Between the aforementioned designers, other companies did what they do best. Tommy Hilfiger, who has built a $275 million empire on his all-American sportswear with a twist, finally paid tribute to black and Hispanic hip-hop customers who have sent his sales through the roof.

His shows, usually reserved for his tailored clothing and his core sportswear looks, this time featured homeboy denims, oversize hockey shirts, nylon logoed outer jackets and other items that the young and the urban sport now as status symbols.

The other label big on street wear, **Nautica,** presented more American classics for hip-hop preppies: windbreakers, terry-cloth shorts and jackets, button-down shirts in bright stripes and roomier Bermuda shorts. But the items likely to be grabbed are the new active-wear gear: funky town cycling shorts, zip-neck bodytight tops and sleek coats in high-tech fabrics.

GRAPHIC: PHOTO;

PHOTO (5)
1. There's nothing form-fitting or skinny about the single- and double-breasted suits from the German manufacturer Hugo Boss, whose new collection is heavy on the cliches. (Associated Press, ADAM NADEL)
2. From Donna Karan, fitted is fitting, and black and white are two primary colors. (Associated Press, BEBETO MATTHEWS)
3. A nylon pea coat with cotton briefs and nylon trousers from Tommy Hilfiger, the all-American designer who has entered the realm of hip-hop.
4. From Tommy Hilfiger, lamb suede shirts over matching Tommy Tee shirts and cotton twill and linen pants. (Associated Press, MONIKA GRAFF)
5. From Calvin Klein, a silk organza shirt over cotton pants. His suits featured nipped waist jackets and strong shoulders.

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REVIEW/FASHION;Hear This, You Suits: Shape Up! The New York Times August 1, 1995, Tuesday, Late Edition - Final

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Hear This, You Suits: Shape Up!

BYLINE: By AMY M. SPINDLER

BODY:
The Italian suit as designed by Giorgio Armani, made famous in the 80's and copied everywhere, was an emblem of a businessman's arrival.

Distinctive, expensive and monotone, its soft shoulders, no-vent jacket and generous draped trousers were for the man who had made it on his own. It showed not inherited wealth or prestige but a modern man who was thinking for himself -- not in his father's hand-me-down style but in a style for his own time.

Now that the exaggerated slouch of the 80's is past its prime (even Mr. Armani has gone back to structure), that self-made man is being replaced by another icon: the playboy.

Part Ivy League preppy, part Italian resort Lothario, part slumming-it-in-Hollywood-on-daddy's-money type, this incarnation of success is everything the soft-suit version is not: structured, vented, with trim fitted trousers above the ankle and brightly mismatched colors. It is a reaction, it seems, against lookingserious, but not against looking wealthy. The casting for major shows reflected that look of white, old-school wealth -- there were far too few black models in rich-guy playboy suits on runways.

In the last 10 years, designers have been struggling with a dilemma: fight the overwhelming influence of Armani and produce suits that go against the trend, or give in and look like Armani copyists. Most gave in -- and American men's fashion has looked uncomfortably, uncharacteristically Italian for many years.

The last vestige of that disappeared this season. Both Donna Karan and Calvin Klein showed collections clearly of their own signatures and visions. Call it Ralph's Revenge, but Ralph Lauren (who never succumbed) finds himself, at last, at the vanguard of a trend.

If the 80's Italian suit is studiously put together, there is a studious nonchalance to the 90's playboy. "It's very carefree," Richard Tyler said. "Sophisticated and elegant, but throwaway. That slumpy baggy look is finished." One reason why is that discounters have brought Italian-style suits right to Madison Avenue.

"Those full-pleated Italian pants you can buy at Today's Man," said Jon Welser, the designer for Artifact and president of Charivari. His show closed the New York season with a roundup of trends, from side-striped flat-front trousers to open-weave knits, one with a bark pattern.

The 25 shows this season were an upbeat, eclectic view of American style, with thoughtful collections by

both established designers and younger newcomers like Gene Meyer and John Bartlett.

It is often a fault of men's wear design that the touch of the designer is so subtle it is nearly nonexistent, out of fear of frightening men who don't want to be overstyled.

Mr. Tyler, as the first major designer on the New York calendar, was heavy handed in all the right places. There were taut tailored suits mixed with tidy sportswear, traditional men's wear fabrics mixed with flashy feminine ones. A white eyelet shirt, for instance, was paired with a simple gray cotton suit with tiny white stitches. It is an old trick of Jean-Paul Gaultier to make the most outrageous ideas in the toughest pin stripe. Mr. Tyler used that notion to make frivolous fabrics into the most mannish shapes.

The concept was also adopted by Ms. Karan, whose new silhouettes were in the most palatable shade for men on the edge: black.

Showing in her offices on Seventh Avenue, Ms. Karan created a serene static presentation, highlighting innovative fabrics and a range of jacket shapes. Far from the drapy, dull Italianate days of the past were crisp fabrics and harder shapes -- a driving New York look. This is where Ms. Karan belongs, with her name on sharp, shiny sculptured clothes: jackets were short and of shiny white leather or lean, shiny and black.

While Ms. Karan abandoned runway shows for men, Mr. Klein has been an adamant supporter of them. And in his main Calvin Klein collection and the younger CK line he gave ample evidence why. His show was everything that his women's collections on the runway have been in recent seasons: focused, strong, persuasive and stern.

His new tight, strong-shouldered suit was called the New Tailored silhouette (Mr. Armani called his own backlash against himself Nuova Forma), and it fit snugly at the hips. The best was a one-button version, with the button low and trousers lean and narrow, to give an elongated shape to the models. His collections somehow had the feel of 1950's clean, but with cool 1990's cynicism.

Mr. Bartlett packed his program with cyber-references -- but if you tore away the cliches about the future, there were real advances for men's fashion. Mr. Bartlett is in a league of his own, focusing only on men's design and making it evident why someone needs to. Each outfit was a display of a muscular mind bending the iron parameters of men's clothes, from suits with four buttons in a square at the waist to sweater sets of gray dotted pullovers under striped cardigans. There were credible safari shorts suits, suits with Boy Scout belts, and great graphic sweaters.

If Holly Golightly had a brother Harold, he would be at Gene Meyer wearing silky spotted print shirts in curious color combinations, 1950's-style flat-front shiny trousers, boyish striped sweaters in washed hues, tiny swim shorts with belts, and graphic shirts with boxes and dots -- often with floppy fishing caps. Its gentle eccentricity extended to silky boxers at the close of the show.

Only two men's wear designers in recent memory have put their own faces on T-shirts: Giorgio Armani, who redefined men's fashion, and Tommy Hilfiger. Mr. Hilfiger has not redefined men's fashion, but he showed he could develop the lucrative hip-hop music street scene while still displaying some nice, square-guy seersucker suits.

Nautica was given a hipper edge by its designer, David Chu, with clever ideas and cool clean cuts. He played with terry cloth for jackets and nylon for trousers and shorts.

There were two American holdouts for the soft-suit style, one established and one up-and-coming: Joseph Abboud was the former, and Robert Massimo Freda, the latter.

Mr. Freda has been called the next Ralph Lauren by Dawn Mello, the president of Bergdorf Goodman, but he has much to prove. His clothes are sloppy, soggy and overdesigned. The collection had every macho reference short of a beer bottle being opened by molars, yet it looked like costumes, not clothes. The things Mr. Freda does well, he does too big, and too heavy for summer: leather jackets, sweaters and linen

suits.

It is, indeed, a Ralph Lauren moment. Ivy League tidiness? Try a tailored Polo/Ralph Lauren suit, with a butterfly bow tie at the throat. American elegance? Try the Ralph Lauren label: made in America, with creamy Darryl Zanuck high-waist trousers and a sweater thrown over the shoulders. English strong-shouldered bespoke suits? The Ralph Lauren purple label has those, with the hourglass shape and authority of pin stripes.

"That Italian unconstructed no-vent, three-button clothing has become a mainstay of the discount playing field," said Dennis Trites, the new president of Polo/Ralph Lauren, explaining why Mr. Lauren's clothes are of this moment. He should know. He worked at Giorgio Armani for 14 years.

GRAPHIC: Photos: BELOW Tommy Hilfiger's seersucker suit with yellow sweater vest. (G. Paul Burnett/The New York Times); LEFT From Ralph Lauren, a Prince of Wales check linen suit. (Marilynn K. Yee/The New York Times); BELOW Donna Karan's double- breasted, nip-waist black suit with spread-collar shirt. (Monica Almeida/The New York Times); LEFT A Calvin Klein New Tailored suit with a pewter hue. (Marilynn K. Yee/The New York Times); RIGHT Richard Tyler's playboy wears gray suit and eyelet shirt. (Monica Almeida/The New York Times); BELOW **Nautica's** hip preppy in flat-front pants, shaped jacket. (Marilynn K. Yee/The New York Times); RIGHT Sweater set and two-tone pants by John Bartlett. (G. Paul Burnett/The New York Times); BELOW Gene Meyer's pearly satin spotted shirt with flat-front pants. (Marilynn K. Yee/The New York Times)

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MENSWEAR;SPRING '96;Form and function join forces THE DALLAS MORNING NEWS August 9, 1995, Wednesday, HOME FINAL EDITION

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THE DALLAS MORNING NEWS

August 9, 1995, Wednesday, HOME FINAL EDITION

SECTION: FASHION!DALLAS; Pg. 1E

LENGTH: 1656 words

HEADLINE: MENSWEAR;
SPRING '96;
Form and function join forces

BYLINE: Valli Herman

DATELINE: NEW YORK

BODY:
Tailored clothing is seeking to make itself relevant again.

In response to casual Friday dressing, sagging menswear sales and staid styles, designers have reinvented the suit. They've cleared the once-blurry line between business suits and sportswear and rejected the popular baggy-as-a-sweatsuit fit while keeping the comfort.

Their results are largely successful, as innovations in fabric and construction provide tools to address a broader range of menswear needs. A man's wardrobe has become three-dimensional:

corporate, casual and, now, something in-between.

Tremors have been rumbling a warning to designers of baggy men's suits for some time now.

Two summers ago in Milan, Giorgio Armani flashed the words nuova forma - new form - above his menswear runway as he previewed a revolutionary silhouette. He had given shape to the shapeless, the very look he had pioneered throughout the '80s. Mr. Armani's new power suit had a suppressed waist, longer body, higher armholes and broad, structured shoulders.

A year and a half earlier, Ralph Lauren had introduced a shapely, Savile Row look dubbed the Charles jacket. He made it his personal favorite and the foundation of a new custom line he'll call Ralph Lauren Purple Label.

Now the fashion world has copied Mr. Armani and Mr. Lauren again. During the recent menswear previews in New York, virtually all of the major designers offered a version of the shaped suit for spring '96. They've trimmed the sails of those billowing jackets and trousers, hoisted the shoulders from their slide down the arm and streamlined the accessories.

Not content to give suit makers all the attention, designers also reconfigured their casual clothes, giving them a similar trim fit. Jeans, trousers, polo shirts and jackets have shrunken proportions, leaving a man room to hide only beneath his capacious topcoat.

Suits used to mimic casual clothes, and many still do. But now there's a dressed-up feel to the casual clothes that's been missing since the era of the 1960s Italian playboy. It's no wonder that the tapered trousers, sleek loafers, golf jackets and fitted polo shirts seem lifted from that era. The tailored-to-sportswear crossover also is evident in golf jackets cut from pin-striped wool, topcoats in non-business fabrics and casual pants cut like trousers, not jeans.

With such bold changes, designers alleviated anxiety by issuing their new looks in calm grays, inoffensive white and soothing pastels. As clothes change, so do the bodies beneath. The beefy male model is outmoded: The form that fits these clothes is less Charles Atlas and more 98-pound-weakling.

But even if a man isn't perfectly trim, he may discover that the slimmer clothes will fit. Designers offered tapered trousers but put pleats for comfort in front. They pulled shirts closer to the body but added stretch. Calvin Klein masterfully recut the shaped suit, giving it an extended V-torso that men adore. The jacket buttons slightly below the love handle zone, giving even rounded men a chance to look like a cross between Charles Atlas and his skinny sidekick.

Other designers were able to pull off their tricks because of advances in technology. Donna Karan, in a departure from the runway, staged a showroom presentation that offered a look at menswear's subtleties the latest fabrics made possible.

"Feel! Touch!" she urged, as she helped dig through pockets for labels. Many discovered that a "linen" was actually a rayon-silk blend, that a "silk" shirt was nylon and "leather" coats were coated nylon. Many of these clothes were structured, but lightweight and soft.

"Because it's softer, people think it's less constructed," said George Ackerman, president of DKNY menswear. "It's the difference between a traditional Florsheim shoe and a Nike running shoe. There is probably as much construction in the Florsheim as the Nike.

We're like the Nike of suits."

His is an especially apt analogy because as more designers offer active wear collections, they borrow fabrics, styling and construction from them. Designer David Chu launched **Nautica** Competition, an active wear line he freely mixed with tailored clothing. Tommy Hilfiger combined five-pocket wool jeans with a French-cuff shirt and wool sport coat. Richard Tyler bathed a proper trench coat in the vivid yellow of rain slickers.

The cross-pollination of clothing reflects the way men are beginning to dress. Joseph Abboud's show featured ensembles created from all levels of his collections. It's significant that Mr. Abboud also was the only major designer who continued to emphasize the loose-fitting jacket and trousers. The collection was beautiful, an indication that life remains in the unfitted suit.

In the right hands, standard silhouettes continue as modern alternatives. Jhane Barnes also didn't follow the fitted crowd.

Instead, she addressed the need for a "third wardrobe" in a presentation on casual Friday clothes. Taking note that not all Fridays are created equally casual, she showed looks appropriate for her wide range of customers - politicians, doctors, artists and entrepreneurs.

Her advice to the perplexed: "Everyone needs to take just one step down." Of course, it's easier said than done.

As designers seek to create problem-solving garments, the menswear industry finds itself in transition. The American designers are more united than ever, thanks largely to the cohesive presentations produced by 7th on Sixth Inc., the same group that organizes women's shows in Bryant Park. The shows are bringing a higher profile to menswear and attracting foreign press and designer participation.

Despite the advances, the industry still suffers from a lack of innovators. Runway fashion is often scary to those who miss its intent. Menswear typically presents itself as nonfiction, and consequently when designers such as Wolfgang Joop and John Bartlett offer clothes as ideas, as novels, men get skittish.

While Mr. Bartlett may be a small player, his influence is huge.

It was Mr. Bartlett who seasons ago advanced that playboy look that now flavors many current collections. And he's not afraid to keep up with a good thing: The Hush Puppies craze he launched continues with the next look, two-toned pups.

The week of shows always overwhelms its participants with ideas about making men's clothing look better. But this year's provided an added challenge: Make it feel better. The city's unusual heat and humidity had men searching for relief. In the process, three Neiman Marcus vice presidents showed exactly what's wrong with menswear:

Colby McWilliams slipped away in the afternoon to exchange his tie for a cooler crewneck shirt. Derrill Osborn, suffering in a three-piece suit, used his trademark straw hat as a fan. And Robert Ackerman did the unthinkable - he removed his jacket.

TRENDS:

Shaped suits

The long-ignored waist is now the center of attention. Suit coats and sport jackets begin with a bold shoulder, then nip and tuck at the waist and hug the hips to give men a commanding V-shaped physique. Lighter, innovative construction creates a suit that wears more like a sweater but looks like its fully tailored ancestors.

Trim topsThe newest shirt fits a toned torso like vacuum-pack wrapping.

Just as women's wear shrank T-shirts to baby sizes, menswear follows with undersized terry cloth polo shirts, form-fitting crewneck sweaters and even shiny Lycra T-shirts for a mod twist.

They're often paired with trim trousers and will slide easily under the new fitted jackets.

Tapered trousers

After years of roomy, double- and triple-pleat pants, men's casual and dressy slacks get sleek. While flat-front versions arrive for the skinny and young, smart designers create versions with those comfy double pleats and a cut that narrows to a cuffed, peg leg. For that '60s Jack Kennedy look, pant hems end high above the ankle. Don't panic if you're a baggy pants stalwart: Wide-leg trousers remain an option.

Sporty jackets

Spring's cropped toppers invoke the sportsman with classic golf jackets in everything from plaid to pin stripes, motorcycle speed-racer jackets in bright leather, and woodsman hiking/biking shells in functional nylon and fleece.

Over-the-top coats

Topcoats, that classic of fuddy-duddy corporate wear, are already making a timid comeback in classic browns for fall. By spring, they will rejoice in their new life as hip toppers in slicker yellow, tri-tones, jazzy nylons and shimmering laminates.

With recut silhouettes and sportier versions with hoods, they're but a faint reminder of the original.

Gray matters

The dark charcoal suit coming for fall '95 will dissipate to a puff of smoky gray for spring '96. The new dressy look combines suit, shirt and tie in a monotone trio. The adventurous add a glint of shine to the dull grays, using satin ties or shimmery suit fabrics. Casual types mix up the shades of gray in sweater sets or two-tone trousers.

White out

White, the anti-black of fashion, bathes men in sophistication with the palest of pale suits, a major spring look. They're less costumey with edgy black or soothing blue shirts. The non-Gatsby set also will find white options in leather jackets, jeans and satiny shirts.

Shimmer and shine

The latest textile innovations make clothes shine, allowing designers to create twists on classics: laminated denim, rubberized nylon, plasticized wool and iridescent linen. Shine radiates from traditional fabrics too: satin shirts, nylon jackets and silk ties - with a dash of metallic on top.

Colorful dress shirts

With all those sensible gray, white and navy pin-striped suits coming for spring, a man needs relief from the standard white dress shirt. Shirt options expand to include pale peach, pink and lavender, or bold greens, blues and reds. For the fashion forward:

Match a satiny tie with a similar shirt.

GRAPHIC: PHOTO(S): 1-47. Men's fashions for the spring of 1995 (1-47. DMN: Evans Caglage)

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BAY WINDOW NBYA sailors queue up for Leukemia Cup race Providence Journal-Bulletin (Rhode Island) August 13, 1995, Sunday,

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SECTION: SPORTS, Pg. 10C

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HEADLINE: BAY WINDOW NBYA sailors queue up for Leukemia Cup race

BYLINE: Dave Phillps

BODY:
Narragansett Bay sailors are joining this month in the effort by the Leukemia Society of America to raise funds for leukemia research.

They have a cause celebre of their own in Ron Carr of Taunton, Mass., the J-30 skipper who was diagnosed with leukemia earlier this year and needs a bone-marrow transplant to be cured of his illness.

Carr will be the honorary chairman for the Nantucket Gold Leukemia Cup Regatta Aug. 25-27 at the Wickford Yacht Club.

Joe Liptak, program coordinator for the Rhode Island Chapter of the Leukemia Society of America, says the regatta at Wickford will be one of 17 events held throughout the country this year to raise funds for the society.

Nautica International, a leading men's-wear company, has joined forces with Sailing World magazine in Newport as national sponsors of the regatta series, and ESPN commentator Gary Jobson, best known for his America's Cup broadcasts from Australia and San Diego, is the national spokesperson. He'll be at the Wickford Regatta.

"The event started three years ago in Annapolis (Md.) and has been growing by leaps and bounds," Liptak said. "We're everywhere from San Diego to south Jersey and now, of course, Rhode Island."

Some of the people putting on these regattas are yacht clubs, like the St. Francis Yacht Club of San Francisco, and sailing associations, like the Annapolis Yacht Racing Association, which put the first Leukemia Cup regatta on and continues to do so every year.

The Nantucket Gold Leukemia Cup Regatta will become an annual event, too, Liptak says.

The Leukemia Society had been actively trying to find the right match, Liptak says, with a yacht club, association or existing event. They chose NBYA, Liptak says "because we realized after talking to them, that's where we could be most effective. They're a good group of folks and they have a strong, well-known association."

Having Ron Carr involved in the regatta makes it a doubly good thing, as far as the Leukemia Society is concerned.

"NBYA sailors are rallying around the cause of the Leukemia Cup in his honor, raising funds and joining up," Liptak said.

"One thing we need to emphasize here: Fund-raising is not obligatory, but the inducements the Leukemia Society is offering will be difficult, we think, for any skipper or crew to turn down.

To begin with, any skipper or crew member who raises $ 50 will be rewarded with a goody bag, packed with all kinds of nautical good stuff. And to the yacht that raises the most money will go the Leukemia Cup: a gorgeous, cobalt blue glass trophy. The skipper and crew will also receive a family-size dinner for 10 at Ballard's on Block Island, including ferry tickets.

The three top fund-raisers will also be in line for special prizes.

Liptak anticipates a lot of sailors will come to the Saturday night party at Brewer's Wickford Cove marina without having given, see the goody bags other sailors have received and make a donation right there just to get one.

Registration for the Leukemia Cup is still possible. Some days ago Liptak sent registration forms to Brewer's Wickford Cove marina, to yacht chandleries and yacht clubs around the bay and to people on the NBYA membership list. You can get a form at one of those places. All you need to do, if you're a skipper, is fill out the form with your name and the names of your crew members and either mail it to the Rhode Island Chapter of the Leukemia Society, 75 Sockanosset Crossroad, Cranston, 02920, or fax it to them at 943-1377. The telephone number is 943-8888.

This will be more than an ordinary NBYA regatta in terms of competition, too. At least two 12-meter yachts - Fiddler and Fury (the new name for Cannonball) - will be racing, and Liptak says people are coming from New York and Boston to take part.

US SAILING moving

US SAILING will be moving its offices in late October from Goat Island to the Ted Hood Marine Complex in Portsmouth.

"With the growth of US SAILING's services to the sport and the need to provide for our ever-increasing mnembership, we have simply outgrown our current space," US SAILING president David H. Irish said last week.

US SAILING has leased 10,000 square feet at the Hood facility, Irish said, almost double what the organization has had at Goat Island.

"We're sorry to leave Newport, but we are excited about our new offices," executive director Terry Harper said. "The Ted Hood Companies have offered us a wonderful alternative, and we think we will add a new dimension to their facility."

"Adding US SAILING to our complex places one more cornerstone in making the Ted Hood Marine Complex the world's foremost yachting facility," Rick Hood, president of the complex, said.

Small-boat regatta

The Museum of Yachting expects it will have 35-40 boats among the six classes racing in its annual small-boat regatta next Saturday - Shields, Catboars, Wianno Seniors, Beetle Cats, Herreshoff S Boats and Herreshoff Fish. The S boats, who had their 75th anniversary celebration in Bristol last August, will join in the racing, starting at noon off Fort Adams. The S boats will be heading back to Bristol to join another celebration at the Herreshoff Marine Museum Aug. 26-27, commemorating the 90th anniversary of the New York 30 Class.

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Back-to-Cool Threads; Clothing-Conscious Kids Give Basics a New Twist Chicago Sun-Times August 20, 1995, SUNDAY, Late Sports Final Edition

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Clothing-Conscious Kids Give Basics a New Twist

SOURCE: JIM FROST; LEZLI BITTERMAN

BYLINE: BY MAUREEN JENKINS

BODY:
In the good old days, you could buy your kid anything from Garanimals to bell-bottomed corduroys, and they'd wear them 'til the threads wore out.

But today, when strong-willed youngsters get their style ideas from MTV and BET, they're much more selective about what goes on their backs, heads and feet.

For some kids, that means nothing but mainstream denim, flannel and oxfords from the Gap. Others are more funkdafied and go for the hippest styles from mall favorites like Contempo Casuals and Merry Go Round. Then you've got the alternative rave and skater crowd that goes for tiny T's with "Charlie's Angels" logos and '70s-styled Adidas and Puma sneakers.

But whatever clique kids and teens fall into, they're most influenced by their peers "because coolness is so much related to what you wear," says Irma Zandl, whose New York marketing company tracks trends for the 8- to 24-year-old set. "We've heard kids tell us that a lot of times: They'll wait to buy until they get back (to school) and see what the cool kids are wearing."

And when they hit the stores, look out. According to Northbrook-based Teenage Research Unlimited, kids 12 to 19 spend $ 63 billion on clothes, products and assorted extras -- whether the money comes from the 'rents or a part-time gig at Mickey D's.

But dollars aside, there are only so many T-shirts, pro sports jerseys and hiking boots a kid can buy. "It's harder to move (merchandise) because everybody's doing (the same thing)," admits Luke Cho, who owns Untitled and Little Sister Designs, two Clark Street shops aimed at alternative young clubgoers. As with most of the fashion world this season, there isn't a whole lot that's revolutionary for back-to-school. What is new is the way kids are choosing to assemble their basics.

Here are some looks that kids likely will try on for size when the school bell tolls.

GRAPHIC: Whether kids want to look funky or just mainstream fresh, they'll find duds to fit the bill. From left, on Drew: Denim overalls, $ 42, at Limited Too. Jonden nylon; Lycra shiny T, $ 25, at Medusa's Circle. Tiny-frame glasses, $ 4.50, at the Alley. Love Shine shoulder bag, $ 39, at Medusa's Circle. On Robert,

standing: Caesars Great Lakes rugby with denim collar, $ 40; blue plaid henley shirt, $ 18.50; blue jeans, $ 22, all at Old Navy Clothing Co. On Nick, kneeling: plaid flannel shirt, $ 15; striped henley, $ 18.50; olive T, $ 7; khaki trousers, $ 24, all at Old Navy. On Amy: Polyester; cotton henleys, $ 25 each; acrylic plaid shorts, $ 29; matching backpack, $ 24, all at Limited Too. Navy tights, $ 2.50, at Old Navy. These days, pre-teen trends fit right into what's hot in womenswear. On Amy, left: Plaid jumper with polyester; rayon crewneck shirt, $ 48, at Limited Too. Black strap purse, $ 28, at Express. On Drew: Don't Stop polyurethane vest, $ 29.99, at Carson Pirie Scott; ribbed cotton turtleneck, $ 29, and plaid rayon; polyester kilt, $ 39, at Express. Barganza vinyl handbag, $ 17.95, at the Alley. Fleece is hot for back-to-school season -- and later when the weather turns cool. Timberland polyester fleece jacket, $ 125; **Nautica** shirt with denim collar, $ 54, at Bloomingdale's. Cotton khaki trousers, $ 24, at Old Navy Clothing Co. Whether kids are hangin' in the halls or hitting the books, they'll look cool in this urban style. On Robert: Karl Kani Sport polyester hockey jersey, $ 80, available at Marshall Field's. Guess jeans, $ 64, at Carson Pirie Scott. On Drew: XOXO python-print nylon; Spandex blouse, $ 54, at Medusa's Circle. Don't Stop polyurethane skirt, $ 29.99, at Carson's. See also related stories.

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DIXIE STYLE;CRASH COURSE IN COLLEGE FASHION;There aren't any Cliffs Notes, so here's some know-how to help you pass with flying colors The Atlanta Journal and Constitution August 20, 1995, Sunday,

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SECTION: DIXIE LIVING, Pg. 10M

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HEADLINE: DIXIE STYLE;
CRASH COURSE IN COLLEGE FASHION;
There aren't any Cliffs Notes, so here's some know-how to help you pass with flying colors

BYLINE: Melissa G. Garrido; STAFF WRITER

BODY:

Forget beaches, bikinis and bummin' around.

It's time . . . to dive into the books - to journey through World History, to practice up your francais, to compute algorithms, logarithms and this term's financial aid.

But who says you can't do it in style?

Four different looks are sure to spring up this fall on Atlanta's college campuses: earthy, preppy, athletic and cosmopolitan.

So, if you want the back-to-college fashion basics, here's the word:

As classic as the white T-shirt, the theorem is that the preppy look never goes out of style. Plaids and stripes are seen in hues of brown on kilts, jumpers and hunter jackets. Just toss on dad's traditional, white, button-down shirt with a pair of khaki shorts or chino pants for this look. And don't forget classic loafers coupled with argyle, thigh-high or knee-high socks to complete the studious outfit.

The earthy look is ideal for the low maintenance, environmentally- conscience person who dreads the morning rush. Shift into neutral with ribbed prairie tees untucked over moss green, denim pants and an oatmeal sweater tied around the waist. Instead of wearing summer sandals, lace up hiking boots in shades of amber and forest green with wool socks and worn- out blue jeans.

Mix up cozy sweats with a basic T-shirt for the athletic look and don't forget the formula: layer, layer, layer. Any collegiate sweat shirt worn with nylon sweat pants and sneakers takes students off the tennis courts and into physics class. Double up long sleeve T-shirts in navy and maroon and use them as an alternative to the zippered jacket.

For those who prefer something a bit more advanced, suit up in a cosmopolitan look, a dressy choice that borders on glamour. This style is perfect for the student who always wants to look chic - because you never know who you may run into at the library.

And it's fake fur, vests and tailored suits that spell cosmopolitan for fall. "Fur trim is worn as more of an accent than a focus. You do not need too much of it to make a statement," said Brooke Grabareck, merchandising editor at Seventeen magazine.

Reminiscent of the Beatlesmod style, tailored suits are making a comeback. Worn with a satin shirt and stacked tasseled shoes, the suit can easily be transformed into a new outfit for a wild night on the town - only after studying for Monday's psychology exam, of course.

GRAPHIC: Color Photo: Blue ribbed shirt by Esprit $ 36,plaid jacket by Esprit $ 68, brown skirt by Esprit $ 10, socks by Hot Sox $ 8, headband by Brod $ 8. All clothes shown are from Macy's Lenox Square. / Joey Ivansco / Staff Color Photo: Cosmopolitan look: Fake fur jacket by XOXO $ 50, black short skirt by XOXO $ 16, tights by Hue $ 13. Earthy look: Basix oatmeal sweater $ 45, Levi's Silver Tab jeans $ 43.99. Preppy look: Plaid jumper by Esprit $ 54, wihite button down shirt by Esprit $ 34, ribbed tights by Hue $ 11.50. Athletic look: Polo Sport fleece sweatshirt $ 175, **Nautica** button fly sweatpants $ 56. / Joey Ivansco / Staff Color Photo: Fake fur jacket by XOXO $ 50, long black skirt by XOXO $ 36, black tights by Hue $ 13. / Joey Ivansco / Staff Color Photo: Ribbed prairie shirt by Levi's $ 34, Basix oatmeal sweater $ 45, Levi's Silver Tab jeans $ 43.99, Timberland hiking boots $ 95. / Joey Ivansco / Staff

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Menswear takes tailored turn in new collections The Times Union (Albany, NY) August 21, 1995, Monday,

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The Times Union (Albany, NY)

August 21, 1995, Monday, THREE STAR EDITION

SECTION: LIFE & LEISURE, Pg. C3

LENGTH: 804 words

HEADLINE: Menswear takes tailored turn in new collections

BYLINE: VALLI HERMAN; Dallas Morning News

DATELINE: NEW YORK

BODY:
Tailored clothing is seeking to make itself relevant again.

In response to casual Friday dressing, sagging menswear sales and staid styles, designers have reinvented the suit. They've cleared the once-blurry line between business suits and sportswear and rejected the popular baggy-as-a-sweatsuit fit while keeping the comfort.

A man's wardrobe has become three-dimensional: corporate, casual and, now, something in-between.

Tremors have been rumbling a warning to designers of baggy men's suits for some time now.

Two summers ago in Milan, Giorgio Armani flashed the words nuova forma new form above his menswear runway as he previewed a revolutionary silhouette. He had given shape to the shapeless, the very look he had pioneered throughout the '80s. Armani's new power suit had a suppressed waist, longer body, higher armholes and broad, structured shoulders.

A year and a half earlier, Ralph Lauren had introduced a shapely, Savile Row look dubbed the Charles jacket. He made it his personal favorite and the foundation of a new custom line he'll call Ralph Lauren Purple Label.

Now the fashion world has copied Armani and Lauren again. During the recent spring menswear previews in New York, virtually all of the major designers offered a version of the shaped suit for spring '96. They've trimmed the sails of those billowing jackets and trousers, hoisted the shoulders from their slide down the arm and streamlined the accessories.

Not content to give suit makers all the attention, designers also reconfigured their casual clothes, giving them a similar trim fit. Jeans, trousers, polo shirts and jackets have shrunken proportions, leaving a man room to hide only beneath his capacious topcoat.

Suits used to mimic casual clothes, and many still do. But now there's a dressed-up feel to the casual clothes that's been missing since the era of the 1960s Italian playboy. It's no wonder that the tapered trousers, sleek loafers, golf jackets and fitted polo shirts seem lifted from that era. The tailored-to-sportswear crossover also is evident in golf jackets cut from pin-striped wool, topcoats in non-business fabrics and casual pants cut like trousers, not jeans.

With such bold changes, designers alleviated anxiety by issuing their new looks in calm grays, inoffensive white and soothing pastels. As clothes change, so do the bodies beneath. The beefy male model is outmoded: The form that fits these clothes is less Charles Atlas and more 98-pound-weakling.

But even if a man isn't perfectly trim, he may discover that the slimmer clothes will fit. Designers offered tapered trousers but put pleats for comfort in front. They pulled shirts closer to the body but added stretch. Calvin Klein masterfully recut the shaped suit, giving it an extended V-torso that men adore. The jacket buttons slightly below the love handle zone, giving even rounded men a chance to look like a cross between Charles Atlas and his skinny sidekick.

Other designers were able to pull off their tricks because of advances in technology. Donna Karan, in a departure from the runway, staged a showroom presentation that offered a look at menswear's subtleties the latest fabrics made possible.

"Feel! Touch!" she urged, as she helped dig through pockets for labels. Many discovered that a "linen" was actually a rayon-silk blend, that a "silk" shirt was nylon and "leather" coats were coated nylon. Many of these clothes were structured, but lightweight and soft.

"Because it's softer, people think it's less constructed," said George Ackerman, president of DKNY menswear. "It's the difference between a traditional Florsheim shoe and a Nike running shoe. There is probably as much construction in the Florsheim as the Nike. We're like the Nike of suits."

His is an especially apt analogy because as more designers offer active wear collections, they borrow fabrics, styling and construction from them. Designer David Chu launched **Nautica** Competition, an activewear line he freely mixed with tailored clothing. Tommy Hilfiger combined five-pocket wool jeans with a French-cuff shirt and wool sport coat. Richard Tyler bathed a proper trench coat in the vivid yellow of rain slickers.

The cross-pollination of clothing reflects the way men are beginning to dress. Joseph Abboud's show featured ensembles created from all levels of his collections. It's significant that Abboud also was the only major designer who continued to emphasize the loose-fitting jacket and trousers. The collection was beautiful, an indication that life remains in the unfitted suit.

In the right hands, standard silhouettes continue as modern alternatives. Jhane Barnes also didn't follow the fitted crowd. Instead, she addressed the need for a "third wardrobe" in a presentation on casual Friday clothes.

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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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Dillard's primps for debut Springs store first of four The Denver Post August 21, 1995 Monday

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The Denver Post

August 21, 1995 Monday 2D EDITION

SECTION: BUSINESS; Pg. E-01

LENGTH: 866 words

HEADLINE: Dillard's primps for debut Springs store first of four

BYLINE: Penny Parker, Denver Post Business Writer

BODY:
COLORADO SPRINGS - Less than a week before Dillard's grand opening, workers buzz around the new store at The Citadel Mall steaming clothes, hanging signs and installing cosmetics cases.

Richard Eagan surveys the hive of activity, confident that the store will be ready for ribbon cutting at 9:45 a.m. Wednesday.

Eagan, vice president and director of stores, supervises the progress with an eye to detail. The cosmetics display cases arrived late and need to be installed. Much of the women's private label clothing hasn't been delivered and may not make it for the opening. But those are the kinds of minor setbacks Eagan is used to.

More importantly, the third floor - which houses children's shoes and clothing, bedding and home furnishings and housewares - is practically ready. And the lower floor filled with women's clothing looks close to completion.

Dillard's, based in Little Rock, Ark., is about to make its Colorado debut. This is the first of four outlets to be built in Colorado by February of 1997. The metro area will see its first Dillard's open in September of 1996 at Park Meadows Town Center in Douglas County.

Colorado Springs will get another branch in Chapel Hills Mall in February of 1997 and the fourth store will open in Longmont's Twin Peaks mall at a date that hasn't been announced.

Anticipated for 3 years

Dillard's entry into Colorado has been anticipated for three years.

"There was talk of four or five stores in Denver in 1992," Eagan says. "Here it is 1995 and we're opening our first one."

The publicly traded company is still headed by William Dillard Sr., the 82-year-old department-store patriarch. His three sons and two daughters also work in the family business, and William Dillard II is the president, chief operating officer and heir apparent to his father's empire.

The 234 stores in the chain are located in 22 southwestern and midwestern states, primarily in suburban

shopping centers. Dillard's hired about 200 people to staff the new Citadel store. Merchandise falls in the middle to upper-middle price range. When you think of shopping at Dillard's, think Foley's at Cherry Creek or Joslins at Southglenn Mall.

Dillard's merchandise runs the gamut from 40 private labels to upper-end name brands including DKNY, Dana Buchman and Ellen Tracy.

The middle, mall-level floor features a large assortment of men's clothing grouped by designer name. Dillard's carries Tommy Hilfiger, Polo Ralph Lauren, **Nautica,** Claiborne, Timberland, Perry Ellis, Guess, Pepe and Girbaud.

Eagan stops at a display case and grabs a Roundtree & Yorke men's shirt. The 100-percent cotton private-label shirt sells for $ 28. "This everyday price is better than famous-brand sale prices," Eagan says proudly.

Dillard's doesn't have storewide sales. The company dropped the practice about six years ago, store manager Jack Lemmons recalls. "We like to do business every day, not just two days a week," Lemmons says, referring to the competitions' practice of offering short-term sales.

"The only time the merchandise is on sale is when it's time to clear it out," Eagan adds. "We won't mark anything down in the store temporarily." The exception to the no-sale rule happens when a competitor such as Joslins or Foley's puts the same merchandise on sale. Dillard's also will mark down the item but leave it at the sale price until the merchandise is gone.

Denver retail consultant Eileen Byrne predicted that Dillard's could prove to be a worthy competitor in the Colorado department store arena, depending on how Foley's and Joslins respond. If Dillard's, for example, can find a niche providing superior customer service or a more reliable pricing strategy - without quick-hit sales - Foley's, in particular, could see a share of its customers switching loyalties.

"If Foley's doesn't respond effectively, Dillard's could do very well," Byrne says. "Dillard's markets itself as (providing) a higher level of service, but I think they're going to have to prove that in the market. They don't have the established reputation for that that Nordstrom has."

When the doors open, the new Dillard's will be stocked with all fall merchandise, which may be tough to move at first if temperatures are hovering in the 90s. To boost sales there will be "special purchase" items in most departments, as well as drawings for up to $ 40,000 in free merchandise.

Large shoe department

"We expect a phenomenal opening in shoes and cosmetics," Eagan said. The women's shoe department - larger than most Foley's or Joslins shoe departments - offers a wide selection of brands including DKNY, Via Spiga, Anne Klein II, Cole-Haan and Kenneth Cole. Chanel, Estee Lauder, Lancome and Clinique anchor the cosmetics department.

The children's department emphasizes labels such as Guess, Tommy Hilfiger, Polo, Esprit, **Nautica** and Calvin Klein, as well as private labels Copper Key and Class Club.

Eagan pauses along the tour to give instructions, confer with employees and handle more details. There are always more details. "I think our company will do great in Denver," Eagan says.

"I can't wait for the store to open," Lemmons adds. Eagan teases, "Then he can rest."

GRAPHIC: PHOTO: The Denver Post/Gaylon Wampler LAST MINUTE: Workmen install cosmetics cases at new Dillard's. The Denver Post New kid on the block (map)

LOAD-DATE: August 23, 1995

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BACK-TO-SCHOOL COOL CLASSROOM CLASSICS WITH ATTITUDE < The Post-Standard (Syracuse, NY) August 23, 1995 Wednesday City Edition

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The Post-Standard
The Post-Standard (Syracuse, NY)

August 23, 1995 Wednesday City Edition

SECTION: CNY; Pg. D1

LENGTH: 709 words

HEADLINE: BACK-TO-SCHOOL COOL CLASSROOM CLASSICS WITH ATTITUDE <

BYLINE: Stories and fashion styling by Nicole Volta Avery Staff Writer

BODY:
Back-to-school fashion gets daring this year. Classic styles are revamped in sassy shapes and funky fabrics.

This fall, girls revisit groovy, with '70s striped shirts done in snazzy spandex. Guys discover those '80s-style suede Puma sneakers are fresh with the latest jeans.

Personal style is huge. Hip students mix and match the hottest trends - retro, cyber jock, techno chic, urban preppy, mountain hiker, '60s mod, metro tribe, or blue collar sleek. Anything goes!

"Kids are more individual this season," said Jane Joyce, a fashion consultant for T.J. Maxx. "They don't want to be lumped into one large group. I think that's a trend that will continue."

This year, the back-to-school buzzword is comfort. Functional, fun clothing in lots of layers is all the rage.

But remember: Don't get carried away. Like we said last year - that sloppy fad ain't happenin'!

"Grunge is gone," said Kristina Hoffman, an OshKosh B'Gosh spokesperson. "There is definitely a return to the classics. This is more of a refined season."

Stacey Guggenheim, a girls and infants clothing designer for The Children's Place, agrees.

"It's the classics with fashion added," she said. "We're calling our collection 'classics with a twist' or 'new traditions in classics."'

Designers have given old styles new spunk. Turtlenecks, henleys, corduroys, plaid shirts and tweed separates look high-tech in mixed patterns and vibrant colors.

Texture is big; ribs and fuzzy trims abound. Stripes, diamond prints and plaids are checking in. Team them with solids or combine patterns.

Denim is still the No. 1 back-to-school fabric. But this year, colored denim takes a back seat to basic blue. Sand-blasted and stone-washed styles are the favorites.

Denim shirts, shorts, overalls, shortalls, jumpers and, of course, jeans make the grade. A denim skort - a cutsie short/miniskirt combo - is a "must-have" for girls this fall.

Local guys and gals got a taste of the fall flavor at a back-to-school fashion show sponsored by Shoppingtown Mall merchants. Doris Collins-Albanese, the show's coordinator, pointed out that the return to rich, vibrant color is one of the most vital themes.

Pastels are passe, she said. Hunter green, ruby, navy, gold, purple, red, chocolate and black are back-to-school's hottest colors.

"Practically everything is dark this year," said Albanese, a former Chappell's fashion coordinator. "I don't think I've ever seen so much black for back-to-school, especially for girls."

Models - from preschool to college age - romped the runway in outfits they selected.

Teen girls paired flippy plaid miniskirts and cropped polos with over-the-knee sockings and stacked heel loafers. The guys layered jeans with plaid shirts and henleys.

In the fashion show and in local stores, the younger set take cues from the older crowd. Retailers like OshKosh offer polished outfits for younger children. (They supply clothing for newborns, infants, toddlers, girls size 4-6X and boys size 4-7.)

Little boys look dapper in OshKosh Ivy League looks updated with minichecks and bright plaids. Patchwork prints mixed with stripes and ruffles create a cutsie country mode for young girls.

"We have a little of everything," said Hoffman. "OshKosh B'Gosh definitely stresses wearable, comfortable clothes that kids like to wear. They're not stiff."

At The Children's Place, trends that have done well in the adult and junior market are favorites with the younger group.

"We're bringing in the slipdress again, because it did so well," said Guggenheim. "Another silhouette that's in fashion is a no-sleeve vested pullover sweater. It's sort of cropped; it's not oversized. We have a cable sweater that has that same fit."

Cropped sweaters and vests are current for girls of all ages. So are patterned twinsets - those sweater duos popular in the '50s. Khakis, shirt jackets and workwear jeans are the move for boys.

Smart students step out in lug sole shoes. And girls top it off in floppy, fisherman hats or chic berets. (Sorry guys. Hats just aren't your thing this year.)

Local stores are sure to have something for everyone. But remember, faddish clothes will probably break down before Christmas. Keep it real, and look for sturdy, stylish stuff.

GRAPHIC: PHOTO; PHOTOS BY JOHN BERRY/Staff Photographer; Fashion consultants say individuality will be a big factor for kids; going back to school. At right and top, hip students will mix and; match the hottest trends. For a rundown on what the kids on our cover; are wearing and where to get the clothes, see Page D3. COLOR.; Kids' fashion doesn't stop at clothes. Accessories are a must. The; Barbie lunch box ($5), above, came from Hills. The Batman hightops; ($17), at left, are from Payless Shoe Source. COLOR.; Batman Forever is one of the biggest back-to-school accessory choices; this year. The backpack, at left, is compliments of Sears. Mickey; Mouse is still going strong. The Mickey folders, above, are 70 cents; each at Hills.; The Might Morphin Power Rangers are on a funky kick when shown on; Converse-style sneakers. These high tops are sold at Payless Shoe; Source for $13.; From left: For girls, a vintage blue A-line skirt ($11) looks sweet; with a patterned turtleneck ($7) and sleeveless patterned shirt ($8),; from T.J. Maxx; for the preppy boy, khakis ($16) are topped with a; turtleneck ($7) and oversized polo ($14), from Sears;

denim overalls; ($13) can be worn by girls or boys teamed with a turtle-neck or; flannel shirt; and leggings ($8) get a new kick when worn with a bulky; **Nautica** sweater ($13) and bright turtleneck ($7). The last two outfits; are from Sears. The Pocahontas backpacks ($10) and sneakers are from; Payless Shoe Source. The lowtop sneakers are $13. The hightops are; $17.; ON OUR COVER; All the kids on our cover appear compliments of The Guild Fashionata.; The 5-year-olds on the monkey bars are, from left, Alexis Grace,; Davon Kearse, Matthew Bodmer. They and Robin Roehn are also in the; photo above.; On the cover, they are wearing, from left, a turtleneck ($7) paired; with stirrup pants ($17) and textured T-shirt ($13) hung at the; waist, from Sears; a two-piece flannel shirt and baggy jeans outfit; ($15), from T.J. Maxx for boys; a batman cardigan ($18) layered with; matching T-shirt ($6) and well-worn jeans, from Sears.; The three teens on our cover are, from left, Alecia Light, 14, Chad; Wagoner, 13, and Grace Herrick, 14. They're wearing classic separates; from Sears. From left: a stretchy striped bodysuit ($12) looks cool; with relaxed fit jeans ($20) and funky shoes ($23 at Parade of; Shoes); boys team stone-blasted Levi's ($40) with logo T-shirt ($18); and textured shirt tied at the waist ($26); the Mickey T-shirt get a; new cropped look ($15). A pair of Union Bay jeans are the perfect; match ($36).

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Nautica licenses Kellwood for dress shirts; Nautica Apparel Inc.; Brief Article Daily News Record August 25, 1995

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Daily News Record

August 25, 1995

SECTION: No. 164, Vol. 25; Pg. 11; ISSN: 1041-111917276053

LENGTH: 90 words

HEADLINE: **Nautica** licenses Kellwood for dress shirts; **Nautica** Apparel Inc.; Brief Article

BODY:
NEW YORK -- **Nautica** Apparel Inc. has licensed Kellwood Co. and its Smart Shirt subsidiary to manufacture and market dress shirts, for a fall 1996 launch.

The collection will include yarndyed chambrays, poplins, twills and an assortment of fancies. Price points will be in a range of $ 39.50 to $ 46, said a spokesman for **Nautica.**

Kellwood plans to follow **Nautica's** present distribution through department and specialty stores.

The spokesman for **Nautica** said the previous dress shirt licensee was Van Baalen, based in New York.ENGLISHGeneral; Trade

SIC: 2320 Men's and Boys' FurnishingsTI File 148

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Stores anticipate 'retro' craze Kansas City Star (Kansas & Missouri) August 29, 1995 Tuesday

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THE KANSAS CITY STAR

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Kansas City Star (Kansas & Missouri)

August 29, 1995 Tuesday METROPOLITAN EDITION

SECTION: FYI; Pg. 1

LENGTH: 396 words

HEADLINE: Stores anticipate 'retro' craze

BYLINE: MIKE HARRITY; VANESSA McMAHAN, TeenStar staff

BODY:
It's back-to-school season, and time for the fashion-conscious to show their wares.

This year, the stores anticipate a trek back in time with the retro look, a spinoff of the classic '50s style. Big collars, wide-legged pants and figureless dresses are all features of this trend.

"The retro looks are big," said Bob Carlberg, district manager of the Buckle. "The hot brands are Doc Martens, Mossimo, and Lucky."

Shirts with zippers and collars are also hot, according to Debbie Disco, co-manager at Structure in Oak Park Mall.

Although buyers for clothing stores have banked on retro's potential success, some teens have yet to embrace the style.

"I like to wear a Tommy (Hilfiger) or a **Nautica** with my jeans saggin' a little bit, but still have a preppy look," said Tony Taylor, 17. "Me and my boys call it 'ill-prep. ' "

Earl Holmes, a senior at Raytown South, opts for the popular Tommy Hilfiger or **Nautica** shirt with Guess jeans, finished off with Eastland footwear.

For girls, mini T-shirts and mini backpacks are among the hottest items. The "schoolgirl" look, such as a mini plaid skirt paired with thigh-highs and a matching top, is also very popular.

"I like to wear knee-highs with a scooter skirt (a combination

of shorts and a skirt) and a baby T-shirt," said Andrea Morris, 17.

"But I also like baggy jeans and dresses that are half denim and half floral print," she said.

Although grunge styles have dominated some teens' wardrobes in the past, a more put-together and dressier look appears to have taken over.

"I think the styles look nicer, like skirts and dresses," Samantha Seitz, 16, said. "There's no grunge anymore."

Mike Harrity is a freshman at Kansas City, Kan. Community College, and Vanessa McMahan is a senior at Winnetonka High School.

Here's some of what's hot in fashion this back-to-school season:

Girls Boys

wool designer tees

plaid knit shirts

corduroy khaki shorts and pants

form-fitting clothes loose-bottom sweaters

crop tops corduroy

fashions by Calvin linen

Klein, Lucky, thermal tees

and Mossimo. fashions by Tommy

mini tees Hilfiger, Lucky, Perry

mini backpacks Ellis, Polo and Marithe

henley shirts Francois Girbaud.

thigh highs

skorts (a combination of shorts and a skirt)

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OLYMPIC WEEKLY;322 DAYS;SPORTS UPDATES;EVERY SPORT EVERY WEEK The Atlanta Journal and Constitution September 1, 1995, Friday,

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September 1, 1995, Friday, ALL EDITIONS

SECTION: SPORTS OLYMPICS, Pg. 6F

LENGTH: 3209 words

HEADLINE: OLYMPIC WEEKLY;
322 DAYS;
SPORTS UPDATES;
EVERY SPORT EVERY WEEK

BODY:
Follow your favorite Olympic sports and learn about less familiar ones each Friday on this page.

ARCHERY

Four Georgians advanced to the Semifinal Olympic Training Team Trials in Columbus, Ohio, Sept. 22-24. Collin Flotta and Clint Byers, both of Fayetteville, placed 11th and 15th in their regional. On the women's side, Carol Pria of Lawrenceville was fifth and Gwen Epley of Kennesaw 12th. Twenty male and 20 female archers moved on.

BADMINTON

Taking its cue from the Wimbledon museum, the International Badminton Federation based in England has begun to collect badminton memorabilia and documents in an effort to create an archive of the sport's history. Among the items the federation is collecting: minutes from the first meeting of the IBF in 1934, a list of all known books about badminton, art featuring badminton, pins, pennants, posters and video tapes.

BASEBALL

Re-emerging as an international power, Team USA finished its summer tour with a flourish. It swept through the National Baseball Congress World Series, going 7-0, to win the championship game over the Hays (Kan.) Larks. Designated hitter Matt LeCroy, a rising sophomore at Clemson, pounded out a .423 average, including six home runs and 17 RBIs. Cal State-Fullerton outfielder Marc Kotsay batted .600 for the tournament, which featured all-star teams from leading amateur and semi- professional leagues. Team USA is idle until Fall Trials in Homestead, Fla., Oct. 24-29.

BASKETBALL

U.S. National team member Nikki McCray is excited about word that a group is planning to start the Women's Major Basketball League in the U.S. "I'm looking forward to continue playing after the Olympics; I would love to play and be here in the United States," McCray said. The WMBL, organized by the Institute of Professional Athletics for a private ownership group, wants to keep the nation's best women players home after college. The league - which wants to start with an exhibition season this fall featuring two teams, with true competition beginning in the fall of 1996 - hopes to sign top talent like Sheryl Swoopes, Jennifer Azzi

The U.S. Weightlifting Federation residence training program has invited two new members to train in Colorado Springs: LeGrand Sakamaki of Hilo, Hawaii, and Jeff Teach of Palatine, Ill. Sakamaki, 17, finished seventh in the 1995 Junior World Championships in the 59 kg. class. Teach, a four-time Big Ten champion shot-putter from the University of Illinois, was second in the 108 kg. class at the Olympic Festival and national championships.

WRESTLING

A wrestle-off for the final spot on the U.S. Greco-Roman team for the World Championships in October will be held Sept. 10 between 1994 world bronze medalist Dennis Hall of Stevens Point, Wisc., and Broderick Lee of Colorado Springs. As the defending national champion at 125 1/2 pounds, Hall was able to postpone his Aug. 8 final in Atlanta because of injury. . . . The four U.S. wrestlers who won world freestyle titles three weeks ago - Terry Brands (125 1/2), Kevin Jackson (180 1/2), Kurt Angle (220) and Bruce Baumgartner (286) - have been invited by the Russian Federation to participate in a special meet in Russia this month.

YACHTING

Young sailors from the U.S. placed sixth overall in the **Nautica** World Youth Sailing Championship, a competition viewed as a grooming event for future Olympic athletes. The U.S. team secured its position in the 33-country event by placing second in the boys doubled-handed Laser dingy, eighth in the girls windsurfer and 10th in the double-handed girls Laser. Finishing ahead of the U.S. team were sailors from countries that dominate world-class adult leagues: England, Germany, Australia, New Zealand and France.

PARALYMPICS

Al Mead of Atlanta, testing out a new leg, finished second to world record-holder Lukas Christen of Switzerland in the long jump at The Paralympic Revival in Duderstadt, Germany. It was Mead's second competition with a new technically advanced artificial limb and says he has not fully adjusted to it. Mead was one of nine U.S. athletes in the meet.

GRAPHIC: Calendar Through Sunday: World University Games, Fukuoka, Japan. Through Sunday: Canoe-kayak, Slalom World Championship, Nottingham, England. Through Monday: Shooting, UIT World Cup Finals, Munich, Germany Today, Saturday: Track and field, Coca-Cola Life College International Challenge, 1 p.m. (information: 424-0554, Ext. 786). Tuesday-Sept. 9: Diving, IX World Cup, Georgia Tech Aquatic Center (information: 546-4095). Sept. 8-9: Gymnastics, U.S. World Team Trials, Austin, Texas. On TV Today: Cycling, Roostmaster Cycling, men's, 3:30 p.m., ESPN (taped). Saturday: Beach volleyball, AVP Players Championship, 1:30 p.m., Channel 11 (taped). Sunday: Miscellaneous, 11 Olympic News Team '96, 10 a.m., Channel 11 (taped). Tuesday: Beach volleyball, Cuervo Gold Triple Crown Series Finals, 12:30 a.m., ESPN (taped); Cycling, Roostmaster Cycling, women's, 3 a.m., ESPN (taped); track and field, Golden Four Track & Field Series, 8:30 p.m., ESPN (taped). Wednesday: CoreStates Festival of Speed, 8 p.m., SportSouth (taped).

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Soft Menswear takes on the premise: If it feels good, wear it Pittsburgh Post-Gazette (Pennsylvania) September 3, 1995, Sunday,

Copyright 1995 P.G. Publishing Co.
Pittsburgh Post-Gazette (Pennsylvania)

September 3, 1995, Sunday, FIVE STAR EDITION

SECTION: LIFESTYLE, Pg. F3

LENGTH: 945 words

HEADLINE: Soft Menswear takes on the premise: If it feels good, wear it

BYLINE: Jane Crawford, Post-Gazette Staff Writer

BODY:
Are men turning into a bunch of softies? Could be. That's at least how some see the current interest in soft and supple fabrics in menswear. As men look at their clothing options for fall, they like what they see ... and most of all, feel.

For years now men have taken a progressively keen interest in what they wear. Gone are the days when mothers -- then wives -- picked out the underwear and everything else a man put on his body.

Perhaps it's simply a matter of practice that builds this confidence, but more men know what they want and are becoming quite comfortable walking into a store on their own.

And they're not afraid to indulge when it comes to outfitting themselves. Larry Altman of L.S. Altman Haberdashery in the Galleria sees soft and supple fabrics as a key for fall.

"The market has definitely moved into a more relaxed look, with fabrics that are nice to touch and feel. Men put clothes on now and notice there is a difference, and they're liking it," Altman says.

This is evident in many lines that Altman carries -- among them Calvin Klein CK, Joseph Abboud and Wilke-Rodriguez. They all have paid great attention to texture. Some Klein pants made of a blend of cotton and synthetic fabrics have the feel of silk.

Altman and others are also particularly pleased with the new colors of fall. "I like the color palette -- browns, charcoals and grays," Altman says, adding that they give a man the ability to update his wardrobe after last year's khakis, tans and blues.

The look and feel of being casual and stylish have been nearly perfected by Wilke-Rodriguez -- "a line with attitude" -- Altman says.

A man can go almost anywhere in the shirts, pants and jackets (with the exception of a traditional corporate environment) and look sophisticated, modern and put together. A banded-collar shirt works as well with a softly constructed coat as it does with a sweater vest.

The Wilke line is particularly suited for business dress-down days, when the look should be casual but by no means sloppy.

Fashion expert Tom Julian, of Fallon McElligott in Minneapolis, attended the men's fall fashion shows in New York and Milan. Across the Atlantic, he observed a shift away from rugged country to a city sophisticated look, with greater attention to tailoring. Tailored suits are sleek and elongated, offering the possibility of a more stately appearance.

In New York, he noticed that big American names like Donna Karan, Calvin Klein and Joseph Abboud are featuring a convertible collar on their jackets. It can stand up, button at the throat or fold down and be a normal lapel. "It's reinterpreting a suit or blazer," Julian says.

He also notes the importance of the comeback of brown. Suits, jackets, shoes, belts and just about everything else are turning brown. It's a look, Julian admits, that could take some getting used to.

"Fashion always contradicts itself," says Carl Slesinger, president of Larrimor's, Downtown. "We're hearing more and more about soft and casual, yet we're starting to move toward a return to elegance."

Ermenegildo Zegna's Sartorial Collection, which is more constructed and elegant, is an example. The Italian designer's Soft Collection answers the needs of men who want the fashionable looks of longer coats that fit a bit looser with broader shoulders.

That's a look that is appropriate for professionals who want a more relaxed look, be it in a suit or sport jacket, Slesinger says. It's really what so-called "Friday wear" should be about, he adds.

As has been the case for a number of seasons, this fall will also see men wearing knitted vests with suits or sport jackets.

There are excellent options for the gentleman who has simple tastes -- he only wants the best. Labels like Italian-made Canali and Brioni attract men who are looking for quality above all else and have the means to pay for it.

"The growth of our business is at our highest quality level," Slesinger says. "We brought Brioni back because it's in demand," in spite of the small market for that type of clothing, he says. Brioni suits are $ 2,400 and up, depending on fabric.

If Brioni is good enough for James Bond, it may be good enough for any dashing dude. Pierce Brosnan is wearing all Brioni clothing in the latest Bond thriller.

This penchant for quality seems to be a worldwide trend. "It's happening throughout the United States and maybe the world. People who are affluent want it if they're into clothing," says Slesinger, whose family has had the company for 56 years. At the same time, he explains, the clothing industry is going in two diverse directions. As strong as the demand for high-end merchandise is, there is also a great desire for less-expensive goods.

Meanwhile, Sheldon Wolk, co-owner of London Dock in Squirrel Hill and Fox Chapel, is waiting for the corduroy boom to take place. Every indication is that that's about to happen. "Corduroy is back with a vengeance -- in solids, patterns or tweed type for weekends. They come in washed and unwashed finishes," Wolk said.

The hottest cold weather news is a synthetic fabric called polar fleece. It provides great warmth, and the coats (three-quarter and jacket length by **Nautica** and Woolrich, among others) are durable and washable. Colors include wine, green, navy and off-white.

Thermal is big no matter how you wear it. Thermal, knit Henley shirts are great for layering, and that's another look that promises to be big for fall and winter.

No matter which style or combination a man may select for his fall wardrobe, thanks to feel-good fabrics, he's certain to be looking and feeling good.

GRAPHIC: PHOTO (3), PHOTO: (For three photos) Calvin Klein's CK line provides a looser look, top left, with this relaxed coat ($445) with pant ($195) in ash brown tropical wool. Available at London Dock, Squirrel Hill and Fox Chapel. Inset at top right: Why not be totally cool and wear this **Nautica** terry velour robe with a fair isle pattern and shawl collar ($95) over everything else? Available at Kaufmann's. Above: **Nautica's** heather fleece knit shirt ($79) is perfect for layering when the weather turns cold. At Kaufmann's.

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To Dress Up Or Down, That Is the Question Christian Science Monitor (Boston, MA) September 5, 1995, Tuesday

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Christian Science Monitor (Boston, MA)

September 5, 1995, Tuesday

SECTION: FASHION; Pg. 13

LENGTH: 682 words

HEADLINE: To Dress Up Or Down, That Is the Question

BYLINE: By Ian Zander, Special to The Christian Science Monitor

DATELINE: BOSTON

HIGHLIGHT:
Casual-day fervor grips business world

BODY:
BOY, what a concept. Casual days, casual Fridays, dress-down days ... whatever you call them, they spell profit for the clothing industry.

The blue suits and rigid clothing standards that governed American business for so long have begun to slacken since the 1960s. The fashion industry has answered the call. At first, the designers began to loosen the suit. Stiff cuts and fabrics gave way to loose weaves and baggy, unconstructed suits. Slacks were cut in a more generous and softer style. The look was still dressy, but the feel was all casual.

The American consumer was not satisfied, however. Men were still governed by the tie. They pleaded for a day in which they could relax. Slowly businesses around the country, with the help of the fashion industry, began to institute casual days, often on Friday.

These dress-down days quickly infiltrated nearly all of society, even striking at such giant organizations as IBM. While exact numbers are hard to come by, it seems that nearly every major company has at least one relaxed day.

Yet the word "casual" is deceiving. You can't wear jeans and a T-shirt. Casual Fridays are a complex arrangement of dressy without the tie.

David Chu, designer of **Nautica,** a sportswear line, says on casual days you should look "neat and good looking, but not sloppy." By sloppy, Mr. Chu says he means flannel shirts, cut-off jeans, and T-shirts.

So the key word is relaxed. A lot of magazines, newspapers, and designers have been touting a new line of clothing specifically for casual days. If by doing this, they sold more clothing, all the better.

This does not mean that the entire industry is out to rob buyers of their hard-earned paychecks. It could be argued that garmentmakers are just giving buyers what they've asked for.

"I think casual has been a movement for a long time," Chu says.

Many companies, including **Nautica,** don't think shoppers have to buy a new wardrobe for their newfound relaxed-wear days. The key is mixing and matching. Because suits have become more relaxed, many can be worn without a tie and not look silly. A polo shirt under a suit still looks stylish, but casual.

For some professionals, casual day is nothing new. People who work in more artistic or creative fields like advertising have been dressing down for years. So if you never wear a suit, casual days mean stay as you are.

Hewlett-Packard is one of the biggest computer companies in the world, but casual days became casual weeks years ago in the creative side of the company. Engineers haven't worn suits for years, but office workers continue to dress up. If you are in view of, or work with customers, more formal dress is important five days a week.

Tim Breuer, an IBM spokesman agrees. He says that IBM's new casual policy depends on the employee's daily schedule: "365 days a year, it is up to them on how to dress," Breuer says. "If their schedule includes a meeting with banking clients, you will see people wear the suit."

The banking industry, long one of the most conservative, has only been slightly influenced by casual days. Suits are still common. Boston-based BayBank has dress-down Fridays during the summer, but they are only applicable to those employees working in the back offices. "If you are working with customers, people must stay dressed up," Bruce Spitzer of BayBank says.

The media has hyped casual day, but remember - you do not have to go out and buy a new wardrobe. You don't even have to take off your tie. It is an attitude about life. It is about being relaxed and mixing up your wardrobe. The most common casual-day outfit is usually a polo shirt, blazer, and khakis, the traditional weekend sportswear of the trendy. Not too fancy, and without a bit of sloppiness.

Casual days are merely a manifestation of the American trend toward dressing down at work. They are opportunities for an individual's own tastes and fashion sense to emerge from behind the cloak of regimented suits. Yes, the fashion industry benefits, but hey, being comfortably dressed at work is a good tradeoff.

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The Investing Titans At Your Local Library The Washington Post September 10, 1995, Sunday, Final Edition

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September 10, 1995, Sunday, Final Edition

SECTION: FINANCIAL; Pg. H01; INVESTING

LENGTH: 1083 words

HEADLINE: The Investing Titans At Your Local Library

BYLINE: James K. Glassman

BODY:
Financial newsletters are famous for making wild claims about their stock-picking prowess, but the Hulbert Financial Digest, based in Alexandria, keeps them honest.

For the past 15 years, editor Mark Hulbert has been carefully and objectively tracking the actual selections of high-priced newsletters with his own monthly letter. He recently published performance results for the entire period, and the winner turned out to be not a conventional newsletter at all but a weekly information service that's available at nearly every good public library.

The No. 1 performer, by a wide margin, was the Value Line Investment Survey. From July 1, 1980, to June 30, 1995, the service's stock picks returned an average of 18.4 percent annually. That compares with 14.7 percent for the Wilshire 5000 index, which includes virtually every U.S. stock.

Or look at it this way: If you had put $ 10,000 into Value Line's choices in 1980, then bought and sold new stocks according to its weekly recommendations (not adding another dollar of extra capital), you'd have $ 126,000 today, even after taking brokerage commissions into account. If you had put the same $ 10,000 into the Wilshire 5000, you'd have $ 78,000.

Value Line's performance has been both spectacular and consistent. The service has beaten the Wilshire in four out of the five long-term periods analyzed by Hulbert: over the last three, five, eight and 15 years.

Even more remarkable, selecting stocks is a sideline for Value Line. The main purpose of the service, which was founded in the 1930s, is to provide readers with copious but easily grasped data on about 2,000 individual stocks -- one stock to each flimsy page.

Along with statistics going back 15 years and projections going forward two years plus a brief write-up from a staff analyst, Value Line has since the 1960s offered what it calls a "timeliness" rating, from 1 to 5, for each stock. The rating is an indication of how the stock should perform over the next 12 months.

Only 100 stocks receive a "1" rating at any time, and another 300 are ranked "2" (above average). Changes come slowly. For example, over the past three weeks, only five stocks were promoted to "1": CUC International, consumer services and credit cards; Volt Information Sciences Inc., temporary technical personnel; Inco Ltd., mining; Micro Warehouse Inc., catalogue computer retailer; and **Nautica** Enterprises Inc., men's sportswear.

Hulbert computed Value Line's returns by considering the 100 stocks in group "1" as a portfolio, then

buying and selling as the list changed. Unfortunately, maintaining such a big list of stocks isn't practical for a small investor.

Value Line, however, offers some alternatives. Each week, the company sends subscribers a separate 16-page newsletter called "Selection and Opinion," which highlights individual stocks, reports general market and interest rate conditions and offers three model portfolios of 20 stocks each: "Performance," "Performance and Income" (i.e., stocks with high dividend yields) and "Long-Term Growth."

The Performance portfolio includes only "1"-rated stocks that are strong financially. The list changes fairly rapidly -- only 10 of the current 20 stocks have lasted more than four months -- but it's easy to emulate, or, better yet, to use as a source of ideas for your own investing.

Another way to use the wisdom of Value Line analysts is to buy one of the 10 mutual funds the company manages. For most investors, the Value Line Fund, which follows the timeliness ratings, is the best bet; it's up 25 percent so far this year.

A more intriguing -- and risky -- fund is Value Line Leveraged Growth Investors, which is permitted to buy stocks on margin, borrowing as much as 50 percent of their price. The fund has returned an impressive 33 percent this year and an average rate of 17 percent for the past five years -- slightly ahead of the S&P.

The leveraged portfolio reflects Value Line's overall style, an approach worth considering for your own investments: Be aggressive with well-priced, conservatively run companies. Value Line analysts, for example, have a strong bias against small companies and firms with brief or spotty track records, but they also have a penchant for growth. They like hot stocks -- or, more precisely, they lean toward strong companies in hot industries.

For example, of the 100 top-rated stocks, 49 are in high-technology businesses -- and 13 of those are semiconductor manufacturers. Of the 20 stocks in the Performance portfolio, 11 are high-tech.

But they aren't wild and woolly stocks. They're companies with moderate price-to-earnings (P/E) ratios, such as International Business Machines Corp. (with a P/E of 10), Intel Corp. (15), Sun Microsystems Inc. (16) and Hewlett-Packard Co. (17). Also on the list: Boise Cascade Corp. (9), forest products; AMR Corp. (11), airlines; and Gleason Corp. (12), machine tools.

By the way, Value Line calculates P/E ratios by dividing the current price of a stock by its earnings per share for the latest six months plus estimated earnings for the next six months. The average for all stocks is currently 14.7; at the market's peak, just before the 1987 crash, the Value Line P/E was 16.9.

About the current stock market, Value Line is not highly bullish. Its analysts estimate that the median stock will appreciate 55 percent over the next three to five years, compared with an estimate of 65 percent six months ago.

Another indication of skepticism: Value Line is now telling readers to keep "60 percent to 70 percent of your equity portfolio in stocks ranked 1 or 2 for Timeliness, with the remainder in cash reserves and Treasury issues." That's down from "70 percent-80 percent" two months ago -- a significant change for the service, which sees corporate profits softening "for several quarters before picking up again during 1996."

One important lesson to be gleaned from Value Line's success is that a portfolio that's always fully invested in equities will beat one that tries to jump in and out of stocks in anticipation of bull and bear markets.

Hulbert has even found that if you simply buy the 100 stocks that are rated "1" at the start of the year and then hold on to all of them for 12 months, even if many are downgraded, you'll do "about as well as the rotating portfolio, and in some cases even better."

Here's proof, once again, that a buy-and-hold strategy beats frenetic market timing.

GRAPHIC: Chart, The Washington Post, WHAT'S IN VALUE LINE'S PORTFOLIO? (This chart was not available)

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HE'S GOT PLANS FOR HECHT'S WHAT DOES CEO WANT? PRODUCTION The Philadelphia Inquirer SEPTEMBER 10, 1995 Sunday FINAL EDITION

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HEADLINE: HE'S GOT PLANS FOR HECHT'S WHAT DOES CEO WANT? PRODUCTION

BYLINE: Jane M. Von Bergen, INQUIRER STAFF WRITER

BODY:
Irwin Zazulia likes the word productivity.

And, when it comes to the 14 John Wanamaker stores that Hecht's acquired last month, productivity tops the chief executive's to-do list.

"We want to do more business," he said. Then, being a productive fellow, Zazulia went straight to the numbers.

The average annual productivity in a Wanamaker store, he said, hovered around $120 in sales for every square foot. By the same measure, each Hecht's store, he said, produces an average of $218.

Including the Wanamaker stores, Hecht's, a division of May Department Stores Co., of St. Louis, operates 62 stores in a crescent stretching from Fayetteville, N.C., to Allentown, with its strongest presence around Washington and Baltimore.

When Zazulia talks productivity, he doesn't stop with the bottom line. Even store fixtures - shelves, racks and anything else that holds, hangs or displays merchandise - have to be productive.

Last week, Zazulia walked the aisles of his shiny Towson, Md., store and proudly pointed out a stand that took up about the same amount of floor space as an upright piano but could hold 200 pairs of blue jeans in several tiers.

"We believe in a powerful assortment of merchandise," Zazulia said.

But Zazulia has more than racks for Levis on his mind. Now, with the ink barely dry on the legal papers selling Wanamakers to the May Co., it's Zazulia's job to build the retailing dynamo's business in the Philadelphia region. And he's already got a powerful assortment of plans:

* Over the next 3 1/2 years, Hecht's plans to spend $175 million upgrading the stores - at least six -

beginning in January with the Montgomery and Oxford Valley mall stores. Each will be remodeled with major upgrades in quality and decor, and with some nonselling space converted into sales space. "Those two stores offer us very good opportunities in growth," said Zazulia.

* Hecht's is already looking for other locations in the area. "We're looking to expand," Zazulia said. "We're coming into Philadelphia to do well."

* All the stores will get, as soon as reasonably possible, "tone-ups," which include minor repairs, new paint and fresh carpeting as needed.

* The Jenkintown store, which at one point had been offered for sale by Woodward & Lothrop, will continue to operate. "Initially, we're going to look to make Jenkintown work. There's a lot work to do there," he said.

* The Center City, Christiana and King of Prussia stores are not on any immediate list for remodeling or major repairs, Zazulia said, discounting any notion that the Center City store would be reduced from its five floors of selling space.

* Hecht's has not yet sold the Harrisburg store it bought but is not operating. Strawbridge & Clothier had sought to buy that store from Woodward & Lothrop. Zazulia would not comment on the store.

* Hecht's is "trying to decide right now" whether to continue to operate the furniture clearance center in the basement of the Northeast Philadelphia store, Zazulia said. Merchandise there is now being liquidated. Hecht's did not acquire John Wanamaker's freestanding furniture store in Wilmington. "That's not our business. We're not running a specialty store," he said.

* And last but not least, $6 million of that $175 million in remodeling money will be spent immediately to buy those Hecht-style "productive" store fixtures.

"When you walk through a Hecht's store, the geography, the look and the presentation, the signing will be consistent. But in Philadelphia, you have to give me a couple of weeks," Zazulia said. "Most people haven't slept."

No wonder.

A little over a month ago, May acquired 14 Wanamaker and three Woodward & Lothrop stores in a dramatic courtroom bankruptcy auction. The deal closed Aug. 28. Since then, Hecht's management and buyers have been working to integrate the stores' systems.

"It's like a whirlwind," said Nancy Chistolini, Hecht's spokeswoman. "It's exciting but at the same time, you keep thinking: 'What do we do next?' "

Zazulia is no stranger to store acquisitions. The chain has nearly tripled, from 21 to 62 stores, since 1980, when he became chief executive. But this is the largest single acquisition, requiring the most complete metamorphosis in the least amount of time.

Walking through the store last week, Zazulia seemed undaunted by the task.

Bending to pick up a crumpled piece of paper, stopping to refold a Ralph Lauren shirt or pointing out the latest fashion trends (animal prints, denim, corduroy), he talked about his ideas for stocking the Philadelphia stores.

"I think there is a big opportunity in sportswear - female and men," he said. That means that Philadelphians can expect to see much more **Nautica,** Tommy Hilfiger, Timberland and Polo in the stores - all displayed on those "productive" fixtures.

Zazulia pointed out Hecht's private labels: Valerie Stevens at the high end, Amanda Smith for moderate

goods, and Karen Scott at the lower end. Marsh Landing is a more casual, sporty product in the Timberland vein. Hecht's private-label goods will be phased in as Wanamaker private labels, such as the Potomac Collection, are sold off.

About 12 to 13 percent of Hecht's business is private label, meaning goods designed and manufactured exclusively for one retailer and marketed under a name created by the retailer.

To find out what Philadelphians want to buy, Hecht's will continue its practice of sending out 350 surveys per month, per store.

"We pride ourselves in giving the customer what she wants, when she wants it, and at a fair price," he said.

Zazulia, 54, began his retailing career at Stern Bros. in New York after graduating from Rutgers University in 1963. His first job as an executive trainee was to work a "white sale" of linens and sheets while his boss went on vacation.

"When he got back, he took me into the stockroom and he gave me a compliment of how well I had kept the stock," Zazulia recalled over lunch last week. "It was one of the highest compliments I ever got."

No retailing hopscotcher jumping from chain to chain, Zazulia says his second store job was at Hecht's, which he joined in 1971 as a divisional merchandise manager of ready-to-wear. Zazulia rose through the ranks, becoming executive vice president in charge of merchandising in 1976.

He's been president and chief executive for 15 years and has seen 10 of his former executives go on to be presidents or chairmen of other May Co. divisions.

Zazulia said he loves his work. "I enjoy being with people," he said. "I enjoy the challenge of running a business."

Watching customers move around him in Towson last week, Zazulia remembered the week he spent in the Stern's mailroom as part of the executive-training program.

"They used to have one of those clocks where the minute hand would move back a little and then jump ahead," he recalled. "That was October 1963. That's the last time I ever looked at the clock."

GRAPHIC: PHOTO;

PHOTO (1)
1. Hecht's CEO Irwin Zazulia, rising, expects to see productivity also rise at the 14 Wanamaker stores the firm now owns. At established Hecht's stores such as this one in Towson, Md., sales average $218 a square foot. (The Philadelphia Inquirer, BONNIE WELLER)

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NATIONAL FASHION LEAGUE Charlotte Observer (North Carolina) September 10, 1995 Sunday ONE - FOUR EDITION

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September 10, 1995 Sunday ONE - FOUR EDITION

SECTION: LIVING; Fashion ANGELA WRIGHT; Pg. 1E

LENGTH: 395 words

HEADLINE: NATIONAL FASHION LEAGUE

BYLINE: ANGELA WRIGHT, Staff Writer

BODY:
This is not just any fall fashion season for Carolinians. There's a new game in town: Carolina Panthers football.

And NFL players aren't the only ones suiting up on Sunday afternoons. Thousands of football fans from Charlotte and surrounding areas dress for the occasion.

That begs the question: What will the fashion-conscious be wearing when network cameras pan the audience during the first regular-season home game next Sunday?

Of course loyal fans will wear black, blue, silver, white and all the requisite Panthers logo gear. Still, there are plenty of options for being fashionable. If you've recently

bought a Panthers starter jacket or sweatshirt, pair it with denim or corduroy pants. Denim is good all year round, and corduroy is popular this fall.

But maybe logo gear is not your style. You prefer to stick with fine American sportswear.

In this era of casual workplace dressing, wardrobes are more versatile. The same double-breasted pin-striped pantsuit you wear to work also can go to the game.

Casual wear is dressier, more functional than it used to be. Clothes are clean-cut and understated. Accessories make the look whatever you want it to be.

For conservative chic, tailored suits are hot and most appropriate for a Sunday game. The trend has a menswear twist - tweeds, pinstripes and checks.

Jackets this year have eye-catching details: velvet collars and cuffs, faux fur trim, decorative buttons, slender belts. Women can choose the slim-fitted jackets that hit at hip level or the short, boxy style. Add slim pants and ankle boots.

Classic sweater sets are perfect for season openers, as are three-piece suits that include pants and vest. As the season grows cooler, add layers of shirts and sweaters for warmth and style.

For the really cold temperatures, try leather - in pantsuits, trench coats and bomber jackets. Faux fur has made a strong comeback. Keep an eye out for animal prints - leopard spots and tiger stripes.

Men also can get a classic look - with body-hugging turtlenecks and blazers nipped in slightly at the waist. Forget loose-fitting, baggy pants. Try slim-fitting trousers that hang close to the body. Add a colorful vest or pullover sweater.

The look for everyone this season is fine tailored glamour. So suit up. Have fun. Remember fashion is fickle; and there are no penalties for fumbles.

GRAPHIC: Photo-9;
Staff Photos by CHRISTOPHER A. RECORD: 1. Cool: Melinda (left) goes conservative chic in black turtleneck, red blazer with black velvet trim and black stretch riding pants, all by DKNY. Clothes courtesy of Belk. Lee Ann sports a black and white checked Valerie Stevens three-piece suit over a white blouse. Clothes courtesy of Hecht's. 2. Warm: Melinda cheers in a jean vest, a cotton short-sleeve knit top and long floral print skirt, all by IV George. Da Sean (center) is in a light blue Polo shirt by Ralph Lauren and khaki pants by Tommy Hilfiger. Elliot wears a long-sleeve print knit shirt and beige pants, both by Perry Ellis. Clothes courtesy of Belk. 3. Temperate: Maggie (left) is in a Christie Brooks multicolored patchwork vest, dark green pants and long-sleeved T-shirt. Clothes courtesy of Hecht's. Da Sean sports a blue-and-green plaid Tommy Hilfiger shirt and beige corduroy Polo pants by Ralph Lauren. Clothes courtesy of Belk. In an official NFL Panthers starter jacket (above), paired with black **Nautica** jeans, Ken is ready for football. Clothes courtesy of Hecht's. 4. Modeling by Maggie Cannon, Da Sean Flournoy, Ken Green, Lee Ann Jeffries, Melinda Ratliff and Elliot Spratt; Carolina Talent Agency. 5., 6. & 7. Sweaters, sweatshirts: Elliot (above, left) is in a brown striped pullover sweater and black pants, a black leather jacket over his shoulder; all by Joseph Abboud. Clothes courtesy of Belk. Da Sean is in a long-sleeve knit pullover and pants; like his jacket, they're by Bugle Boy. Clothes courtesy of Belk. Lee Ann (right) takes the field in an olive jean vest and pleat-front pants, both by Rafaella, and a long-sleeve T-shirt by Valerie Stevens. Clothes courtesy of Hecht's. Elliot's in an olive cotton Polo sweatshirt over a blue cotton Polo shirt and green wool pants, all by Ralph Lauren. Clothes courtesy of Belk. Maggie (below) is posted in a dark green and navy plaid jumper and green sweatshirt, all by Palmetto. Clothes courtesy of 8., & 9. Early winners: Ken (above) starts the season in a red plaid short-sleeve knit shirt and black jeans, both by **Nautica.** Maggie (above, center) is in a denim vest, white long-sleeve knit top and flower print dress with spaghetti straps, all by Jazz Kids. Lee Ann heads to the stands in a red knit top, pin-striped pants with suspenders and matching vest, all by Carole Little. Clothes courtesy of Hecht's. Melinda (left) takes a timeout in a Karen Kane outfit - paisley print vest with pin-striped suspender shorts and a white, long-sleeve shirt. Clothes courtesy of Belk. The red knit top is courtesy of Hecht's.

LOAD-DATE: October 21, 2002

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (7/1/1995) and leq (12/31/1995))** (Edit Search | Suggest Terms for My Search)
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By Design;Nestled in Nylon The New York Times September 12, 1995, Tuesday, Late Edition - Final

Copyright 1995 The New York Times Company
The New York Times

September 12, 1995, Tuesday, Late Edition - Final

SECTION: Section B; Page 8; Column 2; Style Desk; Fashion Page

LENGTH: 162 words

HEADLINE: By Design;
Nestled in Nylon

BYLINE: By CONSTANCE C. R. WHITE

BODY:
The nylon jacket, the height of fashion and functionalism, could be on everyone's shopping list for fall. Women beguiled by shine will find the outerwear attractive as well as a good buffer against the cool fall air. For men, a well-designed nylon jacket adds dash to the most mundane suit and tie and can do double duty by moving easily to the weekend. The best unisex styles are found in men's departments.

Saks Fifth Avenue has Iceberg's black three-quarter-length jacket with turquoise snap-out lining for $750. At Searle, an iridescent khaki topper from Stone Island ($695) also has a removable lining.

J. Crew's barn-style jacket with natural white sherpa lining and collar comes in moss, ink blue or black, for $118. Macy's and Saks have **Nautica's** three-in-one jacket in fisherman's yellow with navy and gray trim for $315. And Calvin Klein's new store is selling a black golf-style jacket with brown acrylic fur lining and drawstring hem for $595.

GRAPHIC: Drawing.

LOAD-DATE: September 12, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Friday, May 5, 2006 - 12:15 PM EDT

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Nautica Enterprises to double size of some in-store shop formats. Daily News Record September 14, 1995

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Daily News Record

September 14, 1995

SECTION: Vol. 25 ; No. 177 ; Pg. 2; ISSN: 0162-2161

LENGTH: 550 words

HEADLINE: **Nautica** Enterprises to double size of some in-store shop formats.

BYLINE: Ryan, Thomas J.

BODY:
NEW YORK (FNS) - **Nautica** Enterprises Inc. said it plans to double the size of some of its new in-store shop formats in department stores.

The new shops will average 2,200 to 3,000 square feet versus the 800 to 1,800 square feet range for **Nautica's** current in-store shops, said Harvey Sanders, president and CEO. He also expects the new format to be highly profitable, estimating it will ring in sales at $ 850 to $ 1,000 per-square-foot versus an average of $ 375 per-square-foot for **Nautica's** typical fixtured area.

Sanders provided details of the new format Wednesday morning to a packed audience of money managers at Robertson Stephens & Co.'s investment conference held here at the Pierre hotel. (For more on the conference, see Page 4.)

Commenting on current business, Sanders said: "The collections business is on fire. We had a better spring than we ever had before, a better August than we ever had before and September is looking really good."

Besides its in-store shop program, Sanders also described **Nautica's** aggressive outlet store expansion, the new **Nautica** Competition activewear label, plans to start shipping XXL products, the licensing deal for women's wear under the **Nautica** brand and promising opportunities in furnishings for its State-O-Maine Inc. subsidiary.

Sanders expects the company will add 10 of the expanded shops by the end of its fiscal year in March 1996. The company is also planning 150 new standard in-store shops and 122 in-store shop extensions. In all, **Nautica** expects these moves will add 25 to 30 percent in square footage in department stores this fiscal year. At the end of March 1996, Sanders expects to have 885 in-store shops with the potential to grow to 1,300.

The company has 1,100 department store accounts and over 500 specialty store accounts. Sanders said the company expects to increase its department store accounts to 1,240 by March 1996, and sees the potential to reach 1,800 accounts.

Regarding the larger in-store format, Sanders said he expects two to three formats to be open for the holiday season, with another seven to eight set for spring 1996. The first will open at a Rich's in Oak Court in Memphis, Tenn., at the end of October.

Sanders said the larger format could grow to 70 to 90 units. He estimated that a 3,000-square-foot shop could bring in $ 2.5 million to $ 3 million in annual sales.

The formats - designed by David Chu, designer and executive vice-president - feature hightech fixtures in navy, white and yellow, as well as new signage, updated graphics and wooden floors. The middle of the shop features **Nautica's** main crew and fashion lines. This will be surrounded by other classifications depending on the season. Items such as outerwear would be shown in fall with swim and T-shirts shown in spring. The borders of the shop will feature the new **Nautica** Competition brand.

Nautica Competition, which is more sports focused than **Nautica's** other lines, will be shipped in January and has received a "very good" response in showings to retailers, according to Sanders. The line, in navy, white and red, is "more tuned toward performance" than **Nautica's** previous sport lines, and includes items such as sweatshirts, tank tops, T-shirts, running pants, rugby pants and swim trunks.

GRAPHIC: Photograph

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5600 APPAREL AND ACCESSORY STORES

IAC-NUMBER: IAC 17415809

IAC-CLASS: Trade & Industry

LOAD-DATE: November 08, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (7/1/1995) and leq (12/31/1995))** (Edit Search | Suggest Terms for My Search)
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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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HE DROVE, SHE DROVE;Nautica is a billboard on wheels The Atlanta Journal and Constitution September 15, 1995, Friday,

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The Atlanta Journal and Constitution

September 15, 1995, Friday, ALL EDITIONS

SECTION: WHEELS, Pg. 4S

LENGTH: 578 words

HEADLINE: HE DROVE, SHE DROVE;
Nautica is a billboard on wheels

BYLINE: PAUL AND ANITA LINERT

BODY:
We love the **Nautica** magazine ads. Lots of fresh-faced sailors cut from the JFK/Hyannisport mode, wearing great clothes.

You can bring this aquatic fantasy to your garage with the 1995 Mercury Villager **Nautica** minivan. What you get is a navy blue vehicle with yellow-and-white trim and lots of cute sailboat logos. And as for the most critical specification with any minivan: There are nine cup holders.

She: The basic problem I have with the **Nautica**-brand Villager is what do you do when you get tired of being a rolling advertisement for the clothing company? It's one thing to buy a Nike or a **Nautica** T-shirt. It's another thing to be driving around a $ 27,000 billboard. You really have to identify with and love **Nautica** to get into this one. And that's the critical question I'd ask myself before buying one.

He: It's not like the Jeep Grand Cherokee Orvis Edition, where the outside sponsor actually matches up pretty well with the buyer's lifestyle. On the other hand, look at all those Ford customers who have purchased Eddie Bauer Explorers and Aerostars. I mean, what's next? Nintendo Mustangs? Clearasil Camaros?

The Villager itself, without the **Nautica** package, is such a desirable vehicle in the minivan segment. It's one of my favorites. It rides and handles like a car, and it's quite comfortable in terms of seating accommodations. There's just not a lot of storage space behind the third seat because of the short wheelbase. Ford tries to make up for that by scattering all kinds of storage pockets and bins throughout the vehicle. Unfortunately, that doesn't help you much during trips to the grocery store or on family vacations.

She: My biggest gripe about the **Nautica** is the motorized shoulder belts. Any number of times, I forgot to fasten the lap belt. And I kept strangling myself on the belt. My own darn fault. When I reached over to get my purse, I would slide the motorized belt under my arm. Or over my head if I was bending over to open the fuel tank release. Then I'd forget where the belt was, and it would start wrapping itself around my neck when I'd open the door. I'm not stupid about seat belts, but I had a whole bunch of trouble with this.

He: Those belts also drive me crazy. The guy who invented those things - no woman would be that sadistic - ought to be shot. On the utilitarian side, the Villager would be a whole lot more useful if it had a fourth door behind the driver, like the new Chryslers.

She: Some parents like the fact that their kids don't have a door to horse around with on one side. I don't think that's an issue. A big family plus is the way the **Nautica** rides and handles.

He: Agile is a word you wouldn't normally use to describe a minivan, but in this case it fits. The Villager started life as a Nissan Maxima, which is a terrific sport-sedan. So the chassis and driveline were tuned by Nissan engineers for folks who like to drive. That V-6 is sweet, too, and very responsive. It makes 151 horsepower and seems to have ample power on tap.

She: The downside is it feels like a minivan from another era. The Villager is very trucklike, especially from the driver's perch. It lacks the sleekness of the new Chryslers. But I do like the fresh combination of colors.

He: So you're saying all it needs is a complete redesign and you'd like it, right?

Anita and Paul Lienert are partners in Automotive Intelligence Reports, a Detroit-based automotive information services company.

GRAPHIC: Photo: The Mercury Villager, of which the **Nautica** is a spinoff, has a responsive V-6 engine and manages an agility that is unusual for a minivan. / Mercury

LOAD-DATE: September 16, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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Jump Suits The New York Times September 17, 1995, Sunday, Late Edition - Final

Copyright 1995 The New York Times Company
The New York Times

September 17, 1995, Sunday, Late Edition - Final

SECTION: Section 6; Page 72; Column 1; Magazine Desk

LENGTH: 12 words

HEADLINE: Jump Suits

BODY:
Jackets made of shiny, high-tech fabrics take a great leap forward.

GRAPHIC: Photos: Willy Wood, track-and-field coach at Columbia University, goes through the motions in a nylon jacket by Joop, $435. At Detour, 425 Weswt Broadway.; Nylon jacket with reflective arm stripes, $160, from Verso U.S.A. At Barneys New York, New York and Beverly Hills, Calif. Nylon-hooded anorak, $195, by Tommy Hilfinger. At Bloomingdale's. Macy's, selected stores.; Nylon jacket with reflector back and hood from Fila Sport, $128. At Bloomingdale's. Macy's. Fila boutiques nationwide.; Nylon-and-cotton-hooded anorak from **Nautica,** $950. AT Bloomingdale's Lycra pants from Sport Hill, $53.95. AT Ray's Finish Line, Brooklyn. Shoes by Nike. (Photographs by Hugh Hales-Tooke)

LOAD-DATE: September 17, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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TRACKING THE TRENDS IN MENSWEAR Plain Dealer (Cleveland, Ohio) September 21, 1995 Thursday, FINAL / ALL

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Plain Dealer (Cleveland, Ohio)

September 21, 1995 Thursday, FINAL / ALL

SECTION: STYLE; Pg. 9E

LENGTH: 279 words

HEADLINE: TRACKING THE TRENDS IN MENSWEAR

BYLINE: BY ROXANNE WASHINGTON; PLAIN DEALER FASHION WRITER

BODY:
Here's what's newest in menswear this season:

Multiple choice: Designers have gone closure crazy, trimming sportcoats and suit jackets with five buttons or more, which leads to:

Gorge yourself: More buttons marching up the front of a jacket makes for higher gorges (fashionspeak for the point where lapels meet).

Death by chocolate: Deep, rich brown is the color of the season, in part because it plays so well against black, gray and navy. Brown is also a good color for suede shoes and boots.

Shine on: Tommy Hilfiger's nylon jackets, Calvin Klein's vests in metallic nylon for flashier types.

Outer limits: Long coats swept the menswear runways in Europe and New York, but shorter coats made their presence known, too. Cool leather, super-warm shearling and shiny Michelin Man high-tech nylons are in fashion's good graces.

The knitting club: Sweaters are soft and spare, in low-key colors and patterns. Sweater sets in matching or contrasting patterns showed up in several designer collections. Knit blazers combine tailored shape with comfort.

Getting collared: Watch for short, deep-notch collars on outer jackets, coats, sportcoats and suits.

Retro active: Back to the future in self-belts on jackets and coats, furry collars, zip-front jackets - anything that's a blast from the past.

Spare me: As in women's wear, accessories are kept to a minimum.

Move over Cindy: This isn't really a fashion trend, but menswear is starting to see the emergence of the male supermodel. One of those at the head of the pack is almond-eyed Tyson (they even go by one name like their female counterparts), who is pictured on Page 8 in the Polo Sport corduroy suit.

GRAPHIC: PHOTO 1 NO CREDIT; This is not your father's suit - four buttons lend a contemporary attitude to this worsted wool suit by Jhane Barnes. (The tailored armchair is from Barnes' new furniture collection

designed exclusively for Bernhardt Furniture.); PHOTO 2 NO CREDIT; Cotton handknit sweater with snowflake and argyle pattern, and "Nautex" waterproof pants, **Nautica** by David Chu.; PHOTO 3 BY NO CREDIT; The sleek sophistication of a DKNY leather overcoat, zip-front polo sweater and five-pocket velveteen jeans.; PHOTO 4 BY JUST FOR MEN REPORT; Giorgio Armani's long lean double-breasted coat.

LOAD-DATE: September 23, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Nordstrom Launches First Men's Catalog DNR September 21, 1995

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DNR

September 21, 1995

SECTION: Vol. 25, No. 182; Pg. 8; ISSN: 1092-5511

RDS-ACC-NO: 125042

LENGTH: 354 words

HEADLINE: Nordstrom Launches First Men's Catalog

HIGHLIGHT:
Nordstrom launches first all men's wear catalog titled: Nordstrom, The Catalog, Men's Edition

BODY:
NEW YORK -- Nordstom has completed its first all men's wear catalog. The new 80-page fall/holiday will be mailed to customers in early October.

The new catalog, aptly titled: Nordstrom, The Catalog, Men's Edition, is the second product of the Seattle-based company's direct-sales division. The division is mailed its first catalog, a book for women, in December 1993.

"The [men's] catalog will be very representative of our stores' men's wear departments," said Victoria Dellinger, general manager of Nordstrom's direct-sales division.

According to Dellinger, the book will emphasize casual style in furnishings, sportswear, clothing and shoes.

The executive noted the catalog will feature Nordstrom-exclusive brands such as Callaway Golf Apparel, Evergreen, Faconnable and Norsport, as well as branded selections from Hickey-Freeman, **Nautica,** Polo Sport and Timberland.

"Our goal is to make [the men's catalog] as user-friendly as our stores," said Dellinger. "Our buyers have taken a lot of time to put outstanding looks together for the catalog in much the same way that we display clothing in our stores."

Dellinger added that the catalog will also offer shoppers the same range of sizes available in full-line Nordstrom stores. For example, dress shirts can be ordered in sized 14 1/2 x 32 to 18 1/2 x 37, and shoes from 5-18 and widths from AA-EEE.

A Nordstrom spokeswomen declined to give any projected sales-volume figure for the new book. she noted however that "volume from the women's catalog exceeded initial expectations, so we hope the men's catalog does just as well."

Nordstrom-catalog personal shoppers will work exclusively on the men's book and telephones will be staffed 24 hours a day.

Overnight or three-day shipping through Federal Express and complimentary gift boxes will also be offered.

"We've had many requests for a men's direct sales catalog since we launched our women's catalog in 1993," said Dellinger.

"We're excited to be able to offer our customer the quality apparel and great values available in our men's departments with the convenience of catalog shopping."

TYPE: Journal; Fulltext

JOURNAL-CODE: DNR

LOAD-DATE: September 16, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text)
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SPLIT PERSONALITY The New York Times September 24, 1995, Sunday, Late Edition - Final

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The New York Times

September 24, 1995, Sunday, Late Edition - Final

SECTION: Section 6; Part 2; Page 20; Column 1; Men's Fashions of The Times Magazine

LENGTH: 172 words

HEADLINE: SPLIT PERSONALITY

BYLINE: By ROBERT E. BRYAN

BODY:
THE SUIT, that most traditional element of men's clothing, has gained a new versatility. No longer bound by a dress shirt and tie to formal occasions or strictly business situations, the suit can now be split apart and dressed down for casual Fridays or weekends. For instance, you might wear a chalk-striped suit with a polo shirt for dinner at a smart restaurant . . . or just the jacket with a turtleneck and khakis for shopping the galleries on a Saturday afternoon. Even the vest takes on a new identity when paired with jeans and a T-shirt, and the trousers become casual when combined with a crew-neck sweater. These principles of dressing apply to everything from elegant gray flannels to sporty Donegal tweeds, making the suit a prime way to get maximum value. Worn formally from Monday through Thursday, it can be reinterpreted at the end of the week with items like a sport shirt, a sweater vest or corduroy trousers. Who says you need to buy an all-new wardrobe for today's casual dress codes? Robert E. Bryan

GRAPHIC: Photos: Dress Up -- Two-button three-piece suit with peaked lapels, $2,350. AT Sulka, 430 Park Avenue; Chicago; Los Angeles, and San Francisco. Shirt of SeaIsland cotton, $150, and silk tie, $85.At Robet Talbott, 680 Madison Avenue. Gold watch chain from Sentimento. Cotton pocket square from Ashear Brothers.; Dress Down -- Merino woll V-neck sweater, $185, over a three-button long-sleeved wool polo sweater, $215, from Bobby Jones. V-neck sweater at Mitchells of Westport, Westport, Conn. Polo sweater at At Ease, Newport Beach, Calif. "Webber" leather belt, $85. AT cole-Haanj stores nationwide. T-shirt by Calvin Klein. (pg. 20); Dress Up -- Harris tweed suit by Robert Freda, $1,300. AT Bergdorf Goodman Men. Ultimo, Chicago. Ron Ross, Studio City, Calif. Cotton shirt by Kenneth Gordon, $75. AT Frank Stella, 1388 Sixth Avenue. Silk tie, $105. AT Zegna Boutiques nationwide.; Donegal tweed suit by Tommy Hilfiger, $395. At major department stores. Cotton shirt, $95. At Barneys New York, in October. Suede vest with cotton back from **Nautica** by David Chu, $140. AT The **Nautica** Store, 216 Columbus Avenue. Silk tie, $85. AT Robet Talbott, 680 Madison Avenue. Silk pocket square form Robert Talbott.; Houndstooth wook jacket, $465, and trousers, $225, by Barry Bricken. At Peter Elliot, 1070 Madison Avenue. Cotton chambray shirt from XMI, $75. AT Saks Fifth Avenue. Woven silk tie by Nick Hilton, $65. At Barneys New York, New York City. Bloomingdale's. Alligator belt from De Vecchi, $410. At Bergdorf Goodman Men. Neiman Marcus. Pocket square from Ashear Brothers. Dress Down -- Cashmere sweater from Tse, $255. At Bergord Goodman Men. Tse, 869 Madison Avenue. Cotton pants by Robert Freda, $220. At Bergdorf Goodman Men. Ron Ross, Studio City, Calif. "Cesare" belt, $135. AT Cole-Haan stores. T-shirt by Calvin Klein.; Cashmere cardigan, $535. At Malo Boutique, 791 Madison Avenue and Chicago. V-neck sueded-cotton sweater, $28, cotton pants, $38, and cotton T-shirt, $10.50. All at the Gap nationwide.; Denim shirt, $112. At Paul Stuart, New York City and Chicago. Cotton T-shirt, $10.50. At the Gap nationwide. Brushed-cotton pants from Bobby Jones, $90. At At Ease, Newport Beach, Calif. "Linden" leather belt, $58. AT Cole-Haan stores nationwide. Silk pocket square from Ashear Brothers. (pg. 22); Dress Up -- Two-button houndstooth wool

suit by Tommy Hilfiger, $395. At major department stores nationwide. Cotton shirt, $98.50, and silk tie, $59.50. AT Paul Stuart, New York City and Chicago. Silk pocket square form Ashear Brothers.; Double-breasted wool suit from **nautica** by Davids Chu, $375. AT Lord & Taylor, to order, ZCMI, Salt Lake City. Shirt of Sea Island cotton, $150. At Robert Talbott, 680 Madison Avenue. Silk tie from Polo by Ralph Lauren. Cotton pocket square form Ashear Brothers.; Three-button wool suit, $1,100, cotton shirt, $190, and wool and viscose knit tie, $105. All by Ermenegildo Zegna. At Zegna Boutiques nationwide. Shirt also at Thomas Miller, Woodbury, L.I. Lawrence Covell, Denver. Silk pocket square from Ashear Brothers.; Dress Down -- Short-sleeved wool sweater, $275. At Malo Boutique, 791 Madison Avenue and Chicago. Cotton T-shirt, $10.50. At the Gap nationwide. "Meyers" leather belt, $85. At Cole-Haan stores nationwide. Silk pocket square from Ashear Brothers.; Cashmere turtlenedk rom Forte Cashmere Compnay, $250.Fro stores, call (800) 841-3501. Cotton pants, $48. AT Banana Republic nationwide. "Linden" leather belt, $58. At Cole-Haan stores nationwide. Silk pocket square from Ashear Brothers.; Shirt with suede front and houndstooth wool back from Perry Ellis, $325. At Saks Fifth Avenue. Merino wool polo sweater $168.50. At Paul Stuart, New York City and Chicago. Cotton-T-shirt and jeans form the Gap.

LOAD-DATE: September 25, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)** [i]
Terms: **nautica and date(geq (7/1/1995) and leq (12/31/1995))** (Edit Search | Suggest Terms for My Search)
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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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Nautica profits sail ahead 36% in 2d quarter; beats estimates by Wall Street.Nautica Enterprises Inc.; Brief Article Daily News Record September 29, 1995

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Daily News Record

September 29, 1995

SECTION: Vol. 25 ; No. 187 ; Pg. 1; ISSN: 0162-2161

LENGTH: 504 words

HEADLINE: Nautica profits sail ahead 36% in 2d quarter; beats estimates by Wall Street.**Nautica** Enterprises Inc.; Brief Article

BYLINE: Brady, Jennifer L.

BODY:
NEW YORK (FNS) - Powered by sales of collection sportswear, profits at **Nautica** Enterprises Inc. soared 35.8 percent in the second quarter on a 27.3 percent rise in sales.

Earnings rose to $ 7.9 million, or 37 cents a share, beating Wall Street's average estimate of 34 cents. The favorable report pushed **Nautica** stock up 1 to 34 Thursday in over-the-counter trading.

In the year-ago quarter, **Nautica** earned $ 5.8 million, or 28 cents. In the recent quarter, sales came to $ 80.6 million against $ 63.3 million.

Gross margins edged up to 44 percent of sales from 43.5 percent.

Harvey Sanders, chairman and CEO, said the **Nautica** branded products continue to fuel sales and profit growth.

In a telephone interview, Sanders told DNR, "Business is general continues to be good in collection sportswear and we are doing excellent." He cited robust sales in "basically all sportswear categories, especially knits." Top performers also included activewear and outerwear.

Sanders added that order backlog is currently 25-30 percent ahead of last year and retail outlet stores are posting solid double-digit sales gains.

"We continue to expect annual revenues to increase on the high end of 15-20 percent and annual earnings to increase on tile high end of 20-25 percent," Sanders said in a statement.

Shelly Hale Young, analyst at Hambrecht & Quist, in San Francisco, said **Nautica** topped her estimate of 36 cents, the highest estimate on the Street. "What is hidden in the numbers is the fact that pretax income was up significantly from last year," Young said. Income before taxes surged 59 percent in the quarter, driven by strength at both wholesale and retail operations.

Young noted there are stir a lot of men buying casualwear for the office before the buy more traditional apparel. She added: "Men know they can't go wrong buying **Nautica** casual clothes for work."

Laurence Leeds Jr., at Buckingham Research, said, "**Nautica** continues its spectacular growth." He noted that sales for all have advanced at a "very significant rate" at retail and leading department store chains have expanded space for **Nautica** offerings.

"The fact that the company has entered women's wear with Chaus is a positive move," Leeds added. "**Nautica** continues to be, along with "Tommy Hilfiger, one of the great growth companies."

Faye Landes, analyst at Smith Barney, said: "The company continues to move onward and upward." She added that the trend of casual apparel in the workplace "puts the wind at their back."

In the half ended Aug. 31, **Nautica** profits leaped 43.9 percent to $ 11.7 or 55 cents, from $ 8.1 million, or 39 cents. Sales jumped 31.7 percent to $ 142 million from $ 107.8 million.

Gross margins moved up to 4 3.8 percent of sales from 43.4 percent.

Nautica Enterprises operates two wholly owned subsidiaries: **Nautica** International and State-O-Maine. State-O-Maine produces dress furnishings, robes and loungewear along with activewear and sportswear under the Bayou Sport label.

IAC-NUMBER: IAC 17508991

IAC-CLASS: Trade & Industry

LOAD-DATE: November 13, 1995

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Dillon outlet mall a well-kept secret Rocky Mountain News (Denver, CO) September 30, 1995, Saturday

Copyright 1995 Denver Publishing Company
Rocky Mountain News (Denver, CO)

September 30, 1995, Saturday

SECTION: LIFESTYLE/SPOTLIGHT; Ed. F; Pg. 4D

LENGTH: 381 words

HEADLINE: Dillon outlet mall a well-kept secret

BYLINE: Janet Simons

BODY:
Everyone wants to know a secret, so let's talk about a factory outlet mall that does virtually no marketing. Dillon Factory Stores, 765 Anemone Trail in Dillon, is tucked behind the City Market, at exit 205 off Interstate 70.

This mini-outlet-mall opened in 1993 with two stores, **Nautica** and Donna Karan. The **Nautica** outlet, 970-262-1615, sells that popular department store brand of men's sportswear at discounts of around 30% - more when there's a sale. Donna Karan, 970-262-2151, is the state's only factory outlet for DKNY. (There is, however, another **Nautica** outlet in the Castle Rock factory outlet mall.) Although DK's stuff is pricey to start with, the alert shopper - especially a Donna Karan devotee - can find enough good deals to make a pleasant drive to the mountains more than worthwhile.

But this little mall isn't so little anymore. In July, the developer, Brown and Associates, opened five more stores: Coach, Flapdoodles, Fragrance Cove; Sunglass Source and Timberland.

Here's the scoop on each:

Coach, 970-468-7773: This is the only place in Colorado where you'll find Coach merchandise at discount. The line is well-represented; merchandise includes handbags, briefcases, luggage, leather jackets, scarves and ties. Almost everything is reduced by 25% to 30%, and, each month, certain promotional items have further reductions.

Flapdoodles, 970-262-9351: Children's mix and matched prewashed and preshrunk cotton clothing, sizes infant 6 month to teen 14, reduced 20% to 60% .

Fragrance Cove, 970-262-6404: Perfumes and cosmetics in familiar brands - Elizabeth Arden, Sunflower, Red Door, Opium, Anne Klein - reduced 30% to 70%.

Sunglass Source, 970-262-6927: Well-known brands - Bolle, Serengeti, RayBan and others - are discounted 10% to 50%.

Timberland, 970-262-2533: Timberland boots, shoes, sportswear (slacks, jeans, shirts, sweaters, khakis), and outerwear for men and women at discounts of 40% to 60%. This is the only discount outlet for Timberland in the state.

Hours for the Dillon Factory Stores vary with the seasons. They're extended until 9 p.m. during the summer

tourist season and the ski season. During fall and spring, they're 10 a.m. to 6 p.m. Sunday through Thursday; 10 a.m. to 7 p.m. Friday and Saturday.

LOAD-DATE: October 3, 1995

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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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5DEFINING DETAILS Chicago Tribune October 1, 1995 Sunday, CHICAGOLAND FINAL EDITION

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Chicago Tribune

October 1, 1995 Sunday, CHICAGOLAND FINAL EDITION

SECTION: WOMANEWS; Pg. 4; ZONE: CN; YOU AT YOUR BEST.

LENGTH: 33 words

HEADLINE: 5DEFINING DETAILS

BYLINE: By Teresa Wiltz.

BODY:
Whether your fall fashion flavor runs to mod or ladylike, this season's silhouette is exceedingly simple. How to make it sizzle? Accessorize, accessorize, accessorize. Here are 5 must-have choices

GRAPHIC: PHOTOS 5PHOTO (color): Architectural elegance; Grace Kelly knew a thing or two. OK, so last season's miniscule backpacks were a little more practical, leaving your hands free for-- other things. But for those times when you don't mind keeping your hands busy, may we suggest the structured handbag. It can be teeny tiny. It can be boombox size. It can be fire engine red or chocolate in a subdued mock crock. It should have a Handle. It should have a Shape. You should look like a Lady when you carry it. Even if you know better.; PHOTO (color): Call of the wild; Meeeeeow. This is a perennial trend that's guaranteed to resurface every couple of seasons. Well, guess what???? It's baaaack. This time, you'll find those old spots in every incarnation from eyeglasses--yes, eyeglasses--to scarves to gloves to blazers to coats. This is a look best worn in moderation--or you'll risk looking like a critter from the endangered species list. Which brings up another point: You'll see this look everywhere, but what you're looking at will almost assuredly be fake.; PHOTO (color): True glove; Sure, ladylike gloves were the latest in retro chic last spring. Many of us skipped that trend. But baby, it's cold outside, and we all know what that means: You gotta have 'em. Gloves, that is. But there's no need to pull out that old pair of Michelin Man mittens. Trust us, you can actually look cute and keep your digits warm at the same time. This season the possibilities are endless, from sleek leather driving gloves to cuddly chenille to gauntlets that make you feel like a knight out of King Arthur's Court. (These look especially funky with one of those Jackie O. swing coats with sleeves that stop somewhere between your elbow and wrist.); PHOTO (color): Heel appeal; The vertically challenged Louis XIV would have loved Sabrina heels: They've got a couple of inches to them, perfect for adding a smidgen of height without sending your feet straight to the podiatrist's office. They've got a sexy little curve, and, after a season or two of retro excesses, they look refreshingly modern--even if someone first thought of them, oh, several centuries ago. You'll find them gracing the soles of pumps, oxfords, even go-go boots.; PHOTO (color): Watch it; There are two sides to this story. You can opt for heavy, chunky things that look like you ripped them off from your grandfather. If they're silver and mod, so much the better. Or you can rip off your grandmother, with dainty little black-strapped numbers with lovely little faces. Either way, you'll look like you're right on time.; Photo styling: Barri Leiner; Resources: Mikli zebra glasses frames, $125; from Glasses Ltd., 900 N. Michigan Ave. Black leather shoulder bag, $78, Patrick Cox black pumps, $225; from Browns, Water Tower Place. Sam & Libby pink bag, $15; from Marshall Field's, or call 212-944-4830. Cream bag, $150; from Neiman Marcus. Robert Rokoff berry bag, $90, and faux zebra print bag, $88; by order through Shirise, 341 Park Ave., Glencoe, 708-835-2595. Leopard print satin gloves, $38, pony print hair clip, $28; from Henri Bendel. Velveteen leopard print belt, $12; from Urban outfitters stores. Steven Madden orange patent slingbacks, $79; from city Soles. Isaac Mizrahi "Sabrina" loafer, $255; from Saks Fifth Avenue. DKNY brown oxfords, $225, Fossil white rectangular watch with black leather band, $60; from

Bloomingdale's. Gruen silverplated black face, silver band watch, $50; from J.C. Penney. Timex Indiglo white-face, silver-band watch, $55; at Sears and Wal-Mart. **Nautica** navy-face, silver-band watch, $120; at Nordstrom and Marshall Field's. Gruen silverplated face with black patent band watch, $50, Gruen sterling silver watch with embossed band, $195; from Carson Pirie Scott. Timex white oval face with slim black leather band watch, $23; from Venture. Brown leathe/fox trim gloves, $135, gray polar fleece gloves, $14, black boucle gloves, $22; all from Glove Me Tender, Water Tower Place. Toy raccoon, $28; from FAO Schwarz. Glass fruit, from Crate & Barrel.; Photos by James F. Quinn.

LOAD-DATE: October 1, 1995

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What's cool at school ,Grungy giving way to preppy fashions at Ridgeway High The Commercial Appeal (Memphis) October 1, 1995, Sunday,

Copyright 1995, The Commercial Appeal
The Commercial Appeal (Memphis)

October 1, 1995, Sunday, Final Edition

SECTION: IMAGE (Sunday Only), Pg. 1F

LENGTH: 1159 words

HEADLINE: What's cool at school ,
Grungy giving way to preppy fashions at Ridgeway High

BYLINE: Barbara Bradley, The Commercial Appeal Fashion Editor

BODY:
Ancorius Hathaway, 17, a junior at Ridgeway Middle/Senior High School, has cleaned up his act. Two years ago he dressed in the big, baggy shorts and over-sized T-shirts that most young boys wore. Now he's got his own style, he says, mixing preppy clothes with something athletic - like a Phoenix Suns jersey.

The point is to look more "like a distinguished gentleman," he said. "The older kids know they're going to graduate, and they wise up. That (baggy) stuff ain't cool anymore."

Almost no trend goes unturned at Ridgeway, a school of about 1,230 kids in the Balmoral area of East Memphis. Ridgeway, encompassing grades 7 to 12, has a student body of about 60 percent white and 40 percent black and draws students from a wide range of socioeconomic backgrounds.

Many students seek group identification in clothes that range from preppy to skater style. Loose-fitting, rapper-style clothes are popular, as are the latest designer trends.

Overall, kids and parents say, school dress is improving. Despite recent controversies over dress standards at some schools, grungy seems to be on the wane at Ridgeway, while neater, more conservative dressing is climbing.

On a recent visit, a group of older, black, male students, who were gathered in the gym, stood out in their upscale, preppy attire. Tailored shirts in richly colored stripes and plaids were tucked neatly into chinos and Docker pants.

Labels with cachet - Tommy Hilfiger, **Nautica,** Polo, and Roundtree and Yorke - are considered essential among this crowd. Shoes are usually Nike, Reebok, loafers or oxfords.

"I'm trying to make a statement: I ain't no thug," said Dereck McIntyre, 16, who was dressed in a Haggar knit shirt (he cited the brand without pausing), Dockers and wire rim glasses. "Baggy clothes hanging off - that's sloppy."

Preppy dressing is "fresh" (meaning awesome), said Ashia Deener, 15, a girl dressed just like the boys, in a neat, plaid shirt and Dockers, but with polished nails and her hair piled up in curls.

"I like the way the clothes look on me," she said. "They're stylish. They go with my personality, which is get-along-with-everybody."

Deener, who shops in the men's department of Dillard's, says name brands are expensive, but the fabrics hold up and the colors don't fade. Like many kids, she sometimes does part-time work - such as cleaning up at a nightclub - to help pay for them.

Her mother says she can dress as she likes, said Deener, "as long as I don't look tacky."

Falling more in that category was Gene Battistelli, 17, dressed in torn, baggy jeans, multiple earrings, a big plaid shirt, combat boots and hair dyed "flamingo pink."

Battistelli conceded he's a parent's nightmare. "I dress usually trashy, really," he said, or sometimes he goes "gothic," meaning all in black.

But he takes umbrage at those who call his style "freaky."

"All those people who made fun of me last year are doing things I do this year," he said. Kids called him a girl for tucking a piece of his long bangs behind his ear, he said, but now it's the fashion.

But even Battistelli, who quit school on the day of this visit (he plans to get a general equivalency diploma), said his clothes are calming down and getting less oversized.

"When I get a job, I'll dress normal," he said. "I need to fit into society. You have to grow up sometime."

Between preppy and freaky lies a range of options.

Dressing sporty usually means loose shorts with jerseys, or T-shirts hanging out that carry the name of a favorite pro team, a player number, or an athletic-wear brand name. Some kids are so suited up they look ready to dribble down court.

Hippy means bell-bottom jeans, tie-dyed T-shirts, dashikis, beads and sandals. Kids say hippies tend to be laid-back listeners of old rock music. But they aren't strongly represented at Ridgeway.

Skater (skateboard style) signals very big, baggy jeans and hairstyles that might combine buzz cuts with longer locks. Body piercings and T-shirts that say strange things like "Alien Workshop" (it's a brand name) are common. Etnies, suede shoes designed for skateboarding, are particularly cool, although Airwalk, Converse, Simple and Fila are also acceptable.

Some kids dress in subcategories.

Cara Sklar, 12, dresses soccer. Standing in the hallways, she seemed gleeful to be decked out in Umbro shorts, Adidas shoes and a T-shirt she got at a soccer tournament.

"I just love soccer, and I want to express that," said the youngster who plays key positions in nearly year-round games for the Germantown Soccer Club.

Soccer gear may not be elegant, said her mother, Linda Sklar, but it's better than tacky trends like short shorts and cropped tops, she said.

"Kids are very influenced by what designers say," said Millie Lipkowitz, president of the school's Parent Teacher Organization. "You see too much designer clothing," especially in the lower grades, she said.

When her older daughter attended Ridgeway a few years ago, her uniform was khaki shorts, a T-shirt, a flannel shirt and hiking boots.

Now Jillian, 12, walks the hallways in cute sweaters paired with trendy short skirts and clogs.

She is "extremely fashion-forward, reads all the magazines and wants to look cool and hip," Lipkowitz said.

"I don't think there's ever been a problem with dress (here)," said principal William Ken Wyatt. "But students do dress better than five years ago."

He attributes the change to pride in the school and in the home.

Not every kid dresses in ways agreeable to parents.

Skater clothes are "counter-culture," said skateboarder Derek Shirley, 15. "What others consider ugly, they think is a statement. They don't want to be preppy, goodie-goodie."

When dress does become an issue at home, parents should look at what else is going on in a child's life, said David Goldstein, clinical psychologist with The Exeter Psychotherapy Group in Germantown.

If the child isn't having problems elsewhere, his parents may simply back off and accept the clothes as a phase, he said. Another option is to use dress as an opportunity for family compromise.

Parents who compromise don't appear so rigid, he said, "and the child learns to make some concessions without giving up his identity."

"All kids want to be different from the last generation," said Diane Anderson, mother of Derek Shirley.

Pants hanging down and underwear showing is "pretty silly," she said, "but it's not a problem between us.

"There are much more important things - like behavior, staying out of trouble, and keeping up grades. He's doing pretty good."

GRAPHIC: Photo (2),

Photographs by Kent Phillips,

(Color) Sophomore Jennifer DeClue, 15, wearing a trendy slip dress and T-shirt, grabs books for her next class.

(Color) Ridgeway High School student Ashia Deener, 15, who likes to dress in preppy-style clothes from menswear departments, gets ready for school.

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U.S. Customs busts 43 for counterfeiting. Footwear News October 2, 1995

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Footwear News

October 2, 1995

SECTION: Vol. 51 ; No. 40 ; Pg. 2; ISSN: 0162-914X

LENGTH: 850 words

HEADLINE: U.S. Customs busts 43 for counterfeiting.

BYLINE: Sender, Isabelle

BODY:
NEW YORK - The U.S. Customs Service reported last week it has seized counterfeit goods, primarily sports apparel and designer-label accessories, with an estimated retail value of $ 27 million, thereby capping a two-and-a-half-year undercover investigation.

According to U.S. Customs, 43 arrests of Korean nationals were made in New York, New Jersey, Georgia and California, and 21 search warrants were issued as the result of what government officials called Operation Pipeline. It marked the first time federal authorities penetrated an entire international counterfeit goods chain from the factory to the street.

Products that had been confiscated by authorities included apparel and leather goods from top-selling athletics and high-end designer fashion companies. At a press conference here last Wednesday, officials displayed a sample of some of the fake products seized, including fake Calvin Klein, Dunlop and Reebok athletic footwear. However, officials said footwear was a small part of the total product mix.

Reebok International Ltd., Stoughton, Mass., is no stranger fighting costly product piracy. Mary Ann Alford, vice president and assistant general counsel for intellectual property at Reebok, said she is pleased with the government's efforts.

"The bulk of our legal action against counterfeiters is taken through civil action that we initiate ourselves or with affected parties. But in this case, with government assistance, we can get criminal convictions, which is a greater deterrent to these crimes," she said.

Howard Wiseman, vice president and general counsel at Mercury International Trading Corp., Attleboro, Mass, said footwear was a small portion of the counterfeit goods confiscated because "there's not that much money to be made in shoes." Mercury holds the license to produce Dunlop footwear in the U.S. "But luxury goods have a difficult time with counterfeiting because of the tremendous markups," he added.

Wiseman said his firm concentrates on monitoring the importation of factory overruns. "There is always the temptation to stretch production," he said, adding that close relationships with the factories could prevent illegally-produced shoes from entering the country.

In addition to Dunlop, Reebok and Calvin Klein, a cornucopia of products illegally bearing noted trademarks were either on display, or were said to have also been pinched by authorities. The labels included Adidas,

Bongo, Chanel, Coach, Fendi, Fila, Guess, Karl Kani, Moschino, **Nautica,** Nike, National Football League, Polo, Prada, Starter, Timberland, Tommy Hilfiger, Walt Disney, Warner Bros. and Zodiac.

Some of the fake goods were virtually undetectable as counterfeits at retail due to the level of sophistication now available to reproduce trademarks, said Robert Van Etten, special agent, U.S. Customs Service.

"Defendants were using state-of-the-art computer technology to counterfeit emblems onto goods," Van Etten said.

He added, in one factory search, up to 21 work stations were found attached to sewing machines which would affix perfect replicas of intellectual property onto apparel. According to Van Etten, the merchandise would be sold mostly at flea markets or by unlicensed street vendors.

The alleged illegal importation schemes would begin when the shipments of merchandise - most of Korean origin - were sent either by air or boat in standard cardboard shipping boxes to the U.S., court documents, said.

Undereover agents from U.S. Customs, coordinated by the Asian Organized Crime Section of the Department of Justice, posed as individuals who could help import counterfeit and falsely-invoiced goods into the U.S. without examination or seizure by the Customs Service.

According to the indictments, defendants paid up to $ 150 per box so that undercover agents would claim the imported goods as they entered Newark, New York City or Seattle. The defendants allegedly provided agents with false shipping documents. After the shipments cleared Customs, the agents were later instructed by the defendants to deliver the goods to self-storage areas and warehouses in various locations in New Jersey, the documents said.

According to the International AntiCounterfeiting Coalition (IACC), a Washington, D.C.-based trade association, product piracy has skyrocketed in the last 13 years. The IACC estimates as a result of increased counterfeit activity, losses to U.S. industry have increased 3,000 percent to $ 200 billion a year from $ 5.5 billion in 1982.

Depending on their involvement, the importers, suppliers and manufacturers arrested could face long-term imprisonment and heavy fines. If convicted of trafficking merchandise, each defendant faces a maximum of 10 years in federal prison and a $ 2 million fine.

The maximum sentence for a conspiracy conviction or a conviction of fraudelent importing and receiving of goods without consent of the trademark holders is five years and a $ 250,000 fine. Entry of goods by means of false statements carries a two-year maximum sentence and a $ 250,000 fine.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 6794 Patent owners and lessors

IAC-NUMBER: IAC 17515585

IAC-CLASS: Trade & Industry

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Old man of sea Mickleborough rates highly in best of company THE AUSTRALIAN October 2, 1995 Monday 0 Edition

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THE AUSTRALIAN

October 2, 1995 Monday 0 Edition

LENGTH: 928 words

HEADLINE: Old man of sea Mickleborough rates highly in best of company

BYLINE: Rob Mundle

BODY:
WHO on earth is Don Mickleborough? Sailors the world over might be asking that right now as they ponder the winner of the 1995 International Yacht Racing Union/ Sperry Top-Sider world sailor of the year.In Australia, Mickleborough is well known to almost everyone who goes offshore racing.He's the evergreen old bloke who races out of Sydney with an equally vintage crew on his almost-as-old sloop, Southerly.What's different about that? He wins. And the combination causes considerable embarrassment for many of the so-called "heavies" and their lightweight, ultra modern racing machines.Such has been Don's success during the past 12 months that his name is up alongside that of America's Cupwinning skipper Russell Coutts and five other world-conquering yachtsmen for consideration as the 1995 world sailor of the year.For many, the old bloke deserves to win.He truly represents everything sailing has to offer. He's a winner in a sport where age is no barrier.Previous winners in the male category of the award were Sir Peter Blake and Sir Robin KnoxJohnston for their record-breaking non-stop world circumnavigation with the catamaran ENZA New Zealand.Admittedly, Don's achievements did not grab a similar level of international media attention, but his efforts have been equally meritorious.At age 70, Don could be classified as a senior citizen.So could most of his crew. All but one of them is older than the 56-year-old Southerly, more popularly known as the Southerly Floating Hotel. So, at an age when many others see retirement as being just that, Don and his team are to be found on the high seas pitting their skills and their grand old yacht Southerly against the latest and greatest ocean racing yachts.It is because Southerly won its division in the Hobart race and the Southport race at a time when those aboard should have been contemplating the comforts of a retirement village that Don now finds himself up there with the likes of Blake, Knox-Johnston and Coutts.In reality, though, there is much more meaning to his nomination than that. He proves yet again that sailing is an ageless, timeless sport. For a participant it can be a lifetime sport. It's something a five-year-old at Fremantle, a teenager at Glenelg, a 50-year-old at Airlie Beach or Don Mickleborough in Sydney can enjoy being part of . . . and be competitive.We can only hope the jury sees his nomination for what it really is. While he represents the grassroots and things that count in sailing, he is up against some real heavyweights.Those other contenders, besides Coutts, are: Christophe Auguin (France), who won the past two BOC solo around-the-world races; Luc Gellusseau (France), who has dominated the international Mumm 36 racing season; Nikolas Kaklamanakis (Greece), the world's top Olympic Mistral sailboarder; John Merricks/Ian Walker (Great Britain), the world's leading Olympic 470 class crew; Robert Scheidt (Brazil), the world's top Laser sailor.There are seven contenders for the female IYRU/Sperry Top-Sider world sailor of the year: Isabelle Autissier (France), for her spectacular win on leg one of the BOC race; Lisa Clayton (Great Britain), for becoming the third woman to sail solo around the world; Sally Cuthbert (Great Britain), three-time winner of the double-handed discipline at the **Nautica** World Youth Championship; Leslie Engot (New Zealand), Helmsperson of America's Cup contender Mighty Mary; Kristine Roug (Denmark), winner Europe world championship and Danish Olympic Spring Regatta; Mighty Mary crew for America's Cup 1995; Theresa Zabell/Begonia Via Dufresne (Spain), the world's top female 470 dinghy crew.* CONTROVERSY continues to circulate on the disproportionate state voting system within the Australian Yachting

Federation.The AYF's recently retired president, Queensland's Wyn Treasure, who advocated major changes within the organisation, certainly doesn't like the way things stack up."One of the reasons for the close vote on the staff issue [the proposed removal of Tony Mooney and Alistair Mitchell from the AYF posts] at the recent AYF Council meeting was because of the inequitable voting system used by the federation," Treasure said."Under the current AYF constitution, each state/territory is entitled to two delegates, each exercising one vote, which means for instance, each Northern Territory delegate represents approximately 242 sailors while on the other hand each NSW delegate represents approximately 6802 sailors."The result of this inequality meant the council delegates representing 43.5 per cent of fee-paying sailors, overturned a board decision that was supported by delegates representing 56.5 per cent of feepaying sailors."A weighted voting system is the only way that just decisions can be made in the best interests of the majority of Australian sailors." * JAPAN's Nippon Yacht Club has become the second challenger behind New York Yacht Club for the America's Cup in Auckland in 2000.The proposed budget is $US35 million for the campaign which is scheduled to begin next month.Makoto Namba, who led the last crew, is likely to be helmsman.* WHAT price Sir Peter Blake's now famous America's Cupwinning red socks? Try $6500. That's what they made at an auction in Auckland last week.In all, $85,000 was raised at the fund-raising dinner for New Zealand's International Yachting Trust, taking their grants in recent years to more than $300,000.With corporate and private support like that there's little wonder the Kiwis produce so many top international yachtsmen and women.

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New men's suits match all attitudes Tampa Tribune (Florida) October 6, 1995, Friday,

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October 6, 1995, Friday, FINAL EDITION

SECTION: BAYLIFE, Pg. 3

LENGTH: 850 words

HEADLINE: New men's suits match all attitudes

BYLINE: VALLI HERMAN; of the Dallas Morning News

BODY:
Wearing a suit in this comfort-before-class era is almost an act of rebellion. But you can't blame men for shedding their restrictive uniforms. Their suits were built nearly as sturdy as a La-Z-Boy, but they were hardly as accommodating.

To craft better suits, menswear makers have removed the stuffing, updated the fabrics and given men a new way to be comfortable. They've even made ties optional.

"Designers are really trying to redefine the suit, and do it in many different ways so that it fits into anyone's lifestyle. In other words, it's become sportswear," says Colby McWilliams, men's fashion director for Neiman Marcus.

Although style dictums may be dead, it's far too early to write the suit's epitaph. "It's still a necessity in a man's wardrobe," says McWilliams. "When you give a man a uniform, like anyone else, he becomes comfortable in it. The comfort level is not an easy thing to discard."

Men now have nearly as many suit choices as they do all-sports cable channels: two-button, three-button, four-button; six-two or four-one double-breasted; English dapper, Italian slouchy or American relaxed. To ease the transition between looks, designers such as Calvin Klein have created jackets that combine elements of several predominant styles. The new two-button Calvin Klein suit places the buttons higher to mimic the fit of a three-button, says Michael Kalesti, sales director for the men's collection.

While casual-wear revolutionaries predicted the death of suits and the shutdown of factories, vigor has emerged instead. Expert tailors are again offering the best examples of their craftsmanship. Sportswear makers such as Tommy Hilfiger and **Nautica** have taken the opportunity to create suits infused with their trademark casualness. And designer labels such as Donna Karan, Hugo Boss and even Gucci are fine-tuning suits to match exactly the moods of their customers. A suit for every mood Now the only challenge remaining to men will be deciding, as women do, what mood they want to dress for each day. Here are some styles to choose from: - The mod suit. Rock's early rollers - especially British invaders like the Beatles, the Kinks and the Who - wore suits, and without irony. But put a mod suit on a kid raised in T-shirts and jeans and suddenly the uptight symbolism of suits changes. The narrow jacket is hardly corporate, even with its English-tailored flap pockets and notched lapels. Like any suit, the jacket and trousers match, but the flat-front pants are cut sleeker than jeans. The shirt and tie, saturated in a matching deep color and stripped of pattern, are so plain they're practically shocking.

The sober navy blue suit never looked so sexy. Just to keep the attitude properly anti-corporate, wear slick-as-glass loafers. With your pants hemmed high, they'll nicely reveal your sockless ankles. - The

dapper suit. The best-dressed man wears a suit that invokes that great era of menswear elegance, the 1930s. Not since then has even the most stylish man combined a double-breasted suit with a vest.

The best duos are cut from fabrics in subtle patterns that don't compete with the slight busyness of the eight-button jacket and the high-gorge vest beneath it. A glen plaid delivers dual advantages: The pattern is more interesting than a simple solid color, but with distance the stripes and bars blur into the season's favorite shade of medium gray.

While gray is always a tempting background for bold shirt colors, resist. A white shirt, with matching white tie, packs punch and properly shifts emphasis to the suit. Style, after all, is a matter of knowing what not to wear. Comfort meets corporate - The relaxed suit. Somewhere between the rigid navy power suit and the rustic tweed sport coat comes the relaxed suit. This version, in an earthy brown plaid, retains the authority of the suit while offering the casualness of the sports coat. A change of accessories turns it strict or slack.

With a silk sweater, it's casual but elegant. With a neutral-hued shirt and tie, it's corporate. The suit's versatility expands when the trousers and two-button jacket (a still-valid silhouette) are worn separately.

Choose a subtle plaid fabric for a touch of pattern that also meshes with the season's emphasis on texture - brushed suede shoes, suede belts, knit shirts and thick sweaters. - The achiever suit. A man needs a uniform that lets him be prepared for anything, anywhere. The six-button double-breasted suit jacket with pleated trousers is the epitome of modern classicism. Two of the six buttons fasten, which creates a more defined waist than the old four-button models, which have only one waist-cinching button. The leaner jacket lines are emphasized with tonal accessories that create a unified appearance. The solid-color tie almost blends into a similarly hued shirt, echoing the suit.

Better yet, the tonal wardrobe is effortless. Now that most designers create their own shirts, ties and accessories, the shopping is as easy as the dressing. And that leaves more time for business.

GRAPHIC: PHOTO,
For casual day, consider this herringbone worsted-wool, soft-shoulder suit with triple-pleat trousers. Photo from Claiborne Clothing

LOAD-DATE: October 8, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (7/1/1995) and leq (12/31/1995))** (Edit Search | Suggest Terms for My Search)
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A Little Style The New York Times October 8, 1995, Sunday, Late Edition - Final

Copyright 1995 The New York Times Company
The New York Times

October 8, 1995, Sunday, Late Edition - Final

SECTION: Section 6; Page 95; Column 1; Magazine Desk

LENGTH: 6 words

HEADLINE: A Little Style

BODY:
Fashion, at its most downsized.

GRAPHIC: Photos: Above: Tweed jacket, $450, and skirt, $220, by Anna Sui. At Bergdorf Goodman. Cardigan, $48, blouse, $58, and pants, $128, all from Banana Republic. Bally shoes. On girls: Blouse, $16, from the Children's Place, 901 Avenue of the Americas. Skirt, $30, from Talbots, 1523 Second Avenue. Tic Tac Toe socks. Longstreet ties. On boys: Shirt, $17, tie, $16, and pants, $28. From Land's End, (800) 356-4444. Opposite, from left: Sweater, $170, and skirt, $280, by Adrienne Vittadini. At Bloomingdale's. Donna Karan shoes. Prada bag. On girl: Shirt, $23, by Esprit. At Dayton Hudson. Kilt, $62, by Kelsy. At Space Kiddets. Tights by Oilily. Sweater, $38, from J. Crew, (800) 562-0258. Skirt, $56, from Princess Goes Wild. At Natalie & Friends, East Hampton, L.I. Shoes by Nine West Kids. (pg. 95); Above: Dress, $850. At Salvatore Ferragamo, 725 Fifth Avenue. Coat $1,200, by Joop! At Saks Fifth Avenue. Barneys New York. Pearls by Kenneth Jay Lane. On girl: T-shirt, $20, at Space Kiddets. Skirt, $35. From Benetton, (800) 535-4491. Tights from Skandii Kids. Opposite, from left: Vampire costume, $24.98. From Rubie's, Richmond Hill, Queens. Dress, $1,200, and coat, $1,500, from Istante by Gianni Versace. At Bloomingdale's. Norma Kamali shoes. Hamilton watch. Hanes Resilience Hose. Men's suit, $395, by **Nautica.** At Lord & Taylor. Shirt and tie by Polo by Ralph Lauren. (pg. 96); Cashmere sweater (on driver), $710, and cardigan, $1,005, by Jil Sander. Sweater at Barney's New York. Cardigan at Linda Dresner. Girls' sweaters: Turtleneck, $139. From Oilily, 870 Madison Avenue. Crewneck, $69. From Benetton, (800) 535-4491. Tights by Skandii Kids. Mercedes-Benz SL500. Opposite: Plaid jacket, $96, T-shirt, $44, and hat, $20. From Stussy, 104 Prince Street. Shorts, $50. From Phat Farm, 129 Prince Street. Sweater, $155, by CK Calvin Klein. At Macy's. Skirt, $195, from OMO Norma Kamali, 11 West 56th Street. Bag and shoes by Calvin Klein. Pearls by Kenneth Jay Lane. Background: V-neck shirt by Stussy. Sweater by Unionbay. Jeans by Tommy Hilfiger. (pg. 98) (Photographs by CLEO SULLIVAN)

LOAD-DATE: October 8, 1995

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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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DRESSING DOWN;AT WORK The Boston Globe October 8, 1995, Sunday, City Edition

Copyright 1995 Globe Newspaper Company
The Boston Globe

October 8, 1995, Sunday, City Edition

SECTION: MAGAZINE; Pg. 11

LENGTH: 662 words

HEADLINE: DRESSING DOWN;
AT WORK

BYLINE: By John Powers, Globe Staff

BODY:
GQ magazine claims it has solved that vexing problem of how to suit up for casual Fridays in the workplace. Are you afraid the chairman will wrinkle his brow if you wear that jumpsuit in the boardroom? How about a **Nautica** herringbone-weave jacket with elbow patches, about $ 475. Do you still want to sport power suspenders on the trading floor? Why not the canary-yellow version from Paul Stuart? Are Reeboks too casual for that all-important client presentation? Go for the $ 235 suede ankle boots from J. P. Tod's, with a pair of punchy argyles.

I'm sure GQ even has a solution for the CIA, now that the spooks are dressing down on Fridays. But what about jackhammer operators? Beat cops? Registered nurses? Does Tommy Hilfiger have something relaxed yet assertive for them, too? I want to see Giorgio Armani bring his understated elegance to the ground crew at United. I want to see Joseph Abboud do a casual makeover on the guys at Boston Gas. Any cutter and stitcher on Seventh Avenue can drape a lawyer, a banker, or an architect in casual wear. I want to see them tackle a bomb-squad specialist. Can Hugo Boss design a three-button Donegal tweed that fits over a flak jacket?

The problem with casual Fridays is that they were meant for places with water coolers and conference rooms. They don't quite work at excavation sites, intensive-care units, or the 87th Precinct station house. Some folks can't - or shouldn't - dress down. Firefighters, for example. The traditional helmet, long rubber coat, and thick boots keep them alive when beams are falling, walls collapsing, and glass exploding. A Wilke-Rodriguez wool-blend boucle sport coat doesn't quite make it at a three-alrm fire, even when accessorized with a jaunty rucksack.

We're uncomfortable with the idea of certain people dressing down on the job. Cardinal Law, for example. Can you imagine him in jeans and Topsiders, with a Ralph Lauren sweater knotted rakishly around his shoulders? What if a federal judge turned up in a Dolce & Gabbana polo shirt and crocodile-skin oxfords? Would an undertaker in a pink-striped seersucker suit and white bucks set the proper tone?

Some workers simply have to be in uniform to be taken seriously. We don't want them looking like Ferris Bueller on his day off, especially if they're piloting a 747 through an electrical storm 32,000 feet above the Rockies. Airline captains have to exude command and control. So do traffic cops, neurosurgeons, and generals. If Norman Schwarzkopf had been wearing drawstring trousers from Comme des Garcons, Saddam Hussein would have a pied-a-terre in Kuwait City.

The problem with folks dressing down on Fridays is that they look as though they've already checked out

for the weekend. That's not a problem at Simon & Schuster. It is a problemat the Massachusetts General. Would you want a cardiologist performing a quadruple bypass in a rugby shirt, Dockers, and Hush Puppies? Is his mind on your aorta - or on the 4 o'clock ferry to the Vineyard?

Some people can't dress down on Fridays or any day because we wouldn't be comfortable. Others can't dress down because they already have. The jackhammer operator can't get much more casual than T-shirt, jeans, and reinforced boots unless he wears tinted goggles. The Celtics are already playing in virtual underwear. And what about strippers and skin divers, who are minimalists by profession? Or sportswriters? They deal with people who are wearing a jockstrap, or less. So they think donning a Super Bowl windbreaker, faded jeans, and a smudged pair of Nikes amounts to overdressing. Some folks have to dress up to dress down.

The truth is, America began as a dress-down country. We won the Revolutionary War by wearing everyday clothes and firing homemade bullets at people garbed in tailored scarlet coats with brass buttons, about 20 guineas. Maybe if King George III had believed in casual Fridays for his grenadiers, he wouldn't have lost the Colonies.

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BIGGER MALL NEARLY READY; ANCHORS EXPAND AT CHESTERFIELD St. Louis Post-Dispatch (Missouri) October 13, 1995, Friday, FIVE STAR LIFT Edition

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St. Louis Post-Dispatch (Missouri)

October 13, 1995, Friday, FIVE STAR LIFT Edition

SECTION: BUSINESS; Pg. 10C

LENGTH: 583 words

HEADLINE: BIGGER MALL NEARLY READY; ANCHORS EXPAND AT CHESTERFIELD

BYLINE: Babette Morgan Of the Post-Dispatch Staff

BODY:
Chesterfield Mall is less than three weeks away from the opening of a new, bigger Famous-Barr store, an expanded Dillards and a new concourse with a food court and room for 19 specialty stores.

The mall, owned by the Richard E. Jacobs Group of Cleveland, is a 19-year-old shopping center at Clarkson Road and Interstate 64 (Highway 40) in Chesterfield. It is undergoing its first big expansion since 1983.

The expansion, which first began in 1992, is to open Nov. 1 - more than two years late. Construction work had abruptly stopped in September 1992 and did not resume until last year. Neither Famous, Dillards nor Jacobs have ever disclosed the details of the dispute that led to the delay.

The shopping center needed more room, because the primary areas it serves are the fastest-growing parts of the state, said Angie Freed, the mall's marketing director.

The upgrades also should help the center regain some of the market share it lost after the major expansion in 1991 of Saint Louis Galleria, a shopping center in Richmond Heights, said Philip Abbenhaus, a retailing analyst for Stifel, Nicolaus & Co. in St. Louis.

At Chesterfield, that sharpening involves a new three-level Famous-Barr that is nearly 50 percent larger than the current Famous at the mall. The 240,000-square-foot store will offer furniture; bridge fashion labels, such as Ralph Lauren, DKNY and Ellen Tracy; and an expanded cosmetics department.

Famous-Barr officials also said the Chesterfield store would carry more menswear than any other Famous in the St. Louis area.

Famous' old store will be closing before the end of the month, with the space reopening about a year from now as a JCPenney store. Customers can expect a gap of a few days between the closing of the old Famous store and the opening of its new one, said Paul White, a spokesman for Famous.

Penney is planning a heavy redo of the old Famous store, Penney spokesman Hank Rusman said.

The expanded Dillards will contain 256,000 square feet - making it nearly a third bigger. Its new cosmetics department is three times larger than it was, store officials say. Menswear selections have also grown, particularly the Tommy Hilfiger and **Nautica** lines, Dillards said.

Sears, the third anchor at the mall, completed a renovation several months ago in which it reconfigured its store to add selling space and to emphasize apparel.

The new food court, on the upper level of the new concourse, holds room for 11 food outlets and seating for 500 diners.

Freed, the mall's marketing director, said eight food tenants would be ready to open on Nov. 1. - Sbarro the Italian Eatery; Chick-fil-A; Steak Escape; Mrs. Fields Cookies; Jambalaya Cajun Eatery; McDonald's Express; Panda Express, which sells Oriental food; and Frullati Cafe, which sells fresh-fruit smoothies, yogurt and salads.

The concourse also holds space for 19 specialty stores. Those opening Nov. 1 include The Mind Construction Co., which sells interactive toys; National Record Mart, which sells tapes and compact discs; and Prints Plus, which sells custom framed prints. FOR JOB SEEKER: If you're interested in employment opportunities at Chesterfield Mall, ymay call: THE MALL OFFICE at 532-4004, which keeps a master list of what stores arhiring. Most of the positions are for sales associates. JUDY DORPHINGHAUS, human-resources manager for the Chesterfield Famous-Barr. Her number is 532-3800, ext. 2005. LEE FRERKER, store manager for Dillards, at 532-4040.

GRAPHIC: PHOTO; Photo by Larry Williams/Post-Dispatch - David Thornton, a tile finisher for Williams Tile Co., works on a planter in the food court that's under construction at Chesterfield Mall. The food court has room for 11 outlets.

LOAD-DATE: October 13, 1995

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U.S. Marshals raid bay area flea markets St. Petersburg Times (Florida) October 16, 1995, Monday, City Edition

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St. Petersburg Times (Florida)

October 16, 1995, Monday, City Edition

SECTION: TAMPA BAY AND STATE; TIMES DIGEST; Pg. 1B

DISTRIBUTION: TAMPA BAY AND STATE; TAMPA TODAY

LENGTH: 150 words

HEADLINE: U.S. Marshals raid bay area flea markets

BODY:
Deputies from the U.S. Marshal's Service seized hundreds of suspected counterfeit clothing articles from four flea markets and small retailers in Pinellas and Hillsborough counties. The seizures, which were made over the weekend, were the result of court orders issued in a civil lawsuit filed in the U.S. District Court for Florida's Middle District. "We can't say too much about it because some of the orders we are executing are still sealed," said Deputy Marshal Michael Potter. "There are still other locations where we will be going in the future." The seized clothing, handbags and other articles bore trademarks owned by Nike, Polo Ralph Lauren, Disney, Warner Bros., Tommy Hilfiger, DC Comics, No Fear, **Nautica** and Oakley sunglasses. Potter said the seized items would be held by lawyers who represent the trademark holders and licensees in the lawsuit.

LOAD-DATE: October 17, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Spring '96 trend report: outerwear; Brief Article Daily News Record October 17, 1995

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Daily News Record

October 17, 1995

SECTION: Vol. 25 ; No. 197 ; Pg. 6; ISSN: 0162-2161

LENGTH: 478 words

HEADLINE: Spring '96 trend report: outerwear; Brief Article

BYLINE: Edwards, Kristin

BODY:
The big news for spring is still TECHNO, TECHNO, TECHNO, which seems to have crossed over into every other outerwear trend and afl levels of distribution.

Rubber, rubberized fabrics and other synthetics are also important, but THE fabric is NYLON - KOS nylon oxford cloth, Titan cloth, ballistic, high-count nylon taffeta, etc. - for the young and trendy to the older and more sophisticated consumer. Sanyo's Weatherwear barn coat with corduroy collar is an example of this.

Reflective fabrics are starting to lose some of their luster at the contemporary retail level but are still important because they SHINE, and shine is still hot.

Speaking of shine, it comes in BRIGHT COLORS, which are an essential part of the techno story. Primary yellow, blue, red, green, orange and silver, along with bold black and white, are most important for spring.

Consumers also like authenticity and they get the REAL THING from companies like I. Spiewak, the American manufacturer that has been making sturdy industrial outerwear for years for emergency workers, policemen, firemen, toll collectors, etc., in lots of nylon and bright colors. I. Spiewak has now also become a huge fashion hit.

Another player is Protective Clothing, whose designs are sleek, all-nylon and echo the authentic looks of urban street workers.

Urbanites on city streets have taken the authentics a step further and have been seen wearing hiking jackets from athletic companies like Marmot, Helly Hanson, The North Face, etc., over sportswear and even over classic suitings.

Outerwear designers and manufacturers are paying attention. Tommy Hilfiger showed an authentically styled fireman's jacket for spring sailing gear with technically correct detailing was shown by Hilfiger, Kenneth Cole and **Nautica,** which has dressed mariners for The America's Cup and has developed a special performance fabric called Nautex for water sports.

This ATHLETIC theme is happening and now encompasses a variety of sports, many with a NASCAR or RACING JACKET look. It came down the designer runways for spnng and is now in many of the hippest outerwear collections. Verso does a sky blue satin with yellow and white racing NDX offers a neoprene

model in black with white piping. It also made a neoprene surfer's jacket a new addition to the athletic looks.

LOGOS are playing an essential part in the athletic look, especially with younger customers. There is no shortage of logos from names like Hilfiger, Guess and Kenneth Cole emblazoned often more than once across the fronts, backs, collars and sleeves of the jackets.

CLEAN LINES also prevail this season and no more so than in the CLASSIC '50s JAMES Dean jacket and golfing jackets with a very hip to-the-hip length. But these lines are being cut in a softer palette, such as **Nautica's** pastels and Dash's minicheck patterns.

GRAPHIC: Photograph

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 2329 Men's and boys' clothing, not elsewhere classified

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FALL FASHIONS FOR MEN; DRESS CODES; CLOTHES THAT GO FROM DRESSY TO CASUAL GIVE MEN'S FASHIONS MORE BANG FOR THE BUCK The Virginian-Pilot (Norfolk) October 19, 1995, Thursday,

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The Virginian-Pilot (Norfolk)

October 19, 1995, Thursday, FINAL EDITION

SECTION: DAILY BREAK, Pg. E1

LENGTH: 130 words

HEADLINE: FALL FASHIONS FOR MEN;
DRESS CODES;
CLOTHES THAT GO FROM DRESSY TO CASUAL GIVE MEN'S FASHIONS MORE BANG FOR THE BUCK

DATELINE: BY KIM WADSWORTH

BODY:
Autumn ushers vibrant changes in the texture and color of menswear this season. Classic elements in suits are getting a modern reinterpretation. Fashion catch-phrases like "business casual for Fridays" and "dressy casual" bring a wave of fresh ideas that are influencing the direction of menswear.

Our sources offer this advice: Get the maximum value for the garment. Wear it formal through the week, then blend tradition with comfort on Friday in a dressy form of the casual look.

The softer, subtle patterns are easier to mix with abandon since they do not compete to the eye. Ties are optional as long as key fashion replacements like the banded collar shirt and wool polo knit shirt are integrated appropriately. The dress code has a whole new direction.

GRAPHIC: PHOTOS BY LAWRENCE JACKSON / The Virginian-Pilot, Dandy Splendor, Steve strikes a poetic posture wearing a rich blend of modern and traditional themes. Black Evan Picone sport coat in camel hair, $ 295. is matched with banded collar shirt by Arrow $ 32.50, John Alexander gray flannel trousers, $ 90. and Oscar de la Renta herringbone vest, $ 50. Red silk pocket square, $ 10, adds a finishing flair. All available at Hecht's., Country Casual, This combination of knits and suede has the look and the feel of fall. Larry wears a pinpoint Oxford button-down shirt, $ 65, under a Fair Isle wool and cotton vest, $ 145, paired with tweed pant, $ 135. All designed by Ralph Lauren. **Nautica** nubuck leather jacket, $ 575. All from Hecht's., Elegance Revisited, Steve wears elegance right down to his lapel in sophisticated suiting from The Quality Shop. A worsted wool 3-button suit by Tallia, $ 575, has a modern geometric tie by XMI, $ 48. Ike Behar shirt, $ 120., Dressy Casual, The more casual "Friday look" begins with t-shirt of linen and cotton by Tulliano,$ 65, under Lazo polo collared wool shirt, $ 110. Cardigan sweater vest by Lazo, $ 97.50 is topped with a chalk stripe charcoal suit designed by Mickey Spatz, $ 695. Brown suede cap toe shoe by Salvatore Ferragamo, $ 275. All fashions from Beecroft & Bull, Ltd., Modern Man, Sharp tailoring offers a strong silhouette in this gray pin stripe suit, $ 455. Charcoal gray overcoat, $ 295. Patchwork tie in burgundy and gold, $ 39.50. Menswear available at Jos. A. Bank Clothiers.

LOAD-DATE: October 21, 1995

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SURF'S UP;CLASSIC BEACH BUM LOOKS ARE WHAT'S NEW UNDER THE SUN. Sun-Sentinel (Fort Lauderdale, FL) October 22, 1995, Sunday,

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Sun-Sentinel (Fort Lauderdale, FL)

October 22, 1995, Sunday, ALL EDITIONS

SECTION: LIFESTYLE, Pg. 3E

LENGTH: 330 words

HEADLINE: SURF'S UP;
CLASSIC BEACH BUM LOOKS ARE WHAT'S NEW UNDER THE SUN.

BYLINE: ROD STAFFORD HAGWOOD; Fashion Editor

BODY:
Beach bum style has left sandy shores for the runways of Seventh Avenue.

New York's Spring '96 shows in July saw renditions of beach shorts for men from designer labels Bosa Le Collezioni, Terry Wilke/Eddie Rodriguez (Rodriguez is from Miami), Duende Jazz and David Chu for **Nautica.** Interpretations ranged from classic surf styles topped with floral and aquatic-print shirts to '50s patterned (paisley and mosaic) cabana sets.

"Designers seem to be doing beach things in the '50s spirit," said Jack Herschlag, executive director of the National Association of Men's Sportswear Buyers. "They're doing cabana sets, which is nothing more than a matching top with a bottom. You're also seeing tight-fitting swim shorts in paisley with belts, as with (designers) Gene Meyer and Matthew Battanian."

Of course, that's the fashion-schmasion version. The real surfing board short is made of a durable darkly hued matte nylon with a contrasting-color waistband and prominent overstitching.

The true performance shorts, as opposed to wannabe's, have reinforced stitching to withstand wear and tear, a loop fastener, lace-up flat-fly front, and a back flap pocket with a grommet in the bottom to drain water. Brands such as Lassen, Roxy/Quicksilver and Rusty retail in the $ 32 to $ 45 range. Ace board shorts - for poseurs - run about $ 15. All have recently come out with young women's versions.

"The board short is now a part of women's water wear," said Gary McNab, designer for the California-based Bad Boy line of activewear. "Women surf or body surf, too, and string bikinis and thongs just don't work that well ...as much as we might like to see those kind of things."

Women wear them over swimsuits or with baby T-shirts. They can jump into a pool or ride the waves in the shorts, then jump out and drip-dry. That's because real board shorts shed water quickly. They also hide a multitude of figure flaws.

That's something both women and men can appreciate.

GRAPHIC: PHOTOS 4, **Nautica** photo; (color) The surf-inspired short an dshirt comes ashore this season. Outfit by David Chu for **Nautica.** Shorts retail in the $ 36 to $ 40 range and shirts start at $ 42. Bosa photo; (color) Cabana sets, like this one from Bosa Le Collezioni, evoke a '50s feeling. Bosa photo; (color)

Male supermodel David Boles in Bosa Le Collezioni. Shirts start at $ 25 and shorts at $ 30. Wilke/Rodriguez photo; (color) Floral and aquatic-print shirts designed by South Floridian Eddie Rodriguez and Terry Wilke. Shirts start at $ 60.

LOAD-DATE: October 22, 1995

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Cashing in on the casual craze The Toronto Star October 26, 1995, Thursday, METRO EDITION

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The Toronto Star

October 26, 1995, Thursday, METRO EDITION

SECTION: FASHION; Pg. C3

LENGTH: 736 words

HEADLINE: Cashing in on the casual craze

BYLINE: By David Graham

BODY:

David Chu teaches by example. The president and CEO of the phenomenally successful **Nautica** men's sportswear line was in Toronto for a public appearance and fashion show at The Bay Queen St. last week.

And while the models showcased pieces from **Nautica's** fall '95 collection, it was the 40-year-old Chu who told the real story.

By purposely dressing down his own pinstripe suit, the bespectacled New York designer made it clear he is his own best advertisement. More than any other designer, Chu has cashed in on the casual Friday craze.

The suit, from his own **Nautica** tailored collection, was worn with a blue and white striped shirt, a navy polo sweater (both open at the neck) and a pair of mustard suede brogues.

Since 1983 Chu has kept a watchful eye on the trend to casual dressing. He was there when it all started. As the corporate male began to struggle with the task of building a new, less structured wardrobe, Chu was hard at work making it all seem easy.

Chu's pinstripe suit, a hallmark of the rigid, boardroom executive, was relaxed yet well within the bounds of appropriate office attire.

With his men's sportswear and seemingly endless list of licences for everything from fragrance to watches, **Nautica** can be all things to most men. In fact, Chu has so accurately targeted his customer that three years ago a prominent car manufacturer asked to attach one of its vans to the **Nautica** bandwagon.

Lincoln Mercury developed a minivan that still bears the **Nautica** label. The limited edition vehicle (approximately 10,000 built each year) is presented in color schemes and interior fabrics consistent with Chu's design sensibilities.

"They knew I had successfully targeted the 25-to-45 age group," Chu says. "They knew my designs suited the current market. The van was aerodynamic and modern looking. It was a good fit for them and me."

Color and texture have been trademarks of the **Nautica** label since Chu presented his first collection of six jackets to buyers back in 1983. "I made them in a coated cotton. They were very nautical looking and very colorful. They were picked up immediately by Barney's, Bloomingdale's and Saks Fifth Avenue," says Chu. The next year **Nautica** was acquired by the public apparel company State-O-Maine. And the line has grown

exponentially ever since.

His current roster of licences include eyewear, luggage, boys' sportswear and, of course, the vans. For fall '96 he will launch his first women's sportswear collection. "It will be a counterpart to the men's line. Except it will be a little hipper," says Chu, proceeding on the assumption that, when it to comes to fashion, "women are more adaptable to new ideas."

The **Nautica** line is available in 30 countries outside the U.S. There are two free-standing **Nautica** stores in New York City and Newport Beach, Calif., which carry the complete collection. As well, there are more than 700 **Nautica** shops in department stores across North America.

This fall, Chu continues to build on his reputation for creating functional sportswear for men in fashionable colors and classic designs.

Unable to find sturdy, weather-resistent fabrics that suited his specific needs, Chu has developed his own materials. Nautech is an alpine fleece used for a collection of crewnecks, pullovers and pants, while Nautex is a water-repellent fabric used for parkas and anoraks.

Nautica outerwear is rugged and sporty. The high-tech fabrics are presented in low-tech designs: a traditional Macintosh in lightweight, rubberized cotton, or a knit shirt in his Nautech fleece. **Nautica** sweaters are offered in classic argyle and Nordic patterns.

The theme follows through with Chu's tailored suits and jackets, all intended to be worn in conjunction with **Nautica's** sportier elements. Shetland sports jackets and sturdy whipcord wool suits mix comfortably with **Nautica** parkas, Macs, sweaters and endless accessories.

"It's a priority for us to make sure our customer can pull everything together without a lot of trouble. Men want to look good. But they don't want to spend a lot of time getting there," says Chu.

More than 60 designers work out of the head-office studio in New York. And each company that holds a **Nautica** licence has its own team of designers. Chu acknowledges there is a lot of talent behind each garment. But he accepts the responsibility of making sure everything works together.

GRAPHIC: 2 photos: TREND SETTER: David Chu is on course with relaxed look; PULLED TOGETHER: Wool check sport coat with patch pockets is designed to co-ordinate with rest of **Nautica** line priced from$75 for chinos to just under $300 for outerwear.

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VESTS ARE KEY TO FALL STYLE Charleston Gazette (West Virginia) October 29, 1995, Sunday

Copyright 1995 Charleston Newspapers
Charleston Gazette (West Virginia)

October 29, 1995, Sunday

SECTION: Life; Pg. 02E

LENGTH: 709 words

HEADLINE: VESTS ARE KEY TO FALL STYLE

BYLINE: Roy H. Campbell KNIGHT-RIDDER NEWSPAPERS

BODY:

Men, to be in style this fall means buying one or two great new suits or sports jackets, then updating the rest of your wardrobe with the right items.

Thank the relaxing of the corporate dress code for giving you more freedom to create a signature style. And because fall style '95 is item-driven, you can pick the pieces that fit your personality and lifestyle rather than dress in what amounts to a business uniform.

Of course, not everyone works in a corporate environment, and looking good away from the job is also important. So the following listing includes style cues for dressing away from the office.

Get vested. Nothing can revitalize an old outfit like a vest. This season's best vests come in soft knits and crepes, some in solid neutral colors, others in manly patterns such as houndstooth, paisley and diamond block. On the other side are the more structured vests made out of thicker fabrics. The heavier vests are often buttoned up high, leaving a smaller neckline for your tie.

Suit yourself. If you absolutely must be au courant, the banded-collar suit, which buttons all the way to the neck, and the three-button or

four-button single-breasted coats in a slim silhouette are on the cutting edge. Those of you who just want to be in style without going too far can choose the new double-breasted suits, which are broad at the shoulder and very tapered, or the looser single-breasted knit or crepe suits. Solid grays, blacks, taupes and blues lead the color pack, followed by pinstripes - from ultra thin to thick chalk.

Bulk up. Remember those thin, woven sweaters? They're gone with the chilly winds. Very thick-ribbed, cable-knit or crocheted sweaters in solid colors are the stylish way to bulk up as the weather gets colder. But don't buy the passe crew-neck or V-neck sweater. Take it just below the chin with high turtleneck and mock turtlenecks.

Stand by your band. When the collarless shirt that was so popular in the late 1970s resurfaced two years ago, many thought it would be a short-lived fad. To the contrary, the return was timed perfectly for the emergence of casual dressing in the workplace. The shirt is popular with men, from the very stylish to the mainstreamers.

Waist not. That workout schedule is paying off big time this season. The pants news is the high-waisted Hollywood slack that only men with flat stomachs can pull off. The baggy, pleated pants were popular during the great era of black-and-white Hollywood films and worn by Fred Astaire, Humphrey Bogart and many other leading men. Flannel, wool, tweed and crepe are the fabrics of choice. The other look for showing off a gym-built body is skinny, stretchy ski pants, cut looser than last winter's, which were so tight that many men resisted buying them. The new ski pants are meant to be worn as comfortably as a favorite pair of jogging pants, with a long shirt, a heavy sweater or a sports jacket.

Square off. Boxy, square-cut outer coats are part of the retro-1950s movement that emerged in the last round of designer fashion shows. But

where designers tried to re-create that decade's fabrics and patterns, men's clothing makers have taken the same silhouette and used more modern fabrics, such as suede, corduroy and felt, to capture the trend in a '90s way.

Get down. The puffy quilted nylon coat filled with down, popular with the urban hip-hopper last year, is now in the mainstream. **Nautica,** Tommy Hilfiger, Polo and many other men's lines feature the so-called Michelin Man coat. But the one who started it all two years ago, Donna Karan, still has the hottest.

Tie one on. When a tie is called for you need one that does the job. This season's ties are narrower, but not exactly skinny. The bright prints and wacky designs of last year are replaced with patterns in muted colors.

Boot up. You can keep your old stand-by conservative shoes. They're never out of style. But if you want to take a step forward, boots are th e answer. Half boots, work boots, biker boots, lace-up boots, combat boots and even shoes made like boots are the way to step out in style.

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Eyebrow pencils; magazine 'George' debuts; Column Harper's Magazine November, 1995

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Harper's Magazine

November, 1995

SECTION: Vol. 291 ; No. 1746 ; Pg. 6; ISSN: 0017-789X

LENGTH: 2561 words

HEADLINE: Eyebrow pencils; magazine 'George' debuts; Column

BYLINE: Lapham, Lewis H.

BODY:
If one wishes to know the real power of the press, one should pay attention, not to what it says, but to the way in which it is listened to... It only cries so loud because its audience is becoming deaf.

--Alexis de Toqueville

During the first week of September, advance copies of John F. Kennedy Jr.'s new political magazine, George, appeared on the New York publicity circuit, defined by its founding editor as "post-partisan" and addressed to the kind of people (very upscale, very hip) apt to think --at least until they meet George--that politics are boring and nasty and old. The introductory press conference took place in Federal Hall, in the rotunda where George Washington (the magazine's namesake and totem) delivered his first inaugural address in the spring of 1789. Smiling and at ease in the company of both the dim past and the shiny present, Kennedy greeted the assembled gossip columnists and television cameras by saying, "I don't think that I have seen as many of you in one place since they announced the results of my first bar exams."

His magazine looked a good deal like Vanity Fair or Vogue (280 glossy pages, delicately scented with an assortment of French perfumes), and in response to questions from the two or three skeptics in the crowd, Kennedy explained (as he also explained in the prefatory note to his 500,000 prospective readers) that George was a political magazine from which the politics had been tactfully removed, "a lifestyle magazine" refreshingly devoid of ideas and unencumbered by "any partisan perspective--not even mine," a magazine not unlike a merchandising catalogue, "exuberantly" and "extravagantly" bent on exhibiting political figures as "pop icons" and made to the measure of sophisticated consumers certain to bring to their reading of the Bill of Rights or a speech by Bob Dole the same standards of judgment (discriminating) and taste (exquisite) that they bring to their appreciation of an Armani suit, a pair of Ferragamo shoes, or a Louis Vuitton suitcase.

Consistent with the task at hand, the inaugural issue achieved its most striking effects with the advertising, 175 pages of stylish photographs representing all the great and glorious names in the retail merchants' Hall of Fame, not only Armani and Ferragamo but also Tommy Hilfiger, Clinique, Ralph Lauren, Versace, Piaget, **Nautica,** Valentino, and Donna Karan--the immortals bringing the gifts of the Magi to a cradle of democracy.

The editorial drift of the magazine was color-coordinated with the advertising copy--Cindy Crawford on the cover as George Washington (noble stance, white powdered wig, eighteenth-century American military

uniform, bare midriff, satin ruffle); Cindy Crawford on page 12 (in red silk on behalf of Revlon's "Fire and Ice"); Cindy Crawford on page 210 telling women in Washington how to dress ("If I were first lady, I'd only wear black", "Don't get the cheap panty hose," "Tipper's hair is working"). The bulk of the magazine's prose offered a series of variations on the same tone of voice: up front, under the rubric "Primaries," a few words about George Washington (" He was a big man--big hands, big feet, big chest"); chatty pieces about the swell parties attended by the swell new Republican operatives in Washington ("refined strategy sessions for elite leaders" in "genteel" town houses); an account of Julia Roberts on tour among widows and orphans in Haiti (how Julia suffered at the hands of the cruel news media and how her good intentions were rewarded by a waif who said to her, "You're here because you love us"); JFK Jr. himself interviewing George Wallace, the once-upon-a-time racist and governor of Alabama (something of a tour de force because the governor is both deaf and mute); an endpaper entitled "If I Were President," in which Madonna confesses that "I'd rather eat glass" because as president "one day you wake up and find out that you don't have a point of view or a set of balls"; a lead essay ("The Next American Revolution Is Now") in which the novelist Caleb Carr promotes the new American political season in language suitable to a report from Paris on the autumn clothes, informing the friends of George that when they really stop to think about "all the great issues and events of our day," they, too, will discover what he and John F. Kennedy jr. and Isaac Mizrahi and Newt Gingrich's lesbian half-sister and Liz Claiborne and Gianfranco Ferre already know: that politics are where it's at.

But if politics were where it's at, who would have time for George--a political magazine without the politics and with a fashion model for its muse of fire? Why write letters to the editor with an eyebrow pencil? The questions kept coming to mind as I made my way through the text, and by the time I reached the last four-color photograph (of Madonna swallowing a goldfish) I understood that the magazine would have been more appropriately dedicated to the sacred memory of George III. Here was an expensive collection of celebrities fetchingly arranged in the homespun poses of democratic self-government, but who were the people whom George was meant to astonish or impress, and where was the audience for a magazine presenting as its chief virtue the great news that it had nothing to say?

Politics are by definition partisan, because they constitute an argument about power--about who gets to do what to whom, under what circumstances, and for how long and with what degrees of objection or consent. Castrate the quarrel, divorce politics from any meaning that cannot be sold in Bloomingdale's, and what is left except a round of applause for William Kristol's tie and Cindy Crawford's hair?

Kennedy, in his prefatory note, speaks of a "freshly engaged public" and a boisterous crowd of presumptive readers "energized by their anger" and eager to indulge "their passion for politics." He might as well have been referring to the immense crowd of well-adjusted and perfectly conditioned people on Planet Reebok. During the 1994 election--the one that all the swell people in the first issue of George were talking about as the Second Coming of Christ the Republican--no more than 39 percent of the electorate turned up at the polls, and of those who did, only 25 percent knew the names of their senators or representatives. The country's genuinely political journals circulate among small numbers of readers, and few television public affairs programs command audiences large enough to qualify for a single ratings point. I don't know what kind of crowds the editors of George encounter on the great American plains, but in my own wanderings around the country over the last several years I've noticed that without the backing of the Christian Coalition or the addition of large celebrity (personages on the order of Elizabeth Taylor or Henry Kissinger) political meetings tend to consist of twenty or thirty people whose hair isn't working, seated on folding chairs in a small room, asking questions either bitterly partisan, hopelessly irrelevant, or terminally paranoid--studio audiences sometimes positioned for the C-Span cameras to suggest the illusion of a quorum.

The general lack of interest in political affairs corresponds to the general disaffection for anything and everything modified by the adjective "public." For twenty years the drum majors of the Republican parade band have been beating time to the same ideological refrain--private schools, private prisons, private suburbs, private roads, private money, private police--and by now even the crippled remnant of the Democratic Party has come to acknowledge the sovereignty of private means over public ends. All things bright and beautiful flow forth from the clear mountain streams of the private sector; all things vicious and ugly rise from the swamp of the public sector. Power derives its legitimacy and authority from the mints of

private wealth, not from the coinage of public thought, and people who once might have thought of themselves as citizens now tend to think of themselves as the vassals of a commercial overlord.

Corporations of the magnitude of IBM or Citibank constitute themselves as what Renaissance Europe would have recognized as city-states, sovereign powers employing as many people as once lived in Philadelphia in 1789. When it suits their interests, they send their agents to Congress (as they did last spring with respect to the telecommunications and environmental bills) to write the necessary laws. A man without a company name is a man without a country; it is no longer the political commonwealth that furnishes him with a pension, medical insurance, club membership, credit cards, meaning, and a common store of experience. As recently as a hundred years ago most Americans lived in small towns arranged around a public square or green, a community consisting of a school, a courthouse, and a church, and our range of observation was available free of charge. Now we must pay for what goes by the name of common experience at the stadium, the cineplex, or the mall, and we define ourselves as the sum of our possessions or the collection of our ticket stubs.

George proceeds from the assumption that the important political decisions take place in private (at the Federal Reserve Board, on one of the Disney Company's airplanes, over breakfast at the Willard Hotel), that what Versace has to say (even in Italian) is a good deal more interesting than who gets elected president of the United States or what the Congress says to itself about the balanced budget or the war in Bosnia. But in the meantime somebody has to keep up appearances, maintain the fiction of a national political debate, make lists of Senator Alfonse D'Amato's favorite songs and pasta dishes, organize the props and lights for what John F. Kennedy jr. (again in his prefatory note and attributing his insight to his lifelong access to the best seats in the American grandstand) calls "the giant puppet show that can turn public people into barely recognizable symbols of themselves."

On or about the same day that Kennedy introduced his new magazine to the ladies and gentlemen of the press in Federal Hall, General Colin Powell set forth on a twenty-five-city tour to promote his autobiography, My American Journey, and the two events were as well matched as Cindy Crawford's accessories--a political campaign that wasn't a political campaign, a post-partisan candidate refreshingly devoid of controversial views, a politician from whom the politics had been tactfully removed, a fall fashion statement (noble stance, twentieth-century military uniform, firm jaw, many medals) made to fit the cover of everybody's magazine. The news media hustled the general into the limelight with the effusive haste of a starving mob in a besieged city welcoming die arrival of a relief column. The country was said to be in desperate straits, exhibiting ominous signs of moral rot and social decay, and here at hand was a great captain embodying all the old-time American virtues believed to have gone AWOL from a Saigon bar in the summer of 1969. Within a matter of a few days in September, Powell appeared before the talk-show cameras with Barbara Walters and Jay Leno, Time magazine published a 7,500-word excerpt from the Random House book (500,000 copies shipped, $ 6 million author's advance), and newspaper columnists of all persuasions abandoned themselves to a frenzy of praise--"classic soldier-statesman," "a president for all seasons," "transcends politics," "photographic memory." Powell not only was a hero--a man who had "power-walked" with Presidents Reagan, Bush, and Clinton--but he was also black, "America's black Eisenhower." Not too black, of course, not so black that he would scare anybody, but black enough to stand as a symbol of payment for a long-overdue debt, allowing white people to imagine--at least for the time being and while being questioned by the opinion polls--that they were tolerant and kind and wise, so emancipated from racial prejudice that they could seriously entertain the prospect of a black man in the White House.

In the small print behind the dress uniform and the glittering adjectives, the general didn't quite come up to the promise of the ad copy. A deft and self-promoting careerist, he apparently had risen through the ranks by never doing or saying anything that ruffled the surface of the consensus already present in the briefing room, an officer so disinclined to take risks that he worked out a doctrine of guaranteed victory, committing the United States Army only to those wars that it could easily win (preferably in deserts, never in mountains), a military bureaucrat so skilled in the arts of camouflage that in Vietnam in 1968 he adroitly delayed discovery of the My Lai massacre, and in Washington in 1986, on the staff of the secretary of defense, he arranged the illegal transfer of arms to Iran, blandly failing to recall (114 times) any knowledge of the event at the subsequent congressional hearings--in brief and in sum, an accommodating man who

once told the Washington Post that "issues come and go" but "process" lives forever.

Nor did his book, or at least those fragments of it that I read in Time, contradict the impression of a latter-day Polonius. The general told the story of his life as a series of uplifting homilies consistent with the plot lines of television situation comedy--strong family ties, up from poverty in the South Bronx by dint of good conduct and hard work, off to the army, which he embraced as "my home ... my life ... my love," aide-de-camp to a series of important people in and around the White House, lots of power-walking, chairman of the Joint Chiefs of Staff. On the questions that threatened to veer off into the swamp of politics, the general let issues come and go and stayed steadfastly with process. Yes, he had "Republican leanings," but he was also "a New Deal kid"--conservative but not too conservative, a believer in "discipline" but also a strong supporter of "compassion," vague about abortion and capital gains taxes, solidly in favor of mother and the flag.

Reading the general's text, I remembered, having once been told, that during the fall of 1941, when the German tanks had advanced to within ten miles of Moscow, the managers of the Soviet Union placed a wax dummy of Joseph Stalin in a lighted window of the Kremlin, high enough up off the street to escape close inspection but near enough to sustain the illusion of a godlike presence. Stalin the man might have been in a bomb shelter or the Crimea, but Stalin the wax figure, tireless in his labors and impervious to fear, remained stolidly at his post, the great leader alone in his study, seated calmly at his desk, directing the armies in the field, and summoning from the impregnable soil of Mother Russia the strength of 10,000 armored divisions.

The United States in the autumn of 1995 isn't as badly off as Moscow in October 1941, but still it is a comfort to see Colin Powell and Cindy Crawford high up in the lighted windows of the news media and to know that if they really put their minds to it, either singly or together, they could probably summon from the pages of the imperishable American past the mighty spirit ("big hands, big feet, big chest.") of George.

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Dillard's hangs its hat at University Mall fete St. Petersburg Times (Florida) November 2, 1995, Thursday, Tampa Edition

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November 2, 1995, Thursday, Tampa Edition

SECTION: TAMPA TODAY; Pg. 1B

DISTRIBUTION: TAMPA TODAY; TAMPA BAY AND STATE

LENGTH: 366 words

HEADLINE: Dillard's hangs its hat at University Mall fete

BYLINE: LARA WOZNIAK

DATELINE: TAMPA

BODY:
It seemed like the December holiday season at the new Dillard's in University Mall on Wednesday morning.

The escalators were filled, customers waited in line at the shoe departments and the aisles were jammed with folks reading fliers handed out by the store. At one entrance, a jazz band performed, while at another entrance, an Elvis impersonator was belting out Suspicious Minds.

All this hoopla was to promote a new and improved Dillard's. It's a shiny, marble-floored 190,000-square-foot store twice the size of the old one. The store is targeting upscale customers with merchandising lines like **Nautica,** Tommy Hilfiger and Polo by Ralph Lauren.

And it is just the latest expansion of Dillard's in Florida.

"We've been in Florida for 4 1/2 years and started with 12 stores," said Ted Gastman, chairman of the Florida division of Dillard's. "Now we have 30 stores."

Dillard's, based in Little Rock, Ark., with 1994 sales of $ 5.5-billion, owns 237 stores in 23 states; only Texas boasts more Dillard's than Florida. There are seven other Dillard's locations in Pinellas, Pasco and Hillsborough counties.

Why the big push in Florida?

"Florida is growing," Gastman said. "There are a lot of different types of markets, so there is room for a lot of stores."

Some customers said they were impressed with the new University Mall store.

"I'm amazed by the crush of people and they've still been able to handle customers quickly," Tampa resident Dan Center said.

Of course, some folks came just for the festivities.

"We came for the outing," said Zephyrhills resident Dana Sine, 77, who waited at the front door with fellow Zephyrhills resident Sally Buchler, 71, for the grand opening.

And others see the new store as a good sign for the area.

"It's really a vote of confidence to Tampa and the Tampa area that Dillard's would make this type of commitment to the Tampa area," said Don Barber, president of the Greater Tampa Chamber of Commerce.

It also is a part of a University Mall expansion and renovation that began in 1993. The mall plans to add a 16-screen movie theater, 520-seat food court and more specialty shops.

GRAPHIC: COLOR PHOTO, TONY LOPEZ; BLACK AND WHITE PHOTO, TONY LOPEZ; Shoppers pack the escalator after the doors opened Wednesday during the grand opening of Dillard's at University Mall., (ran Tampa Today); Shoppers pack the escalator after the doors opened Wednesday during the grand opening of Dillard's at University Mall., (ran Tampa Bay & State)

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Nautica opts for hi-tech South China Morning Post (Hong Kong) November 5, 1995

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South China Morning Post (Hong Kong)

November 5, 1995

SECTION: Pg. 9

LENGTH: 434 words

HEADLINE: Nautica opts for hi-tech

BYLINE: Linda Watkins

BODY:
NAUTICA, the menswear company, puts emphasis on lasting style through a hi -tech and rugged fashion appeal. Performance fabrics combine with relaxed outerwear, sportswear and other clothing.

Nautica is best known for its outerwear and especially its parka in lightweight Nautex windproof and water-repellent nylon.

"We are emphasising a three-in-one jacket with a waterproof outer layer and a removable lining," said product manager Michael Or.

Both parts can be worn together or separately. The concept is available in both long and bomber-style jackets.

Other design details include a hood inside a zip-up collar (standard for most **Nautica** outerwear) and a whistle inside the pocket.

An expanded range of outerwear this season also includes shearling leather jackets, lightweight jackets and jackets with fabric inside.

One practical option is a silver anorak coated with microscopic reflective glass fibres to enhance visibility at night.

Nautica has also introduced a full line of functional rain wear, including rubberised cotton mackintoshes made in Scotland, sporty microfibre rain jackets and classic trench coats to wear over dress suits or casual sportswear.

Mr Or said **Nautica's** target market was middle to upper-level executives who travelled frequently.

Nautica is also emphasising its polar fleece, Nautech, in a series of comfortable turtleneck sweaters and pull-on trousers, which feature a lot of wintry patterns, large stripes and heraldic shields on a plain background. The sweaters have a zipper halfway down the front.

Other sweaters include roll-neck boucles inspired by fisherman textures, Argyle and Nordic patterns in crisp cotton yarn and sturdy Shetlands in a melange of earth tones.

To complete a layered look, there are bold plaid and handwoven-look sports shirts and canvas and corduroy

trousers in flat-front and cargo-pocket models.

"We have three stories for autumn: the first is with heraldic shields, the second is grey and red, and the third is the country look in green and brown," Mr Or said.

The last is mostly for suits and intricate paisley knits inspired by 1940s chalets in New England.

Although its image is predominantly sporty, **Nautica** is also broadening its product mix in Hong Kong with dark navy blazers in three-button single-or formal double-breasted styles. These look smart worn with khaki cotton trousers.

Suits and sports jackets are functional in resilient fabrics that complement the sportswear collection. They have softly defined shoulders and slightly elongated silhouettes. Stripes are prominent.

GRAPHIC: SPORTY: **Nautica's** outerwear range is rugged.

LOAD-DATE: November 6, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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SETTING THE TONES;DESIGNERS SKETCH A VIBRANTLY COLORFUL FASHION CANVAS FOR SPRING
Hartford Courant (Connecticut) November 8, 1995 Wednesday, STATEWIDE

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Hartford Courant (Connecticut)

November 8, 1995 Wednesday, STATEWIDE

SECTION: CONNECTICUT LIVING; Pg. E1

LENGTH: 899 words

HEADLINE: SETTING THE TONES;
DESIGNERS SKETCH A VIBRANTLY COLORFUL FASHION CANVAS FOR SPRING

BYLINE: DONNA LARCEN; Courant Staff Writer

DATELINE: NEW YORK

BODY:
Stand on a hill overlooking the spring fashion scene, and you will see what Monet saw at Giverny: a rich kaleidoscope of bright colors, glowing pastels, evocative whites and all shades of black, red and green. The spring '96 fashion landscape is a palette worthy of any painter of nature.

But it wasn't all about color during fashion week in New York. Upon closer inspection, the fashion canvas spoke texture (plastics, shiny vinyls, stretchy manmade fibers) and patterns (madras, electric zebra, bubble weaves).

Consensus is never the theme of fashion week. The spirit of the mad style swirl (more than 50 shows over six days) is always about the connection designers make with the fashion press and retailers. It all comes down to a 20-minute speed walk along the runway. In that flash, fashion statements are made and the tone is set for the coming season. What these designers put out is quickly copied by sketch artists in the crowd who then knock off the themes for lower priced retail. That's the way of this world, so that the best ideas are reinterpreted in less expensive fabrics and mass marketed. But fashion week is about what the best designers are doing.

That said, what did we see?

Color: Spring is always a more colorful season, but every designer is showing a wider array and heavier use of color for next year. Gone is the safety of black clothing, and in its place are quite beautiful celadon, mint and seafoam greens; blues in baby, indigo and slate; tangerine, burnt and peachy oranges; linen, cocoa and sandy browns; bright reds; taxi cab yellows; and warm pinks.

"We're having more color next year than we have seen in many seasons," says Leatrice Eisemann, director of the Pantone Color Institute, which issued daily reports on runway hues. "It appears it will be a happier season next year."

Ralph Lauren's final parade of Oscar-night dresses showed the rainbow as his models posed seductively on risers, evoking a paint-by- numbers scene.

Shape: If your life calls for a new suit, your choice is wide. Ralph Lauren, Carolina Herrera, Linda Allard for

Ellen Tracy, Oscar de la Renta and even the trendier Isaac Mizrahi and Richard Tyler offer longer, shorter, asymetrical, Mao- inspired, double-breasted, single- breasted and buttoned-up-to-the- neck versions.

There is no one dominant theme. There is something for every body type on the market.

Skirt lengths most often fell just above the knee, but there is no dictator mentality about this either.

The other end of the style spectrum is younger -- punk and rebel fashion.

No problem. Prada's Miu Miu line is inspired by young actress Drew Barrymore. If black underwear showing through a sheer skirt is your thing, look to Miu Miu.

Donna Karan abandoned her DKNY hip office wear for a new line of tubular dressing. It's skintight and clingy, in freakish acid tones and could suit Ms. Barrymore as well as Miu Miu.

The consensus among the press was that Karan has abandoned her traditional DKNY customer to chase the chic Prada crowd. Many designers showed hip-hugger waist lines in tightly fitting stretch jeans and skirts paired with shrunken shirts.

There was a peculiar interest in bare breasts, visible belly buttons and flashes of thigh--(think of the "Friends" girls or the "Melrose Place" crowd, and you'll get the idea). This represents rebellion for the young, the fit and the fearless.

Fabric: There is the beautiful, the beastly and the brave new world in terms of fabric. Shantung and raw silks were among the lovely fabrications used in stylish suits, dramatic dresses and sexy blouses. Silk is a fabric that has traditionally signaled sensual dressing, and it drapes beautifully.

The beastly is represented by the poor use of microfabrics. Too tight, too puckered and too ugly. This is anti-fashion and is a trend that should be discouraged. In 10 years, when we look back to "Fashion don'ts," these will likely top the list.

Fabrics of the future were best displayed by jeans makers Marithe and Francois Girbaud. They gave a fascinating look at imaginative uses of polyester, decorated with laser- beam fried fringes, and Velo, a stretchy fabric made of polyamid and elastinused for jean replacements, featuring huge zippered pockets for carrying keys, water bottles or telephones. This futuristic fashion is a welcome addition that combines function and style.

Direction: It's clear that fashion is groping for a direction, but it is also clear that there is no unifed vision. This is not a bad thing, rather it is reflective of what's going on in people's lives.

The designers are offering something for the office worker, the socialite and the young and rebellious. What is lacking is a middle ground.

There was little sportswear -- which constitutes a significant chunk of functional, everyday spring dressing. Menswear is doing a better job in this category.

We need some regular fun duds, not shrunken T-shirts, too-tight jackets and hip-hugger pants. Sportswear is where The Gap, Express and Eddie Bauer can claim their turf. It seems the higher designers paid less attention to the middle this year.

There is news that menswear designer David Chu of **Nautica,** known for his high-tech fabrics and fun sportswear, will launch a new women's line. Maybe this will satisfy the crowd that's always depended on the likes of Karan to solve their fashion questions.

GRAPHIC: PHOTO: 4 color: Sherry Peters / The Hartford Courant
1 color; Jeff Christensen / Reuters

1 color; Richard Drew / Associated Press
; 1.* Ralph Lauren's colorful evening dresses, top, resembles bright tulips in a spring garden, while Marithe and Francois Girbaud's silver-treated cotton organza, above, gives a futuristic appearance when paired with acetate and viscose jeans. 2.* Ralph Lauren's icy blue long coat adds a dash of color to black pants and turtleneck. 3.* Bill Blass shows a red double-faced wool wedge-shaped dress with matching cardigan jacket from his collection for spring 1996.
4.* Designer Isaac Mizrahi's crepe-skirt suit in sorrel brown, left, is part of his sophisticated collection.
5.* Designer Vivienne Tam shows, from left, a lilac-net tuxedo dress with turquoise slip, a hite T-shirt with black sequin flowers and hot-pink flare-crop pants, center, and a lemon-net tuxedo dress with lime slip.

LOAD-DATE: November 27, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)** [i]
Terms: **nautica and date(geq (7/1/1995) and leq (12/31/1995))** (Edit Search | Suggest Terms for My Search)
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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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Nautica expands in-store shops for activewear to house its Competition collection.Nautica International; Brief Article Daily News Record November 8, 1995

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Daily News Record

November 8, 1995

SECTION: Vol. 25 ; No. 213 ; Pg. 16; ISSN: 0162-2161

LENGTH: 374 words

HEADLINE: **Nautica** expands in-store shops for activewear to house its Competition collection.**Nautica** International; Brief Article

BYLINE: Socha, Miles

BODY:
NEW YORK - Anticipating strong growth in sports-oriented activewear, **Nautica** International has begun expanding some of its in-store shops by one-third to house an expanded **Nautica** Competition collection.

A prototype 500-square-foot Competition shop opened at Macy's Herald Square in New York last week. Soon to follow will be shops at Macy's in the Roosevelt Field Shopping Center, Garden City, Long Island, N.Y.; Rich's Oak Court in Memphis, Tenn.; and Hecht's in Philadelphia.

An additional 14 shops, adjacent to expanded **Nautica** sportswear areas, will be rolled out next spring in major markets, said David Chu, **Nautica** International president and CEO.

Chu said he also hopes to open in-store Competition shops at better sporting goods stores by the end of 1996.

"The goal is to really make the **Nautica** Competition group truly performance activewear," Chu told DNR. The spring '96 line includes nylon running shorts, fleece pullovers and cotton-spandex cycling gear in graphic red, white and blue.

Nautica has used the Competition name and logo since 1987, but the company has not focused on it extensively, Chu said. Now **Nautica** Competition is a separate collection with its own label.

"I think there's a lot of room in the activewear market ," Chu said. "There's a lot of moderate and medium classifications, but it hasn't been well put together."

High-tech, cross-training sneakers will be added to the **Nautica** line for fall '96, he added.

Reinforcing the high-tech, functional clothing, the in-store shops incorporate features of a competitive sailing boat, including sail-mast aluminum, rubber-coated hangbars, stainless-steel cables and gleaming white surfaces.

An advertising campaign which will break next February features future Olympians cycling, high jumping, pole vaulting and running in **Nautica** Competition clothes.

Chu acknowledged that the timing of the new in-store shops is fortuitous considering the upcoming summer Olympics in Atlanta.

At present, **Nautica** operates about 850 in-store shops in the U.S. They vary in size from 600 to 2,500 square feet, averaging 1,000. An ongoing expansion program will see the shops grow by up to one-third, according to a company spokesperson.

GRAPHIC: Other

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 17616280

IAC-CLASS: Trade & Industry

LOAD-DATE: December 27, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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SHOPPING NOTEBOOK;Charity auction planners hope gloves, fashions prove golden Orange County Register (California) November 10, 1995 Friday

Copyright 1995 Orange County Register
Orange County Register (California)

November 10, 1995 Friday MORNING EDITION

SECTION: ACCENT; Pg. E03

LENGTH: 363 words

HEADLINE: SHOPPING NOTEBOOK;
Charity auction planners hope gloves, fashions prove golden

BYLINE: LISA LYTLE; GARY KRINO, The Orange County Register

BODY:
Oscar De La Hoya's boxing gloves aren't necessarily the kind of gloves to wear with David Chu's winter clothing for **Nautica,** but both the gloves and the clothes will be on display Saturday starting at 2 p.m. at the Men's Store at Bullock's in South Coast Plaza. They're part of a kickoff party for the Starlight Foundation of California's first Sports Celebrity Auction on Dec. 2. Chu also will launch his competition collection for spring.

Goochie-coo: What products are environmentally friendly and which ones should be avoided will be the topic when David Steinman, author of the book "The Safe Shoppers Bible," appears at Mrs. Gooch's market in Tustin at 6 p.m. Nov. 17. Steinman will demonstrate a "safe" shampoo and show examples of environmentally safe and environmentally toxic products.

Piece work: Seeking an unusual holiday gift? Pieceful Solutions is a series of nature puzzles with a different fit. There are a snakes, butterflies and reef-fish puzzles. Each piece is individually cut from 1/4-inch Baltic birch plywood. On one side is an accurate, color-splashed look at the animal, while the other contains a description of it.

The pieces fit together (no square borders) to form a larger image of the smaller images. Puzzles begin at $ 55 (20-34 pieces each). For children and adults. Mail order. For more information or a catalog, call (610) 640-9913.

Chatty Kathy: If you watch QVC, the TV shopping channel, you have got to know Kathy Levine. She's the on-camera host who could sell Diamonique to South Africa.

Although she has nothing whatever to do with the O.J. Simpson trial, she's got a book out: "Kathy Levine; It's Better To Laugh .

. . " (Simon & Schuster, 283 pages, $ 23).

"When you purchase gifts, save the receipts. Write who the gift is for on the back for easy exchanges. "
THE MAIDS
cleaning service

LOAD-DATE: October 01, 1996

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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LORD & TAYLOR OPENS FIRST STORE IN STATE; EXPANSION POSSIBLE News & Record (Greensboro, NC) November 13, 1995, Monday,

Copyright 1995 News & Record (Greensboro, NC)
News & Record (Greensboro, NC)

November 13, 1995, Monday, ALL EDITIONS

SECTION: BUSINESS, Pg. B4

LENGTH: 221 words

HEADLINE: LORD & TAYLOR OPENS FIRST STORE IN STATE; EXPANSION POSSIBLE

BYLINE: Mark Sutter Staff Writer

BODY:
Lord & Taylor opened its first North Carolina department store Friday in Raleigh, and its chief executive doesn't rule out further expansion in the state.

"We're looking at all options," said Marshall Hilsberg in a telephone interview from his New York office last week. "We're an aggressive growth company and we are open to ... options."

Lord & Taylor, an upscale specialty department store, often has been rumored as a candidate to enter the Triad market.

But further expansion into North Carolina will depend on the success of the chain's new store at Raleigh's Crabtree Valley Mall, Hilsberg said.

"My sense of that is that, over time, you will see more Lord & Taylor stores in North Carolina," he said. "There's nothing I can tell you today, but certainly we'll be aggressively looking for opportunities.

In the meantime, Triad shoppers will have to go to Raleigh to get a taste of Lord & Taylor. The 100,000-square-foot store offers women's, men's and children's fashions.

Brand names in women's apparel will include Gianni, Liz Claiborne, DKNY, Anne Klien II, Evan-Picone, Kasper and Oleg Cassini. For men, fashions include Perry Ellis, Bill Blass, Tommy Hilfiger, **Nautica,** Polo and Alexander Julian.

Lord & Taylor is a division of May Co., which also owns Hecht's department stores.

LOAD-DATE: November 14, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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BLACK AND WHITE MAKE A STRONG PAIR SEATTLE POST-INTELLIGENCER November 13, 1995, Monday

Copyright 1995 Seattle Post-Intelligencer
SEATTLE POST-INTELLIGENCER

November 13, 1995, Monday , FINAL

SECTION: LIFESTYLE, Pg. C2

LENGTH: 724 words

HEADLINE: BLACK AND WHITE MAKE A STRONG PAIR

BYLINE: ELSA KLENSCH Columnist

BODY: Q: I've just lost 60 pounds, and I'm ecstatic. I've been invited to a tango party, and I want a long dress that will show off my new figure. I don't want black because I have plenty of black dresses, and I don't want a color because it dates too quickly. Can you suggest something in a neutral that will look smashing?

A: I took your problem to Bill Blass, who knows more about ball gowns than most designers. He suggests you look for a dress in black and white.

"I don't think there is anything more effective than black and white," he says. "Black-on-white or white-on-black - the definition of that strong combination always looks right."

Another point in favor of a black-and-white dress is that you already have the black accessories to go with it.

Q: I shop for my husband because, when left to his own devices, he ends up looking a mess. He's happy to have me shop for his business wardrobe but absolutely refuses my suggestions for his casual wear.

Believe it or not, he insists on wearing dress shoes and socks with walking shorts - even when he is mowing the lawn. I'm hoping you'll be able to help convince him there is a better approach.

Could you give me some ideas that will help him create a casual wardrobe that is presentable and stylish?

A: It seems to me you have a stubborn case on your hands. I turned for advice to David Chu, designer of the New York-based **Nautica** company. He specializes in casual wear.

He tells me that casual dressing today should be approached with as much style awareness as a business wardrobe.

"Casual clothes are about comfort and simplicity, but they should also make a man look good.

"Combine thermals and T-shirts with long-sleeved knits and combine woven-style shirts with interesting prints and patterns. Remember, T-shirts aren't just for layering anymore.

"Your husband could also try mixing soft knit shirts and sweaters with sports coats and khakis. He should also consider wearing a suede or wool vest that will give his jeans or khakis an updated look.

"If he wants to break away from jeans or khakis, he should try cargo pants or flannel-lined trousers for a more rugged feeling."

For comfort and ease, Chu also recommends brushed-knit "fleece" - in vests, pullovers, zip-fronts and jackets: "Fleece can be worn on its own or combined with casual pants for more active wear."

Chu cautions that "while it's certainly all right to mix fabrics and patterns, keep in mind that streamlined and simple is the best way to approach putting together casual looks."

As for your husband's habit of wearing dress socks and shoes to mow the lawn, Chu suggests hiking-inspired boots as a replacement: "They'll be much more comfortable."

Q: I bought two white silk blouses for the summer and had them dry-cleaned after each wearing. But when I got them out to take on a trip to a resort this fall, I found they were yellowing. What did I do wrong?

A: I spoke to Paul Siracusa, of the Woolite Fabric Forum, who specializes in clothing care. He advises that yellowing is a common problem with white or light-colored fine clothing.

"Instead of dry-cleaning, you might consider hand-washing or -laundering your silk garment in a gentle cycle. Continual dry-cleaning can cause white silks to change color, and the chemicals may even leave an unpleasant odor.

"While special pre-wash treatments have made many of today's silks washable, surprisingly you can also wash many classic silks. Just make sure the garment has a simple construction, is colorfast and doesn't have a label that says 'dry-clean only.'

"It's usually safe to wash raw silk, China silk, Indian silk, crepe de chine, pongee, shantung, tussah, doupioni and jacquard."

Siracusa also has these silk-care tips:

-- Add a few drops of ammonia to the suds to keep your silks white.

-- Don't wring or twist your silk when it's wet.

-- Never use bleach or enzyme pre-soaks (they break down the fibers).

Remember, the most important thing you can do is to follow the instructions on the garment care label.

Elsa Klensch is style editor for Cable News Network. She welcomes questions and will answer those of general interest in her column. Write to Elsa Klensch, Los Angeles Times Syndicate, Times-Mirror Square, Los Angeles 90053. Or she can be reached on the Internet at Agent?ix.netcom.com

GRAPHIC: Photo
Bill Blass lets his black-and-white gown skim the body and inserts wide gores for movement.

TYPE: Q & A COLUMN

LOAD-DATE: November 2, 1998

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Menswear departments gear up for dressing down The Toronto Star November 16, 1995, Thursday, METRO EDITION

Copyright 1995 Toronto Star Newspapers, Ltd.
The Toronto Star

November 16, 1995, Thursday, METRO EDITION

SECTION: FASHION; Pg. H7

LENGTH: 638 words

HEADLINE: Menswear departments gear up for dressing down

BYLINE: By David Graham SPECIAL TO THE STAR

BODY:

Canada's two largest department stores are preparing for an explosion of interest in men's fashion. Earlier this month, to great fanfare, the Eaton's department store in the Eaton Centre cut the ribbon officially opening its new 75,000-square-foot menswear floor. To launch the revamped space, which is the size of 1 1/2 football fields, Eaton's brought in New York designer Joseph Abboud.

And on Monday night, The Bay at Yonge and Bloor Sts. unveiled its shiny new $10-million renovation that includes a 25,000-square-foot addition to its menswear department.

Guests, including country singer George Fox and flamboyant sportscaster Don Cherry, were treated to all the champagne and raw oysters they could stomach.

All this ballyhoo is largely attributed to the much hyped trend to casual Fridays. This phenomenal interest in dressing down has only begun. Merchandising experts agree this trend is one of the most dramatic influences on the men's fashion industry to come along this century.

And department store executives did not want to be caught with their pants down.

So Eaton's increased its space available to men's sportswear by 30 per cent, says Thomas Haig, vice-president of merchandising for T. Eaton Co.

And The Bay reclaimed territory from the concourse below, moved some escalators and stocked the shelves with brand labels such as Wilke Rodriguez, J.J. Farmer, Dockers, Chaps and Tommy Hilfiger as well as Guess and Pepe Jeans.

The stone tile floors, light wood trim, color-correct lighting and fixtures reflect the currently popular Arts and Crafts movement in North American design.

On the main floor, the existing men's area was moved and expanded for the upscale 6,000-square-foot Hudson Room showcasing tailored clothing from labels such as Italy's Missoni. This spring The Bay will add contemporary sportswear lines CP and Arnold Zimberg.

Also new, says The Bay buyer Tony Waldron, is the move to staggered delivery dates. "This is common in women's fashion," says Waldron. Now menswear designers are following suit. In-store boutiques such as

Tommy Hilfiger, Gant and **Nautica** are constantly replenishing their shelves with fresh merchandise.

Even though many men are shopping on their own, oddly enough, it's still largely a woman's world.

According to Dave Murdoch, general merchandise manager for menswear at The Bay, "60 to 70 per cent of all menswear purchases are made by women. In a downtown store that might not be so high. But in suburban department stores the figure is close to 70 per cent."

For that reason, the interior design psychology for the Eaton's and The Bay stores is intended to appeal to both men and women. Aisles are bright and wide, fixtures are modern and homey, and lighting is clean and functional.

Menswear retailer Harry Rosen has observed The Bay and Eaton's renovations as an interested bystander.

He believes their investments will pay off - in the long run. "I often see a group of men standing in office towers dressed in lumberjack shirts and every possible style of pants. These men are executives," laments Rosen.

"I see the way they dress and it's comical."

Rosen places the responsibility for teaching men the rudiments of casual dressing for the office squarely on the shoulders of retailers.

And he hints that if men are not comfortable in this new world, they may shrink back to their old ways of pinstripe suits and navy ties.

Rick McIsaac, The Bay's division merchandise manager for men's sportswear across Canada, says designers must shoulder some of the responsibility, too. He believes they must design collections that help men as they manoeuvre through department stores. "They have to keep men interested," says McIsaac, suggesting each line has to have momentum if it is going to be successful.

GRAPHIC: PHOTO: PARTY PEOPLE: Don Cherry (centre), Ken Thomson and his wife Marilyn celebrate the revamping of The Bay on Bloor.

LOAD-DATE: May 12, 1999

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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BAY WATCH The Toronto Sun November 19, 1995, Sunday,

Copyright 1995 Toronto Sun Publishing Corporation
The Toronto Sun

November 19, 1995, Sunday, Final EDITION

SECTION: COMMENT/CITY LIFE, Pg. C9

LENGTH: 332 words

HEADLINE: BAY WATCH

BYLINE: TRISHA HICKEY

BODY:
It was an unusual venue for one of the best parties of the week: The Bay on Bloor St. unveiling its new $ 10 million dollar facelift (more in step with its uptown address) with a lavish in-store gala, featuring entertainment celebrities, socialites and smoked salmon, champagne and oysters.

Leading the celebrity parade down the Cosmetics Hall's new flooring of polished slate grey porcelain tile, were leading shareholders Ken and Marilyn Thomson, presidential pitchman Bob Peter, Road To Avonlea actor Sarah Polley (much tinier in real life than she appears on screen); Canadian country king George Fox; Sunset Boulevard's Rex Smith and bubbly musical star Camilla Scott who has just left the lead role in Crazy For You to host her own talk show (debuting Jan. 8 on CFTO).

Camilla's acting career has also taken a hot new turn, as she joins actor Paul Gross on Due South.

"I'm his bitchy new boss (and eventual love interest?)," she says with a mischievous grin. Camilla appears to be relishing the chance to get nasty after playing the sugary-sweet Polly in Crazy For You.

The big stars of the night, however were Don Cherry and wife Rosemarie, who are getting geared up for more time in the spotlight. (It seems everybody wanted a photo with the guy).

You may recall that Rosemarie (our answer to David Letterman's mom) was a hit pitching Anacin when complaining about hubby Don hollering in her ear all day.

Now the pair are featured in commercial spots pitching Ford trucks.

"I get to say, 'Gee, that guy gets on my nerves,'" says Rosemarie, obviously delighted at the chance to take another shot at Don.

Despite the Bay's newly-expanded menswear shopping space featuring much-in-demand designers such as Tommy Hilfiger, **Nautica** and Perry Ellis, many of the clothing queries were aimed at Don's famous, high-collared shirts.

"He gets them made by Louie at Royal Shirt," says Rosemarie.

Could a designer shirt collection at The Bay be Cherry's next venture?

GRAPHIC: *7 photos by Jim McCormack 1. FINE ACT ... Nadia Capone and Albert Schultz, stars on the CBC*

drama series, Side Effects. 2. GLAMOROUS ... Former model Marilyn Thomson at the bash. 3. MUSIC ROYALTY ... Country music king George Fox meets the queen of T.O.'s musical stage, Camilla Scott. 4. ACCESSORY POWER ... Jewelry designer Carolee and The Bay's prez Bob Peter. 5. MEDIA BLITZ ... Global TV anchor Jane Gilbert enjoys the party. 6. PARTY ON ... CTV executive producer Sidney Cohen with actor Catherine Swing (Outer Limits; Robocop). 7. CANADA BOOSTERS... Rosemarie and Don Cherry at The Bay on Bloor St.'s gala unveiling.

LOAD-DATE: July 23, 1996

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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The Ups & Downs of Retailing;Men's suit sales pinpoint age-old axiom: What sells one year may not the next Pittsburgh Post-Gazette (Pennsylvania) November 19, 1995, Sunday,

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Pittsburgh Post-Gazette (Pennsylvania)

November 19, 1995, Sunday, TWO STAR EDITION

SECTION: BUSINESS, Pg. C1

LENGTH: 910 words

HEADLINE: The Ups & Downs of Retailing;
Men's suit sales pinpoint age-old axiom: What sells one year may not the next

BYLINE: Cristina Rouvalis, Post-Gazette Staff Writer

BODY:
America's all-the-time casual culture has made it tough for Frank Zimmerman to sell the men's suits and sport jackets in his Shadyside store.

"Go to the airport and look at how people dress to travel. It looks like the Bronx Zoo," says Zimmerman, owner of Kountz & Rider men's store, which is moving to a smaller location in Shadyside.

But if we have become a nation of slobs, we are a nation of bargain-hungry slobs. Especially this Christmas season, U.S. consumers are demanding discounts early.

With the holidays upon us, you're likely to see early sales on clothes, especially on men's suits, some retail consultants say.

In general, economists and consultants predict a modest sales increase during this Christmas season -- about 5 percent nationally and about 4 percent in Pittsburgh, in the view of Stuart Hoffman, PNC Bank chief economist.

Though men's apparel has held up better than the sluggish women's apparel market during the past few years, the lax office dress code has hurt the traditional lines of men's wear.

"The whole men's suit industry is under siege," says Howard Davidowitz, a New York-based retail consultant.

Zimmerman has marked down every item in his men's store for his moving sale.

Jos. A. Bank Clothier, a classic men's clothing store, is holding a $ 199 suit sale, down from $ 325. More expensive suits are also discounted. "Every suit in the house is on sale," says Harold Hawver, general manager. "It's not unusual to hold a sale. It's just that we haven't started this early and this deep."

The Downtown store sold more than 30 suits on Thursday, and Rich Dalzotto, a 23-year-old insurance agent who is swimming against cultural trends in his power suit, was grinning widely at sale racks. "It's perfect," he says.

Kuppenheimer Men's Clothiers, a national chain that carries a large stock of men's suits, is leaving the

Pittsburgh market and holding a liquidation sale at its two suburban stores.

Aside from the trend away from suits and toward khakis, the button-down men's apparel clothing manufacturers, including Schoeneman and Plaid, Hawver says.

"There's a lot of dumping of tailored men's clothing," Hawver says. "It's showing up at department stores and discounted at sale prices."

The flip side of the coin is that casual clothes sales are taking off. At Lazarus, sales are brisk in the casually hip clothes made by Tommy Hilfiger and **Nautica,** says Mike Trafford, senior vice president. The suit business isn't as strong, though the department store is not discounting suits more than usual this year, he says.

Some traditional retailers are also changing. Jos. A. Bank Clothiers, a Baltimore-based chain that makes and sells its own clothes, now has added a Joe's Casual line of sweaters and sportcoats and other casual clothes.

And the store also has found new opportunities by sending videos to some accounting and legal firms to help men dress appropriately for work in the age of casualness. Some men are at a loss what to wear now that they don't pull the old corporate uniform, a power suit, out of the closet anymore.

"A lot of men come out of college. They used to wear jeans and a T-shirt and then they go out and buy a suit. Nobody ever educated them how to bridge the gap. A navy suit and white shirt and red tie is easy. But a lot of guys don' know where to go in middle-of-the-road clothes."

Kountz & Rider is also rethinking its emphasis. "Maybe we have to change," Zimmerman says. "People have put clothing way down on their top 10. They'd rather have a second car, they'd rather go out to dinner more, they'd rather go on extra vacation. There is no peer pressure to look good. Just walk down the street."

The emphasis away from clothes and toward the home life is one reason some retail consultants predict sluggish clothing sales again this season and brisker sales in electronics, personal computers and home items.

And sales will be frequent and early this year, one retail consultant says. "It's price, price, price, price, price," says Richard Sprague, a consultant based in Durham, N.H.

Some consumers feel there's no need to buy anything but sale items -- even before Thanksgiving. "It seems like everything you buy is on sale," says Karen Dalzotto, Rich's mother. "It seems like you don't pay full price for gifts this year."

Indeed, sale signs are everywhere. The Limited women's clothing chain, for example, is advertising an "extra early" Christmas sale.

Even some small specialty stores are holding limited sales before Christmas -- something many of them didn't do five years ago.

"The consumer expects to buy things on sale today," Zimmerman says. "It's almost year-round. But I still think Christmas is going to be Christmas, whether we are selling at markdowns or regular prices."

One of the biggest shopping frenzies of the season is Kaufmann's Night Sale, which packed in crowds last weekend and did better than the previous year.

"When they hear the words 'Night Sale,' a lot of people use it as a kickoff for the holiday season. It's almost like a ritual," says Jerry Eccher, a senior vice president at Kaufmann's.

But Eccher says consumers do not automatically pull out their wallets when they see the sale sign.

"Cheap doesn't necessarily mean it will sell. It's not just price," Eccher says. "If it looks good and has a lot going for it, price is not inhibiting."

KRTBN

GRAPHIC: PHOTO, PHOTO: Darrell Sapp/Post-Gazette: At South Hills Village, the Christmas shopping frenzy has started to escalate.

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DRESSED FOR THE WEATHER;A QUIZ ON WHAT TO WEAR FOR WINTER WARMTH Buffalo News (New York) November 20, 1995, Monday, CITY EDITION

Copyright 1995 The Buffalo News
Buffalo News (New York)

November 20, 1995, Monday, CITY EDITION

SECTION: LIFESTYLES, Pg. 7B

LENGTH: 963 words

HEADLINE: DRESSED FOR THE WEATHER;
A QUIZ ON WHAT TO WEAR FOR WINTER WARMTH

BYLINE: SUSAN MARTIN; News Style Writer

BODY:
With the first snowfalls of the season behind us and a good many still ahead, it's time to brush up on how to dress for the cold.

Which fabrics will keep you warmest?

What's the best way to layer?

How do you keep your feet from freezing?

Before dressing for the next cold front, fix the zipper on that trusty parka, waterproof those boots and take our short multiple-choice quiz to see how prepared you really are.

1. What type of long underwear will keep you warmest and driest on the slopes when it's zero degrees?

a. Waffle-weave cottons

b. Silk

c. Polypropylene or Thermax

d. Real skiers don't wear long johns

Answer: c. Polypropylene, Thermax and other synthetic, high-performance fabrics keep you warm and dry by transporting or "wicking" moisture away from your skin and dispersing it. They also dry quickly and weigh less than wool.

Cotton, on the other hand, sops up moisture, stays damp against your skin and does not insulate when wet.

"When someone says, 'I'm wearing an expensive ski outfit, but I'm still cold,' I ask them, 'What are you wearing for underwear?' They usually say cotton. That's their mistake," said Jane Martin, buyer for Red Door Ski Shop.

Silk has wicking ability but it, too, does not insulate when wet. If you love the feel of silk, wear it. But on the coldest days, opt for a high-performance fabric or even a Thermax-silk or wool-silk blend.

2. Which statement is true?

a. If your feet are cold, put on your hat

b. Gloves generally are warmer than mittens

c. Kids know when to come in from the cold

d. Sunscreen isn't necessary during the wintertime.

Answer: a. An uncovered head can make you cold all over. That's because the scalp, ears and facial skin have lots of blood vessels near the surface that shed heat fast. Keep them covered and heat will travel to your feet and hands.

As for the rest, (b) mittens generally are warmer than gloves of the same thickness and fabric because heat transfers from finger to finger. Even shivering kids (c) don't want to miss outdoor fun. And (d) skiers and outdoor enthusiasts should remember that the damaging rays from the sun don't take winters off.

3. What's the best way to stay warm at Bills games?

a. Dress in layers

b. Borrow Jim Kelly's muff

c. Protect your face from windburn by painting it

d. Do a dance at every down

Answer: a. The key is to dress in layers of the right clothes that can be peeled off (in the car) or added (in the stands) as needed. Several layers will trap more insulating air than one bulky garment.

As mentioned above, long underwear (not cotton) provides a good inner layer. Next comes the insulating layer or layers (wool sweater, fleece pullover/pants) followed by the outer layer, which provides protection from wind, rain, snow and possibly even the contents of airborne beer cups.

And don't forget your hat.

4. Which statement isn't true?

a. Cashmere gets its name from Kashmir goats

b. Camel's hair comes from two-humped camels

c. Alpaca wool comes from the long-haired wooly alpaca

d. Polartec comes from Polarsheep

Answer: d. Polartec fabrics are knitted polyester sometimes blended with Lycra, cotton, wool, nylon or rayon. It's made by Malden Mills. Other trademark fleece names include Pinnacle Fleece, Synchilla and Alpen Lite.

5. Which isn't a smart way to keep feet warm and dry?

a. Wear boots with a thin insulator such as 3M's Thinsulate

b. Wear boots with a waterproofing membrane such as Gore-Tex

c. Wear two pairs of heavy socks

d. Wear a pair of sock liners under your socks

Answer: c. Wearing two layers of heavy socks will only pinch your toes, make your feet sweat and you cranky.

For extra comfort, wear a pair sock liners (silk or polypro) under your warmest socks. And take along disposable heat packs to throw in your boots or gloves. The packs last eight hours, which make them a smart thing to carry around in your glove compartment as well, in case you're ever stranded during the wintertime, Ms. Martin said.

6. Which of the following is a good insulator?

a. Wool

b. Polyester fleece

c. Down

d. All of the above

Answer: d. But down needs to be protected by a waterproof shell because, unlike wool and fleece, it loses warmth when wet, warn Kim Johnson Gross and Jeff Stone in activewear chapter of their book "Chic Simple: Clothes" (Knopf, $ 25).

7. Which design features add to the warmth of a garment?

a. Elastic cuffs

b. Storm flaps over zippers

c. Tightly woven yarns

d. All of the above

Answer: d. How warm a jacket or other garment is depends not just on fabric but how the yarn is spun, knitted or woven and how the garment is constructed, according to Pamela Redmond Satran in "Dressing Smart: The Thinking Woman's Guide to Style" (Doubleday, $ 19.95).

A coat with multiple closures, including a fastener at the neck, is going to be warmer than a single-button style, for example.

8. Which boot feature are best in slippery weather?

a. Heels. The higher the better

b. Lug soles

c. Smooth flat bottoms

d. *Forget boots. Sneakers will do the trick*

Answer: b. The idea is to maintain firm footing on snow -- not teeter, slip or slide across it.

Scoring

Here's how to score the quiz:

8 correct answers: We'd say hats off! but we don't want our feet to get cold.

6 or 7 correct answers: Not bad, not bad, but please don't say you blew it with the Polarsheep question.

3 to 5 correct answers: It's only November. You still have time to shape up -- and warm up.

Fewer than 3 correct answers: Bet you don't even own a winter hat.

GRAPHIC: Toasty toes, the foundation of it all. Wool slouch socks by **Nautica** Hosiery.; Warm hat, warm feet? Outfits by **Nautica** for Boys.; Everywhere this season: polyester fleece, in an anorak by Liz & Co.

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HUNTERS' WIVES OPEN OWN SEASON Chicago Tribune November 21, 1995 Tuesday, NORTH SPORTS FINAL EDITION

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Chicago Tribune

November 21, 1995 Tuesday, NORTH SPORTS FINAL EDITION

SECTION: NEWS; Pg. 1; ZONE: N

LENGTH: 1043 words

HEADLINE: HUNTERS' WIVES OPEN OWN SEASON

BYLINE: By Bob Secter, Tribune Staff Writer.

BODY:
Marv and Donna Dawson have been married for 37 years. For each and every one of those years she's had to put up with the wandering thoughts, the roving eye and the pentup lust that overcomes him with the autumn frost.

So by the time Marv reaches for that orange cap with "We Interrupt This Marriage to Bring You the Hunting Season" emblazoned above the brim, Donna knows he is lost.

Which used to tick her off to no end, but no longer. Now, when Marv and other Escanaba, Mich., men pack off to deer camp for their annual two-week fling of hunting, boozing, poker and such, Donna and the rest of the long-suffering wives pack up their credit cards for a romp of their own down the Magnificent Mile.

Watch out Chicago! The "Does" are back in town.

The annual trek of the "Deer Widows," as they call themselves, has become as much a fixture of the North Woods this time of year as the hunt itself. While the men satisfy that primal urge to bring home a prized 10-point buck, scores of their spouses charter buses for the Windy City and fan out in pursuit of mega-buck bargains.

They get facials, pedicures and makeovers, and gorge themselves on theater and museums. They eat, they drink, they shop. They shop, they drink, they eat. Then they shop some more.

"We keep up with the men, and we can go to the bathroom inside," explained Elaine Sigan, who hasn't missed a "widows" trip since they began 14 years ago.

This year, Monet was the big hit. Last year, it was a female impersonator show at a North Side lounge. Then there was the year that Bernadette Verhamme led an expedition down to Walter Payton's America's Bar in River North.

"When they played 'YMCA,' a lot of us grandmas got up on the marble bar and started dancing," recalled Verhamme, a cheerleader from the Escanaba High Class of '43.

To understand what drives the women here each year, it's important to appreciate what drove them away.

In Michigan, Wisconsin and elsewhere in the Upper Midwest, deer hunting isn't just a sport, it's a way of

life, a near sacred male-bonding ritual as beer-swiggingly anticipated as Super Bowl Sunday.

Shops, factories and even schools close for the opening of deer season, and countless males disappear into the woods for days, sometimes weeks, at a time.

So anxious are they to blast away at something that some jump the gun.

Last Wednesday, opening day for this year's hunt in Michigan, 46-year-old Paul Ray of Bark River became the first casualty of the season while lying at home in bed before dawn.

A stray shot from a hunter pierced a wall and grazed Ray in the arm and chest.

The spirit of the phenomenon was perhaps best capsulized by The Yoopers, a singing group from Michigan's remote Upper Peninsula, in their unforgettable "Deer Camp":

"It's the second week of deer camp and all the guys are here,

We drink, play cards and shoot the bull, but never shoot no deer.

The only time we leave the camp is when we go for beer,

The second week of deer camp is the greatest time of year."

It may have been heaven on earth for the men, but for those left behind it was just plain boring.

One year, Donna Dawson's nose was so out of joint after Marv had been gone for 10 days that she sent word through a friend that he was no longer invited to Thanksgiving supper.

"On a scale of 1 to 10, the wife is a zero," she explained.

It was Verhamme who finally said "enough." In 1981, after 35 years of annual abandonment from her otherwise beloved husband, Eugene, she approached Lois Anderson, owner of Escanaba's Holiday Travel, with a plan.

"I'm sick and tired of these guys going away every year and we do nothing," Verhamme said. "Let's go to Chicago, stay at a nice hotel, see some great shows and do some shopping."

And the rest is history.

From one busload of revelers that first year, the trip grew to seven, though Anderson found that unmanageable and has since scaled back to four. Travel agencies from Green Bay to Ishpeming and Marquette, Mich., now offer copycat deer escape charters.

Over the year's, the Escanaba group has done a lot of Chicago shopping and seen a lot of Chicago theater. This year, Verhamme said, some of the women went to see "Stomp." "That's the group from England with the brooms and the garbage cans," she explained. "They said that was different."

Indeed, no matter how many times they come, some of the women still find themselves amazed by odd Chicago customs.

"One time we went up to the top of the John Hancock and paid $5 for a cup of instant coffee," said Mary Burroughs. "That would buy three pounds back home."

This year's trip kicked off before dawn last Thursday from the parking lot of the Super One on North Lincoln Road in Escanaba, population 15,000, about 50 miles north of the Wisconsin border along Lake Michigan.

After a stop for breakfast, things got in full swing when they broke out the wine and beer before the ladies hit Kenosha for a swing through the outlet malls. Then it was on to "Doe Camp," otherwise known as the Palmer House, from where they fanned out in a relentless pursuit of bargains.

Though clothes and Christmas presents are at the top of most shopping lists, usually there's one item that seems to catch everybody's fancy. One year there was a run on those gizmos at Crate and Barrel that can cut onions into the shape of flowers. Last year, it was standup chicken cookers. This year, it was giant-size scorepads for bridge.

For the fifth straight year, Dawson came with her daughters, Kim Anderson and Pam Bialik, who in turn had hired a baby-sitter to tend the children back home.

They started out early Friday at Marshall Field's, Dawson scouring the men's department for a Rush Limbaugh tie for "the opinionated man I live with," and Anderson trying to find a white shirt with a rounded collar. Her husband, an undertaker, had decided he had to have it after seeing O.J. Simpson wear one during his trial.

Three days, a punch bowl, some holiday dresses, some kids clothing, a Jones of New York designer sweater, a down coat, some **Nautica** jackets and golf outfits later, they were done.

'This is our 'girls' weekend," explained Bialik, an occupational therapist. "The men are out doing their thing, why shouldn't we do something too?"

GRAPHIC: PHOTOS 3PHOTOS: The "Deer Widows" (top photo) leave Escanaba, Mich., Thursday in their bus headed to Chicago. Once in the Windy City, the hunt begins, and Donna Dawson (from left) and her daughters, Kim Anderson and Pam Bialik, check out Marshall Field's. AP photo, Tribune photo by Ovie.; PHOTO: Kim Anderson and her sister, Pam Bialik, wait for their purchase to be rung up at Field's during what has become their annualtrek to Chicago. "This is our 'girls' weekend," says Bialik. Tribune photo by Ovie Carter.

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The scent of a man;Feel free to explore the giveaways from many fragrance lines Pittsburgh Post-Gazette (Pennsylvania) November 26, 1995, Sunday,

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Pittsburgh Post-Gazette (Pennsylvania)

November 26, 1995, Sunday, FIVE STAR EDITION

SECTION: LIFESTYLE, Pg. G2

LENGTH: 414 words

HEADLINE: The scent of a man;
Feel free to explore the giveaways from many fragrance lines

BYLINE: Jane Crawford, Post-Gazette Staff Writer

BODY:
The spirit of Christmas is in the giving -- or so they say. After all, it's the time of year when we show our appreciation and affection through a big or little something.

But shopping for men can present some challenges if tools, barbecue equipment or ties don't seem right. One of today's trends is for men to pay more attention to themselves, and that means using skin care and bath products.

So while you're shopping for dad or the man in your life this year, you may want to double your buying power and take advantage of the numerous gift-with-purchase items that are available when products for men are bought at the cosmetics counter.

That way, you can still give the fragrance/lotion/bath product, but keep the freebie for yourself.

For example, at Kaufmann's, when you buy an item for $ 35 from Safari for men, you receive a duffel bag; a basketball comes with a Polo Sport (Ralph Lauren) purchase of $ 35; and there's another duffel bag with a $ 30 **Nautica** purchase.

Of course, not every man is comfortable with cologne. Flashbacks of guys drenched in Jade East, Brut or Canoe can haunt a man for years.

Men today use fragrance much more subtly. Generally speaking, there is no more pouring it on to the point where you could empty a subway station. A dab here and there will do ya.

This does not mean that a man must give up his trademark scent. If he wants to stick with Old Spice, so be it. Other favorites are British Sterling, Preferred Stock, Davidoff/Cool Water, Tiffany for Men and Paco Rabanne pour homme.

But he may want to take a chance and indulge in something that is not an old standard or polluted with musk. There are choices galore, from the unisex ck by Calvin Klein to the elegant Grey Flannel by Geoffrey Beene to the ever-popular Aramis.

At Lazarus, when you make an Aramis purchase of $ 27, you get an umbrella; a tin of biscotti comes with a Gucci purchase of $ 27; and with a $ 26 purchase from Paul Sebastian, there is a crystal clock.

If cologne is not the gift-giving answer to your shopping prayers, perhaps a skin-care product, soap, shampoo, deodorant or body wash is.

When shopping for your man at Saks Fifth Avenue, keep in mind that a duffel bag comes with any Catalyst purchase; there's a box of miniature products with a Tiffany purchase of $ 25; and a frisbee with a $ 28 Polo Sport purchase.

Whatever the holiday holds for givers and receivers, you can make it a time of smart shopping and fun giving.

GRAPHIC: PHOTO, PHOTO: John Beale/Post-Gazette: From left, spend at least $25 at Aramis and get a multicolored umbrella (available at Lazarus); Escada offers a razor and cologne with a $35 purchase (at Saks Fifth Avenue, Downtown) and you'll have a ball with the gift from Polo with a minimum $35 purchase (from Kaufmann's).

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LANDMARK STATUS The New York Times November 26, 1995, Sunday, Late Edition - Final

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The New York Times

November 26, 1995, Sunday, Late Edition - Final

SECTION: Section 6; Page 62; Column 1; Magazine Desk

LENGTH: 20 words

HEADLINE: LANDMARK STATUS

BODY:
A well-dresssed man is like an architect with a vision. He builds his wardrobe on a keystone of classic accessories.

GRAPHIC: Photos: A scale model of the Shanghai International Plaza, designed by Frank Williams & Associates, is wrapped in a silk tie, $42.50, by Villa Bugatti. At Bloomingdale's. Silver tie pin (on tie), $145, by Fiona Rae. At Bergdorf Goodman Men. Watch, $625, by Ole Mathiesen. At Barneys New York. Silver pen (top), $500, by A.T. Cross. At Arthur Brown, 2 West 46th Street. Gold and emerald cuff links (on frieze), $8,300, from Cartier. Steel pen, $53, by Rotring. At Rebecca Moss Ltd., 510 Madison Avenue. Silver key chain, $210, by Gucci. At Bewrgdorf Goodman Men. Silk ties: (flying, far left) $42.50, by Villa Bugatti, at Macy's; (flying, far right($115, by Brioni, at Barneys New York; (behind lighter) $88, by Drake's for Barneys New York; (foregraound and right) $85, by Kilgour, Frenchy & Stanbury, at Barneys New York. Pocket lighter (left), $330, from Alfred Dunhill. Table lighter, $350, from Alfred Dunhill. Cuff links (on flying tie at right) $245, from Paul Stuart, Madison Avenue and 45th Street. (pg. 63); Richard Gluckman's "Match Box House," to be built in Orient Point, L.I., is home to a titanium pen (top), $225, by Lamy. At Rebecca Moss Ltd., 510 Madison Avenue. Sterling silver golf ball ighter (far left), $1,825, from Alfred Dunhill. Stainless steel watch, $844, by Milus. At Barneys New York. Silver tie bar (near watch), $120, by Georg Jensen. At Barneys New York. Silver belt buckle (at entrance), $130, from Tiffany & Company; silver conical, $135, by Sarah Jordan, at Bergdorf Goodman Men; silver spheres, $180, by Georg Jensen, at Barneys New York; silver footballs, $150, by Sarah Jordan, at Berdorf Goodman Men. Silver cigar case (far right), $295, by Del Conte. At Bergdorf Goodman Men. (pg. 64); Flying over a model of the Greater Buffalo Airport, designed by Kohn Pedersen Fox Associates, are silk ties (from left): $140, by Comme des Garcons Homme Plus, at Charivari 57, 18 West 57th Street; $35, from the **Nautica** Store, 216 Columbus Avenue; $140, by Comme des Garcons Homme Plus, at Charivari 57; $69.50, from Faconnable, 689 Fifth Avenue. Eyewear (from left): tortoise and metal frame, $205, by Lafont, at Morgenthal-Frederics, 685 Madison Avenue; tortoise sunglasses, $220, by Lunor, at Robert Marc Opticians, 575 Madison AVenue; rimless sunglasses, $275, by Oliver Peoples, at Morgenthal-Frederics; chrome sunglasses, $325, from Morgenthal-Frederics; black-frame sunglasses, $195, by Paul Smith, at Robert Marc Opticians. Sterling silver pocket knife, $250, from Tiffany & Company. Silver-plated cigar cutter (center), $185, from Alfred Dunhill. Alligator belts: (left) $325, from Cole-Haan stores; $375, by Torino, at Saks Fifth AVenue. Socks, $9, from the **Nautica** Store. Penny loafer, $225, by To Boot. At Bergdorf Goodman Men. Silk tie, $90, by Garrick Anderson. At Barneys New York. (pg. 66); The new United States Courthouse for White Plains, designed by Skidmore, Owings & Merrill, is furnished with leather gloves, $125, from Barneys New York. Black-lacquer fountain pen, $850, and gold pocket watch, $17,300, both by Cartier. At Cartier boutiques. Alligator belt, $298.50, from Paul Stuart, Madison Avenue and 45th Street. Silver belt buckle, $125, by Polo Ralph Lauren. At Polo stores. Alligator wallet, $355, by Torino. AT Saks Fifth Avenue. Gold-filled tie bar (on wallet), $92.50, from Paul Stuart. Gold tank watch, $7,850, from Cartier. Striped silk tie, $65, by Bergdorf Goodman *private label*. At Bergdorf Goodman Men. Cuff links (foreground), $260, by Gergdorf Goodman

private label. At Bergdorf Goodman Men.

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LIVING IN A MATERIAL WORLD HOLIDAY SHOPPING FUELS MATERIALISM IN TEENS. The Post-Standard (Syracuse, NY) November 30, 1995 Thursday City Edition

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The Post-Standard

The Post-Standard (Syracuse, NY)

November 30, 1995 Thursday City Edition

SECTION: HJ; Pg. 12

LENGTH: 1426 words

HEADLINE: LIVING IN A MATERIAL WORLD HOLIDAY SHOPPING FUELS MATERIALISM IN TEENS.

BYLINE: MARGARET LeBRUN Staff Writer

BODY:

Bobby Martin has 20 pairs of boots and 15 pairs of sneakers. Youd think that would be enough footwear. Not for him.

When he saw the latest Michael Jordan sneakers, a style with black patent leather trim on the sides that cost $125 plus tax, he just had to have them. He bought them last weekend.

Theres not a weekend I dont go shopping, says Martin, who earns his money working about 20 hours a week as a telemarketer. If I dont have anything else to do with my money, Ill take $150 and spend until I have about $10 left to buy something to eat.

Call him materialistic he doesnt care. He likes to look good, and he spends a lot of time and money trying to achieve that certain look. Like many teens, he expects to shop even more from now until Christmas, and more for himself than for gifts.

Just being in stores fuels materialism. Many teens admit they blow big bucks on clothes, sneakers or CDs. Some feel pressured to beg, borrow or steal to get the things they want.

Manlius child and adolescent psychologist Rhoda Fisher says materialism is the same for teens as for adults.

This culture is so rapidly changing that we can barely keep up, so you (believe that you) have to acquire more, says Manlius psychologist Rhoda Fischer. Maybe it reflects some insecurity that you need to do that, to look like everybody else. We believe well be more successful if we possess more things. We seem to be very hungry, like were always storing up nuts for the winter.

Coveted items vary from school to school. At Cicero-North Syracuse, its Old Navy jeans and Tony Walker T-shirts. At Skaneateles, its Dockers pants and Oxford shoes. At Liverpool, practically every girl brings her gym clothes to school in a Gap bag.

At Nottingham, Tommy Hilfiger clothes, Nike sneakers and Timberland boots are hot. It may or may not be true, but several Nottingham students and a few from other city schools say Nottingham is the trendiest

school in the area. Martin is one who agrees.

Nottinghams probably the most fashionable school in the city, says Martin, who can spot designer clothes from across the hall. It depends on how much you shop and if you wear a lot of it. An ordinary person who wears just anything wouldnt spot it unless they see the name. But somebody like me, I can tell.

Teens spend nearly $100 billion a year, mostly their own money, according to estimates by Research Unlimited in Northbrook, Illinois. Boys spend an average of $44 a week of their own money. Girls spend $34 a week of their own money, but money from their parents makes the total amount they spend almost as much as boys.

In part-time and summer jobs, teens make much less than adults. Yet, without bills to pay, they spend a lot more money on themselves than adults do.

Teens arent saddled with mortgages or utility bills, Peter Zollo, president of Teenage Research, wrote in a recent article in American Demographics Magazine. They can spend their funds freely, and they have the means to affect brand sales in a big way. Also, they appear to be more brand-conscious than ever before.

Zollo says for teens, cool means quality, and quality is cool. Nationwide, teens say the coolest brands are Nike, Guess, Levis, Gap and Sega. Most of these brands are also hot with Syracuse-area teens (see accompanying story).

Many teens think of shopping as fun, not a chore, says Zollo. They care how they look, and what they buy reflects what they think of themselves.

Students are highly competitive about what they wear, says Malaika Adams, Martins classmate at Nottingham.

Nottingham is a very, very materialistic school, says Adams. Almost everybody wears labels, thats the biggest thing. You wouldnt dare go out wearing $17 sneakers. You have to have the Guess? jeans, the **Nautica,** the Tommy Hillfiger, or its like (she lowers her voice to mimic a gossiper), Ugh, they dont dress right.

She says those who wear designer clothes brag about buttering themselves up for school, People say, Wait till you see what I wear tomorrow Im going to be so buttuh!

She and Martin also know people who want certain things so desperately they shoplift.

Thats how a lot of people get all this stuff, says Adams. They go boosting (shoplifting), or they know somebody who works at a store who boosts for them or gives something to them cheaper.

In recent years, youths across the country have been attacked or even shot dead for their Starter sports logo jackets or Nike sneakers.

Consumer analysts say the gotta-have-it mentality that bombards teens in the media every day promotes luxuries as necessities, wants as needs.

Many of the most coveted items among teens are promoted by the people they look up to: celebrities and sports heroes. The Rev. Jesse Jackson, for one, has lambasted product endorsers as encouraging young people to be materialistic. They are exploiting an ethos of mindless materialism, Jackson said in an interview with the Washington Post. Our youth are trapped with economic depression, with zero-based self-esteem: I am nothing. You are less. If you cross me, I will shoot you. For my inadequate feelings about myself I must at least identify with the best. So I cover up my inadequate feelings with my $200 tennis shoes. Teens who dont wear whats in or cant afford designer clothes, shoes and accessories are subject to ridicule.

They dont take into consideration that some people dont have the money to buy that kind of thing, says Nottingham sophomore Kenisha Bonner, who spends about $400 a month on clothes with money she makes working after school and weekends at a nursing home cafeteria.

When it comes down to an argument, it comes down to, Look what shes got, look what Ive got. Did you see what she wore today? You know it was fake.

She says she can tell at a glance whether something has a designer label. Designer clothes have extravagant labels in the back, while cheaper clothes have small labels or no labels at all. As for jeans, those that fit better are usually the more expensive, popular brands.

Bonner and her Nottingham classmates say younger students tend to be the most label-conscious.

Its a part of self esteem, says Bonner. When you reach a certain age you want certain things, but you realize you have to work for them. A lot of kids dont have what they want, and its difficult.

Fayetteville-Manlius students interviewed said the same holds true in the eastern suburbs.

The freshmen seem to be more into the fashion thing, says F-M senior Brad Raphael, who owns closets full of sports equipment and wears a look right out of the J. Crew catalog.

I guess Im not with it anymore. As you get older and start paying for more of your own clothes, youre more into bargains.

Raphaels sister Brooke, a junior at F-M, says their school is often stereotyped as materialistic. Yet, a lot of students often, those who can easily afford designer clothing reject it in favor of vintage clothing and bargains from the Salvation Army and Army-Navy stores.

Often, you cant tell whos rich and whos poor by what they wear, says F-M senior Jessica Pouschter.

I know we get stereotyped that were really snobby and materialistic, but I dont see it that much, says Pouschter, sitting amidst a pile of sweaters, jeans, stuffed animals and CDs in her Manlius bedroom. I dont think people flaunt it. A lot of people like used clothes and dont care how they look.

Pouschter has just about anything a teen would want: her own TV and stereo, 22 sweaters, about 200 CDs, even a spare bed in her professionally-decorated room for overnight guests. She recently cleaned out her closet; it took her two entire days.

Yet, her favorite article of clothing is a gray college sweatshirt previously worn by two other people. Her favorite possession is a tiny enamel necklace made by an uncle who died when she was a little girl.

Pouschter says she didnt realize how much she had until she volunteered to work at the Rescue Mission soup kitchen in Syracuse last year.That really hit me hard, she says. You have this stereotype of a homeless person as a middle-aged man in raggy clothes, but thats not what I saw. I saw a lot of younger kids and babies with their mothers. And nobody was dressed raggy. It was really sad, and horrible to think that they couldnt afford to eat.

It made me think about my clothes, and even about wasting food.Since then, shes donated several bags of used clothes to the Rescue Mission and Salvation Army. Who knows? Maybe theyll turn up on some of her classmates this year.

LOAD-DATE: February 7, 2003

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EVENING HOURS;Multiplication Tables (Five Times the Fun) The New York Times December 3, 1995, Sunday, Late Edition - Final

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December 3, 1995, Sunday, Late Edition - Final

SECTION: Section 1; Page 61; Column 2; Style Desk

LENGTH: 17 words

HEADLINE: EVENING HOURS;
Multiplication Tables (Five Times the Fun)

BODY:
A handful of parties, a gathering of guests, from Nancy Reagan to Archbishop Tutu, Nov. 27 to 30.

GRAPHIC: Photos: Nov. 27, 8:10 P.M.: The Burden Center for the Aging held a dinner at the Rainbow Room honoring President Ronald Reagan and his wife, NANCY, escorted by CARTER BURDEN. The Reagans were recognized for the attention they have focused on Alzheimer's disease, with which Mr. Reagan is afflicted. 8:20 P.M.: Dr. WILLIAM A. HASELTINE, a researcher in genetic science, who was also an honoree, dances with his wife, GALE HAYMAN-HASELTINE. Nov. 29, 8:15 P.M.: The INFANTA DONA PILAR, second from right, the Duchess of Badajoz and a sister of King Juan Carlos I of Spain, attended the Spanish Institute's gala at the Plaza with her sons, JUAN GOMEZ-ACEBO, far left, and BRUNO GOMEZ-ACEBO, far right; her daughter, SIMONETA GOMEZ-ACEBO, and her daughter's husband, JOSE M. FERNANDEZ SASTRON. 7:50 P.M.: The Spanish Institute honored IGNACIO GOMEZ-ACEBO, left, an international lawyer who is a brother-in-law of the Duchess, and JOHN F. McGILLICUDDY, a former chairman of the Manufacturers Hanover Trust Company. The institute promotes the understanding of Spanish culture and public affairs. Nov. 30, 8:40 P.M.: Guests dine amid a group of elephants at the American Museum of Natural History's annual ball. 7:40 P.M.: From left, ELLEN V. FUTTER, the museum's president; ANNE P. SIDAMON-ERISTOFF, its chairwoman, and GAIL HILSON, the ball chairwoman. 8 P.M.: MIKE NOVACEK, left, the museum's provost of science, with FRED ROSE and DOROTHY CULLMAN. Nov. 28, 6:30 P.M.: The NOW Legal Defense and Education Fund celebrated its 25th anniversary with an equal-opportunity awards dinner in the Grand Ballroom of the New York Hilton and Towers. MARSHALL HILSBERG, left, the chairman of Lord & Taylor and one of five honorees, with his wife, PATRICIA, and DAVID CHU, the designer for **Nautica,** at a reception before dinner. 7:15 P.M.: MURIEL FOX with another honoree, EDGAR BRONFMAN JR., the president of the Seagram Company. The other honorees were Ruth Whitney, Jon S. Corzine and Michael F. Coady. Nov. 30, 6:45 P.M.: The African-American Institute honored Archbishop DESMOND M. TUTU, second from right, with the Arthur A. Houghton Jr. award for excellence, at a dinner at the New York Hilton and Towers. With him were, from left, DAVID N. DINKINS, WILLIAM H. HAYDEN and MAURICE TEMPELSMAN, trustees of the institute, which promotes mutual understanding between Americans and Africans. (Photographs by BILL CUNNINGHAM/The New York Times)

LOAD-DATE: December 3, 1995

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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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RSVP / THE SOCIAL CITY;TRULY AN INSTRUMENTAL GIFT Los Angeles Times December 3, 1995, Sunday, Home Edition

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December 3, 1995, Sunday, Home Edition

SECTION: Life & Style; Part E; Page 2; View Desk

LENGTH: 945 words

HEADLINE: RSVP / THE SOCIAL CITY;
TRULY AN INSTRUMENTAL GIFT

BYLINE: By MARY LOU LOPER, TIMES STAFF WRITER

BODY:
Ever successful, the Pasadena Junior Philharmonic Committee will proudly present another check -- for $230,000 -- to the Los Angeles Philharmonic Assn. on Friday at the Music Center. It's the second installment from last year's Pasadena Showcase House of Design. Earlier, $400,000 was given. The $630,000 total elates Mona Mapel, benefit chairwoman, Betty Rossiter, president last year, and new president Susan Clayton. The annual benefit has raised just under $6.3 million over 31 years.

Handsome Affair: Tall, stately Hubert de Givenchy, Paris fashion icon (he recently presented his final couture collection there), greeted guests at a tea at L'Orangerie, and "Isn't he handsome?" was whispered nonstop.

Givenchy came officially to announce that noted American hotelier Rose Narva will be proprietor of the Givenchy Hotel and Spa in Palm Springs. It opens late this month, and the pampering programs on the 15-acre paradise nestled against the San Jacinto Mountains will be identical to those at the Givenchy Spa at the Trianon Palace in Versailles.

Narva is a natural for the job. She has restored and operated four venerable establishments in the nation's capital: the Hay-Adams, the Jefferson, the Carlton and the Wardman Tower at the Sheraton.

When Givenchy got up to speak, he acknowledged his longtime Los Angeles friends Janet Thompson Hovis and Carolina Barrie. Hovis recalled that she and her mother met *couturier* Jacques Fath in 1947 while sailing on the Queen Mary to Europe. Later, Fath invited them to a party, where they met Givenchy. Hovis' mother invited Givenchy to visit Beverly Hills, and Hovis remembers driving him in a Cadillac to Palm Springs when she was 18.

More sipping tea were Jean Smith, Meredith MacRae Neal, Jayne Berger, Mary Jane Wick, Rhonda Fleming, Lee Minnelli and Cyd Charisse.

We hear Monsieur Givenchy himself created the tableware, robes, exercise outfits and jogging clothes for the spa. *Michelin* "two-star" chef Gerard Vie will create the cuisine.

Cheers: The Beaujolais nouveau from France and the Provencal cuisine prepared by Alain Giraud of Citrus, in concert with other leading chefs, made "La Grande Affaire 1995: An Evening in Cannes" a winner for the California Hospital Medical Center.

Tom Decker and Andrea Van de Kamp co-chaired the noisy affair. "The auction raised $72,500," said Van de Kamp, "and can you imagine what we could have made if they (the audience) could have heard us."

It was a happy lot: Keith and Joan Renkin, Rob and Joan Blackman, Joy Fein, Sam and Mary Helen Bell, Shel and Sandy Ausman, Patty and Charles Hathaway, Bill Wood, Dean and Nancy Ziehf, Sam and Florestine Biggers, John and Jacqueline Holly, Janice and Neil Harrison, Paul and Sherrill Colony.

French, Too: Champagne, a bistro dinner, a Parisian stage revue and dancing under the stars at Hope Ranch put an elegant touch on the Santa Barbara Civic Light Opera board's "An Evening on the French Riviera," headed by Betty J. Stephens. Among supporters: Stewart and Katherine Abercrombie, Richard and Marguerite Berti, Stephen and Jean Crossland, Paul and Leslie Ridley-Tree.

Elsewhere on the Social Circuit:

* Almost 850 guests attended the Women's Guild of Cedars-Sinai Medical Center's world premiere of "Nick of Time." Chairwoman Beverly Firestein says the event will net $250,000 . . . Chandler School raised $79,000 at the "Toy Story" premiere at El Capitan Theatre.

* The United Liver Assn. celebrated a 10th anniversary at the Beverly Hills Hotel and honored Jim Moret and Sybil Brand . . . United Hostesses' Charities honored P.K. Shah at a dinner at the same hotel . . . Jennifer Lowland chaired Starlight Foundation's sports-celebrity auction, hosted by **Nautica,** GQ and Bullock's . . . Sisters of Charity of Leavenworth and trustees of St. John's Hospital and Health Center Foundation dedicated the Soni and Hobart McAlister Perinatal Center with a tea.

* Keeping Up: Carl Reiner's theory and book "Continue Laughing" had luncheon-goers at the John Wayne Cancer Institute Auxiliary affair chuckling . . . Wow! Another $500,000 grant for Methodist Hospital's Patient Tower Campaign -- this one from the Santa Anita Foundation . . . The Westside Guild of Childrens Hospital took over the Regency Club to stage a day of "holiday inspirations" with ideas on cuisine, tea, morning coffee, flowers, home decorating . . . The Southern California Council of the National Museum of Women in the Arts lunched at Rockenwagner's with Teri Solomon in charge. The event was a fund-raiser for future exhibits of women artists . . . Mount Associates, substantial givers to Mt. St. Mary's College, brought their children to a benefit dinner at the Petersen Automotive Museum.

* Step Up on Second's executive director Susan Dempsay turned 60 -- but there was no party; instead, to honor her, donors are giving to the Step Up endowment fund . . . The Downtown Women's Center took over the Stadium Club at Dodger Stadium for a benefit dinner . . . Hispanics for L.A. Opera were invited to the wine reception and opera recital at the home of Consul General of Mexico Jose Angel Pescador and his wife, Efigenia . . . Associates of Cedars-Sinai Medical Center hosted a membership gala at Four Seasons . . . White Memorial Medical Center celebrated an evening with Sergio Mendes and Brasil '95 at the hospital foundation's fund-raiser.

* Ringing in the holidays: Descanso Garden hosted its holiday feast and magical light display last week . . . Los Angeles City Hall will be lit for the holidays Wednesday at 5:30 p.m. with a reception later in the City Hall Rotunda.

* Mary Lou Loper's column is published Sundays.

GRAPHIC: Photo, Hubert de Givenchy visits with Betsy Bloomingdale, left, and Rose Narva, who will be proprietor of the Givenchy Hotel and Spa. LEE SALEM / For The Times

LOAD-DATE: *December 4, 1995*

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Sportswear Designers Catch Olympic Fever DNR December 4, 1995

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December 4, 1995

SECTION: Vol. 25, No. 229; Pg. 22; ISSN: 1092-5511

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HEADLINE: Sportswear Designers Catch Olympic Fever

BYLINE: MILES SOCHA

HIGHLIGHT:
Top American sportswear designer firms will introduce summer-1996 collections that include casual pieces and activewear with sport logos, flags and American team colors as they gear up for the summer Olympics in Atlanta

BODY:
Top American sportswear designer firms will introduce summer-1996 collections that include casual pieces and activewear with sport logos, flags and American team colors as they gear up for the summer Olympics in Atlanta. Licensed Olympic products are predicted to generate retail sales of $1.5 bil. Some 120 official licensees have been signed up by the Atlanta Centennial Olympic Properties. The Atlanta Committee for the Olympic Games expects 2.5 mil visitors and a cumulative TV audience of 35 bil. How some of the apparel licensees are getting their products ready for the Olympics is discussed. These firms include Tommy Hilfiger, **Nautica** International, Polo Ralph Lauren Men's Co, and Macy's East.

NEW YORK -- Athletes and official apparel licensees aren't the only ones gearing up for the summer Olympics in Atlanta.

Top American sportswear designer companies including Hilfiger, **Nautica** and Ralph Lauren will square off at retail with summer '96 collections that include activewear and casual pieces emblazoned with sport logos, flags and American team colors.

Analyst Faye Landes at Smith Barney called the tactics of sportswear companies "ambush marketing," the legitimate practice of getting involved in an event without being an official licensee.

"The Olympics are out there," she said. "There's no reason not to get a piece of that business."

Licensed Olympic products, led by T-shirts, pins and hats, are expected to generate up to $1.5 billion at retail.

Atlanta Centennial Olympic Properties, the marketing arm of the Atlanta Committee for the Olympic Games, has signed up 120 official licensees, as significant proportion of them in apparel.

Analysts do not know how much the non-licensed, but Olympic-inspired, designer sportswear might be worth, but acknowledge that an event of this magnitude fuels demand for a wide variety of apparel.

"There will be a lot of Olympic merchandise bought. This may appeal to a slightly different customer," said Landes.

For instance, "What Tommy [Hilfiger] and **Nautica** are doing is melding traditional Olympic themes with a sophisticated design sense," she explained. "It's not just slapping a logo on it."

Laurence Leeds Jr., analyst at Buckingham Research, stressed that the biggest opportunities lie with official activewear licensees such as Sara Lee and Authentic Fitness.

But he acknowledged that "anyone who makes clothing for sports is going to try in some way to identify with the biggest event of the year."

For example, at Donna Karan, the Y in the DKNY logo has sprouted a torch. It appears on nylon outerwear, tank tops and T-shirts.

At Tommy Hilfiger, the trademark slogan International Games, often in tandem with the American flag, is emblazoned on authentic soccer jerseys, mesh shorts, swimsuits and outerwear.

Polo Ralph Lauren takes both nostalgic and high-tech approaches. Its "Summer Games" collection pays homage to 1930s Olympians with antique-look sweatshirts and crested blazers, while "World Challenge" explores a modern nautical theme with technical outerwear and pique polo shirts in crisp red, white and blue.

Collections as diverse as Duck Head and Iceberg contain veiled references to the Olympics.

Analysts said they could not draw on history to accurately project how consumers might react to Olympic-themed designer sportswear. The last summer Olympics in the U.S. was Los Angeles in 1984, a time when "sportswear was much smaller and less exciting," Landes noted.

But in general, the Olympics "tend to get everyone patriotic and worked up," she said. It also tends to spur participation in sports.

Many designer companies are banking on it.

At **Nautica** International, designer, president and CEO David Chu chose summer '96 to launch his expanded **Nautica** Competition collection of performance activewear. By next spring, the company will have 18 500-square-foot Competition shops adjacent to **Nautica** sportswear areas.

The collection's red, white and navy color palette "fits into the team U.S.A. concept," Chu said. And the promotional campaign, which breaks February, features Olympic hopefuls cycling, running and pole vaulting in Competition gear.

"The timing is perfect," Chu said.

Asked if the Olympics will have a lasting impact on fashion, Chu said the event "will heighten the awareness of the activewear look. I think people want more functional stuff today."

"Activewear is certainly going to be on top of everyone's mind this summer when we have the Olympics," agreed George Ackerman, president of DKNY Men's. "I think business in the category will be up."

Ackerman said he expects strong sales in performance outerwear, cotton tops and accessories. "There's just so much crossover potential in all of the products."

At Polo Ralph Lauren Men's Co., president and chief operating officer Lance Isham described retailers' reactions to its vintage and technical offerings as "sensational." Top-selling items included nylon swimwear and running shorts, technical outerwear, fleece and napless fleece, and slim-fitting knit shirts.

Isham said he anticipates strong distribution nationally. A concentration of Olympic-inspired merchandise will also be front and center at the new 5,000-square-foot Polo Sport store set to open next April in Atlanta's Lenox Square.

Hilfiger's summer '96 collection includes both activewear and casual sportswear inspired by the upcoming competition in Atlanta. it will be shipped to all in-store Hilfiger shops by May.

Hilfiger said the International Games collection, part of Tommy Hilfiger Athletics, comprised about a quarter of his seasonal booking, which would translate into sales volume in the tens of millions.

"There are people who want upscale apparel," he said in an interview. "We wanted to make a collection that would be desirable for people who love the spirit of the Olympics."

He said his Athletics collection was designed "for the playing field and the audience." Overall, "all the logoed items sold better than anything else," he said.

Frann Vettor, senior director of retail licensing for Atlanta Centennial Olympic Properties, said unauthorized use of official Olympic terms and images will be stridently enforced. Authentic Olympic Games Collection apparel will carry holographic hangtags to indicate the real article.

Yet she acknowledged that the impact of the event goes beyond its scope of official products. "We feel we have set a trend for holiday, spring and summer."

Setting the tone for sportswear-driven, event-related merchandise, Olympic Properties granted a designer men's wear license to Perry Ellis, which took a more upscale, yet affordable, approach.

"A lot of the Olympic merchandise is very loud and graphic and bold," said Jerry Kwiatkowski, vice-president of design and merchandising at Perry Ellis Menswear. "They really wanted for us to try a sportswear-inspired line with the graphics very simple, more sophisticated.

"(Consumers) are looking to have that little hint [of the Olympics] and not be so graphically oriented."

For example, Kwiatkowski showed off a hunter-green hooded terry sweater with a small Olympic logo embroidered on one cuff. "We felt it would be more wearable and seasonless," he said.

Retailers surveyed by DNR said they anticipate strong demand for Olympic-inspired merchandise in designer shops.

For example, Mike Catania, divisional merchandise manager of men's sportswear for Dayton's, Hudson's and Marshall Field's said Hilfiger's International Games grouping comprised about 30 to 40 percent of his summer booking in that collection alone.

"We just feel there's a lifestyle trend for athletic-inspired and sport kind of clothing," he said. "We're also seeing strength with big, bold graphics."

Kevin Morrissey, executive vice-president and GMM at Macy's East, said he expects strong demand for all sport-related and U.S.A.-themed apparel.

"People become very patriotic at that time and it will have an effect on the apparel that people wear and want to wear," he said.

In addition to Olympic-themed merchandise in designer sportswear areas, Macy's is rolling out Americana

and Olympic shops, each containing a broad range of branded and licensed products.

Stuart Glasser, executive vice-president of men's wear for Bloomingdale's, said the Olympics will not "dominate our floors" but likely will be reflected in designer shops.

He agreed the Olympics will help "explode" an already hot market for activewear.

Although the organizing committee imbues next summer's Olympics with added significance because it is a 100th anniversary taking place in the U.S., most observers agreed there will be a tight selling window.

Analyst Leeds said the key selling period will be three months before and "a couple of months after," stressing that demand for Olympic-related merchandise is likely to diminish rapidly. "Six months after, it'll be tough to give this stuff away."

Perry Ellis shipped its first grouping of Olympic product for holiday, but Kwiatkowski said the bulk of goods will be shipped for April-to-May delivery, when demand will be strongest.

Dayton Hudson plans to roll out Olympic shops, containing a broad range of licensed and event-related products, to 62 doors by next April, Catania said. Some locations have shops in place for holiday sales, feeding what he described as an already piqued appetite for Americana.

"We have been seeing a trend to this emerging for the past six months," he said, attributing the surge in patriotism to the forthcoming elections and the Olympics. "Hopefully there will be a halo effect after the games where we'll see a lot of strength in that kind of business."

He expects sales will be strongest in April and May, becoming promotional by June.

At Macy's, Morrissey said, "The plan would be to be out of this merchandise by the end of July."

The Atlanta Committee for the Olympic Games anticipates 2.5 million visitors and projects a cumulative television audience of 35 billion. The games get under way July 19 and close Aug. 4.

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Limited's Structure Gets Image Overhaul BRANDWEEK formerly Adweek Marketing Week December 4, 1995

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BRANDWEEK formerly Adweek Marketing Week

December 4, 1995

SECTION: POSITIONING; Pg. 8

LENGTH: 302 words

HEADLINE: Limited's Structure Gets Image Overhaul

BYLINE: By Elaine Underwood

BODY:
Structure, the menswear division of the Limited Inc., is in for a makeover. The chain is vying to become a suits-to-socks retailer and its newest store in Costa Mesa, Calif., is serving as the test bed.

The prototype recasts Structure with a warmer decor, a revised floorplan and a pricier, new line named the Platinum Collection. The moves come as same-store sales are down 8% at the 477-unit division. Apparel retailers continue to struggle, including Structure's sister divisions Express, Lane Bryant and the flagship Limited Stores. Shoppers, once attracted to the Limited's fashion-at-a-fair price philosophy, are finding price tags just as attractive on brand-name merchandise at department stores. Designer brands **Nautica** and Tommy Hilfiger continue to dominate menswear departments.

"Structure's product offering hasn't changed much," said Harry Ikenson, retail analyst at Rodman & Renshaw in New York. "I think it has gotten stale and there are other branded sportswear names out there doing a better job. They need a little bit of freshening."

Limited executives have been telling Wall Street that changes are underway for the division, promising just last week that analysts would hear about significant changes in the first quarter of 1996.

The Costa Mesa store, designed by Desgrippes Gobe, N.Y., breaks the store into work-related suits and separates, weekend styles and activewear. Structure's high-'80s decor of black backdrops and abundant architectural motifs has been muted. Leather trims, smoked-glass and warm wood tones take the edge off displays.

The new Platinum Collection floats a higher price point. A Platinum-label wool jacket costs around $ 200, twice as much as Structure's usual range. This fall, the company also introduced Les Collezioni, a line of suits.

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Fad glasses are on the eyes of their beholders The Times Union (Albany, NY) December 5, 1995, Tuesday,

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The Times Union (Albany, NY)

December 5, 1995, Tuesday, ONE STAR EDITION

SECTION: LIFE & LEISURE, Pg. C1

LENGTH: 786 words

HEADLINE: Fad glasses are on the eyes of their beholders

BYLINE: LISA LYTLE; Orange County Register

BODY:
It's hard to picture James Dean wearing them. How cool would that have been?

But times have changed, and so have eyeglasses.

Kevin Costner, Sylvester Stallone and Candace Bergen flaunt their spectacles. And they're not usually called four-eyes, nerds or geeks.

Some celebrities these days even pick up a new pair of eyeglasses to show off on their way to a special occasion, said Gai Gherardi, co-owner of the l.a. Eyeworks stores, in November's InStyle magazine.

Like other baby-boomers, they are doing to eyewear in 1995 what they did to jeans in the 1960s, according to Carol Norbeck, spokeswoman for Envision Yourself, an informational program of the Vision Council of America.

With styles considered sharp looking, they've changed the connotations of glasses from undesirable to smart, successful, and possibly even sexy. It's a sort of sublimation, trying to turn a sign of physical frailty into a symbol of chic.

Baby-boomers are fueling a power surge in designer eyewear this year. The focus is new, very cool, high-quality prescription eyeglasses: Frames can be plastic, metal, sleek, etched, pierced, ringed, carved, mottled, thick, thin, bold or muted; lenses are slimmer and more lightweight than before.

In 1995 alone, more than a dozen famous designers who didn't consider lending their names to eyeglasses in past years are behind some of the coolest frame styles.

Why are they trying to make spectacles so hip?

Boomers are aging. Many will experience presbyopia a visual condition that occurs in middle age, requiring them to read a book at arm's length or further. And they'll need glasses. But they're adamant about not looking old or goofy.

They'll pay for high quality even if it means shelling out hundreds, eyewear experts say.

"Price is not an object because it's something I'm going to be wearing on my face every day," said Yvonne Vessell, 40, of Irvine, Calif. Vessell has been wearing eyeglasses for nearsightedness or myopia for 20

years. She sports a pair of Kata eyeglasses with hand-tooled metal frames that simulate the surface of a bamboo pole.

Vessell gets a new pair every two to three years and said there's a better selection than was available five to 10 years ago. The new glasses, she said, are not a pain on the nose and definitely are more stylish.

Erin Morgan, editor of 20/20 magazine, a trade magazine in New York, maintains that boomers have converted the image of eyeglasses from a medical device to a fashion statement. They view eyeglasses as accessories and are likely to own a few pairs, she said.

Some boomers with the option of getting contact lenses are instead choosing chic glasses because contact lenses can cost more, require more time to care for and put on and do not enable wearers to express the same degree of personal style.

The baby-boom generation, meaning people born from 1946 to 1964, accounts for 40 percent of all frame sales of designer and celebrity eyewear, according to a 1994 study from the 20/20 Optical Group Data Base in New York.

The average eyewear wearer is 44.8 years old, the study showed. By 2000, this 45-and-older market will make up 60 percent of the U.S. market for optical products.

They also disdain the telltale lines in old bifocals, said Kathy Wilcox, optician at The Optometrist in Costa Mesa, Calif. More often than not, they favor progressive lenses with no such lines.

Boomers also go for the bells and whistles such as anti-reflective lens coatings and scratch resistance.

Small wonder eyewear companies are rushing to supply them with familiar fashion brands such as DKNY, that either boomers will recognize from clothing or brands that are intended to represent the quality boomers expect, Morgan said.

Terence Martin, 34, of Fullerton, Calif., purchased his third pair of eyeglasses a few weeks ago: a sleek, thin, oval-framed tortoiseshell number with wafer-thin prescription lenses by Giorgio Armani.

"I'm picky," he said, with a grin. "I tend to stick to designer names such as Armani and Calvin Klein not so much because of the names but because of the designs and the quality."

This year alone, designer names Isaac Mizrahi, Nicole Miller, **Nautica,** Kenneth Cole, Facconable, DKNY, Colours by Alexander Julian and Robert Lee Morris debuted in optical shops, Morgan said. Thirty-something designer Todd Oldham, whose clothes are embraced by the likes of Susan Sarandon, Veronica Webb and the 20-something MTV set, recently agreed to license his name for an eyewear line.

High-end specialty lines such as Oliver Peoples, l.a. Eyeworks and Kata did not originate from fashion names but are known for unique, eye-catching designs favored by boomers.

LOAD-DATE: December 6, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (7/1/1995) and leq (12/31/1995))** (Edit Search | Suggest Terms for My Search)
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Jacobson's Doubles Men's Space in Sarasota Store DNR December 6, 1995

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DNR

December 6, 1995

SECTION: Vol. 25, No. 231; Pg. 12; ISSN: 1092-5511

RDS-ACC-NO: 142585

LENGTH: 984 words

HEADLINE: Jacobson's Doubles Men's Space in Sarasota Store

BYLINE: NEAL TURNAGE

HIGHLIGHT:
Jacobson's flagship St Armand's Circle store in Sarasota, FL recently more than doubled the size of its men's department to 1,200-sq-ft in order to better serve the young, more fashionable man

BODY:
Jacobson's flagship St Armand's Circle store in Sarasota, FL recently more than doubled the size of its men's department to 1,200-sq-ft in order to better serve the young, more fashionable man. The previously 500-sq-ft space had been limited to golf- and tenniswear with some sportswear. The department did $500,000 worth of business in 1994, but that figure is hoped to rise to at least $750,000 in 1996. Sales for 1995 are running 3-5% ahead of year-to-date figures in 1994. The firm plans to do tie-in promotionals with women's lines. New sport coat offerings are from Valentino, Hugo Boss and Wilke-Rodriguez. No special marketing campaign is being planned.

SARASOTA, Fla. -- Jacobson's is ready for the man of the future.

The company's flagship St. Armand's Circle store here recently more than doubled the size of its men's department to 1,200 square feet to better serve a man described by manager Alan Abbey as "younger and more fashionable."

With a fashion injection from vendors such a Hugo Boss, Valentino, Jhane Barnes, **Nautica,** Perry Ellis, Krizia and Wilke-Rodriguez, Jacobson's men's department is ready to go head-to-head with its competition on the Circle. Kepp's Mens Shop, Maus & Hoffman and Mettlers all flank the department store and carry high-end men's sports wear.

Additional, Saks Fifth Avenue will open its first Gulf Coast location in Florida next year at nearby Southgate Plaza, which will undoubtedly give every men's retailer a run for its money.

Abbey said that, previously, the 500-square-foot space, which had been limited to mainly golf- and tenniswear with some sportswear, had been doing $1,000 a square foot. "We're hoping to generate another 50 percent in volume," he added.

Sources said the department did $500,000 worth of business last year. With the addition, Jacobson's is

hoping to see that figure rise to at least $750,000 in 1996. Abbey noted that sales for 1995 are running 3-5 percent ahead of year-to-date 1994 figures.

The men's department can be accessed from either the street or through the women's department. To better bridge the two departments, a men's fragrance counter was added. Designer fragrances such as those by Dolce & Gabbana, Cassini and Donna Karan are available, and the company plans to do tie-in promotionals with women's lines to help boost awareness of the new counter and the men's department.

Although Jacobson's is based in Jackson, Mich., all the buying for the company's nine Florida locations -- it's opening another in Boca Raton next year -- is done in Winter Park, Fla.

According to Abbey, the new strategy showcased at the Sarasota unit is designed to make the store a leader in better sportswear separates. "The merchandise mix of the company is always reflective of the community," he said. "Sarasota is changing. It's getting much younger. If we want the business, we have to address that."

Richard McCauley, men's manager, added: "We were constantly getting requests from customers wanting better sportswear and more merchandise." These requests were key to modifying the mix, which now includes tailored separates made of cotton, silk or microfiber blends are some eveningwear, along with a healthy selection of golf-and tenniswear.

Above all, Jacobson's wants to be perceived as being us fashion-conscious as the rest of the country. "We're now offering ventless, two-button sport coats," Abbey said, adding: "Before, we never would have carried something like that." He said he's also showing four-button tuxedos with no vents and banked-collar shirts underneath.

"This is designed to appeal to a younger customer with a feel for what's happening in fashion," said Abbey. "That doesn't mean that we're turning our back on some of our conservative lines, such as Austin Reed. We simply felt it was time to address the more cosmopolitan consumer here."

Abbey reported the department is not yet carrying suits "and probably won't for the time being." In other words, Jacobson's shoppers don't have a problem wearing the tux to the glut of black-tie affairs that clutter Sarasota's social calendar, but the rest of the time they want to hang a little looser.

To that end, Jacobson's is going full tilt in providing as many options as possible for the perfect blend of casual and sophisticated. New sport coat offerings from Valentino, Hugo Boss and Wilke-Rodriguez are offered in everything from smooth wool blends in solids to a deep-forest and navy houndstooth.

Complementing the jackets is a selection of Perry Ellis vests and banded-collar shirts, as well as what Abbey refers to as the current hottest seller -- microfiber earth-tone trousers by Zomelo. "The fit is roomier," he said.

Also available in the new sportswear mix are knits by Jhane Barnes, short-sleeved silk shirts by Burma Bibas and mock turtlenecks by Wilke-Rodriguez. **Nautica** is also getting more play, said McCauley, adding. "We're getting more and more of it everyday."

Still the mainstay of the department is golf-and tenniswear, which account for upwards of 50 percent of business. A wall devoted entirely to golfwear has been added featuring such vendors as Greg Norman, Pivot Rules, Bobby Jones and Ashworth Harry Logan.

"We do well with the polos and the shorts particularly," said McCauley. Ribbed-cotton sweater vests with oversize hems have been thrown into the mix, as have Greg Norman hats with a sunblock rim.

Tenniswear vendors with increased selling space are IXSPA and Fila. "The warmups, shorts and shirts sell year-round," continued McCauley, who added that **Nautica's** swimwear is also getting added space.

Jacobson's isn't planning any special marketing campaign. Instead, it's banking on strong word-of-mouth as the holiday shopping season cranks up to get the message out. "We're going to wait and see, and then examine the situation carefully in January," McCauley said.

TYPE: Journal; Fulltext; Abstract

JOURNAL-CODE: DNR

LOAD-DATE: September 17, 2004

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George 2nd is as much fun as debut issue of magazine Austin American-Statesman (Texas) December 12, 1995

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View Related Topics

December 12, 1995

SECTION: Entertainment; Pg. E10

LENGTH: 621 words

HEADLINE: George 2nd is as much fun as debut issue of magazine

BYLINE: Bill Steigerwald

BODY:
He/it is baaaack.

And George II is nearly as ad-fat, editorially rich and full of fun as the first George, which debuted in September amid one of the most successful and unavoidable public relations campaigns in history.

In case you were in a coma, the magazine George is, in the parlance of professional magazine columnists, a lively post-partisan fusion of pop culture and politics, a semi-serious, semi-silly kind of People magazine that, so far anyway, manages to be equally soft on both the liberal and conservative denizens of America's political over/underclass.

In other words, the innards of the new December/January issue of George are crammed with all kinds of crazy pop-political stuff.

It simultaneously contains editor-in-chief John Kennedy Jr.'s interview with famous Hollywood liberal Warren Beatty about big-time political activism and a profile of a bright young conservative GOP inner-Beltway polister you've never heard of.

Lost among the Versace, Estee Lauder and Chrysler ads are articles on pro-choice abortion strategists, hot political ad agencies like Pittsburgh's Brabender/Cox, GOP secret-weapon Sonny Bono, the women of Watergate, the top 10 perks in Washington and America's obsession with gambling. (Which is why "Casino's" Robert De Niro is on the cover dressed in George Washington get-up and wig.)

The first-ever George Survey, a poll that compares the entertainment tastes of Republican, Democrats and Independents, is largely a bust. And the All-Apocalypse cable channel idea was a terrible way to waste a full page.

But it was real smart to commission bachelor Sen. Bob Kerrey, D-Neb., to review the movie "The American President."

And it was the height of nonpartisanship and fair play to give Rush Limbaugh control of the regular back-page feature "If I Were President." He does to liberal America what Madonna did to conservative America in the first issue -- outrage them to death.

Some of George's stuff -- like the mini-profiles of the innocent regular everyday humans who are stuck with famous political names like waitress Pat Buchanan or social worker Al Gore -- is plain dumb.

But some of it -- like funnyman Roy Blount Jr.'s clumsy, politically doltish encounter with House majority leader Dick Armey -- is even dumber.

In fact, the Armey article -- like a profile of one of the country's most controversial judges and potential Supreme Court nominee, libertarian Alex Kozinski -- reveals George's major weakness: It doesn't seem to want to spend much time or space addressing serious political ideas, even when it's profiling at length the people who harbor them.

But hey, if you want dull and serious, subscribe to Rupert Murdoch's Weekly Standard or the American Prospect.

In this age when more and more people are becoming increasingly displeased with the two major parties, George's pursuit of nonpartisanship and its ideologically lite approach are a smart long-term business move.

It'll take a year or two before we know if George can continue to pull in those **Nautica** ads and keep its subscribers interested.

So far, George is arguably the hottest magazine in America. Its debut issue sold out 500,000 newsstand copies in days, leaving untold thousands disappointed and becoming an instant collector's item.

This columnist, by the way, still has a single, unsoiled, mint-condition copy of the first George and is wondering what to do with it.

Should we send it to the Smithsonian? The John F. Kennedy Library and Museum? Should we sell it for ransom to one of JFK Jr.'s old girlfriends or just auction it off to the highest and most desperate bidder and give the money to charity? Let me know if you have any better ideas.

GRAPHIC: 'Casino's' Robert De Niro skewers America's obses sion with gambling by appearing on the cover of George in full get-up and wig.

LOAD-DATE: December 12, 1995

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Gift guide The Toronto Star December 14, 1995, Thursday, METRO EDITION

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The Toronto Star

December 14, 1995, Thursday, METRO EDITION

SECTION: FASHION; Pg. J6

LENGTH: 146 words

HEADLINE: Gift guide

BODY:

* Storm of London collection available at Art Gallery of Ontario, Lilith's Garden on Kensington Ave., and Rag Tag on Queen St. W.

* Roots watches available at selected Eaton's, Roots and Sears stores and other independent retailers.

* Guess watches available at The Bay and Eaton's, Consumers Distributing and Guess stores.

* **Nautica** watches available at The Bay, Eaton's, and specialty men's clothing stores.

* Swatch watches available at The Bay and Eaton's and other independent jewelry stores.

* Marg Smith watches available at Katu on Queen St. E.

* ESQ collection available at Eaton's, Peoples Jewellers, Consumers Distributing and independent jewellers across Canada.

* Data Link watch by Timex available at watch and electronic shops.

* Joe Boxer watch available at The Bay and Eaton's.

See related story by David Graham on page J1

LOAD-DATE: May 12, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
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CULTURAL CRAFTS DISCOUNT MALL; HUSBAND-AND-WIFE TEAM HOPE MALL WILL GENERATE PROFIT, PROGRESS The Virginian-Pilot (Norfolk) December 17, 1995, Sunday, Correction Appended

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The Virginian-Pilot (Norfolk)

December 17, 1995, Sunday, Correction Appended FINAL EDITION

SECTION: BUSINESS, Pg. D1

LENGTH: 1209 words

HEADLINE: CULTURAL CRAFTS DISCOUNT MALL;
HUSBAND-AND-WIFE TEAM HOPE MALL WILL GENERATE PROFIT, PROGRESS

BYLINE: DENISE WATSON, STAFF WRITER

BODY:
Michael and Regina Lee have opened a business they say will strengthen the black community, cut crime, give the downtrodden a way to pull themselves up, and turn a profit, too.

Their Cultural Crafts Discount Mall in Virginia Beach is a hub of about 60 businesses that sell everything from batteries to Ralph Lauren sweatshirts to Afrocentric items, the shopping center's specialty - at below-retail prices.

But the husband-and-wife team hope the mall will be much more than just another place to shop. It's partly a plain money-making venture for them. It's also a cooperative where small retailers can share expenses to keep costs and prices down. And it's a place that offers subsidies for teenagers who want to learn about business by opening stores of their own.

In short, the Lees hope, the mall will generate both profits and social progress.

"This is the way out for us in the '90s," Mike Lee said. "Affirmative action is being slowly taken away. African Americans have to build their own businesses and support themselves."

The Lees hung up their grand-opening sign Oct. 16 to coincide with the Million Man March rally in Washington. As hundreds of thousands of African-American men gathered to pledge better support of their families and communities, the Lees made a permanent statement at home.

The plans for the mall began a year ago. The couple had spent years selling black figurines at trade shows and noticed other black-owned enterprises doing the same. None of them were prospering.

"I finally said, 'To hell with a booth - let's get a store,'" Lee said. "It's an ideal concept for African Americans, coming together in unity, cooperative economics."

The Lees rented a 3,400-square-foot office space on Baker Road near Virginia Wesleyan College, dividing the area into 134 booths to rent out. Leases range from $ 55 to $ 90 a month. According to Michael Lee, his business has several advantages for vendors:

The businesses now have a permanent home, unlike the weekend flea markets and occasional trade shows many used to sell their wares.

Regina Lee manages the mall full-time, handling sales and tracking the merchandise when business owners can't be there.

Vendors share overhead costs - phones, electricity bills and office equipment - so that the start-up fees that often stagger new businesses are manageable. The monthly fee for the electronic credit-card machine runs $ 83 a month, but costs just a few bucks apiece once split among several merchants.

Owners of A & C Balloon Unique, Adlina Ebron-Smith and Charles Smith, used to sell their customized balloons from their homes before they heard about the mall.

Now, they not only can better display their specialty items, but they carry hair products and women's clothes, too.

"We've been doing well here," Ebron-Smith said.

"There's more exposure, more networking. This is flexible so we can come here when we get off work or whenever. All we have to do is make sure things are stocked and they sell."

Mike Lee called the Cultural Crafts Discount Mall a win-win situation.

"We can make group buys. All of us put in $ 100 each. That's a lot of merchandise that we can buy," he said.

"Together, we have access to almost any kind of merchandise anyone could want. If we don't have something you like, make a request at the counter and we'll find it. How can you go wrong with this?"

The mall isn't profitable yet but a local businessman who works with black-owned businesses believes it has a healthy outlook.

"It sounds like a pretty good idea," said Gerry McCants, president of Thomas-McCants Media Inc. which publishes the Hampton Roads Edition of Black Pages of America and 10 other directories along the East Coast that feature black-owned businesses.

"Whenever you can find a co-oping situation, you usually have a situation which will benefit the community."

Mike Lee is equally optimistic about his special sponsorship program. Lee is looking for vendors, churches and community groups to donate $ 200 in merchandise and three months' rental fees to sponsor a teenager to run a business.

Teens benefit by learning the mechanics of the marketplace, such as checking inventory, ordering supplies, negotiating purchases and earning whatever profit is made. The sponsors benefit by knowing they've given a kid a job and, perhaps, a more-abundant future.

The community benefits, Lee said, because jobs are the answer to ending crime and poverty.

"Kids can come in here and see that the Starter jackets and Nike tennis shoes that they are killing each other for only cost $ 25 wholesale," Lee said.

"It takes the sting out of that."

Amber Bowman, 15, heard about the program through Lee's daughter, Shamotta, and signed on quickly.

For the three-month contract, Bowman needed letters of recommendation from her principal and all of her teachers and needs to maintain a C-average.

While her friends work at McDonald's and Phar-Mor, Bowman will be selling designer clothes.

"I've already asked my friends what kinds of things they would like to buy - Guess, **Nautica** items, stuff like that," Bowman said recently as she began to clean her "shop" in the mall.

"I'm getting excited. I've always wanted to be a business manager when I get older. This will be my start."

Shamotta Lee also will open her own business, selling name-brand casual and dress shoes a couple of booths over from Bowman.

"I've already had a lot of my friends ask how they can get started," Shamotta said.

"They are willing to work harder to improve their grades and get involved, so I think that's good."

Mike Lee said teens visit the mall every day asking for sponsors, but he has to put them on a waiting list. So far, he's had two folks sign on as sponsors, including himself.

"There are so many possibilities. The 16-year-old kid who draws really well can get a sponsor and learn how to frame and market his work," Lee said.

"The single mom who can't work because she can't find day care can get a sponsor, work flexible hours and spend time with her family.

"You introduce them to saving money, dealing with banks, job experience. You give them some self-esteem and they see they can do it on their own."

Lee hopes the mall will be successful and produce a crop of business-minded shakers: Folks who go out and open banks to finance construction companies that will build more malls and black-owned stores.

"Blacks no longer have an excuse for not building their own businesses and taking more responsibility for our problems," Lee said.

"We complain that when we go into Korean-owned stores they don't respect us; the same for white-owned establishments. Well, come here and shop, create your own.

"And we address the white community. Everybody can use batteries, everyone is welcome here. We hope you come out and support our stores like we've supported yours."

CORRECTION:
Gerry McCants' company publishes a regional edition of Black Pages USA, not Black Pages of America. These are two separate publications. A Sunday Business story had an error.

Correction published Tuesday, December 19, 1995 on page D2 of THE VIRGINIAN-PILOT.

GRAPHIC: L. TODD SPENCER color photos, Amber Bowman and Shamotta Lee, above, get a work space ready at the Cultural Crafts Discount Mall in Virginia Beach, a hub of about 60 businesses. Subsidies are offered for teenagers who want to learn about business by opening stores of their own. The 3,400-square-foot mall, on Baker Road near Virginia Wesleyan College, is divided into 134 booths.

LOAD-DATE: December 20, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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Report Lanier getting Nautica clothing line; Lanier Clothes; Brief Article Daily News Record December 20, 1995

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Copyright 1995 Capital Cities Media Inc.
Daily News Record

December 20, 1995

SECTION: No. 241, Vol. 25; Pg. 2; ISSN: 1041-111917920608

LENGTH: 143 words

HEADLINE: Report Lanier getting **Nautica** clothing line; Lanier Clothes; Brief Article

BYLINE: Gellers, Stan

BODY:
NEW YORK -- Lanier Clothes, the division of Oxford Industries, has been named the tailored clothing licensee for **Nautica,** according to strong market reports.

Neither officials at **Nautica** Enterprises, the master licensee, nor Lanier, could be reached for confirmation.

A small early-fall **Nautica** package is expected to be released in early January by Lanier with a full-fledged line to be launched in April for fall selling. The suits will reportedly retail under $ 300.

Nautica tailored clothing was formerly manufactured and marketed by the Plaid Clothing Group at somewhat higher price points and reportedly reached a volume of close to $ 2 million. Plaid released its license earlier this year as part of its Chapter 11 reorganization.

Lanier currently has the tailored clothing license for designers Oscar de la Renta and Robert Stock.ENGLISHGeneral; Trade

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTSTI File 148

LOAD-DATE: February 08, 1999

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The Washington Times December 22, 1995, Friday, Final Edition

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The Washington Times

December 22, 1995, Friday, Final Edition

SECTION: Part E; AUTO SHOW; WORKING VEHICLES; VANS; Pg. E39

LENGTH: 3190 words

BYLINE: Bob Storck; THE WASHINGTON TIMES

BODY:

Vans have had a mixed reputation - during the peace-and-love years many large vans became rolling boudoirs - one would think that Volkswagen offered flower and cannabis frond paint schemes as an option. In 1983 Chrysler combined the best features of large vans and station wagons, and turned the industry around.

Ironically, the initial fun experiences that teen-agers had with the smaller vans in the '60s may have greased the way for minivan acceptance in the '80s. People took to the minivan as if it was predestined.

Chrysler killed the station wagon. What started as a niche vehicle has completely revised the look of suburban driveways. Now sport/utility vehicles seem poised to take over the minivan market.

Front-drive minivans offer so many advantages over the traditional wagon - they are smaller externally for the same carrying capacity; they are easy to enter and load heavy objects; and they are more economical to operate.

Most are front-wheel drive, but the Ford Aerostar, GM Astro and Safari, Mazda MPV, and Toyota Previa offer alternatives for those who feel they need rear-drive for trailer towing. There is a price to pay in garage height and step in convenience on rear drivers.

Honda was one of the last holdouts for the station wagon concept, and has capitulated with the Accord-based Odyssey minivan. It uses a four-door configuration, and the third-row rear seats retract into the floor. Isuzu has borrowed some of their capacity, and will sell this van as the Oasis.

The Chrysler/Dodge/Plymouth minivan is currently accounting for about 45 percent of the minivans sold in the United States - especially remarkable when you consider that they now have 11 competitors from other manufacturers.

Door configurations provide one of the major areas of choice. Chrysler's left-side rear side door is bound to be copied by Ford and GM. General Motors offers a power door on their front-drive minis, and a "Dutch" door on their rear-drive versions. This has a lift gate for the rear window, and split lower doors hinged on the side for the bottom. This seems to be of most value for baggage loading. Some after-market offerings include a rear door that hinges on the bottom to serve as a ramp for motorcycles or yard vehicles.

The minivan market (all manufacturers) has grown from zero 10 years ago to more than 1.2 million units today. Some analysts expect it to peak in a few years, but some of them also predicted the market would

All side windows open, and power rear windows are available. There are elegant yet durable fabrics for the interior. Each rear seat back has trays and cup holders built in. The window area is generous, and the rear door glass opens separately from the hatch.

The special edition **Nautica** Villager, which links the fashion flair of **Nautica** sportswear with Mercury's automotive excellence, used to come only in Eclipse Blue and Glacier White exterior color combinations, set off by a subtle yellow stripe.

Now it can be ordered in a reversed color scheme, plus there are red and white and green and white variations. White alloy wheels complete the exterior decor treatment, and the interior is handled by appropriately colored leather with white inserts in the four captain's chairs.

The **Nautica** represents quite a step up from the image of mother's kid and grocery hauler. No one would be ashamed by showing up at the country or yacht club in the Villager.

In fact, the uprated towing capacity can handle most fishing and pleasure boats.

*****

NISSAN QUEST/MERCURY

VILLAGER and **NAUTICA**

Price range - $19,940-$30,000

Engine - 3-liter, 151-bhp V-6

Front Engine/Front Drive

MPG (city/hwy.) - 17/23

Air bags - D, yes; P, no. ABS - standard.

Honda cleans out their parts bins to fill a hole in their product line. There is little new in the Odyssey, but it has the full measure of Honda competence.

Honda was one of the last holdouts for the station wagon concept, and has capitulated with the Accord-based Odyssey. They were late into the sport/utility market, and borrowed Rodeos from Isuzu to badge as Honda Passports. Acura will also re-badge the trooper, calling it the SLX. In order to repay the Odyssey, that will be called the Oasis when sold by that dealer.

Unlike other vans, it has four doors, more like traditional station wagons than vans.

This would make the seats difficult to remove, so the second row folds dow nad the third-row rear seats retract into the the floor. While this makes the overall height of the hauling area lower than other vans with the seats out, it should be enough for most families. The bucket seat second row can be easily removed if that configuration is purchased.

As usual, Honda makes the folding and removing mechanism simple and effortless. With the low step-in height, it is simple to load, whether the problem is a TV console or a tight skirt.

The interior is full of comfort amenities, and power sunroof, remote locking and alloy wheels are optional. While the slightly smaller garages, they also bring some interior corners closer to knees and elbows.

The Odyssey offer leadership in brakes and suspension, but only offers a four-cylinder engine. Ironically, they introduced a V-6 option on the Accord, so it probably will show up in the Odyssey if sales disappoint.

Most minivans gained their acceptance by their good road manners, but the Odyssey outdoes all but the Windstar in this department. The their are many four-door sedans that wallow more. There are all-wheel ABS disk brakes, which reflects Honda's love for technology.

Honda curiously stuck with the balance shaft four-cylinder engine. It is smooth, but louder than competing V-6s. It has been re-tuned to offer more torque and power, but since the Odyssey weighs more than 500 pounds more than the Accord, it will be bound to disappoint.

part of the reason is the tariff situation and yen-to-dollar ratio that kept the Odyssey above the $20,000 threshold. Mazda and Toyota have suffered from that handicap, and it gives the domestics a decided advantage.

One of the biggest advantages Honda had was starting with a clean slate, without having to unlearn habits from old work vans. It is obvious that this is a people oriented van.

***** HONDA ODYSSEY/ISUZU OASIS

Price range - $23,915-28,000

Engine - 2.2 liter, 140-hp 14

Front Engine/Front Drive

MPG (city/hwy) - 20/24

Air bags - D, P standard.

ABS - standard

LOAD-DATE: December 23, 1995

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A domestic Denmark;Town of Solvang is California's own Copenhagen Pittsburgh Post-Gazette (Pennsylvania) December 24, 1995, Sunday,

Copyright 1996 P.G. Publishing Co.
Pittsburgh Post-Gazette (Pennsylvania)

December 24, 1995, Sunday, FIVE STAR EDITION

SECTION: TRAVEL, Pg. H3

LENGTH: 958 words

HEADLINE: A domestic Denmark;
Town of Solvang is California's own Copenhagen

BYLINE: Carol Bidwell, Los Angeles Daily News

DATELINE: SOLVANG, Calif.

BODY:
Velcommen and God Jul" -- Welcome and Happy Christmas -- is the greeting you're likely to hear this time of year along the streets of this self-proclaimed "Danish Capital of America."

A merry place any time of the year, Solvang -- a town of 5,000 residents about 35 miles north of Santa Barbara that welcomes more than 1.5 million visitors annually -- fairly glows with good cheer as the yule season approaches.

Walk down Copenhagen Drive and you can smell aebleskiver -- tennis-ball-shaped Danish pancakes, served with seedless raspberry jam -- frying in the cast-iron pans with their half-moon-shaped depressions. Turn onto Alisal Road and the fragrance of spicy frikadeller -- Danish meatballs -- and rod kaal -- red cabbage -- waft out of one restaurant after another.

Head down Mission Drive and the aroma of pastries mixes with the scent of coffee, candles, old books and wool as you peek into various shops. Turn into Jule Hus, the town's year-round Christmas shop, and a blitz of lights, glass ornaments, fat Santas and mischievous nissen -- Danish Christmas elves -- greet you. In Solvang Park, workmen are hanging strings of tiny fairy lights in the trees while wreaths begin to ring hand-carved shop signs.

It's Christmas in Solvang.

"The Danes love Christmas," said Gerda Manetti, a clerk at Rasmussen's emporium in the heart of town. "They celebrate Christmas Eve, Christmas Day, the first, second and third day after Christmas. We like to have a good time."

Solvang's year-round Christmas spirit kicks into high gear Thanksgiving weekend with a parade and Santa's arrival. And nowadays, along with the voices of carolers comes the ring of cash registers, because the tiny town has become home to five factory discount centers.

The Old Mill Shops on Mission Drive include the Dansk outlet, featuring china, crystal and cookware; DenMarket Square on Mission Drive has Arrow and Oneida shops; Santa Barbara Ceramic Design on Copenhagen Drive features ceramics; and the Pfaltzgraff Building on Mission Drive sells Pfaltzgraff china

and cookware while, next door, a combined Hanes-Playtex-Bali-L'eggs shop has hosiery, lingerie and sleep wear.

The newest of the malls -- Solvang Designer Outlets on Alisal Road -- opened this year, featuring outlets for **Nautica,** Donna Karan, Nine West, Ellen Tracy, Brooks Brothers, Van Heusen, Bass and more. The focal point of the new outlet mall is a fanciful carousel. While parents shop, kids can whirl around astride a reindeer, a horse or a lion.

While shoppers flock to the factory outlet stores, they also stroll the streets of the village, peeking into little stores that sell Danish products, from wooden shoes to ironwork to handmade sweaters.

Tired, hungry shoppers can take a rest at one of several bakeries or restaurants that serve authentic Danish meals and pastries. (The bakeries are traditionally the last stop for many visitors, who load up on fresh-baked breads and rolls for the trip home.)

Food also takes on some of the qualities of performance art in Solvang. Visitors can watch chocolates and waffle ice cream cones being made, and fudge boiled up, then cooled on marble slabs. At the Solvang Restaurant on Copenhagen Drive, visitors can watch the aebleskiver being made to order in a pan that makes 50 at a time. (Smaller pans can be purchased -- along with a recipe -- in many Solvang shops at prices ranging from $ 9.99 to $ 22.99.)

"The aebleskiver bake about seven minutes," explained Connie, the cook, peering out from the restaurant's walk-up window. "I turn them four times, a quarter turn each time. The uncooked batter flows underneath and cooks." The turning is done with a knitting needle, and the light-as-air cakes are served with a shower of powdered sugar and a wash of raspberry jam.

The town that some see as a shopping mecca and others as a place of holiday cheer was founded as something very different: a farming community. A Danish Lutheran Church convention in Michigan in June 1910 decided to buy land somewhere on the West Coast for a Danish colony that would keep to the old country's folk ways.

The church settled on 9,000 acres in Santa Barbara County, choosing it for its good climate, fertile soil and plentiful water. The new town site was named Solvang, which means "sunny field."

The first pioneers arrived in spring 1911; the first church was founded a year later in the building that now houses the Bit o' Denmark restaurant. It shared space with Atterdag (the word means "There shall be another day"), a folk school that taught both academics and Danish ways. Atterdag College opened a few blocks away in 1914.

The future Danish king, Frederik IX, and his future queen, Ingrid, visited in 1939, giving the community worldwide recognition as an unofficial Danish province. Several visits by Danish royalty have cemented its place in Danish life.

A Danish student I met at the community's museum said most Danes know about Solvang.

"I had to come here to see what it was like," he said. "It's just like home."

No visit to Solvang is complete without a visit to Mission Santa Ines, which is at the end of a pepper-tree-lined entryway off Mission Drive. Built between 1804 and 1807 by American Indian craftsmen, then rebuilt after it was severely damaged by the 1812 earthquake, Santa Ines is one of the few mission chapels that has been in continuous use since 1817.

The church has the original five-foot-thick adobe walls, worn floor tiles, priceless European artworks and primitive native paintings. Wooden benches provide seating for daily worship services, and peacefulness reigns in the silence.

If you go ...

Solvang Conference & Visitors Bureau: (800) 468-6765.

GRAPHIC: PHOTO, PHOTO: The Windmill in Solvang attracts crowds to its nearby shops.

LOAD-DATE: January 5, 1996

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Sneak speak;The average teen-ager buys a new pair every two months. The 12-to-24 year-old set spends $ 4 billion a year on them. So when kids talk sneakers, big business listens.Fashion The Boston Globe December 26, 1995, Tuesday, City Edition

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December 26, 1995, Tuesday, City Edition

SECTION: LIVING; Pg. 55

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HEADLINE: Sneak speak;
The average teen-ager buys a new pair every two months. The 12-to-24 year-old set spends $ 4 billion a year on them. So when kids talk sneakers, big business listens.
Fashion

BYLINE: By Pamela Reynolds, Globe Staff

BODY:
Tiffany Manning, 16, says she only buys boys' basketball shoes because girls' basketball shoes make her feet look too big. Marcel Paret, 17, won't buy shoes that cost more than $ 100. Charles Stanley, 17, admits that he has bought two pairs of athletic shoes in one month, but that he avoids white ones, because he hates the little rivulets of dirt that collect in the creases of the worn leather.

When it comes to athletic shoes, kids have opinions. Which is part of the reason why Henry Jackson, one of several trend-spotting consultants at Converse, has called these six Cambridge Rindge and Latin students together in the first place.

On a cold Monday afternoon, he wants to get their thoughts on hot shoes. So here he is, sitting in a Cambridge coffee shop, asking lots of questions: What do you think of color on a shoe? What do you think of high-tech gadgets like Converse's React juice or Nike's air bubbles? Who's making the best basketball shoe right now?

He's also brought along a gym bag filled with Converse prototypes that he offers up to the kids for inspection.

Out of his bag, he plucks a skate shoe currently in development back at Converse's North Reading offices.

"That's ugly," responds Roxanne Williams, 17.

He pulls out a cross-training shoe.

"There's no support, you can't do anything in them," says Paret.

He brings out a simple little leisure shoe meant strictly for casual wear.

"I wouldn't even chill in those," says Williams.

You could call it street R & D. As athletic shoe companies compete furiously to develop hyper-trendy styles

with funk appeal, they are increasingly turning to street-corner dialogues with teen-agers, the age group that buys the highest percentage of athletic shoes each year.

What they're looking for is a little guidance from the experts, kids who spend most of their days wearing basketball shoes, running shoes, skate shoes, even high-heeled sneakers. They want suggestions on styling. They want to know how well the shoes are wearing. And they're looking for trends that may have just surfaced among fashion-conscious city kids but that are likely to inch one day into the homes and hearts of 45-year-old middle Americans.

"We like them to express themselves in one way or another about what they feel about our shoes and other people's shoes," says Jackson of his street-corner meetings. "We just throw things back and forth. . . . We talk to them on their own territory, where they feel comfortable."

Converse's presence on the streets reflects the growing competitiveness in the athletic-shoe industry. Between August 1994 and August 1995, consumers spent almost $ 12 billion on athletic shoes. About $ 2.1 billion was spent on basketball shoes, $ 1.4 billion on cross-training shoes, and another $ 1.3 billion on tennis and running shoes. The largest percentage of those consumers - about 33 percent - were 12- to 24-year-olds. They run out to buy a new pair six to eight times a year, according to Converse's own marketing research.

Converse is still a little guy, comparatively speaking. The company's net sales in 1994 were only $ 437 million in contrast to Nike's reported revenues last year of $ 3.8 billion. Indeed, this year, the company reported sliding sales and recently announced the layoff of 98 employees. Its biggest contribution to the world of shoes was made long ago, back in 1917, with the classic high-top lace-up called the Chuck Taylor.

Converse is looking to capture more of the market and the attention and loyalties of kids who have grown up in a sophisticated visual world, watching fancy MTV graphics and playing colorful video games.

"In the past, Converse may not have been as radical as other companies, but kids have come to expect different things," says Roy Yun, director of design at Converse.

And so Jackson, a part-time consultant at Converse, is always on the prowl for those stylish little surprises that might one day translate into big sales. In search of style, he's visited kids in Cambridge, Paris, Munich, Tokyo, even Beijing.

"We see what activities they're doing, where they're going for entertainment, what their sports regimens are," says Jackson.

This is the way kids wear shoes: They're usually black because black is practical. The laces are untied because that's cool. The tongues of the shoes stick straight up in the air, like a dog's ear pricked at attention.

In kids' minds, shoes have social designations. Like the nerds, the jocks, the geeks and party girls in the schoolyard, shoes tend to fall into broad social categories that mark exactly who you are and what you're doing. Kids even talk about shoes that "Harvard Square people" would wear. (They're skateboarding shoes with a retro hippie quality, and the term is not a compliment.)

But even with all the social distinctions that shoes bring, nine out of 10 kids, even Harvard Square types, seem to be wearing Nikes. Kids have a love affair with Nikes.

In the Cambridge coffee shop, this quickly becomes apparent.

"If you had your druthers and you could pick shoes at any particular price, what would you want to spend?" asks Jackson.

Between $ 60 and $ 80 for a pair of sneakers, say the kids, unless you're talking about a pair of Nikes.

"Like these," says Charles Stanley, pointing to another prototype shoe that Jackson has brought along. "If they said Converse on them and they were $ 105 I wouldn't pay it. But if they said Nike on them," he trails off, "I don't know . . ."

"It's the name," offers Williams.

No, it's more than the name, says Stanley. "I honestly think it's a better shoe. . . . put together better."

Here lies one of Converse's top problems: Image. Converse, with its classic Jack Purcell and Chuck Taylor sneakers, has in recent years seemed, well . . . kind of nerdy.

Of course, Jackson and the others at the Converse offices know this. In an effort to funk up their image, they've issued shoe after shoe boasting something extra.

They developed React juice to compete with Nike's air bubbles. The juice, a yellow gel in the sole of the shoe, is supposed to provide even more cushioning for running, jumping feet. They came up with shoes called R.A.W. Energy and R.A.W. Power, with a complicated "Accupod unit" in the soles featuring a gel giving "superior cushioning to support the cutting and running movements of speed players." Those shoes had to be recalled recently when hundreds of customers called in to complain that their R.A.W. Energy shoes had sprung leaks.

They took their Jack Purcells and put purple poodle wool on them to attract mall-rats. They put heels on their high-top Chuck Taylors and made them up in black leather and white suede to appeal to the clubheads. They restyled an old running shoe in fuschia, orange and green vinyl for the cyberkids.

Last year, they tried fashioning one of their key basketball shoes after a Greco-Roman sandal. A designer came up with the idea after he saw a Renaissance painting. And this year, they've created something called The Voltage. It's a $ 75 basketball shoe splattered with a large zigzag pattern that walks the border between stylishness and garishness.

"With the amount of competition you have out there, you want to get something that's really going to stand out," explains Nick Meriggioli, Converse's senior category manager for basketball.

Sometimes capturing attention and market share is just a matter of blind luck. About three years ago, New York designer Marc Jacobs for Perry Ellis featured Chuck Taylor high-tops in a New York fashion show dedicated to grunge. After that, sales of the sneaker boomed and the shoe became a de rigueur addition to the teen-age grunge uniform. Last year, Converse sold 10 million pairs of Chuck Taylors.

"All the fashion magazines showed these long flowered dresses with ratty sweaters and Chuck Taylors in either black or white," says Ellen Pulda, Converse public relations manager. "That was a peak."

Like any trend-spotter, Jackson is always looking to the future. Indeed, Converse is already designing shoes for 18 months to two years down the road. What he and others working for Converse see as the biggest trend of the moment is the move to simplicity.

"With the slimmer, leaner early-'60s silhouette, the low-tops are definitely going to be an item with us," he surmises. "That's part of the whole beach-early-'60s scene, that whole Elvis thing."

There's also a growing movement back to the '80s preppie look, but with a more relaxed feeling.

"Apparel drives a lot of the fashions within footwear," says Roy Yun. "The clothing that the inner-city kids are getting associated with now is Tommy Hilfiger, **Nautica,** Ralph Lauren. You look at what a typical kid is going to wear today. They're wearing khaki pants, a nice sweater and a nice jacket. Footwear is following the same route."

Kids on the street confirm that styles have become more classic. Though athletic shoes are still a status symbol meant to signal class, taste and coolness, they are becoming more quietly symbolic than they used to be, following a similar move in clothing. Kids have the Volvo mentality translated into clothes.

"They're wearing Tommy Hilfiger, Perry Ellis, all that stuff," says teen-ager Roxanne Williams. "Expensive clothes. It's kind of a preppie-but-ghetto look. It looks good."

Therefore, the future for Converse lies in simpler shoes, with fewer fancy devices, fewer colors. It's a reaction against the wild colors and high-tech looks that are peaking on the streets now. The graphic Voltage shoe may be the last of its kind.

"We use pure intuition about what's going to look fresh," says Jackson. "If people are wearing baggy clothes now, they're going to get tired of that within a two- to three-year period and they're going to want to have a slimmer silhouette."

Another change will involve who influences shoe designs, according to Jackson. Though teen-agers may rule the world of sneakers today, demographics suggest that their reign may end one day soon. Baby boomers and seniors may drive the styles in coming years.

"We know that our shoes can't address just 12- to 17-year-old kids," says Jackson. "We have to have shoes for ages 35 to 65 as a main part of our collection because that's going to be the biggest number of consumers out there between now and 2000 . . . which is my age range and that's nice. I can talk to the shoe and say, would I wear that?"

Already, Jackson visualizes special shoes for treadmills, StairMasters and Nordictrack machines, since he's just bought one himself.

And that means that his work on playgrounds, basketball courts and street corners may soon come to an end - good-bye, Cambridge Rindge and Latin. One day, he may hold his focus groups at retirement centers.

Sneak preview: a style is born

A quick look at how a basketball shoe is born:

1) Converse's marketing department develops a mandate for a basketball shoe with visibility. "It has to stand out on the court - hopefully, it has to stand out on TV," says Nick Meriggiolli, senior category manager for basketball. The project is dubbed Maximum Detonation.

2) The marketing brief is handed over to Converse's Design Department. Roy Yun, director of design, takes his staff on a brainstorming retreat to Waterville Valley, N.H. After three days, the team comes up with the idea of a shoe with criss-crossing straps. That idea is later refined into eks, and they're able to give us feedback on the performance of the shoe, the fit of the shoe and styling features," says Scott Betty of Converse's biomechanics department.

5) Having passed the tests, shoes are shipped out to stores and college teams that wear Converse shoes on contract.

GRAPHIC: PHOTO, 1. GLOBE STAFF PHOTO/BILL GREENE / The new Voltage basketball shoe from Converse, above.At left: Converse's Henry Jackson asks Cambridge students Roxanne Williams and Donnie Joseph for feedback on new designs. 2. The plans: A Converse shoe designer sketches an outsole. 3. GLOBE STAFF PHOTOS/BILL GREENE / Brainstorming: Converse executives discuss basketball shoes at a product development meeting. From left: Nick Meriggioli, Roy Yun, Scott Betty and John Baier. 4. Testing: A Converse worker checks the cushion of a Voltage sneaker.

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FOR SHARP SHOPPERS, DAY AFTER IS A PARTY;POOR RETAIL SEASON A BARGAIN FOR BUYERS Chicago Tribune December 27, 1995 Wednesday, NORTH SPORTS FINAL EDITION

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SECTION: NEWS; Pg. 1; ZONE: N

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HEADLINE: FOR SHARP SHOPPERS, DAY AFTER IS A PARTY;
POOR RETAIL SEASON A BARGAIN FOR BUYERS

BYLINE: By Genevieve Buck, Tribune Staff Writer. Tribune staff writers Jeffrey Bils, Lou Carlozo and Ray Quintanilla contributed to this report.

BODY:
"This is my Christmas for myself," said Jan Harris, clutching two large shopping bags and admitting she had just indulged in two hours of buying things for herself. And she fully intended to continue this "be good to me" mission at yet another store at Oakbrook Center.

At Schaumburg's Woodfield Mall, a delighted Amanda Ferguson carried a dress she had purchased at 65 percent off the $125 price tag.

The two women typified the tens of thousands of bargain-hungry shoppers Tuesday who hit the suburban malls, the gigantic superstores, State Street and Michigan Avenue in pursuit of day-after-Christmas sales.

What once was a day to buy next year's Christmas cards and trimmings turned into a free-for-all for those who waited for giveaway prices to buy for themselves and others.

What used to be a time to clear store shelves of leftovers this year is turning into a week of frenzied markdowns and extended store hours.

Frustrated retailers, who have seen weeks of disappointing sales (in a year of disappointing sales), are scrambling to get rid of the cold-weather clothing, furniture, computers and anything else they failed to sell before the holidays. The markdowns are as much as 70 percent.

If that means low profit margins, so be it. They have to move the merchandise.

And shoppers--at least those who waited until after Christmas--are reaping the rewards. "Sometimes," said Ferguson, "when you wait, it pays off."

"Last year, we felt like we didn't have to watch our pennies quite so much," said Norma Reader of Westchester, shopping with teenage daughters Kim and Heather in Oak Brook. "The sales brought us here."

"These big-ticket items are worth the wait," said Maria Santiago, referring to the $20 she had just saved on the $125 Sony boombox with CD and tape decks from the Woodfield Sears store.

The wait meant her son got his requested gift after Christmas. But, she explained, "you always get the best

deals" then. "Hey, I'm not going to argue," she said.

By Tuesday afternoon, Sears, Roebuck and Co. seemed to be the only major national retailer talking about "solid sales" in December "that continued strong up through Christmas Eve."

"Last week was the best retail week in the history of Sears," said executive senior vice president John Costello, "and while the sales increase (for the month of December) may not approach the 8 percent increase of '94," there will be a satisfactory increase, he said.

Many national chains were reluctant to disclose holiday sales because of the proximity to the official release of December monthly sales Jan. 4.

But it was no secret that for most retailers, Christmas sales figures failed to meet expectations. While a surge of weekend crowds made shopping hectic, particularly on Saturday, the sales volume did not make up for the previous three weeks, when sales were soft and shoppers sparse.

Three days do not a season make, but they could very well break retailers teetering on the brink of bankruptcy. Pre-Christmas markdowns and this week's additional price slashing will deeply cut into any hopes for profits.

In fact, Christmas sales for 1995 are likely to be the worst since 1991, a particularly bad year, according to Paul Kasriel, chief domestic economist for Northern Trust Co. in Chicago.

"On a year-over-year-basis, retail sales (excluding autos and building materials) were up only 0.4 percent in December 1991," he said. Interestingly enough, he added, retail sales were up 2.8 percent in December 1990, when the economy was in a recession. In December 1994, sales were up 6.5 percent.

But after-Christmas consumers weren't concerned about retail figures; they were shopping for reasons of their own.

With a non-stop schedule, working six or seven days a week, Ed Foster of Waukegan did not begin his Christmas shopping until Tuesday. His first stop was the Best Buy store in RiverTree Court in Vernon Hills, where he hoped to find short lines, low prices and home-entertainment gadgets for his daughter.

The prices were OK, but the 45-minute wait was not. "I do all my appliance shopping here," he said, "and I've never seen lines this long."

Woodfield shoppers echoed those sentiments, saying they were shocked by the markdowns, some between 30 and 70 percent, and the crowds.

While most shoppers were thrift-driven--some even put off gift-giving because they were strapped for funds--Woodfield shopper Jan Harris increased her gift largess because a recent promotion at United Airlines brought with it a higher salary.

Wal-Mart Stores spokesman Keith Morris said indications Tuesday were that the company, the nation's largest retailer, achieved the 2 to 4 percent sales increase the discounter had anticipated.

What did shoppers buy? Toys (Barbie and her accessories, merchandise from the movie "Toy Story," Batman videos and radio-controlled cars) and electronics (heavy on upgraded software and accessories for computer owners).

Dayton Hudson Corp.'s Susan Eich said that while the final weekend was strong and sales were above expectations in all three of the company's divisions (Target, Mervyns and department stores, including Marshall Field's), "that surge was not enough to make up for the first three weeks in December."

Field's Robert Quashie echoed that assessment for Field's 25 stores. Crowds and a sales pickup Tuesday

and Saturday prior to Christmas nearly set a record, but Field's will come in below monthly sales expectations.

Better clothing, women's large and petite sizes and men's casual clothing were the best categories, while furniture, electronics and kids' clothing were the duds.

Carson Pirie Scott & Co.'s Ed Carroll said "newness sold, but there wasn't enough of it."

Customers, he said, ate up the more exclusive merchandise, like Olympics-themed sportswear, take-care-of yourself items like skin-care products, water purification equipment, kitchen tools for healthy cooking, and better-priced apparel brands like Polo, Tommy Hilfiger and **Nautica.**

"There are too many places they can go for basic sweaters," Carroll said.

Some of those "too many places" are expected to disappear during coming months. Analysts are saying that one reason for poor retail sales is that there are just too many places to shop.

But for consumers, of course, that's not necessarily bad news.

GRAPHIC: PHOTOS 3PHOTOS (color): Amy Lee (above) waits in line at a store at Randhurst mall in Mt. Prospect Tuesday to buy half-priced Christmas cards. Shoppers tote their purchases (right) through a packed parking lot at Oakbrook Center. Tribune photos by Jose More, Tribune photo by Nancy Stone.

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Shopping the Trends: Fashion: Another look at 1995, a year that threw the kitchen sink at the trend watchers. The Baltimore Sun December 28, 1995, Thursday,

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HEADLINE: Shopping the Trends: Fashion: Another look at 1995, a year that threw the kitchen sink at the trend watchers.

BYLINE: Vida Roberts, SUN FASHION EDITOR

BODY:
It was a year of contradictions and confusion for the fashion-minded as designers and retailers opened a grab bag of trends, hoping to recharge a lagging interest in shopping and dressing.

What to wear? Fashionables touted the return of "Conservative Chic," polished dressing patterned after legendary clotheshorses like Jackie O. and Grace Kelly. Male fashion took inspiration from "Forrest Gump," a film that launched "Geek Chic."

When to wear it? IBM demoted the suit and put the corporate stamp of approval on "Casual Friday." As others followed suit, Thursday nights became a nightmare of unscrambling dress codes.

Who's the leader? Boomers, having found truth and virtue in earth-friendly cottons and linens, were shaken to see Generation X-ers embrace industrial synthetics as fashionable alternatives. Teens dressed in laundry hamper fashion were turned on to "Clueless," a film that put Beverly Hills princess dressing back in favor.

What's next? Who knows? That's what makes fashion the fun game it is.

IN: Color, in every shade imaginable

OUT: Black, but only for a minute

IN: Short skirts and long skirts

OUT: The indecisive knee-length

IN: Mixing patterns, stripes and florals

OUT: Mixing shades of beige

IN: Polished and pressed chinos and khakis

OUT: Distressed denim

IN: Lean pants that ride the hip

OUT: Tight pants that hold on with stirrups

IN: Sabrina as a role model

OUT: Madonna as a role model

IN: Dressing up for dinner

OUT: Over-dressing for work

IN: Redheads

OUT: Blondes with black roots

IN: Blue-frosted eye shadow

OUT: White-frosted brunettes

IN: Bangs that are feathered

OUT: Bobs that look dated

IN: Pumps that can walk

OUT: Limousine stiletto heels

IN: Building a wardrobe

OUT: Shopping for clothes

IN: The Italian fashion houses -- Prada, Gucci, Versace, Fendi, Armani

OUT: The Parisian claim to fashion supremacy

IN: RuPaul as spokesmodel

OUT: Kathy Lee as spokesmodel

IN: Isaac Mizrahi as himself

OUT: Cindy Crawford as an actress

IN: Fur that looks faux

OUT: Faux that looks real

IN: Hush Puppies and variety store sneakers

OUT: Doc Martens and boots with aggressive tendencies

IN: Urban hipsters in prep-inspired designer wear from Boss, Polo, **Nautica** and Tommy

OUT: Raiders chic

IN: Baseball hats worn forward

OUT: Baseball hats worn backward

IN: Shoulder bags slung on the shoulder

OUT: Backpacks slung on the shoulder

IN: Unisex shared fragrances

OUT: Unisex dressing

IN: Classic and muted tone-on-tone ties

OUT: Conversational loony-toony ties

IN: Decorating your boudoir by letting Ralph Lauren, Calvin Klein or Gianni Versace coordinate your paint, pillows, sheets and duvet covers

OUT: Faking it with a glue gun the Martha Stewart way

IN: Meat and potatoes as a rare treat

OUT: Treating sun-dried tomatoes like a precious commodity

IN: A microwave meal built from leftovers

OUT: A microwave meal from the carry-out

IN: A perfect martini

OUT: A questionable microbrew

IN: Cabbage as the coleslaw

OUT: Cabbage as the centerpiece

IN: Luxury sedans garaged in the country

OUT: Utility four-wheelers garaged in the city

IN: Well-behaved pooches

OUT: Jack Russell terriers

IN: Friendship

OUT: Networking

GRAPHIC: COLOR PHOTO 1, ASSOCIATED PRESS, IN: Cigars in a clubby atmosphere. Pinstripes by Jean-Paul Gaultier.; COLOR PHOTO 2, ANDRE LAMBERTSON : SUN STAFF, OUT: Cigarettes in any setting (especially dressed like Madonna in Eric Maeyama).; COLOR PHOTO 3, ANDRE LAMBERTSON : SUN STAFF, IN: Good taste and simplicity, if they come naturally. Why ask DKNY?; COLOR PHOTO 4, ANDRE LAMBERTSON : SUN STAFF, OUT: Bad taste and attitude, but only if they are planned. Blame it on Kokin.

LOAD-DATE: December 29, 1995

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 10)

Third Party Articles
1996

NAUTICA APPAREL, INC.

Jan – June 1996 Third Party Articles

Date	Publication	Page	Headline
1/4/1996	Orlando Sentinel	Living; pg. E3	Fashion is a fun game
1/5/1996	AsianWeek	Vol. 17; no.19;pg.14	Ones to watch: 50 APAs who'll make a difference in 1996
1/10/1996	The San Francisco Chronicle	Business; Pg. C 1	Struggling Esprit Names new boss
1/10/1966	Daily News Record	Vol.26;No.7;Pg.2; ISSN: 0162-2161	Jordan Marsh name to disappear and will be replaced by Macy's Jordan Marsh department store
1/17/1996	San Jose Mercury News	Business; Pg. 5 C	Virtual mall beckons
1/25/1996	St. Louis Post Dispatch	Style West; Pg. 5	Nautica line blurs function, fashion
1/31/1996	A. Magazine	Pg. 70	The A. Index: The Asian American Stockwatch
2/6/1996	The Atlanta Journal and Constitution	Features: Pg. 02 C	Peach Buzz
2/11/1996	The New York Times	Sect.6;Pg.56;Col.1; Magazine Desk	Odd Man Out
2/16/1996	Detroit Free Press	WWL; Pg. 1F	Dear Diary: 5 Days of Fashion Shows
2/16/1996	CBS News Transcripts	Interview; 855 words	Esquire Magazine's Fashion Director
2/18/1996	Sun Sentinel	Lifestyle; Pg. 3 E	Fall takes shape
2/26/1996	The New Republic	Pg. 10	Denim Downsize
3/1996	Esquire	Vol.125;No.3;pg.131; ISSN: 0194	Prep Urban
3/4/1996	Crain's New York Business	News; Pg. 3	Can new Nautica line be lifesaver for Chaus?
3/14/1996	San Antonio Express News	Pg. 1; Part F	Trendy Teens
3/17/1996	Sunday Times	Sport	Young, gifted and Laser guides
3/21/1996	Tulsa World	News; Pg. D 1	Just a Brother
3/21/1996	The Philadelphia Inquirer	Features Magazine; Lifestyle; Pg. C 01	Which way is up?
3/22/1996	The Virginian Pilot	Daily Break, Pg. E 9; Groovy Sapien	In his determination to excel, he knows no limits
3/24/1996	The New York Times	Sect.6; Part 2; Pg. 26; Col.1; Men's Fashions of the New York Times	The Gentlemen and the Jock
3/24/1996	Milwaukee Journal Sentinel	Lifestyle; Pg. 5	Influence of the club
3/28/1996	The Denver Post	Business; pg. D 01	Stein Mart returns to metro area
3/29/1996	Daily News Record	Vol.26; No. 62; pg. 2; ISSN: 0162-2161	Early spring accessories biz beginning to bloom at retail

NAUTICA APPAREL, INC.

Jan – June 1996 Third Party Articles

Date	Publication	Page	Headline
3/31/1996	Buffalo News	Lifestyles; Pg. 3 E	Current
4/7/1996	Richmond Times Dispatch	Flair; Pg. G 4	Banded collar best in casual setting
4/11/1996	Knoxville News Sentinel	Business; Pg. C 8	Briefs
4/19/1996	Daily News Record	No. 76; Vol. 26; Pg. 3; ISSN:0162-216118212270	July Launch set for first off price outlet mall TV show
5/1/1996	The Tampa Tribune	Baylife; Pg. 2	Marketing more Jackie O
5/2/1996	St. Louis Post Dispatch	Style West; Pg. 13	Competition: Nautica targets gym rats
5/6/1996	Brandweek	Merchandising; Pg. 16	Timberland eyes bolder retail shop
5/10/1996	South China Morning Post	Lai See; Pg. 12	Foot in mouth disease right on the mark
5/16/1996	DNR	Pg.5; ISSN: 1092-5511	It's full steam ahead for Nautica's course
5/20/1996	Business	People; No. 3476;pg.66	Under the gun at Dayton Hudson
5/26/1996	Sun Sentinel	Lifestyle; Pg. 3E	White Fright: Get over it Guys
5/27/1996	Brandweek	Brand Builders; Tie ins; pg.20	Merging Synergies
6/1996	Childrens Business	Vol.11;No.6;pg. 18; ISSN: 0884-2280	Nautica Apparel, Inc.
6/5/1996	The Dallas Morning news	Fashion Dallas; Reel Style; pg. 5 E	Ads help Vuitton chic reach a flash point
6/6/1996	The Record	Lifestyle; Pg. H 03	Crossing over
6/9/1996	Buffalo News	Lifestyle; Pg. 3 E	Current
6/14/1996	The Daily Telegraph	86 words	Youth Squadron
6/15/1996	Tampa Tribune	Baylife; Pg. 2	Lighter fragrances popular with active men
6/17/1996	Seattle Post Intelligencer	Lifestyle; Pg. D 2	Men on the move to 'Ivy Tech'
6/21/1996	Evening News-Harrisburg, PA	Pg. B 5	Bon-Ton aggressively plans return to black ink.
6/24/1996	Palm Beach Post	Accent; Pg. 3 D	New Twists added to old trunks
6/27/1996	The Baltimore Sun	Features; Pg. 5 E; Candid Closet	Surgeon's fashionable at work and play
6/29/1996	Times Picayune (New Orleans, LA)	Money; Pg. C 1	Donna Karan stock soars
6/29/1996	The New York Times	Sect.1; Pg. 35; col.5; Business/Financial Desk	Shares of Donna Karan soar in the first day of Trading

NAUTICA APPAREL, INC.

July-Sept 1996

Third Party Articles

Date	Publication	Page	Headline
6/1/1996	Fairchild Publications	Vol. 52; No. 30; Pg. 11; ISSN: 0162-914X	Genesco sets sights on casuals, retailing casual shoes, store expansion
6/4/1996	The Baltimore Sun Company	Pg. 1E	Stars and Stripes from head to toe; Fashion: Be a sport.
6/15/1996	Press News Limited	Lifestyles	BC-SECTIONS-FASHION-Menswim; See CP Photos CPT162-163; Menswear that's in the swim
6/18/1996	The Providence Journal Company	Sports, Pg. 6D	Cuthberts boost Brits to victory
6/19/1996	The Denver Post	Living; Pg. E-01	Going for the GOLD
6/25/1996	Denver Publising Company	Spotlight on Style; Ed. F; Pg. 6D	Big names tap 'bridge' market
6/25/1996	Capital-Gazette Communications, Inc.	Sports; Pg. D6	Sailing Notes
6/26/1996	Landmark Communications, Inc.	Daily Break; Pg. E14	Stylish teen-agers want to look good, stay cool
6/29/1996	Newsday (New York)	Part II; Page B03	A Rainbow Revolution
6/30/1996	CanWest Interactive	Fashion; Pg B6	Men get into swim of things
8/1996	Capital Cities Media, Inc.; Children's Business	Vol. 11; No. 8; Pg. 44; ISSN: 0884-2280	The retailer speaks; Interview with Karl's Clothiers, Inc.
8/7/1996	Times Publishing Company	Neighborhood Times; Pg. 11	Merchants at The Pier hope to lure shoppers with sales
8/7/1996	The Oregonian	Living; Pg. E07	Men's fashion trend is fit to be tried if you're drawn to lines that are lean
8/16/1996	Time, Inc. Entertainment Weekly	News & Notes/Style; Pg. 18	The latest in cruise wear
8/18/1996	The Atlanta Constitution	Dixie Living; Pg. 08M	Dixie Style; Blasts from the past
8/20/1996	The New York Times Co	Section B; Pg. 7; Column 1; Style Desk; Fashion Page	Patterns
8/23/1996	Information Access Company, a Thompson Corporation Company; Capital Cities Media, Inc.	Pg. 4, ISSN: 0149-5380	Nautica Women to Set Sail
8/25/1996	The Philadelphia Inquirer	Features Lifestyle; Pg G01	The garb that makes the grade
8/29/1996	Softline Information, Inc.; Ethnic NewsWatch; The Sun Reporter	Vol. 52; No. 34; Pg. 1	Macy's Brings Fashion, Compassion to Fort Mason
9/1996	Responsive Database Services, Inc.; Fairchild Publications, Inc.	Vo. 19; Pg. 12; ISSN: 0884-2280	Nautica Apparel Inc.

9/2/1996	Responsive Database Services, Inc.; Fairchild Publications, Inc	Vol. 70, No. 36; Pg. 1; ISSN: 1082-0310	Nautica Adding Home
9/8/1996	Boston Herald, Inc.	News; Pg. 008	Hub teens tell how they'd dress for success
9/9/1996	Fairchild Publications; Footwear News	Vol. 51; No. 40; Pg. 2; ISSN: 0162-914X	Late summer puts sizzle in b-t-s retail volume
9/12/1996	The chronicle publishing co.; The San Francisco Chronicle	Daily Datebook; Pg. E7	Magic Johnson – Passport's Big-Ticket Draw
9/15/1996	Chicago Sun-Times	Show; Fall Preview '96; Pg. 13; NC	Sporting Life
9/16/1996	Albuquerque Journal (New Mexico)	Business Outlook, Pg. 17	A New Look
9/18/1996	South Bend Tribune (Indiana)	Punch, Pg. D1	School Uniform Designs Get High Marks
9/22/1996	The New York Times	Section 6; Part 2; Page 26; Column 1	Modern Times
9/23/1996	Forbes	Forbes FYI; Pg. 150	Boat Mets Girl
9/26/1996	Newsday (New York)	Style File; Page B17	Jean Therapy/Designers Renew Their Interest in Denim
9/26/1996	The Atlanta Journal and Constitution	Extra; Pg. 01E	Around Town; Nursing grads have a 50-year reunion
9/30/1996	Information Access Company; Capital Cities Media, Inc.	Vol. 172; No. 62; Pg. 10; ISSN: 0149-5380	Nautica period net jumps. Nautica Enterprises reports financial results for second quarter
9/30/1996	Information Access Company; Capital Cities Media, Inc.	Vo. 26; No. 187; Pg. 2; ISSN: 0162-2161	Nautica profits jump 43%; beat Wall St. estimates

NAUTICA APPAREL, INC.

Oct – Dec 1996

Third Party Articles

Date	Publication	Page	Headline
10/3/1996	Orlando Sentinel (Florida)	Living; Pg. E 4	Hilfiger, Nautica expand into women's weekend wear
10/7/1996	HFN	Pg. 35; ISSN: 1082-0310	Designers line up to go after Home
10/10/1996	Los Angeles Times	Life & Style; Part E; Pg. 2; View Desk	Photo: no sweat
10/10/1996	Asian Week	Vol.18; No.7; pg. 9	Captain of Fashion
10/11/1996	The Denver Post	Living; Pg. E 01	Time on your hands
10/15/1996	The Vancouver Sun (British Columbia)	Style; Pg. C 3	Richmond Bay sports look for changing times
10/17/1996	St. Louis Post Dispatch (Missouri)	Style West; Pg. 12	Ah, Chu: Bless you David
10/20/1996	The New York Times	Sect.1; pg. 42; Col.1; Style Desk	Out of the Sandbox and into Fashion, all by age 7
11/2/1996	South China Morning Post (Hong Kong)	Style; pg. 6	The sporting life
11/4/1996	Forbes	The Forbes 200 best small companies; Ranking the Best small companies in America; pg. 288	Ranking the Best small companies in America
10/3/1996	Orlando Sentinel (Florida)	Living; Pg. E 4	Hilfiger, Nautica expand into women's weekend wear
10/7/1996	HFN	Pg. 35; ISSN: 1082-0310	Designers line up to go after Home
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Oct – Dec 1996

NAUTICA APPAREL, INC.
Third Party Articles

Date	Publication	Page	Headline
11/9/1996	Hartford Courant (Connecticut)	Business; pg. F 1	Luettgens tries on some top designers
11/17/1996	The New York Times	Sect. 13; Pg. 23; Col.1; The City Weekly Desk	Neighborhood report: shopping around
11/20/1996	The Oregonian (Portland, Oregon)	Living; Pg. E 05	It's time to learn more about today's watchesliving smart
11/23/1996	The Dallas Morning News	News; Pg. 37 A	Brothers who sold counterfeits sentenced
11/24/1996	Daily News (New York)	Gossip; Pg. 14	Trump staking out a beachhead in Dominican Republic
11/28/06	The Washington Post	Financial; Pg. E 01	Clothes make a comeback
10/27/1996	Rocky Mountain News (Denver, CO)	Spotlight; Ed. F; pg.12D	The secret of turtlenecks
11/28/1996	The Commercial Appeal (Memphis)	News, pg.18 A	Thousands of fake designer goods inspected
12/6/1996	Orange County Register (California)	Metro; Pg. B 02	15 O.C. men will suited for night of modeling
12/16/1996	Crain's New York Business	News; pg. 1	At Nautica, lots to Chu on
12/17/1996	Detroit Free Press	Biz; pg. 1 E	So far, so good, merchants say
12/17/1996	Daily News (New York)	Gossip; Pg. 26	Hot Copy
12/18/1996	DNR	Vol.26, No. 239; pg.4; ISSN: 1092-5511	Nautica Europe putting the pieces together
12/19/1996	The Miami Herald	Neighbors MB; Pg. 28	New Business
12/20/1996	The Washington Times	Part E; Auto Show; Working Vehicles; Vans; pg. E 23	Chevrolet Astro/GMC safari
12/22/1996	The Boston Globe	Focus; Pg. D 1	Christmas and conscience
12/27/1996	Chicago Tribune	Business; Pg.1; Zone:N	Snow slows start of big sales show

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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FASHION IS A FUN GAME - ENJOY IT Orlando Sentinel (Florida) January 4, 1996 Thursday, METRO

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Orlando Sentinel (Florida)

January 4, 1996 Thursday, METRO

SECTION: LIVING; Pg. E3

LENGTH: 430 words

HEADLINE: FASHION IS A FUN GAME - ENJOY IT

BYLINE: Baltimore Sun

BODY:
Last year was one of contradictions and confusion for the fashion-minded as designers and retailers opened a grab bag of trends, hoping to recharge a lagging interest in shopping and dressing.

Fashionables touted the return of "Conservative Chic," polished dressing patterned after legendary clotheshorses like Jackie O. and Grace Kelly. Meanwhile, male fashion took inspiration from Forrest Gump, a film about a likable nerd in vintage Sears style that launched the high-water pants and polyester tailoring of "Geek Chic." These divergent trends resulted in some odd pairings.

Baby boomers, having found truth and virtue in natural and Earth-friendly cottons and linens, were shaken to see Generation X-ers beginning to embrace polyester, rubber and industrial synthetics as exciting and fashionable alternatives. Teens, who had shunned glitz and dressed in laundry hamper fashion, were turned on to Clueless, a fun little film that put Beverly Hills princess dressing back in favor.

What's next? Who knows? That's what makes fashion the fun game it is. But here are some thoughts on what's in and what's out for 1996:

IN: Color, in every shade imaginable

OUT: Black, but only for a minute

IN: Short skirts and long skirts

OUT: The indecisive knee-length

IN: Mixing patterns, stripes and florals

OUT: Mixing shades of beige

IN: Polished and pressed chinos and khakis

OUT: Distressed denim

IN: Lean pants that ride the hip

OUT: Tight pants that hold on with stirrups

IN: Sabrina as a role model

OUT: Madonna as a role model

IN: Dressing up for dinner

OUT: Overdressing for work

IN: Redheads

OUT: Blondes with black roots

IN: Blue-frosted eye shadow

OUT: White-frosted brunettes

IN: Bangs that are feathered

OUT: Bobs that look dated

IN: Pumps that can walk

OUT: Limousine stiletto heels

IN: Building a wardrobe

OUT: Shopping for clothes

IN: The Italian fashion houses - Prada, Gucci, Versace, Fendi, Armani

OUT: The Parisian claim to fashion supremacy

IN: RuPaul as spokesmodel

OUT: Kathie Lee as spokesmodel

IN: Fur that looks faux

OUT: Faux that looks real

IN: Hush Puppies and variety-store sneakers

OUT: Doc Martens and boots with aggressive tendencies

IN: Urban hipsters in prep-inspired designer wear from Boss, Polo, **Nautica** and Tommy

OUT: Raiders chic

IN: Baseball hats worn forward

OUT: Baseball hats worn backward

IN: Shoulder bags slung on the shoulder

OUT: Backpacks slung on the shoulder

IN: Classic and muted tone-on-tone ties

OUT: Conversational loony-toony ties

IN: Unisex shared fragrances

OUT: Unisex dressing

GRAPHIC: PHOTO: Short skirts and long ones replace those of indecisive knee lengths. ELLEN TRACY COMPANY
PHOTO: Feel free to mix patterns and stripes in 1996. It isn't a fashion no-no now. FASHION ASSOCIATION/PENDLETON
PHOTO: It's a different world these days. Dressing for dinner is in, and overdressing for work is out. DONNA RICCO

COLUMN: Personal style

LOAD-DATE: January 4, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 1:36 PM EDT

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Ones to Watch: 50 APAs who'll be making a difference in 1996 AsianWeek January 5, 1996

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Ethnic NewsWatch
AsianWeek

January 5, 1996

SECTION: Vol. 17; No. 19; Pg. 14

SLI-ACC-NO: 0396AWLS 022 000008

LENGTH: 1902 words

HEADLINE: Ones to Watch: 50 APAs who'll be making a difference in 1996

BODY:

Ones to Watch: 50 APAs who'll be making a difference in 1996.

Jeff Adachi

Arts Promoter

As chairman of the Asian American Arts Foundation and one of the chief organizers of the first Golden Ring Awards (Asian America's own Academy Awards) last Oct. 7, Jeff Adachi, 36, played host to a glittering assortment of entertainment notables and community leaders. The star-studded event in San Francisco honored 12 individuals who have made significant contributions to the arts, from author Maxine Hong Kingston to Hong Kong action hero Chow Yun-Fat. The purpose of the event, says Adachi, a San Francisco public defender, was to support, recognize, and acknowledge Asian Pacific American arts and artists. He plans to make the Golden Ring Awards an annual event, thereby increasing the presence of Asian American artists in American culture at large.

Ching-chih Chen

Information Specialist

For the past 35 years, Chen, has been instrumental in introducing electronic information resources to public and school librarians. Now, as the 58-year-old award-winning multimedia information specialist assumes the presidency of the prestigious American Library Association, she vows to bring us all into the 21st century.

Ming Chin

Judge on the Rise

Currently a judge on the California Court of Appeals, Ming Chin, 53, was appointed by Gov. Wilson as President Justice of the First District Court of Appeal, Division Three, in San Francisco in 1994. Prior to his appointment he served as a judge on the Alameda County Superior Court. Chin was elected Outstanding Judge of the Year in 1989 by the Southern Alameda County Bar Association. He was awarded the State Attorney General Asian Pacific Heritage Award in 1992. Before his appointment to the bench, Chin was a partner in an Oakland law firm, where he specialized in business and commercial litigation. Justice Chin's name is on several short lists as one of the next appointees to the State Supreme Court.

David Chu

CEO and President, **Nautica** International

David Chu first began to think about fashion when he took a summer drawing class at New York City's Fashion Institute of Technology. With six designs for men's outerwear, Chu opened his business in 1983. Today, **Nautica** is a 260 million company. While men's sportswear is still the collection's signature component, **Nautica** has expanded into tailored clothing, hosiery, hats, shoes, luggage, watches, eye-wear, furnishings, fragrances, and boys' wear. This year Chu launches his **Nautica** competition line to coincide with the upcoming Olympic games in Atlanta. He will be honored by FIT on Feb. 21 at an Alumni Star Salute at the United Nations. **Nautica's** home furnishings and women's wear line debuts this fall.

Lisa Chung

Journalists Association Head

Lisa Chung is the executive director of the 14-year-old Asian American Journalists Association, a national nonprofit educational organization with 1,700 members. As executive director Chung has worked on diversity issues with major industry associations such as the American Society of Newspaper Editors, the Radio and Television News Directors Association, and the Newspaper Association of America. Previously Chung worked as a reporter for the San Francisco Chronicle for 10 years. She is a cofounder of the San Francisco chapter of the Asian American Journalists Association. In April Chung leaves her post as AAJA executive director. Her next step is worth keeping an eye on.

Mary Chung

Women's Advocate

Concerned with the lack of comprehensive and proactive research, and with the fact that APA women's health issues were being ignored, Mary Chung, 28, founded the National Asian Women's Health Organization two years ago. Chung, a long-time activist for women's issues, has focused NAWHO's efforts on traditionally underrepresented and underserved low-income Asian communities. Last November NAWHO held the first-ever national APA women's health conference, bringing together politicians, health professionals, activists, and people in the community. The group, ranging in age from high school girls to elderly women, discussed and examined controversial issues such as domestic violence, reproductive health, and breast cancer. This year promises to be as productive for NAWHO and Chung. As an advocate and

educator, she will continue to be a champion of APA women's health issues. This year she plans to organize another conference that will deal with culturally taboo topics. And with the issue of managed care in the national spotlight, expect Chung to be at the forefront of the debate.

Henry Der

APA Activist

Henry Der has been the executive director of San Francisco-based Chinese for Affirmative Action and a nationally known civil-rights leader for more than 20 years. He has also served on more than 31 governmental and educational committees, commissions, task forces, and nonprofits. Because of his extensive experience with school policies, the California superintendent of public instruction nominated Der for the position of Deputy Superintendent of External Affairs late last year. Based on his qualifications and an extensive interview process, the Board of Education confirmed his appointment. It rescinded the action the following day when a representative from Gov. Pete Wilson's office presented the board with a two-page memo of comments Der made to newspapers regarding affirmative action, Prop. 187, "English-only" legislation, and Gov. Wilson. The board scheduled another meeting, but the superintendent, taking the rescindment as a negative sign, cancelled it. She is negotiating the possibility of hiring Der without the board's blessing. The new year may or not mean a new job for the 48-year-old activist. Either way, he's going to make news.

Matt Fong

Politician

California state treasurer Matt Fong is one of the highest elected Asian American officials in the state. His responsibilities include setting statewide policy and managing a variety of tax programs, such as sales, gasoline, hazardous waste, and alcohol taxes. Previously, Fong was an attorney in private practice. The fourth-generation Californian of Chinese descent graduated from the United States Air Force Academy in Colorado Springs with a bachelor of science degree in 1975 and served five years in the Air Force. He was awarded the USAG Meritorious Service Medal for exceptional management performance. Fong is a staunch advocate of lowering taxes on manufacturing and lessening the bureaucratic hold of governmental regulation in California in order to let businesses prosper. In 1988 he served as cochairman of the 1988 Bush/Quayle presidential campaign in California, and as a member of the executive board of the California Republican Party. In the coming Republican presidential campaigns, Fong will likely play a major role.

Robert Fung

Community Leader

San Francisco attorney and San Francisco State University Asian American Studies professor Robert Fung was just elected president of the San Francisco-based Chinese Historical Society. With his outspoken liberal views and ideas, Fung promises to shake up the 32-year-old society, whose members have always been divided in their visions of the society's mission. Fung, 43, wants to shift the group's focus from simply celebrating Chinese history to

honoring and examining the Chinese American experience. The Group is in the process of raising funds for a new museum on the west side of San Francisco's Chinatown. When it is completed, the project promises to be one of the premiere facilities for the display of Chinese American historical artifacts, and a clearinghouse for academics and children to learn about Chinese America. As president, Fung will shape the look, feel, and message of the new center.

Philip Kan Gotanda

Playwright

San Francisco-based Philip Kan Gotanda, 46, earned a reputation as a leading contemporary Asian American playwright through such plays as Yankee Dawg You Die, The Wash, and Fish Head Soup, which have been produced extensively throughout the country during the last decade. His movie The Kiss appeared at the Sundance, Berlin, and Edinburgh International Film Festivals, and won the Golden Gate Award at the San Francisco International Film Festival. He recently completed filming Drinking Tea, a half-hour short, and he and his business partner and civil rights lawyer Dale Minami are presently raising funds for his next project, Otto, a feature-length film which he will direct later this year.

Wendy Lee Gramm

First Lady Hopeful

On the campaign trail for her husband, Senator Phil Gramm (R-Texas), Wendy Lee Gramm, 50, could become the first Asian American first lady if he is successful in his quest--a long shot by most accounts. The former economist, college professor, and political appointee was appointed to head the Commodity Futures Trading Commission under the Bush administration. Shortly after, she became a board member of the Chicago Mercantile Exchange.

Sumi Haru

Labor Leader

Sumi Sevilla Haru, who is of Filipino heritage, is a producer, actor, and writer. Growing up in Arvada, Colorado, Haru studied music with a concentration in piano and flute at the University of Colorado. In 1964 Haru moved to Los Angeles to pursue an acting career. She was cast in a number of films and musical comedies. In 1967 she became involved with East West Players, the first Asian American theater company in the United States. In 1971 Haru came to national attention when she helped found the Screen Actors Guild's Ethnic Employment Opportunities Committee, which launched the first concerted efforts toward establishing affirmative action in the hiring of actors. Haru, 56, is now a producer for the City of Los Angeles Cultural Affairs Department. She has also been elected as the first national vice president of the Screen Actors Guild. But her most important election, she says, is to the vice presidency of the Asian Pacific American Labor Alliance, AFL-CLO by its members. As vice president she vows to make sure Asian Pacific Americans are treated fairly in the workplace.

Dennis Hayashi

Civil Rights Crusader

Appointed by President Clinton to head the Office for Civil Rights for the Department of Health and Human Services, in the last year Dennis Hayashi has been visiting minority communities to explain the administration's policies. As director of the OCR, Hayashi is responsible for ensuring that programs and activities receiving funds from the Department of Health and Human Services comply with civil-rights laws. Hayashi, 43, got his experience as national director of the Japanese American Citizens' League, the oldest and largest Asian Pacific American civil rights organization in the United States, from 1991 to 1993. As an attorney for the Asian Law Caucus for 12 years, he was devoted to fighting for civil rights and against anti-Asian hate crimes. As cofounder of the National Network Against Anti Asian Violence and as a member of the California Commission on the Prevention of Hate Violence, Hayashi continues to be on the forefront of Asian American civil-rights issues.

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GRAPHIC: Photo, Philip Kan Gotanda

JOURNAL-CODE: AW

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Struggling Esprit Names New Boss He's No. 5 in as many years The San Francisco Chronicle JANUARY 10, 1996, WEDNESDAY, FINAL EDITION

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JANUARY 10, 1996, WEDNESDAY, FINAL EDITION

SECTION: BUSINESS; Pg. C1

LENGTH: 607 words

HEADLINE: Struggling Esprit Names New Boss
He's No. 5 in as many years

BYLINE: Peter Sinton, Chronicle Senior Writer

BODY:
Esprit de Corp. yesterday named Jay Margolis, the former vice chairman of both Tommy Hilfiger and Liz Claiborne, as its new chief executive.

The San Francisco apparel company has been running through CEOs faster than most of its customers run through fashions. Margolis, who will move from New York to San Francisco, is Esprit's fifth boss in as many years. He replaces Macy's and Emporium veteran David Folkman, who resigned last July after after two years at the helm. Folkman, in turn, took over from Fritz Amman, the former head of Swatch watches and Charles Jourdan shoes, who reigned for a year.

For most of the 1990s, Esprit has been working to rebuild its financial strength and restore its allure to young women.

In the past three months, the insurance companies that were Esprit's main creditors sold their loans to new buyers at about a 25 percent discount. The new creditors, Oaktree Capital of Los Angeles and New York-based Cerberus Partners, paid $ 102 million for the company's debt. They said yesterday they believe Margolis is a good choice to lead Esprit and denied reports that they have threatened to take over the company unless it quickly finds a buyer.

Esprit lost money in its fiscal year ending last June, but it is now making money, according to Margolis. He said he has been following the company since he was president of Liz Claiborne Sportswear a decade ago, when that company and Esprit were running neck and neck with revenues of about $ 300 million a year. Since then, Claiborne has grown into a $ 2.2 billion company while Esprit has stagnated at about $ 1 billion, with just $ 300 million in U.S. sales.

Margolis views Esprit as "more dormant than tarnished." He notes that "people still smile when you say the name Esprit." Its children's, accessories and shoe businesses are healthy. Its stronghold is in Asia, where Esprit operates 220 of its 300 free-standing retail stores.

Margolis, 46, was put in touch with Esprit shortly after he resigned last July from Tommy Hilfiger, the $ 400 million young men's fashion company. Margolis said he resigned from Hilfiger last July when his partners decided not to go into women's apparel, a decision they subsequently reversed.

He said that a priority at Esprit will be to "tweak the focus" -- retaining the "young and fun San Francisco lifestyle" but tilting the casual and career clothing to 19-to- 30-year-olds, as Esprit stores do in Asia. "Esprit's traditional customers have grown up," said Margolis. "They are not 15 years old anymore."

Esprit is facing competition from Calvin Klein CK and from menswear makers Hilfiger and **Nautica,** which are moving into young women's wear.

Esprit will upgrade manufacturing, warehouse and shipping operations.

It also is looking at brand extensions. Esprit already offers a bed and bath collection and eyewear and, overseas, it sells watches. The company is exploring licensing an Esprit fragrance, intimate apparel, hosiery, swimwear, jewelry and jeans.

Margolis said that as profits increase he would like to add more free-standing Esprit stores in the United States, where there are now only 13 retail shops and 16 warehouse outlets. Its merchandise is also sold in 2,000 U.S. department and specialty stores.

Esprit has not ruled out selling itself to another company. But Margolis said it has the cash and working capital to pay down debt and move forward.

Company co-founder and owner Susie Tompkins said in a prepared statement, "I'm confident that (Margolis) will rebuild the excitement and strength in the brand and will re-establish Esprit as a leader in the industry."

GRAPHIC: PHOTO,New CEO Jay Margolis

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Jordan Marsh name to disappear and will be replaced by Macy's.Jordan Marsh department stores; Brief Article Daily News Record January 10, 1996

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Daily News Record

January 10, 1996

SECTION: Vol. 26 ; No. 7 ; Pg. 2; ISSN: 0162-2161

LENGTH: 518 words

HEADLINE: Jordan Marsh name to disappear and will be replaced by Macy's.Jordan Marsh department stores; Brief Article

BODY:
NEW YORK -- In yet another move to dominate the department store industry, Macy's will surge deeper into New England this spring when it replaces the 155-year-old Jordan Marsh nameplate with its own.

Jordan Marsh and Macy's are both divisions of Federated Department Stores.

Federated has been on a roll, building up the Macy's name at the expense of other venerable retail nameplates. Last spring, it renamed Abraham & Straus as Macy's, and this April it will put the Macy's name on 21 Bullock's stores and at least 46 Broadway stores on the West Coast.

The move was expected, considering Federated started merging the buying and operations of the chains in December 1994, forming Macy's East, and six months ago began including the Macy's name in Jordan Marsh advertising. The name change will complete the 16-month transition. Macy's East, with 85 stores, is Federated's largest division.

"For all intents and purposes, the Jordan Marsh stores are already Macy's," said Hal Kahn, Macy's East chairman and CEO. "The merchandising and marketing organization is all in place. The final thing left to do is change the name.

"We have been trading up the Jordan Marsh stores significantly, putting in Macy's product and spending millions in the last couple of years refurbishing," Kahn added. "We feel they now look and feel like Macy's.

"With the Macy's name, we will build a new tradition, living off the strengths of Jordan Marsh and the strengths of Macy's."

The question is whether New Englanders will take to the new tradition. The 18-unit Jordan Marsh has been New England's department store leader in home goods, while Filene's, its primary competitor, has more of a softgoods reputation. Jordan Marsh was founded by Eben Jordan and Benjamin L. Marsh in 1841.

However, Kahn said, Macy's name and its strength in product development and special events, as well as its upgraded assortments, will attract New Englanders.

"Macy's better business has grown in the 20 percent range in terms of sportswear," Kahn said, through major presentations of Macy's private labels, including Charter Club and INC., as well as Jones New York,

Liz Claiborne, Tommy Hilfiger, **Nautica** and Polo/Ralph Lauren.

Kahn said Jordan Marsh has become "more rounded."

In addition, Macy's will hold a major charity event in Boston this spring with its Thanksgiving Parade balloons and bands at a location to be announced later. When the A&S name was dropped, a similar event was held in Brooklyn to get consumers used to the idea that Macy's had replaced A&S.

Jordan Marsh has stores in Massachusetts, Maine, New Hampshire, Connecticut, Rhode Island and New York. Among the more prominent locations are downtown Boston and the city's suburbs; Portland, Maine, and Cape Cod. In addition, Macy's will take over a Jordan Marsh in Albany.

The move raises the possibility that other Federated divisions will one day take on the Macy's nameplate. Speculation has centered on The Bon Marche, based in Seattle, possibly being consolidated into the Macy's West division, based in San Francisco.

SIC: 5311 Department stores

IAC-NUMBER: IAC 17770555

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VIRTUAL MALL BECKONS RETAILERS SKEPTICAL BUT ARE AFRAID OF BEING LEFT OUT San Jose Mercury News (California) JANUARY 17, 1996 Wednesday MORNING FINAL EDITION

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San Jose Mercury News (California)

JANUARY 17, 1996 Wednesday MORNING FINAL EDITION

SECTION: BUSINESS; Pg. 5C

LENGTH: 322 words

HEADLINE: VIRTUAL MALL BECKONS RETAILERS SKEPTICAL BUT ARE AFRAID OF BEING LEFT OUT

BYLINE: HAL KAHN, Mercury News Staff Writer

DATELINE: NEW YORK

BODY:
A hot topic at the national retailer's annual convention is the Internet. No one is claiming to be making money by selling in cyberspace, but everyone is afraid of being left out.

Arthur C. Martinez, chairman and chief executive of Sears, Roebuck & Co. - a corporate pioneer back in the days when catalogs were cutting-edge - summed up the current wisdom: "I'm a short-term skeptic about electronic retailing," he said. "Long term, it will grow as younger people feel more comfortable."

Jane Bryant Quinn, a financial columnist, had her doubts. A self-confessed catalog addict, she said she has "no compelling reason" to use electronic shopping.

"I can't curl up in bed with my computer," she said. "I can't stuff it in my briefcase. I can't turn down its pages."

An MCI exec who is sometimes called the father of the Internet - Vinton G. Cerf - cautioned retailers that there's life beyond the Web.

"The Internet won't take over the world," he said. "It will just find niches." Its strength, Cerf said, is its "ability to pinpoint target audiences."

Some retailers are setting up Web sites, even as they may be shutting down stores. One of the newest is operated by the Internet Fashion Mall of New York. It goes beyond selling clothes. "Since we don't have a food court, we have to add value in other ways," said Ben Narasin, fashion director of the mall.

The Internet Fashion Mall posts articles from GQ, Details, Wired and free-lance writers and displays photos of garments by Donna Karan, Nick Hilton, **Nautica,** Oscar De La Renta and others. Eventually, it plans to add video so shoppers can watch runway shows.

Narasin said a question-and-answer section attracts plenty of users. Recent questions included:

How do you tie a bow tie?

Where can you buy a Gucci belt in Germany?

What brand of sunglasses are worn in ads for **Nautica** clothes?

To find the mall on the Web, go to http://
fashionmall.com .

LOAD-DATE: October 23, 2002

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NAUTICA LINE BLURS FUNCTION, FASHION St. Louis Post-Dispatch (Missouri) January 25, 1996, Thursday, FIVE STAR LIFT Edition

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St. Louis Post-Dispatch (Missouri)

January 25, 1996, Thursday, FIVE STAR LIFT Edition

SECTION: STYLE WEST; Pg. 5

LENGTH: 265 words

HEADLINE: NAUTICA LINE BLURS FUNCTION, FASHION

BODY:
THE ATHLETIC RITES of spring call for functional dressing, and **Nautica** has responded with styles that blur the lines between casual sportswear and the authentic sportsman's wardrobe.

For summer '96, **Nautica's** president and designer, David Chu, addresses the specific apparel needs of the U.S. sailing team as it gears up for the 1996 Olympic Games.

This part of the line includes functional outerwear made of waterproof Nautex, as well as shorts and cotton knit polo shirts.

The outfits, colored in navy and bold yellow with the U.S. sailing team logo, will be available this summer to spectators of the sport.

Nautica shows its continued interest in wet sports and other games with the launch of an activewear-inspired line called **Nautica** Competition.

This selection includes long-sleeved neoprene zip-tops with fleece lining, surf-inspired nylon shorts, boating-influenced functional outerwear and stretchy biking T-shirts and shorts.

A full range of swimwear in varying fabrics from nylons to cottons is offered in a variety of colors from neon brights to traditional red, white and blue.

For a scuba effect, some outerwear pieces and swim trunks have neoprene details, such as trunks with a contrasting neoprene waistband.

For golf enthusiasts - like Chu - the line carries classic green-grass cotton pique polo shirts and cotton twill shorts in a variety of colors, as well as a nylon wind suit to wear on the course in inclement weather.

When sporting time's over, the sportsman can rest and relax in ca sualwear that fits perfectly for a day by the water.

GRAPHIC: PHOTO; (1) Color Photo by David Turner/DNR - A neoprene zip-top with nylon swim trunks by **Nautica,** part of the company's summer line. (2) Color Photo by David Turner/DNR -For sporty casualwear, **Nautica** makes this cotton pique polo T-shirt, cotton jacket and cotton terry camp shorts.

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The A. Index: THE ASIAN AMERICAN STOCKWATCH A. Magazine January 31, 1996

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Ethnic NewsWatch
A. Magazine

January 31, 1996

SECTION: Pg. 70

ACC-NO: 0196AMLR 117 000022

LENGTH: 1060 words

HEADLINE: The A. Index: THE ASIAN AMERICAN STOCKWATCH

BYLINE: Chen, Derrick

BODY:

The A. Index: THE ASIAN AMERICAN STOCKWATCH.

We all know how vibrant, influential, and hip Asian America is. But one nagging question that comes to mind among the business-minded: How is Asian America doing on Wall Street? After intense research, A. Magazine has put together a list of publicly traded, Asian American-led companies. Starting with this issue, we plan to keep you current with the financial health of corporate Asian America, updating the companies on our list, as well as listing new ones that pop up along the way.

SO WHAT'S AN "ASIAN AMERICAN-LED" COMPANY, ANYWAY?

The companies included in our index fall into two basic groups: companies founded and still managed by Asian Americans, and existing U.S. companies that have tapped Asian American talent for senior management. Out of the 8500 or so stocks listed on the major exchanges, we found only 31 which met our criteria. Some Asian American-founded companies, notably Wang Labs, have since been sold or restructured, and no longer have Asian American management. And the majority of Asian American-owned businesses are still privately held, perhaps a sign of reluctance on the part of successful entrepreneurs to open themselves to public scrutiny, or a shrewd desire to keep the benefits of ownership to themselves. Among them are such corporate behemoths as TLC Beatrice and memory chip-maker Kingston Technology, as well as up-and-comers like Gemstar Development, makers of the Video Plus+. With size and capital a key determinant of successful growth or failure, many of these companies are candidates to be the next IPO darling of Wall Street, and we may soon be welcoming them to our list.

Also not included are Asian companies which have shares traded on U.S. exchanges, such as China's Shanghai Petrochemical, Indonesia's Indosar, and Korea's Pohang Iron and Steel. With the globalization of economies, a dramatic increase in international investment by U.S. investors, and the high potential

returns of emerging Asian markets, this group is also sure to grow. However, they do not qualify as Asian American companies, the focus of our attention.

THE COMPANIES

Putting to rest the stereotype of Asian Americans working behind the scenes, many of these companies were founded by Asian American entrepreneurs who first took their engineering degrees to corporate America, only to move on later to the greener pastures of their own tech businesses -- often to beat their former employers at their own game.

The largest company in our index is corporate juggernaut Computer Associates International. Although not widely known to the public, Computer Associates leads the world in client-server software, ringing in fiscal year 1995 revenue of $2.6 billion, and commanding a market capitalization of $6.5 billion. The company was founded by Charles Wang in 1976 with four employees, and has since grown, through an aggressive program of corporate acquisitions, into the nation's largest software company, with over 8000 employees in 30 countries. This sizzling performance has made Wang the richest Asian American on the Forbes 400 list of wealthiest Americans.

Following Computer Associates in the technology field is a distinguished set of companies, including Komag, NexGen, Spectrum Holobyte, and SyQuest, which are some of the hottest computer, disk drive, integrated circuit, multimedia, software, and electronics manufacturers, in or out of Silicon Valley. Many of these companies are at the center of Wall Street's feeding frenzy, and have been highly recommended by equity analysts.

Now the next wave has started, with Asian Americans taking leadership positions in other industries such as textiles, consumer goods, consumer durables, pharmaceuticals, and financial products. For example, little-known Duracraft Corporation has managed to become the nation's largest maker of heaters, fans, and humidifiers. Also among these are some of the best-known names in American business, such as sportswear company Nautica, furniture-maker Ethan Allen, and sewing machine-manufacturer Singer Co.

Significantly, a handful of the companies on our lists, such as Ethan Allen, Network Peripherals, and Xscribe, were not founded by Asian Americans, but have since tapped Asian Americans to head them, breaking the Glass Ceiling in a definitive way. Also notable is the fact that Asian American women are finally making their presence known on the corporate landscape, as CEOs of three of our companies: Digital Link, Genelabs, and Network Peripherals.

THE RESULTS

Are Asian Americans better at making money than the rest of America? If our selection of companies is any indication, the answer is yes. An equal investment in each company at the beginning of this year would have resulted in a return of 27.8 per cent, compared to the S&P 500's total year-to-date return of 21 per cent. Luckily for investors in these companies, most of them are in the buoyant technology sector, which has rocketed up this year on an anticipated boom in consumer purchases of personal computers and the explosive growth of online services.

The individual companies on our list turned in dramatic returns, both good and bad, for the first three quarters of 1995. Of the total, 19 of our companies beat the S&P 500 with computer chip maker Cirrus Logic leading the pack, on a 306 per cent year-to-date return due to strong demand for its advanced multimedia integrated circuits. The loser of the group was last year's high-flier, Network Peripherals, with a loss of 67 per cent on disappointing sales due to delays in manufacturing and shipping of its networking products. Notable newcomer NexGen, with its Pentium and P6 chip clones, completed its IPO during the year, taking advantage of demand for tech stocks.

We look forward to covering these companies in greater detail and adding new companies to our list as more Asian Americans take on leadership roles at existing companies, and as privately-held Asian American companies complete

IPOs. In the 30-odd years since Wang Labs (see box) first went public, Asian American business leadership has made significant strides, and we expect the pace to pick up. Watch this space.

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GRAPHIC: Chart (3rd Quarter 1995 YTD)

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PEACH BUZZ;Actor Amos' limp is no act The Atlanta Journal and Constitution February 6, 1996, Tuesday,

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February 6, 1996, Tuesday, ALL EDITIONS

SECTION: FEATURES; Pg. 02C

LENGTH: 811 words

HEADLINE: PEACH BUZZ;
Actor Amos' limp is no act

BYLINE: A. Scott Walton

BODY:
Was John Amos' (right) pronounced limp just part of his portrayal of an 86-year-old man in "Halley's Comet" on Monday night at the Fox Theatre? "No, I've got infirmities of my own these days, thank you," said the former star of TV's "Good Times." Amos, a former star running back at Colorado State whose professional football aspirations were dashed by a hamstring injury, recently had arthroscopic surgery on his "football knee." He said the lingering stiffness works perfectly for the role of "an old-timer of the rural South." Amos said the character is modeled after own father, John Amos Sr., who grew up in Richland "and gave me my comic timing," he said. And just how old is Amos the Younger? "Older than Eddie Murphy," said Amos, who's divorced with two grown children, "and younger than Robert Redford."

HER SHIP'S COME IN: Women who've admired the **Nautica** sportswear worn by the men in their lives can soon stop feeling envious. **Nautica's** president/CEO David Chu told a crowd of Super Show early arrivals Saturday at the Omni Hotel at CNN Center that he will roll out a collection of women's wear in better department stores starting in July. "The collection will combine fashion, functionality and give the consumer good value for her money," said Chu, who wasn't willing to describe what the blazers, dresses, slacks and skirts he's designing for women will look like. "We'll mix in the same attitude as the menswear has, but the fabrics will be a little softer," he said. Chu started his company in 1983 with six outerwear designs. Today, his company encompasses a full "lifestyle collection" that includes apparel, eyewear, fragrances, footwear and even a Mercury Villager minivan.

VIEW TO A KILL: Linda Davies, a British espionage novelist living in Peru, revealed the secret of her literary success during an appearance last week at Oxford Book Store's Pharr Road location: "I know plenty of spies," she said. Her literary agent, whom Davis said "knows everybody," introduced her to some agents of the other variety. "I got on quite well with them, and they would introduce me to their friends." Plus, she made life in Peru, where terrorism is an intermittent threat, sound like something from her new book, "Wilderness of Mirrors" (Doubleday, $ 23). Recently, she said, her husband, Rupert, phoned her from his car to report he'd be home in five minutes. "Suddenly, I heard heavy gunfire," Davies said. Rupert phoned again. "I think I'm going to be a bit delayed," he said. "We've just driven into the middle of a gun battle." Luckily, Davies said, his driver is trained in "kidnapping-avoidance" driving, and they escaped, in reverse. "He got back half an hour later," Davies said. "Terrorists had barricaded themselves in a house and tried to blast their way out past Peruvian special forces." A reader asked Davies why she lived there. "To be with my husband. He's opening a bank there."

A TALL ORDER: In spite of subfreezing temperatures Sunday night, the Midtown nightspot Club 112 was filled nearly to capacity with thirsty patrons. If anyone had an easier time than most getting a waitress or

bartender's attention, it was former college and professional basketball great Ralph Sampson (left, he's 7 feet 4 inches tall) in town for the Super Show sporting goods convention at the Georgia World Congress Center. Sampson lives in Richmond, where he operates real estate, sports camp and sports apparel enterprises. Asked if he misses life in the NBA, Sampson smiled and shook his head in the negative. "When I walked away, that was it," he said.

FOR PETE'S SAKE: Spanish cineastes, take note: As part of its "100 Years of World Cinema" series, the Cultural Olympiad and the High Museum of Art are bringing Spain's best-known filmmaker, Pedro Almodovar, to town next month. He'll be here for a sneak screening of his latest film, "The Flower of My Secret," on March 3, at Lefont's Garden Hills Theatre. Almodovar's new film has been likened to "Women on the Verge of a Nervous Breakdown" - but with an emphasis on drama, not comedy. Time and ticket prices have yet to be determined, but for more information after Monday, call 404-733-4750.

CELEBRITY BUZZ

THE GLOVED ONE: The soon-to-be single King of Pop is scheduled to arrive in Rio de Janeiro, Brazil, to film a music video that has drawn protests from city officials. Spike Lee is producing the video for Michael Jackson's song, "They Don't Care About Us," which will be filmed in the city's drug-ridden slum district. City officials fear the music video will hurt tourism and the city's chances of hosting the 2004 Olympics. "His visit is just to place Rio as a city of problems, of poverty," Gov. Marcello Alencar said last week. "We are trying to recover Rio's image, and this could be devastating."

Contributing: Ed Hall, Steve Murray and news services.

GRAPHIC: Photo: John Amos protrays an 86-year-old man in "Halley's Comet."
Photo: Mug shot of Ralph Sampson

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Odd Man Out The New York Times February 11, 1996, Sunday, Late Edition - Final

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February 11, 1996, Sunday, Late Edition - Final

SECTION: Section 6; Page 56; Column 1; Magazine Desk

LENGTH: 15 words

HEADLINE: Odd Man Out

BODY:
With the best and the brightest coming on strong, navy pinstripes just won't cut it.

GRAPHIC: Photo: Wool suit, $985, and shirt, $175, by John Bartlett, at Bloomingdale's; tie, Georgio. Cotton-blend suit, $1,150, by Joop! Menswear, at Neiman Marcus; shirt, $82.50, and tie, both Polo by Ralph Lauren, at Polo/Ralph Lauren, 867 Madison Avenue. Blazer, $195, from **Nautica,** 216 Columbus Avenue; cotton shirt, $150, by Versus, at Saks Fifth Avenue; linen vest, $100, from Tommy Hilfiger stores. Pinstripe suit, $598, shirt, $42, and tie, $38, all from Brooks Brothers stores. Cotton-blend suit, $1,500, by Joop! Menswear; shirt, $79, by Boss Hugo Boss, at Macy's; tie, Ralph Lauren. Jacket, $875, by Versus, at Saks Fifth Avenue; shirt, $48, from **Nautica;** tie, Polo by Ralph Lauren. Rayon-blend suit, $900, and shirt, $148, by Moschino Cheap and Chic, at Moschino Boutique, Los Angeles; tie, Structure. Glasses, Ray Ban. Leather goods, Delfino. Tie clips, Ken Harvey Antiques, from Deco Jewels. (PHOTOGRAPH BY JEROME ALBERTINI)

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DEAR DIARY: 5 DAYS OF FASHION SHOWS Detroit Free Press February 16, 1996 Friday METRO FINAL EDITION

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Detroit Free Press

February 16, 1996 Friday METRO FINAL EDITION

SECTION: WWL; Pg. 1F

LENGTH: 1433 words

HEADLINE: DEAR DIARY: 5 DAYS OF FASHION SHOWS

BYLINE: HOLLY HANSON Free Press Fashion Writer

BODY:
Twice a year, New York's menswear designers show off their new collections to retailers and journalists. We went along for the ride -- five days of runway shows, cocktail parties, business dinners and long waits for cabs in the arctic weather.

Saturday

New York tries my patience from the beginning. I'm stuck with a cabdriver who appears to believe that helping passengers with their luggage is not in his job description, so I stand in the slush hoisting my laptop, my tote bag and my suitcase into the trunk. As we set off, the dispatcher pounds on the fender and yells, "Your brakes aren't working."

This is not a good way to start the week.

Sunday

Designer Joe Soto kicks things off with a show scheduled for 4 p.m. in a Gramercy Park brownstone. "Scheduled" is the operative word: We take our seats at 4, and the show finally starts at 4:40.

The music tape breaks twice and the light is lousy, although there are some nicely tailored dark suits and bright polo sweaters. But are men ready to wear red pants with black houndstooth jackets? We'll see.

We wait again at Industria, a line designed by photographer Fabrizio Ferri and shown at his cavernous photo studio in the meat-packing district. The staging is unusual: Five panels line the front of the stage, and the models come out one by one to pose at each panel. The clothes are wonderful -- tweedy fabrics, beautiful tailoring, great colors. Well worth the wait.

Monday

Dan Feinstein of the Fashion Association trade group starts off the day with a look at how menswear trends

rise from the street and from the showroom. One such trend -- shiny, down- filled parkas worn over business suits -- is rampant now that the weather is cold. "Maybe now we're seeing more shiny silver parkas than we need to," Feinstein says drily.

His point is proved just an hour later when Kalman Ruttenstein, the fashion director for Bloomingdale's stores, turns up at the Calvin Klein show in a puffy silver parka and baggy nylon running pants. Since Ruttenstein could pass for the Michelin Man even without a parka, this is not an especially good look for him.

The main attraction at Calvin Klein is Larry Brown of the Dallas Cowboys, Super Bowl MVP, who sits next to cover girl Tyra Banks and actor William Baldwin. Brown wears a brown tweed suit with a high-necked vest and looks better than just about anyone on the runway.

Austyn Zung, one of the few women designing menswear, has a better touch with clothing than she does with the models' hair. Her elongated suit coats in soft camel velvet are pretty; the models' hair, dyed red in streaks and standing on end, is just bizarre.

Finally, we troop uptown to Joop, whose collections sometimes are tantalizingly tacky. Not tonight, though. He shows an endless repetition of skinny, short pants and long, semi-fitted coats. The highlight is actually the fleece neck warmers distributed at the door by General Motors, one of several companies that provide shuttle buses and other support services for the menswear shows. Warm at last.

Tuesday

The crowds come out for Tommy Hilfiger, the clean-cut preppy who embraces the streetwise kids who make uniforms of his knit rugby shirts, windbreakers and baggy jeans.

So it isn't surprising when he devotes a good portion of his collection to trendy hip-hop outfits -- and look, there's rap star Coolio modeling a fitted black coat, black cashmere turtleneck and black jeans.

But Hilfiger wants to show he can do more, so he also fills the runway with sharp pinstripes, vintage velvets and enough ski parkas to outfit every Olympic team in the universe.

Gregory Hines and Tommy Tune watch from the front row as a remote-control video camera swings overhead, capturing every moment.

"It was flamboyant and great," Hines says afterward.

In the evening, Joseph Abboud takes a quieter, more adult approach to menswear, focusing on tweedy fabrics and elegant tailoring. The models, clean-shaven and well-groomed, look dashing and sophisticated.

At the end, Abboud strides out on the runway and waves to loyal customer Bryant Gumbel, who is taking in the show with "Today" show colleague Matt Lauer.

John Bartlett closes the day with a completely different point of view. The back of the runway features a three-panel mural of a bare-chested man leveling a come-hither gaze. The well-muscled models wear tight flat-front pants, tight sweaters and tight shirt-jackets. They pose menacingly and glare at the crowd.

As a finale, the dozen or so specimens of beefcake arrange themselves into a group pose, some standing casually, some flexing, a few reclining on the floor, propped up on one elbow. Bartlett, a small skinny guy who is dwarfed by all the pulchritude, seems thrilled.

Wednesday

David Chu hits all the trends in his popular **Nautica** collection: tweedy suits, shots of bright color, skinny knitwear, flat-front pants. There's even a pair of red pants, shown with a dark plaid jacket. Is there a trend

brewing here?

Ruttenstein is there in the front row, dressed in yet another shiny gray parka, his third of the week. As the show ends, a TV reporter asks him for an overview of the coming trends.

"Well, the ski parka is particularly strong," he says.

In the evening, we troop 30 blocks downtown to see DKNY, Donna Karan's younger, trendier line, which she is showing in a loft building in the meat-packing district.

Karan opens with what's meant to be a razzle-dazzle display of reflective fabrics. With the room bathed in darkness, spotlights are supposed to pick up the reflective sheen of the mostly black clothes, but something's not working. The first 14 outfits are almost invisible.

But the lights come up, and from there, it's trend-o-rama time, as Karan does a commercial take on all the newest looks: colorful velvet coats, bold plaid jackets, ski parkas, bright sweaters and narrow, flat-front pants.

Now we go back uptown for a fashion happening: a cocktail party sponsored by the Ruffino wine company, saluting the top male models.

All week, the fashion pack has been asked to rate the models in several categories, and the winners are:

Best face, Mark Vanderloo; Best hair, Jason Lewis; Best walk, Kevin Louie; Best attitude, Werner Schreyer; Best physique, Tyson Beckford.

They all leap happily onto the podium, and Beckford whips off his shirt, exposing bulging muscles and numerous exotic tattoos. The crowd goes crazy.

Thursday

The home stretch. This morning, it's back downtown to the meat-packing district for the Donna Karan show. The security is so tight you'd think the president were attending. (He is a customer, after all, but no, he's not here.)

Molly Ringwald sits in the front row, next to Karan's husband, sculptor Stephan Weiss, and daughter, Gabrielle Karan. She's in her 20s and looks just like her mom. Bernadette Peters is across the way.

As the room fills, a Karan employee spots Vanity Fair fashion editor Elizabeth Saltzman, who has brought her constant companion, a little brown dog. They share a seat in the front row.

"There's that annoying woman and her dog again," the Karan employee mutters. Fortunately, the dog is well-behaved.

Karan's collection is elegant and beautiful, and once again, hits all the trends. She's in tears as she comes out for a bow, wearing a black suit and a ponytail. When she passes her husband, she whispers, "Was it OK?" He nods.

Our final destination is Ralph Lauren's offices on Madison Avenue, where he has invited a small group of journalists and retailers to lunch. Here, models pose in suits, athletic wear and casual clothes from Lauren's many lines.

Soon Lauren appears in a sleek gray pinstriped suit to talk about his current design philosophy.

"I wore my jeans for 20 years, but I got tired of them," he says. "I want to wear a suit, and I think other men do too."

What makes you say that, I ask him. Lots of men I know dress like slobs.

"A lot has to do with exposure," he says. "If men don't read about it, if it's not around them, they're not going to wear it.

"You're part of the fashion industry," he says, jabbing his index finger for emphasis. "It's up to you to tell these guys."

Hmmmm. Didn't realize this was part of my job description.

On that note, it's time to leave.

This time, my taxi driver is pleasant and helpful. He's so cheerful, in fact, that he's singing along with the radio. "And I-I-I will always love you-oo-oo-oo," he warbles, several notes away from the ones Whitney Houston is hitting.

Yup, it's time to go home. Time to go home and sell some suits.

NOTES: Fashion

GRAPHIC: :
Rap star Coolio showed some cool moves when he made a guest appearance on the runway at Tommy Hilfiger's fall show in New York last week.
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ESQUIRE MAGAZINE'S FASHION DIRECTOR, JOHN MATHER, DISCUSSES NEW LINE OF SWIMSUITS FOR MEN CBS News Transcripts February 16, 1996, Friday

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CBS News Transcripts

SHOW: CBS THIS MORNING (7:00 AM ET)

February 16, 1996, Friday

TYPE: Interview

LENGTH: 855 words

HEADLINE: ESQUIRE MAGAZINE'S FASHION DIRECTOR, JOHN MATHER, DISCUSSES NEW LINE OF SWIMSUITS FOR MEN

ANCHORS: HARRY SMITH; PAULA ZAHN

BODY:
HARRY SMITH, co-host:

Meet some jockeys who make their living on the edge. Our series Flirting With Danger begins Monday on CBS THIS MORNING.

PAULA ZAHN, co-host:

And we want to wrap up our look at the latest in swimsuits with a preview of what men will be wearing this summer. The diversity in their styles has grown dramatically over the years. And here to show us what's new is Esquire magazine's fashion director John Mather. Welcome.

Mr. JOHN MATHER (Esquire Magazine Fashion Director): Hi, Paula.

ZAHN: Let's get going. Let's see what's hot besides the men this morning.

Mr. MATHER: Well, we all know hot neon colors are certainly happening in outerwear, athletic gear and now in bathing suits. This first from **Nautica** is a bright orange trunk.

ZAHN: Looks great. Very colorful.

Mr. MATHER: It's very quick-drawing, too.

ZAHN: Like that mesh pocket in the back.

Mr. MATHER: Yeah. Tommy Hilfiger--there's no stopping Tommy, and now he's into bathing suits with this surfer-style yellow trunk. These are...

ZAHN: The legs have kind of grown.

Mr. MATHER: Yeah. It's longer. It's like the surfer style. These are--these colors are for guys that want to

attract attention. And this next from Polo Sport, Ralph Lauren is also going after the athletic guy.

ZAHN: Now I'm surprised, they're all kind of oversized.

Mr. MATHER: Yeah. They're big, comfortable. The--these colors look great with a tan.

ZAHN: Yeah. And with a great body, I might add. We have a lot of heckling in our audience because we're about 80 percent female and under the age 25 back there this morning.

Mr. MATHER: Nautical styles are always important in men's bathing suits, so--and this is a classic inspired by the Olympics from Speedo.

ZAHN: That looks great. He'd fit right in in Atlanta.

Mr. MATHER: And with JC Penney, here's a pair of plaid boxers with the windbreaker. Designers are coming up with additional pieces like tank tops and jackets that if you want to go to lunch by the pool or in the lobby, they cover you up a little bit more.

ZAHN: Yeah. Absolutely.

Mr. MATHER: Designers always look--a lot of guys want to wear boxers, but they don't want to wear the old type of boxers their father wore. This from Sears--it's cut a little higher on the leg and it's a little trimmer and it's in a bolder style.

ZAHN: Oh, and lots of varieties of those this year.

Mr. MATHER: Also from Gottex--it's in a bold print. It's almost like they shrunk a big boxer and made it a little trimmer, more athletic.

ZAHN: Do you ladies like that one this morning? Yeah, yeah, yeah. Didn't need to ask that, did I?

Mr. MATHER: Designers always look to the islands for inspiration. Here from Island Trading, it's a print boxer with button-down and finished off with a s--straw hat.

ZAHN: I think he's in the islands right now.

Mr. MATHER: A lot of guys would wear a print in a b--a bathing suit they wouldn't think about in another category of their wardrobe. This from Emporio Armani.

ZAHN: Oh, I think those are nice.

Mr. MATHER: Yeah, these are great.

ZAHN: They're a little more subtle than some of the other prints. OK. Speedo. This the tighter-fitting suits now.

Mr. MATHER: Yeah. Yeah. These form-fitting styles--it's almost like the James Bond movies from the '60s. Esquire did a feature on this for the January issue. This is from Speedo and it's a plaid brief.

From Giorgio Armani, this is sort of a takeoff on a biker short. These are great bathing suits. You have to be in great shape to wear them, though.

ZAHN: Yeah. Most of us would wear those, but put like a long T-shirt over it.

Mr. MATHER: Hide out a bit.

ZAHN: Yeah.

Mr. MATHER: Also from Gottex, a yellow form-fitting trunk.

ZAHN: All right. You can see the crowd's warming up out there. The suits are getting smaller.

Mr. MATHER: OK. This is, obviously, a very high-fashion look from DKNY. It's based on a scuba diver. It's a red and black scuba top with a pair of black briefs. You also have to be in--in great shape to carry this off.

ZAHN: Yeah, these guys don't spend any time at the gym, do they? All right. Now we're back to sort of the more normal fit.

Mr. MATHER: Yes.

ZAHN: People without great bodies might be able to wear to the beach this summer.

Mr. MATHER: Yeah. Stripes are--you know, have been around in men's bathing suits since they were invented. This from **Nautica**...

ZAHN: Still nice-looking.

Mr. MATHER: ...and Dolce & Gabbana, so it's two sides of a stripe.

ZAHN: So that seems to be like the most popular kind of fit with the tighter suits, like a little longer leg.

Mr. MATHER: Yeah, a little longer. It's a little more discreet than--and Sulka, a company known for business suits and ties, is now doing bathing suits.

ZAHN: Boy, the prices are all over the map--$ 32 up to $ 125.

Mr. MATHER: Yeah.

ZAHN: Hey, thanks for the preview.

Mr. MATHER: Thank you.

ZAHN: We'll be looking for some of these at the beach.

Mr. MATHER: My pleasure.

ZAHN: Nine minutes before the hour. We'll be back.

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FALL TAKES SHAPE;SLIM AND TRIM LOOKS ARE COMING MEN'S WAY, WITH A LITTLE BIT OF COMFORT THROWN;IN FOR GOOD MEASURE Sun-Sentinel (Fort Lauderdale, FL) February 18, 1996, Sunday,

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February 18, 1996, Sunday, ALL EDITIONS

SECTION: LIFESTYLE, Pg. 3E

LENGTH: 335 words

HEADLINE: FALL TAKES SHAPE;
SLIM AND TRIM LOOKS ARE COMING MEN'S WAY, WITH A LITTLE BIT OF COMFORT THROWN;
IN FOR GOOD MEASURE

BYLINE: Fashion Editor ROD STAFFORD HAGWOOD

DATELINE: NEW YORK

BODY:

It's closer than you think.

The silhouette for men this fall is trimmer and more body-conscious, according to Seventh Avenue. At the recent menswear shows here, designers Ralph Lauren, John Bartlett, Donna Karan, Calvin Klein and Richard Tyler showed slim trousers with tapered jackets in their tailored clothing lines.

"It's about shape, a narrower shape," said Lauren at his midtown showroom. "The length of the jacket is longer, the shoulder is wider. There's a leanness in the body and a narrow leg."

However, for the beer gut/slob in all of us, there was a nod to comfort. Lycra spandex was blended into most fabrics for a little stretch. Karan, who dubbed her fall collection "Stretch and Sensibility," blended stretch fabrics into her poplin shirts, cashmere crepe jackets and flannel trousers.

South Floridian Eddie Rodriguez showed black flat-front (no pleats) pants in stretch velvet and wool that owed much to the styling of jeans. His "Relax" T-shirts, drawstring pants, polo sweaters and knit bombers were cut full - a rare sight on the Manhattan runways.

Calvin Klein's military- and scouting-inspired chic had some of the best flat-front pants, in a wool/nylon blend and cotton twill, but these pants are still unforgiving.

Swinging the pendulum away from casual days, office wear included natty details such as ticket pockets, cuffed trousers, tab collars and tone-on-tone shirts and neckwear.

For casual wear, designers showed an avalanche of snow duds. Tommy Hilfiger, David Chu for **Nautica** and Karan's DKNY collection all showed ski pants, neoprene jackets with racing stripes, snow board overalls with reflective trim and puffy down-filled jackets.

These fall clothes are scheduled to hit stores mid-July. Like we said: It's closer than you think. Behind the

scenes

Rod Stafford Hagwood calls in from the men's shows in New York City. Call Source Line and enter category 2880.

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Boynton Beach 625-5463

GRAPHIC: PHOTOS 4, Dallas Morning News photo/EVANS CAGLAGE; (color) Tailored clothing makes a comeback as seen in this "Shaped Suit" from Calvin Klein. AP photo/KATHY WILLENS; (color) Richard Edwards, along with several other designers, offers flat-fronted trousers (no pleats). Dallas Morning News photo/EVANS CAGLAGE; (color) Casual wear borrows from the sportsman with such gear as racing-striped jackets from Tommy Hilfinger. < AP photo/ANDERS KRUSBERG; (color) There's room for comfort in a single-breasted suit from JOOP!.

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DENIM DOWNSIZE The New Republic FEBRUARY 26, 1996

Copyright 1996 The New Republic, Inc.
The New Republic

FEBRUARY 26, 1996

SECTION: Pg. 10

LENGTH: 1226 words

HEADLINE: DENIM DOWNSIZE

BYLINE: Jay Weiser

HIGHLIGHT:
The tyranny of informality.

BODY:
Isat at my desk the other afternoon, dressed in business casual, and wistfully fingered my most recent pay stub. Since Labor Day--and a subsequent 45 percent downsizing--we've been allowed to dress more informally to boost staff morale. And I thought as I've thought before: perhaps it's no coincidence that business casual is sweeping the country just as white-collar job security evaporates.

In the beginning, for men who were managers or professionals in big organizations, there was the suit. In Sex and Suits, Anne Hollander traces its origin to the 1780s, but the modern ensemble of jacket and pants in a single wool fabric, dress shirt and vertical tie dates from the era of the first great industrial bureaucracies about a century ago. In Edward Steichen's 1908 photographs, Teddy Roosevelt and William H. Taft look just like suited folk today, minor differences in lapel size and collars aside. John Molloy's classic Dress for Success (1975) called the suit "the central power garment--the garment that establishes our position ... in any in-person business situation," and laid out in absurd detail the appropriate fabrics, patterns and colors for suits and their associated shirts and ties. In the 1980s, acceptable professional wear for men became louder--blue shirts with white collars, bright suspenders, wild ties--but the suit remained invulnerable until the advent of casual Fridays around 1991.

By 1992, a year of lingering slow-motion Depression, a survey by Dockers manufacturer Levi Strauss showed that 26 percent of companies had a dress- down day. Now nearly three-quarters of the largest companies, including General Motors, Ford, Mobil, Chrysler, General Electric and even the conservative hold-out IBM, encourage casual dress for the office at least some of the time.

But, unfortunately, dressing down seemed to go hand-in-hand with downsizing. Since 1989, about 3 million people have been laid off from their jobs. There has been some improvement--downsizings have apparently been decreasing since 1993, and in November 1995 unemployment was a relatively low 5.6 percent--but insecurity is rampant. Forty-three percent of white-collar workers who lost their jobs in the 1991-92 recession have had to settle for lower pay, and nearly 40 percent of the major firms that downsized in 1994 boosted hours for the survivors. Lifetime employment in one company is now dead and portable skills your only shelter. In this anxious environment, business casual seems, as Deloitte & Touche Atlanta managing partner David Passman put it, "a no- cost benefit." Too bad that real-dollar wages and benefits--the kind you live on--are down 5.5 percent since 1987. But in your **Nautica** ensemble, the new business-think goes, you'll feel blissful anyway.

Of course, business casual isn't merely a scheme to turn employees trembling beneath the budget axe into smiley worker bees. For one thing, many employees like it. And besides, a whole array of social forces--from the upstart entrepreneurship of the '80s to the influx of women into management-- helped ensure the rise of business casual. In Dress for Success, John Molloy had extolled the IBM uniform of dark suits and white shirts, arguing that the right look imbued companies with esprit de corps. But within a few years, IBM was rocked by innovative Silicon Valley companies, where computer geeks ran the show and dress codes were unheard of. Meanwhile, the new generation of professional women, lacking a business uniform as standard as men's, veered between dressing as frilly non-players and power-suited yuppies-from-hell. It was an unappealing choice, but male co-workers still envied women's relative freedom and fantasized about going tie-less.

Within the business world, informality has spread well beyond business casual, and its influence has sometimes been deceptive. Nowadays, for example, convention would expect middle managers in many big companies to call the CEO by his first name. But are they really any more equal than they would have been thirty years ago, when they would have addressed him as "Mr."? In fact, the new informality masks an increasingly hierarchical power structure within companies, just as Gingrichian rhetoric about the "Opportunity Society" masks increasing economic inequality. In his 1995 book, Company Man, Anthony Sampson calls today's modern big corporations "monarchies" compared to the committee-run firms of twenty years ago. Monarchy is reflected in salary: today's typical American CEO makes 190 times the compensation of the typical worker; twenty years ago the multiple was only 40.

And the truth is business casual isn't quite the social-leveler it appears to be. It doesn't, after all, mean dressing as you would at home, with comfort or self-expression the paramount concerns. It has its own rules, even if they aren't always explicit. That's why it can actually be harder to get right than the old uniform was. (In recognition of the challenges, the helpful Levi Strauss has issued "A Guide to Casual Businesswear," while Neiman Marcus offers a free video, and Marshall Field sells a book on the subject.)

In the emerging casual consensus, t-shirts and torn jeans are taboo; as are the hip-hop fashions of African American teenagers and the lawn-mowing outfits of the suburban gentry. Preppie, however, is in, along with natural fabrics and understated designer stuff. The idea, as a Cleveland Plain Dealer service article for women puts it, is to "dress one level above," but not to be so fancy or high-style that you're conspicuous. I got the message; on my emergency business-casual shopping spree, I acquired two Ralph Lauren Polo sweaters. (I rationalize that Ralph's fake-English clothes really are designed for my lifestyle, since we're both from New York's outer boroughs.) My new Gap khakis probably aren't too declasse, though I worry whether the cotton twill fabric is as lustrous as Tommy Hilfiger's.

Despite these subtle gradations, dress distinctions between professionals and the support staff are now blurred, except on the rare occasions when outsiders are visiting and the rules demand the old uniform. My $25 Land's End mesh polo shirt is affordable for a much larger market than the Izod Lacoste variety, but the only easily visible difference is the alligator monogram. Looking around my office, I've noticed that virtually all the men, from the mailroom guys to the department heads, are dressed similarly.

As companies have gotten more monarchical, all their employees have become sans-culottes. The functional and symbolic reasons for distinctive dress have diminished. The newly industrialized society that gave birth to the suit has metamorphosed into a mass service economy, with a relatively small proportion of the population laboring in dirty jobs that require plain, easily washable clothes. College-educated workers--the former suit-wearing classes--are now nearly as likely to lose their jobs as blue-collar workers. The image that comes to mind is from Busby Berkeley's Gold Diggers of 1933--those endless ranks of jobless World War I veterans trudging through the Piranesian production number "My Forgotten Man." Nowadays, they'd wear khakis and pinpoint oxford shirts instead of uniforms and helmets. Progress--of a sort.

Jay Weiser is a lawyer living in New York.

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Prep urban; men's 1996 spring fashion report Esquire March, 1996

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March, 1996

SECTION: Vol. 125 ; No. 3 ; Pg. 131; ISSN: 0194-9535

LENGTH: 781 words

HEADLINE: Prep urban; men's 1996 spring fashion report

BYLINE: Hochswender, Woody

BODY:
Living in the latter days of this century, one cannot fail to notice the strange way young men dress. It is not just that they wear oversize clothes, the kinds of things--incredibly baggy trousers, rugby shirts, and parkas--that might have made Fred Astaire and Cary Grant recoil in horror. But they also layer these items with prototypically preppy styles. In the language of clothes, they are walking oxymorons. You see the heaviest rapper type in a voluminous down coat and monster pants with a Ralph Lauren mauve button-down shirt peeking through, complete with red Polo icon on the chest. Or there's the mall rat with the ultrapreppy **Nautica** or Tommy Hilfiger yellow sailing jacket over carpenter's pants at least five sizes too big.

It's a baffling look, with its blend of inner-city angst and private-school sangfroid. As the Alicia Silverstone character puts it in Clueless: "I don't want to be a traitor to my generation and all, but I don't get how guys dress today. I mean, c'mon. It just looks like they fall out of bed and put on some baggy pants and take that greasy hair and cover it up with a backward cap. And we're, like, expected to swoon? I don't think so."

It's the prep-urban mix that's so far-fetched and fantastic, a combination of a renunciation of the principles of classic men's dress (tailoring, fit, elegance) with a few deliberate touches of clean-cut classics. After it hit MTV and VH1 with the rappers, the look quickly migrated to the suburban mall. It's become a cross-cultural phenomenon.

"Everything's put into a blender," says Tommy Hilfiger, a designer whose business has boomed as prep-urban street fashion has flourished. "Originally, preppy kids started wearing classics in a different way, very oversize. City kids took it to another level by going giant size." Hilfiger has actually revamped his patterns to create a new size category, giant, which is considerably larger than XXL.

"It's also subliminal," Hilfiger adds. "It's bold and loud on the outside, but in the layers there's a sophisticated thought process." Call it a new kind of funky status dressing. Hilfiger, perhaps the most deft promoter of the look, has also made his logos bigger--and that has made the clothes fly out of the stores.

Tommy Hilfiger has become one of the hottest names in the fashion industry--not to mention a hot stock on Wall Street--as more than the last three years, a period of generally poor results in the fashion industry.

Of course, other companies figure in the preppy-urban equation, including **Nautica,** Timberland, and Polo

by Ralph Lauren, especially the Polo Sport line with its graphic colors and logotypes.

On a status level, logoed clothing is tied in to the idea of performance. The collections of **Nautica** by David Chu, Polo Sport, and Hilfiger have their design roots in functional apparel for rugby, sailing, climbing, board sports, and the military. As styles, they mirror the trend toward expensive, high-performance automobiles, even in ghetto areas. As Hilfiger points out: "The whole status thing has changed. If you gave a drug dealer a check for $ 50,000 today, he'd probably buy a BMW or Mercedes. Twenty years ago, the same guy might buy a Lincoln and a six-pack." Most of the clothes combine high-performance fabrics with the cachet of a designer label

Designers, however, only provide the tools for the look. Ultimately, the style itself is a matter of interpretation. These young men are individualists--sloppy, carefree, and irreverent in their approach to dress. Within the context of an outfit that is the very antithesis of the well-turned-out gentleman, the designer labels become a cool inside joke. Which is one reason why extremely graphic logos, like Hilfiger's red-white-and-blue squares, are desirable. They are bold and declarative, in the manner of today's music.

As the rap group Mobb Deep puts it: "Tommy was my nigga / And couldn't figure / How me and Hilfiger used to move through with vigor."

Or this from Grand Puba: "Your balls hanging baggy / Hilfiger on the top / Knapsack on the back / That's just my flavor up."

Hilfiger has earned the label "hip-hop's favorite haberdasher." As one fashion executive, who insisted on anonymity, said, "That can be both a blessing and a curse." When the "wrong" people wear your clothes, the reasoning goes, the more upscale designer customers might stay away. But Hilfiger doesn't shy away from his crossover market. "I think it's very cool that I can walk down Fifth Avenue and see a messenger wearing my rugby shirt five sizes too big," he says, "and then go to Wall Street and see an investment banker wearing my pinstripes."

GRAPHIC: Photograph

IAC-NUMBER: IAC 18049352

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CAN NEW NAUTICA LINE BE LIFESAVER FOR CHAUS?:FIRM BETTING ON WOMEN'S TOGS Crain's New York Business March 04, 1996

Copyright 1996 Crain Communications Inc.
Crain's New York Business

March 04, 1996

SECTION: News; Pg. 3

LENGTH: 934 words

HEADLINE: CAN NEW **NAUTICA** LINE BE LIFESAVER FOR CHAUS?:FIRM BETTING ON WOMEN'S TOGS

BYLINE: Ylonda Gault

BODY:
Even in its heyday, Chaus didn't have "it." And now, in the midst of its deepest slump, the women's apparel company certainly doesn't.

But there's still hope. Someone has thrown the sinking retailer a line-in this case, the new **Nautica** line of women's clothing.

This spring, when Bernard Chaus Inc. launches its licensed version of the hip name in men's casual apparel, things should begin to look up for the beleaguered company. And even star power-the "it" element that separates hot brands from the mundane-could be close at hand. Retailers are eager to carry Chaus' new line, which **Nautica** President David Chu says will be "in spirit" with the contemporary flair of **Nautica's** men's fashions.

But while that's good news for Chaus' dowdy reputation, it may not be enough to rescue the company, which is still struggling to survive the 1991 death of its founder and diminishing market share.

"The jury is still out," says Lawrence C. Leeds, who is the managing director at Manhattan-based Buckingham Research Group. "Hopefully one day soon they will re-emerge as a successful company."

Chairwoman Josephine Chaus and Andrew Grossman, the chief executive she plucked from Jones New York in 1994, both declined to be interviewed for this article. In public statements, however, they have acknowledged that the company is in a serious restructuring phase-aggressively cutting costs and improving margins as it scrambles to reposition itself and eke out a profit.

And strides have been made. In 1995, Chaus almost halved its previous year's loss of $46.7 million to $27.9 million, or $1.40 per share, on sales of $181.6 million. Analysts project the company will post a loss of just $6 million, or 28 cents a share, for the 1996 fiscal year, which ends in June.

Nevertheless, despite Herculean efforts to breathe new life into Chaus, its growth prospects continue to look bleak. The company's core businesses-basic, moderately priced blouses, dresses and sportswear-saw their best years in the early 1980s. Then the company's inexpensive separates, which were sold exclusively to department stores, drove sales volume up near the $300 million mark.

In the bull market of 1986, profits of $20 million charmed easily enraptured Wall Street and sent the price on the company's initial public offering to $17 per share. Within a year, however, Chaus was hit with back-

to-back whammies. First, department stores began pursuing the same customer with their own private label lines. Then, Chaus took the misstep of raising prices in a vain attempt to go upscale.

No longer a bargain

Suddenly, Chaus products no longer looked like great bargains compared with designer brands, and were not of high enough quality to compete. Losses quickly followed, and its stock-ravaged by the stock market crash-plummeted to $4 by the last quarter of 1987.

There was no relief. A wave of department-store bankruptcies also beat down an already battle-weary Chaus, just as Bernard Chaus-whose relationships with retailers built the company-fell ill with cancer.

Those who know her say the efforts of his widow to re-establish the company's success is a labor of love and a burning commitment to her husband's memory. At a time when many companies look at Chapter 11 filings as just another possible business maneuver, Ms. Chaus has resisted and poured more than $20 million of her own money into the company to save it.

One of her biggest and most publicized personal outlays came two years ago when she wooed Mr. Grossman-considered one of the brightest executives in the apparel industry-with an unheard of $6.2 million signing bonus. Insiders say that if Mr. Grossman, who engineered the turnaround of Jones several years ago, can't change the fortunes of Chaus, no one can.

Since his arrival, the company has cut operating costs to 20.6% of sales from 24.7% and improved gross margin to 22% from 17.9%. It is because of him that Chaus was able to win the **Nautica** license.

"I was very impressed with Andy's capabilities," says Mr. Chu. "Chaus' numbers are looking better, and I have no doubt they're going to do a great job."

Instant recognition

A lot is riding on that. Since women are responsible for the majority of men's clothing purchases, **Nautica** can enjoy instant recognition and credibility with women. Retailers are now previewing the line, which will begin shipping in spring. The collection, priced in the bridge category in an estimated range of $40 to $300, will be carried in department stores alongside such sportswear brands as Calvin Klein's CK and Ellen Tracy's Company.

GRAPHIC: At Chaus, Red Has been The "In" Color (GRAPH)

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Trendy Teens - Kids aren't clueless on fashion San Antonio Express-News (Texas) March 14, 1996, Thursday

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San Antonio Express-News (Texas)

March 14, 1996, Thursday

SECTION: Pg. 1, Part F

LENGTH: 806 words

HEADLINE: Trendy Teens - Kids aren't clueless on fashion

BYLINE: Rose Mary Budge Express-News Fashion Editor

BODY: You can't fool kids about clothes. Don't even try.

Teens know what's in and what's out. They know what they like, what they want and why. Sure, designers claim to set the pace. But most styles these days really begin with a street beat and work their way up.

"Young customers - especially girls - really are the trendsetters," said Lana Walker of Stein Mart at Lincoln Heights. "They're the first to pick up on anything exciting and interesting. They're the first to get tired of something, and they're the first to try something new. For anybody in retail, it's a challenge to keep up with them and give them the merchandise they want."

San Antonio teens Megan Jackson and Ashley Jepperson are typical of today's clued-in generation. They know about all the sitcoms, movies, models and the rock stars. And when it comes to doing the mall crawl, their expertise is unsurpassed.

"I don't always buy when I go shopping because that's too expensive," said Megan, 13, who goes to Smithson Valley Middle School. "But it's fun to hang out at the mall. The kids I know go to Wet Seal and Judy's a lot. Banana Republic, Yaga, Fast Forward and The Gap are pretty popular, too. But it really doesn't matter. We like any place where you can try on neat clothes, tune in on trends and see what's happening."

So what is happening?

Everybody is into Y-necklaces like the ones on "Melrose Place." And you gotta have a certain kind of shoes.

"Big, thick soles and chunky styles are in," said Ashley, 14, who attends Cole High School. "They're really cool. I guess one of the worst fashion mistakes is to show up in a neat outfit and then wear those funny little flats with the thin soles. It just ruins the whole impression."

Shiny satin shirts or clothes with satin trim make a good impression, the teens say. So do labels like DKNY, Guess and Esprit. Baby T-shirts (tight-fitting, cropped knit tops) are important. And if you wear plaids, flowered prints and denim, everybody knows you've done your fashion homework.

Especially trendy at the moment at Ashley's and Megan's schools are bell-bottom jeans and trousers.

"The kids in my class like those things people wore back in the '60s and '70s," Megan explained. "We're all into polyester."

What about lengths?

Either short (a few inches above the knee) or long (to the ankle). No nerdy knee-lengths or tea-lengths for these girls. As for microminis, you have to be careful. Super-short skirts are off-limits in class. And you can't wear short-shorts to school even in hot weather. Other no-nos: Cut-offs, ragged jeans with holes, low-cut blouses and baseball caps. (Caps may be worn when schools have designated "hat days.")

"Some of the kids I know rebel against dress codes," Ashley said. "But most of us just save the stuff we like and can't wear to school for the weekends. I think it's important to learn to comply with rules and regulations. That's a big part of life."

Ashley also is against looking punk and weird.

"I think kids can be trendy and still look decent," she said. "I hate black lipstick, chains and spiky hair."

If she could buy one trendy thing, what would it be?

Probably a backpack - and humorous and offbeat styles are in, such as backpacks that look like stuffed animals. Or backpacks covered with funny plastic flowers. Or backpacks ornamented with license plates.

A clear plastic purse is another item in demand, our teen fashion experts said. So are extra-tiny purses, jumpers, overalls and the colors red and black in combination. But, above all, sunglasses are on everybody's "must have" list.

Whenever Megan's group goes anywhere, a lot of time is spent deciding who has the coolest sunshades. And those little round glasses that were super-sharp last year aren't the latest craze. Now, retro and the cat's-eye style are popular with girls.

As for the boys, they're still into round, Bruce Willis-type sunglasses. And baggy, oversized jeans. And Doc Martens. The guys like clothes that are plain and simple, Megan and Ashley said. For boys, trends don't change as quickly or as much.

Local retailers agree. But there still are several brands that young men seem to prefer when they shop.

"We sell lots of Tommy Hilfiger, **Nautica** and Mossimo," said Kay Block of Dillard's. "There's always a big run on that merchandise when it's time for back-to-school or spring break."

Frankly, though, it's the girls who usually devour the fashion magazines and work on their wardrobes with fervent dedication.

"Girls at my school worry a lot more about clothes than boys do," Megan said. "Sometimes we worry too much. Sure, nice clothes count, and there's no doubt that they give an important first impression about a person. But they aren't the person. Kids need to remember that."

fashions

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Young, gifted and Laser-guides Sunday Times March 17, 1996, Sunday

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March 17, 1996, Sunday

SECTION: Sport

LENGTH: 766 words

HEADLINE: Young, gifted and Laser-guides

BYLINE: Keith Wheatley

BODY:
Bold beyond his years, Ben Ainslie is plotting an Olympic campaign. Keith Wheatley sizes up the young pretender.

EVERYONE who sails against Ben Ainslie comes up with the same paradox. This quiet, shy teenager, diffident in conversation, turns into a killer on the water.

"You have to be aggressive in Lasers," he explained, almost apologetically. "The racing is so tight that if you let anyone take an inch, they're all over you. In a strict one-design class, with so many sailors going roughly the same speed, good aggressive tactical sailing is the only way you are going to get to the front of the fleet."

The front is mostly where Ainslie, 18, has been for the past year. Last August he took gold at the world youth championship in Bermuda before returning to Weymouth to win the British trials for the Olympic squad. In Florida this year Ainslie won the Laser class at the St Petersburg regatta by a mind-boggling 55 points. Then he was second at the Miami Olympic week in a tough field prior to next month's Laser worlds in Cape Town.

His victories are the product of three factors: an outstanding natural talent, working with Royal Yachting Association youth coach Jim Saltonstall for five years and a supportive family.

He began to sail tiny Optimist dinghies from the family home near Falmouth. "We bought the first one for Christmas when he was nine and somehow rigged it in his bedroom on Christmas eve," recalled Ben's mother, Sue Ainslie. Under the tutelage of an enthusiastic GP, half a dozen youngsters began to race their Optimists virtually non-stop. "Ben had a huge rivalry with another boy called David Lenz. I think it made him the sailor he is," said his mother.

"My tactics haven't changed much since those days," said Ben. "I never use a compass or anything like that, I'm more of an instinctive sailor. If you have a pre-race plan it hardly ever works out. You need to be open-minded." Ben likes to sail barefoot whenever possible. He says he can feel when the boat is quick, through his toes. Without transits or visual aids he invariably knows exactly where the start line is, and his instinct for anticipating windshifts is uncanny.

At age 11, Ainslie began to win major Optimist trophies and a year or two later Saltonstall advised him to make the transition to Lasers carrying the smaller Radial rig. It was an inspired move.

Aged 15, he travelled alone to New Zealand and won the Laser Radial world championship against sailors with twice his age and experience. It was a stunning international debut and largely due to Saltonstall.

This ex-Royal Navy sailing instructor began building the RYA youth squad in 1977. Success grew in the mid-1980s, with Stuart Childerley and Andy Beadsworth coming to the fore, culminating in Bermuda last year when the British team took three gold medals and the overall **Nautica** Cup. Fourteen of the 16 sailors selected for the 1996 British Olympic team are graduates of the youth squad and the RYA has made Saltonstall coach for the regatta in Savannah, 250 miles east of Atlanta, where the sailing will be held.

"Jim will undoubtedly produce the best team spirit but he will also motivate all of us to give 110 per cent," said Ben, in Cowes to receive a Pounds 2,500 grant from the Lister Trust towards his campaign costs.

"The cheque's a great relief," said Rod Ainslie, Ben's father. "We've been wondering how to pay for next week's plane tickets to South Africa." A year ago the Ainslies sold the house in Falmouth in support of their son's Olympic medal bid.

They rented a home in Weymouth while he trained for the trials, moved to Lymington for the winter and are off to Savannah shortly for another rented house at the Olympic site.

Rod was a considerable offshore sailor in his day, skippering the 71ft sloop Second Life in the first Whitbread race 23 years ago.

Sue was planning to race around the world with him but a week before the start she discovered she was pregnant with Ben's older sister, Fleur.

The Ainslies have the freedom to support Ben like this because Rod sold a small woodworking business and took early retirement several years ago. They are not wealthy people.

"None of this was done as a plan. We didn't sit down two years ago and say we're going to get our Ben to the Olympics," emphasised Sue Ainslie.

The irony is that a year ago Ben Ainslie sketched out a plan to reach the Olympic sailing team for 2000 in Sydney. Raw talent has made it all happen four years early.

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Just a Brother; Black Male Supermodel Emerges From the 'Hood Tulsa World (Oklahoma) March 21, 1996 Thursday

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March 21, 1996 Thursday FINAL HOME EDITION

SECTION: NEWS; Pg. D1

LENGTH: 1332 words

HEADLINE: Just a Brother;
Black Male Supermodel Emerges From the 'Hood

BYLINE: Roy H. Campbell, Knight-Ridder Newspapers

BODY:
Model Tyson Beckford says he doesn't understand why some young women get so excited that they cry when they meet him.

He says he doesn't quite see how posing for fashion ads and layouts translates into the kind of celebrity status generally reserved for movie stars and rap artists.

"I keep saying to girls, 'Hold on now, I'm just a brother that's been in a magazine,"' he said.

That is something of an understatement but typical of Tyson's humility. (He goes by only one name.)

He's actually a powerfully striking brother -- dark of skin with mixed ethnic features -- whose appearance in GQ, Details and other mainstream fashion magazines broke barriers for African-American models and launched a new look.

He's a brother who in 1995 snagged an exclusive advertising contract with Ralph Lauren for a cool half-million dollars, the first black male model to land such a lucrative U.S. fashion contract.

Women swoon at the sight of him not only because his unusual features make him drop-dead gorgeous but because never before has the fashion and advertising world promoted a black male with such dark skin and non-Caucasian features.

When he appeared in his first Lauren ad in 1994, he caused a stir. Here was a brother with a smooth shaved head, a descendant of a tribe of rebel slaves in Jamaica, posing in a Polo USA sweatshirt for a company whose image had been typically English country.

Lauren found in Tyson a new image to market.

"Tyson is great. He has that all-American look with dramatic features," said Lauren. "He embodies power, style and intelligence -- and that is what comes across on film. "

Tyson is also riding the wave of new interest in male models.

Except for Fabio, the longhaired cover model for hundreds of romance novels, male models had been

anonymous faces. The few black male models who made it rarely appeared in anything but store ads and catalogs. Ebony Man, a black fashion magazine, provided one of the few fashion-editorial opportunities for them.

At 25, Tyson is more than just a successful model. He is being called the first black male supermodel.

Check out his credits:

VH1, the music video network, in December named him Male Model of the Year at its first fashion-award show. During the recent men's fashion collection showing in New York, a group of fashion editors voted him the male model with the best physique.

He has hosted BET's "Video Soul" program, interviewed Donna Karan and other designers for the E! entertainment cable network, starred in music videos, and smashed Essence magazine cover-sales records with a bare-chested appearance on its 1995 valentine issue.

In the works are a Tyson fan club, Tyson posters, a Tyson calendar. Tyson dreams that one day there will even be Tyson the cinema superhero.

"Yeah, I want to be the black action hero like Arnold and Sly.

I've got muscle like those guys and I'm looking to blow up a couple of things and kill a lot of people like they do in their movies," he said.

Yet Tyson has a laid-back persona, the kind of I'm-super-cool-with-everybody attitude that some people mistake for arrogance. He rolls with the waves when he is surrounded -- as he was at the VH1 awards -- by the upper echelons of the industry.

At the awards, Tyson -- dressed in Ralph Lauren sweater and slacks -- politely thanked his agent, Lauren and then his family.

He ended by reverting to street talk, sending "a big shoutout to my homies. "

Recently, Tyson spoke by phone from Los Angeles, where he was shooting catalog ads for Polo. He was also checking in with his film agent and lining up appointments for a schedule that is getting tighter by the day.

"When I first started out, this seemed like an impossible thing to do, but now I'm working everywhere. I've got agents in Milan, Paris, Spain, London," Tyson said. "And I'm seeing other brothers getting work. When I started, I was the only black model my complexion, very dark, but now there are more, and I'm happy to be the person that kicked the door in so you see more black models and even more Asian and Hispanic models. " Through all the excitement, Tyson says he has tried to stay the down-to-earth Harlem homeboy who used to model at the mall as a teen-ager and then dash off to shoot hoops with the guys from the 'hood. But he says he discovered that, as his fame grew, many of his friendships began to sour.

"I started to witness the crabs-in-the-barrel thing," he said.

"When I got successful, the brothers were trying to pull me down, trying to pick fights with me. "

His peers called him a pretty boy, spread rumors about him and snubbed him, he said.

And so he made the break from them a few months ago, moving from Harlem to a suburb in northern New Jersey, taking his beloved motorcycle collection with him.

"It was hard, but it was something I had to do," he said.

Tyson's climb to fame began in 1993 when he met an editor for the hip-hop music magazine The Source.

The editor liked the tone of Tyson's skin, his Asian-like eyes and his full lips. He persuaded Tyson to pose for a fashion layout.

Soon after the issue came out, Tyson sought out Bethann Hardison, the former model who had opened her own agency, Bethann Management, in New York.

Tyson said that Hardison groomed him, taught him about the business, and watches over him like a mother. "I owe all of this to her," he said, which is why he resisted the big agencies and stayed loyal to her.

Hardison said she knew she had someone with a good attitude and a special look.

Tyson's features come from his mixed heritage. His parents are from Jamaica, but his maternal grandmother is Chinese and his maternal grandfather is Panamanian.

He was born in the United States when his mother -- pregnant with him -- visited this country. He was raised in Kingston, Jamaica, until he was 7. His family -- three boys, two girls -- moved to Rockland County, near New York City. He moved to Queens after high school, then to Harlem. In school, he said, other children teased him because of his slanted eyes, making him think he was an ugly duckling.

But once he was shot for The Source layout, he said, his older brother, Patrick, encouraged him to pursue modeling.

"He was the first person that believed in me. He was telling me that I could do this for a living, and he said he would be my manager and my bodyguard," Tyson said.

But it was not to be. Two years ago, Patrick Beckford was killed by street robbers who wanted his jewelry. He was 24.

The incident made Tyson even more determined to make it. "It really took a toll on me when he passed away. He taught me so much about life," Tyson said.

Tyson's career got into high gear when his agent sent him to meet famed fashion photographer Herb Ritts, known for his erotic ads for Calvin Klein and Gianni Versace. Ritts photographed Tyson and introduced him to Polo executives.

Tyson was chosen to be in ads for Polo Sport, a Ralph Lauren active-wear collection introduced about two years ago. Meanwhile, he began appearing on the catwalk for many major designers here and in Europe. His appearance as the only model in the Polo ads -- at the same time as Tommy Hilfiger's preppy duds became a hit with the hip-hop set -- was seen by blacks in the industry as Lauren's move to acknowledge an audience many thought the company had routinely ignored.

The ads were placed in major publications and on billboards nationwide. And Polo Sport quickly caught on with the same urbanites who were sporting Hilfiger and **Nautica** threads.

With Tyson's success, suddenly black male models with Caucasian features, light skin and curly hair were out, replaced by dark-complexioned models with shaved heads and unusual ethnic features.

Tyson laughs about the look-alikes. "There's only one Tyson," he said.

GRAPHIC: COLOR PHOTO; Credit, Photo courtesy Ralph Lauren; Photo courtesy Mark Eisen; Ralph Lauren likes Tyson's all-American looks.; Tyson Beckford models a Mark Eisen black suit and bright pink polo shirt.

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WHICH WAY'S UP?< NOW THAT "DRESSING DOWN" IS IN FASHION,< HOW EXACTLY ARE CHILDREN "DRESSING UP" FOR EASTER? The Philadelphia Inquirer MARCH 21, 1996 Thursday SF EDITION

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SECTION: FEATURES MAGAZINE: LIFESTYLE; Pg. C01

LENGTH: 1276 words

HEADLINE: WHICH WAY'S UP?< NOW THAT "DRESSING DOWN" IS IN FASHION,< HOW EXACTLY ARE CHILDREN "DRESSING UP" FOR EASTER?

BYLINE: Denise Cowle, INQUIRER STAFF WRITER

BODY:
Is "dressing up" for Easter still a big deal for children? Or are they following in their parents' footsteps and opting for "dress-down" looks?

The answer seems to be a resounding . . . it depends.

On the one hand, there's no shortage of fancy styles out there.

On the other, there's what one designer calls "casualized dresswear." .

But kids don't always fit neatly into the categories dreamed up by adults. Some little girls, for instance, wouldn't get into a fancy dress on a bet. Others won't wear anything else.

Just ask Mika Maloney of Glenmoore, Chester County. She took her daughter, Alyssa, who's 5, and niece Kara Hurley, 7, to Nordstrom on Saturday to look for a special outfit "for Easter and Mother's Day and First Communion."

Alyssa was quite sure what she was looking for, though she didn't get to buy it. She found a couple of wonderfully romantic dresses by designer Joan Calabrese and marched right up to the saleswoman.

"She told her, 'My Mom said I can try these on,' and the saleslady said 'Right this way, madam.' Since she's 5, she loved that," Maloney said with a laugh. "Alyssa is one of those little girls who always likes to wear dresses, even for play.

"She's never going to conform to dress-down Friday and stuff like that."

At Andorra Shopping Center on Friday, Diane Ioannucci of Roxborough was scanning the children's department at Clover, looking for party gear for her son Zachary, 12.

He's the easy one. "He likes sports jackets, white pants and banded-collar shirts," said Ioannucci. As for daughters Rachel, 5, and Gia, 4: "I like them to be comfortable, but they like the frilly stuff."

She flicked through racks of cute spring dresses with matching hats from Rachel's Kids and three-piece miniature Jackie Kennedy suits - complete with pearls - from Mary!-Mary!, but wasn't sure any of them fit the bill. If not, she planned to check out House of Bargains, Born Yesterday and Kamikaze Kids to find just the right thing for her daughters.

Not that she would buy anything they'd wear for just one day. "After Easter they would wear it for church," she said. "And I have this really big family so I could pass it along."

Prices for dress-up clothes don't have to be high. The Clover outfits were $25 or less, for instance; Marshall's has a whole line of Easter dresses for $20; specialty chains such as the Children's Place sell floral dresses for $20 to $24, boucle cardigans for $22 to $26, and satin short-alls for $16 to $18; and department stores such as Strawbridge & Clothier have already had big sales.

Nevertheless, the cost factor of an outfit that may be worn just once or twice is one reason the casual trend may be picking up steam. A casual classic such as the denim-look jumper, says Sylvia Veh, who designs children's lines for catalog retailer Lands' End, can be dressed up or dressed down: Add a straw hat, wicker handbag, white gloves and maryjanes, and you're all set. Later, the same jumper is at home for school or pool. For boys, chino pants can team with a polo shirt and a hopsack jacket, or a henley under a navy blazer, for a look that can go anywhere.

"Little girls love to dress up - and so do boys, surprisingly enough," says Veh. "The ritual of a special occasion is still going to inspire them, so that's not a thing of the past."

But how they dress up is changing, she believes.

"There is a trend towards a more simplified silhouette and a more flexible style," she says. "It has been evolving for a while, and now it has really arrived" - on the heels of the adult trend toward casual dressing.

Joan Calabrese, the Newtown Square designer sometimes called the Valentino of children's wear, doesn't entirely agree.

"Of course it's true that people are becoming casual, but there is a large part of society that dresses their children up for special occasions," says Calabrese, whose high-end styles sell at Nordstrom and the Children's Boutique in Center City and similar stores nationwide.

This year, she says, "there is more simplicity than frou frou" among the styles fashioned in silk jacquards, acetate peau de soie, organza, or silk with metallic interweaving. Trim is the thing: buttons from Italy, flowers, ribbon.

Such designer touches don't make for inexpensive garments. Calabrese dresses sell from $250 to about $650, "with a strong emphasis on the under-$300 range," she says.

*

So what are parents actually buying for their children this spring?

Casual and dressy styles are both being snapped up, department stores report; it just depends on the occasion and the parents' lifestyle.

"The younger set are still dressing up," says Judy Clapper, special events manager at Macy's, "and the bigger boys and girls are dressing like juniors."

"For Easter, we sell the 'dressies,' " special-occasion dresses that range from $46 to about $200, says

Bloomingdale's public relations director Linda Berger. "Such labels as Sylvia Whyte and Polly Flinders . . . lace trim, lots of gathers, smocking, rosettes appliqued onto the tops and collars, full skirts with lots of petticoats, with patent maryjanes and little white gloves.

"This look probably cuts out around age 10 or so. After that, they want to switch to junior looks or Nicole Miller - simple, sleek, elegant, a European look."

For spring generally, says Berger, the top seller is sportswear, "not jeans and Ts, but not dressy either . . . more of a J. Crew look, the kind of stuff that you would buy for yourself to go out to dinner."

What's selling at Hecht's is the status logo. "Nike is huge," said a spokesman, along with Tommy Hilfiger and Levis.

Almost all department stores are seeing loads of boys and girls dressing like their parents or their big brothers and sisters. For boys, that might mean wearing such labels as Tommy Hilfiger, **Nautica,** Polo. Banded-collar shirts are big with sports coats and solid-color pants, and the classic navy blazer with khaki bottom is still very strong. For girls, sportswear from CK, Monkeywear, Nicole Miller and Rampage mimic the styles in the junior or missy departments.

"We're really seeing a trend toward more casual looks," the Hecht's spokesman said, echoing the outlook of designer Veh.

Colors include a lot of black and white for girls, as well as bright colors. Prints might be beautiful florals, or what Veh calls "conversational prints - more whimsical than a floral." Look for interesting fabric textures, twill, terry, puckered cotton and lycra. And denim, of course. Colors for boys tend to be more subdued, in navy, plaids and stripes.

*

Confused?

If you can't decide between dressy and casual, you could always follow the lead of Joanne D'Adamo of Cherry Hill.

D'Adamo and her friend Joyce Lafon of Haddonfield spent Friday afternoon among the children's racks at Macy's in Cherry Hill, looking for Easter outfits for D'Adamo's grandchildren - Kristen, 10, and Nicholas, 8, of Cherry Hill and Alexandra, 6, of Livingston, N.J.

"I buy outfits for them for all the holidays, such as Easter and Christmas," said D'Adamo. "For the holidays I like to buy them dressy clothes."

After a while, she'd picked out a pretty Indian cotton dress by Badge with a white lace top and rosettes at the waist, for Kristen; a yellow floral dress by Sweet Soda teamed with a lace-trimmed sweater, for Alexandra; and blue-check long pants from TFW Kidz to go with a white polo shirt, for Nicholas.

That was the dressy part.

Then she started all over again to find casual outfits for all three, so she'd be sure to have something they liked to play in, too.

NOTES: FASHION

GRAPHIC: PHOTO;
PHOTO (6)
1. Mika Maloney fixes a bow for daughter Alyssa as niece Kara Hurley looks on. The girls are wearing

dresses designed by Joan Calabrese. (The Philadelphia Inquirer, AKIRA SUWA)
2. Among more casual items this season are a dress by R-wear at left, and a boy's shirt and shorts by East Island. Both are available at Bloomingdale's.
3. A lettuce-edged cardigan teams with a layered satin skirt, both from the Children's Place.
4. Casual goes dressy: A jumper in washed blue (left) and a henley tucked into chinos are both from Lands' End.
5. More traditional are a navy blazer, gray slacks and red tie from Polo Ralph Lauren and a floral print dress and straw hat from Sylvia Whyte, all available at Bloomingdale's in Willow Grove. (The Philadelphia Inquirer, CHARLES FOX)
6. A traditional Easter dress from Marshall's is patterned in all-over daisies.

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IN HIS DETERMINATION TO EXCEL, HE KNOWS NO LIMITS The Virginian-Pilot (Norfolk) March 22, 1996, Friday,

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The Virginian-Pilot (Norfolk)

March 22, 1996, Friday, FINAL EDITION

SECTION: DAILY BREAK, Pg. E9, GROOVY SAPIEN

LENGTH: 815 words

HEADLINE: IN HIS DETERMINATION TO EXCEL, HE KNOWS NO LIMITS

BYLINE: JENNIFER RIDDLE, HIGH SCHOOL CORRESPONDENT

BODY:
" T'S LONELY at the top," says 17-year-old Steven Claiborne. That may sound conceited, but those who know Steven know that he knows what he's talking about.

The words "hopeless" and "unattainable" aren't in his vocabulary, and to tell Steven that something is "impossible" would only encourage him to prove everyone wrong.

"When I decide I want to do something, I don't let anyone get in my way," Steven said. "I know that if I am going to succeed, I will have to do it for myself."

Striving for excellence is something that Steven has mastered. Taking summer school classes so that he could graduate a year early was only one of his self-imposed challenges. As an African-American male, Steven believes that the obstacles he faces are greater then most high school students.

"When you are the only black male in an honors class, you feel like you are carrying the weight of your race on your shoulders," he said. "The impressions I make in that classroom will be lasting. I don't want to give the black man a bad name."

As only one of three black male honor graduates at Lake Taylor High School, Steven knows that he is making an important statement: "By succeeding I am not saying that I am better than black. I am saying that I am better and black."

My full name: Steven Andre Claiborne

I was born on . . . Dec. 24, 1978, when the lightning crashed and the thunder rolled.

Job: A very dedicated college-bound senior at Lake Taylor High School

Siblings: Two brothers, Charles the Annoying and Alonzo the Unknown

Educationally speaking, I am . . . young, gifted and black.

My school in three words: Crowded, competitive and spirited

The killer day means . . . being able to get to school with my clothes looking as neat and ironed as they did

before I left the house.

Boy, I was pretty smart when . . . a test meant reciting my address and phone number.

But I sure felt like an idiot after . . . I ran off the stage at a talent show because I was too nervous to sing.

When I have a crazy midnight snack craving, I want . . . Cookies n' Cream ice cream with curly french fries.

My personal Oscars go to: Sandye Smith (a close friend) for most talented and sincere in a real-life drama and Mischelle Carlise (a teacher at Lake Taylor High) for classiest and most graceful performance in a real-life drama

The song of the century: "All Is Fair in Love and War" by Stevie Wonder

When I don't have anything else to do, I'm . . . soaking in the bathtub listening to the relaxing sounds of a slow jams tape I made and re-evaluating my purpose in life.

Best date I've had: I went to church and was spiritually renewed by God and a very special person.

And the worst? I don't usually have bad dates, because when I feel that it is drifting into the abyss of discomfort, I make the best out of a bad situation.

If I could change one thing about me I . . . would not be the only black male in many of my honor classes.

I wish my parents . . . were Michael Jackson and Oprah Winfrey.

The best place for mouth-watering chow is: My Aunt Romanza's kitchen on any holiday

I love shopping at: Any store that sells **Nautica,** Polo, Donna Karan and Tommy Hilfiger

The ultimate night on the town would include . . . stopping somewhere beautiful to look up at the sky and appreciate the stars and clouds.

I make special arrangements to watch . . . "The Real World," "Road Rules" and reruns of "A Different World."

The last time I had a vacation . . . was when Bush was in office.

My best job: Being an overachiever

And the worst? Being a student

I can easily brag about . . . winning the Mr. G.Q. pageant at Lake Taylor.

In 10 years, I'd like to be . . . a Morehouse College alumni and a marketing executive for a major fashion corporation.

If I could change one thing in America, I would . . . change the negative outlooks and attitudes of and toward African-Americans.

My heroes are: Milton Pierce, my fifth-grade teacher, and Robert Davenport, a history teacher at Lake Taylor.

I am totally unique because . . . I am a black male who has been successful in life and disregarded the probability curve.

What makes you mad? When African-Americans take for granted the rights to an education that others like the Little Rock Nine have fought and died for.

If a film were made about your life, what would be the dramatic turning point? When I realized that as a black man in America I would have to strive and fight for what I want in life.

Who would star in it? Allen Payne from "Jason's Lyric"

I should be a veejay on MTV because . . . I'm weird and like all types of music from rap to hard rock.

If I was a guest on a talk show, it would be . . . "Oprah," because she has the most tasteful daytime talk show.

My life summed up in four words: Performing, learning, striving, succeeding"

GRAPHIC: STEVE EARLEY/The Virginian-Pilot, As the only black male in an honors class, "you feel like you are carrying the weight of your race," says Steven Claiborne.

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The Gentleman and the Jock The New York Times March 24, 1996, Sunday, Late Edition - Final

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The New York Times

March 24, 1996, Sunday, Late Edition - Final

SECTION: Section 6; Part 2; Page 26; Column 1; Men's Fashions of The Times Magazine

LENGTH: 83 words

HEADLINE: The Gentleman and the Jock

BODY:
There is a spor for every man, no matter what his limitations. And there are the right clothes to wear for each, no matter how high- or low-tech that sport may be. For instance, something as basic as khakis and a polo shirt will do fine for pedaling around the neighborhood, but road racing demands something more streamlined - such as a skintight synthetic bodysuit and goggles. Here and on the following pages, an illustration of contrasting approaches to various sports - and sport styles.

GRAPHIC: Photos: BICYCLIST
Cotton shirt by Barry Bricken, $82. At Peter Elliot, 1070 Madison Avenue. Coffman's Menswear, Greenville, N.C. Mercerized cotton trousers from Faconnable, $110. At Faconnable, 689 Fifth Avenue. Nordstrom. Cashmere cardigan from Cruciani. Watch from Breitling. Belt from Faconnable. Loafers from Hush Puppies. Glasses from Ray-Ban by Bausch & Lomb.

ROAD RACER
Tank top, $42.50, and leggings, $38, of nylon and Lycra from 2B! At Equinox Fitness Clubs, N.Y.C. Fanny pack from Kipling. Cycling shoes from Nike. Sunglasses from Briko. (Photographs by Jeff Bark for The New York Times);

ROLLER SKATER
Cotton sweater by John Bartlett, $165. At Bloomingdale's. Neiman Marcus, San Francisco. Cotton faille trousers by Austyn Zung, $240. At Valero, Princeton, N.J. Cotton shirt by John Bartlett. Belt by Raymond Dragon. Watch from Rolex. Glasses from Ray-Ban by Bausch & Lomb.

ROLLER HOCKEY PLAYER
Unitard of nylon and spandex from Polo Sport by Ralph Lauren, $145. At Polo Sport Store, 888 Madison Avenue. Polo/Ralph Lauren, Beverly Hills, Calif. Sunglasses by Christian Roth for Optical Affairs.

HIKER
Action vest of nylon and Tactel, $88, and shorts of cotton poplin, $55, from **Nautica** by David Chu. At Bloomingdale's. Lord & Taylor. Macy's, selected stores. The **Nautica** Store, 216 Columbus Avenue and Newport Beach, Calif. Shirt by Austyn Zung, $160. At Pavingas, Brooklyn, N.Y. Boots and socks from **Nautica** by David Chu.

MOUNTAIN CLIMBER
Nylon vest, $55, nylon pull-on pants, $100, and polyester shirt, $48, from Nike ACG. For local stores, call (800) 344-6453. Boots from La Sportiva. (Photographs by Jeff Bark for The New York Times);

SWIMMER
Viscose cabana shirt, $90, and swim trunks in a cotton blend, $90, by Gene Meyer. At Carol Rollo, Miami Beach. Charivari 57.

SURFER
Polypropylene rash guard from O'Neill, $35. At Island Sports, 1623 York Avenue. Nylon shorts from Verso, $48. At Bang Bang, selected stores. Sunglasses from Hotcakes by Arnet.

STROLLER
Cotton knit vest by Bobby Jones, $210. At Bergdorf Goodman Men. Pique shirt from **Nautica** by David Chu, $42. At Bloomingdale's. Macy's East. The **Nautica** Store, 216 Columbus Avenue. Nylon trousers by Austyn Zung, $160. At Patricia Field, 10 East Eighth Street. Pavingas, Brooklyn, N.Y. Knit cap from Kangol. Loafers from Hush Puppies.

JOGGER

Zip-front shirt of rayon and Lycra, $64. At Raymond Dragon, 130 Seventh Avenue and West Hollywood, Calif. Tights of cotton and Lycra from Adidas, $35. At Paragon Sporting Goods, 867 Broadway. Sneakers from Adidas. (Photographs by Jeff Bark for The New York Times)

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INFLUENCE OF THE CLUB, THE ATTIC Men's fashions take an elegant, sporty look back Milwaukee Journal Sentinel (Wisconsin) March 24, 1996 Sunday

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Milwaukee Journal Sentinel (Wisconsin)

March 24, 1996 Sunday All

SECTION: Lifestyle Pg. 5

LENGTH: 511 words

HEADLINE: INFLUENCE OF THE CLUB, THE ATTIC
Men's fashions take an elegant, sporty look back

BYLINE: CATHERINE FITZPATRICK

SOURCE: Journal Sentinel staff

BODY:
The futurists flopped.

Fifty years ago, sci-fi writers predicted American men at the turn of the century would be zooming across the stratosphere in stretchy unitards and bubble helmets. Check the skies, guys: They're not.

Modern men are cruising cyberspace, not outer space, wearing contemporary clothing peppered with reminders of the past.

The trip down memory lane makes several stops:

The club.

Guys have gone ga-ga over golf. Gatsby-esque and on-the-links attire, whether it's tee time or not, are coming on strong.

The attic.

Kramer's quirky plucked-from-the-thrift-shop wardrobe, showcased each week on "Seinfeld," continues its powerful impact on young men's styles. Vintage zip-front polyester shirts, baggy pants and too-tight plaid jackets, have gone from geeky to chic-y.

The lanes.

Fifties activities such as bowling and jazz and hanging out at greasy-spoon diners are cool-man hip once again, bringing a return of flat-fronted khaki pants, fine-gauge knitwear, even bowling shirts embroidered across the shoulder blades.

Overall, however, the watchword for men this spring is options, and plenty of them, according to Bill Lasche, vice president of fashion and product development at Carson Pirie Scott & Co., which owns the Boston Store.

Call it debonair meets laissez-faire.

To help the wardrobe-impaired, here are a few warm-weather style trends from Lasche; Mariana Keros, trend director for Marshall Field's; Joe Sapienza, director of merchandise for J.C. Penney's men's division; and Tom Brill, co-owner of Harley's:

Slimmer and trimmer: Slacks, shirts and jackets, from Abboud to Karan, are cut to a slimmer silhouette, whether or not the men who will wear them are. Knits are finer gauge, tops less oversized.

Hey, hue: Brights are bolder. Pastels are (dare we say it?) prettier.

Watch for early-Elvis/tailfin-car shades such as sky blue and ocean turquoise, high-octane orange, fiery red and school-bus yellow.

Suburban wives trying to inject a bit of zing into their Baby Boomer husbands' closets are making bee-lines to store shelves laden with the American banner brights of **Nautica** and Tommy Hilfiger.

While the market for somber neutrals is tepid, mocha and cappuccino shades will be percolating through a few spring wardrobes.

Fab fabrics: The season's best casual fabrics are cotton khakis, linen and linen blends for layering, flat knits to closely define the body, seersucker for snappy summer suits, microfiber for T-shirts to layer under shirts.

Cleaned-up casual: "Within corporate casual, men are recognizing that they should be neater and more professional-looking," said Brill. "For casual clothing, they're not buying clean up the garage' or backyard clothes anymore."

Here's the bottom line: Khaki plain-front pants; a polo shirt in a bright color to wear alone, under a blazer or windbreaker; a sweater vest in a fine-gauge knit; a three-button blazer; something golfy; simple loafers; a band-collar shirt; a windbreaker or trench coat made of high-tech fabric.

GRAPHIC: Photo color 1

Navy three-button wool suit by Hugo Boss, $800; English spread blue striped shirt by Gitman Bros., $90; faux alligator belt by Cole Haan, $65; geometric jacquard print tie, by Jhane Barnes, $65; all at Harleys. Photos color 2, 3
DALE GULDAN
STAFF PHOTOGRAPHER

Above: A striped tie and a classic button-down shirt add up to good looks this spring. Right: Chiffon floral print dress and scarf by Kay Unger, $270, at Zita/Peg Bradley; black kid T-strap heels by Caressa, $62, at Boston Store. Tropical weight wool three-button sport coat by Joseph & Feiss, $275; triple pleat wool gaberdine slacks by Berle, $85; pinpoint cotton button- down shirt by Kenneth Gordon, $57.50; multistripe tie from Robert Talbott's Best of Class Collection, $80, all at Redwood & Ross.

LOAD-DATE: March 26, 1996

Stein Mart returns to metro area The Denver Post March 28, 1996 Thursday

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The Denver Post

March 28, 1996 Thursday 2D EDITION

SECTION: BUSINESS; Pg. D-01

LENGTH: 563 words

HEADLINE: Stein Mart returns to metro area

BYLINE: Penny Parker, Denver Post Business Writer

BODY:
Stein Mart is boomeranging back to Denver.

The off-price department store that shut down nearly four years ago after six years of limping along at its Aurora location, opens today in one of the metro area's hottest retail climates.

The new store, at County Line Road and Quebec Street, took over the vacated Wal-Mart space. And Stein Mart President Jack Williams said this time is the right time and right location for his company.

"This part of Denver is growing and this gives us a good chance to serve it," Williams said yesterday while employees scurried around him spritzing counter tops and straightening racks of clothing.

During its six years in a free-standing building in the Aurora Mall parking lot, Stein Mart built a small - but fiercely loyal - following. So loyal were the "Boutique Ladies" - Stein Mart employees who work one day a week in the designer-label boutique in the store - that all 16 have signed on with Stein Mart again.

Like sorority sisters, they've kept in touch in the four years since the store closed. The "Bou Ladies," as they're known, are often society women or stay-at-home moms who don't have to work but do it for the camaraderie - and the 25 percent discount.

"We all like bargains and we shop till we drop," said Michael Ann Hanzel, leader of the Boutique Ladies. Hanzel said the Boutique Ladies were started by company CEO Jay Stein. "There were a bunch of women who were married to professional people who said, 'We want to work, but we don't want to work,"' said Hanzel, who is the past president of the Cancer League of Colorado. The group has grown to 1,500 in the 100-plus Stein Mart stores nationwide.

Hanzel has acted as President Williams' "eyes and ears in the community" since the store left Colorado. Williams said he often called Hanzel and asked her to scope out potential store sites. "She'd tell me yes or no and I believed her," Williams said.

A second Stein Mart will open in Colorado Springs in the fall and Williams said he's currently scouting locations possibly in Boulder and Fort Collins. The Florida-based, publicly traded company plans to open 20 to 25 stores this year.

"We're a hybrid between a department or specialty store and off-price or discount store," Williams said.

"We're discount with a flair."

Indeed, Stein Mart looks more like a Joslins or a Foley's than a Marshall's or a Wal-Mart. The interior features tile and carpet throughout with comfortable lighting and signage. Most jewelry is displayed behind glass counters rather than tossed on tables or strung on racks.

High-end designer labels in the women's boutique include: Harve Benard, Saks Fifth Avenue, DKNY, Anne Klein II and Tahari. Men's labels include Polo by Ralph Lauren, Tommy Hilfiger and **Nautica.** Kids' clothes carry labels including Calvin Klein, Polo and Izod. Lalique, Baccarat and Orrefors crystal is available in the home decor section. Amenities include on-site alterations, not typically found in off-price or discount stores.

Stein Mart carries the full gamut of department-store merchandise - from cocktail dresses to candles, shoes to swimsuits - at prices 20 to 60 percent off department-store prices. The store also carries "same season" merchandise, Williams said.

"We give you an upscale atmosphere so you feel like you're in a department store with the same items for less," Williams said.

GRAPHIC: PHOTO: The Denver Post/Dave Buresh FINISHING TOUCHES: Kirk Johnson, left, and Shane Gonzales install Stein Mart sign on store at County Line Road and South Quebec Street.

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Early spring accessories biz beginning to bloom at retail; stores across spectrum say business is on the rebound; 1996 Daily News Record March 29, 1996

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Daily News Record

March 29, 1996

SECTION: Vol. 26 ; No. 62 ; Pg. 2; ISSN: 0162-2161

LENGTH: 1412 words

HEADLINE: Early spring accessories biz beginning to bloom at retail; stores across spectrum say business is on the rebound; 1996

BYLINE: Curan, Catherine

BODY:
NEW YORK -- It all goes together, and it's all going strong.

Riding the sales strength of designer collections and clothing, and a pickup in ties and shirts, the accessories business from sunglasses to socks is off to a healthy start this spring at retail. This is in sharp contrast to several seasons of generally sluggish sales for many accessories categories.

"Accessories business is extremely good right now," said Ken Walter, divisional merchandise manager for men's furnishings, clothing and outerwear for Sears, Roebuck.

Retailers around the country, serving the middle market and higher end, echoed this sentiment. Stores from Bloomingdale's to Lord & Taylor to Men's Wearhouse and regional men's wear retailers from Braddock's to Caplan's, all reported raves for early spring accessories business.

John Mehas, divisional vice-president of dress furnishings at Bloomingdale's, said the accessories and furnishings business is off to a good start. "There's a lot of newness in accessories. The fashion industry is focused on bringing more attention to accessories than they had in the past, when it was more of an add-on item."

Citing the expanded accessories offerings from Calvin Klein and Polo Ralph Lauren, Mehas noted: "All of a sudden, designers are getting into it."

LaVelle Olexa, senior-vice-president of fashion merchandising for Lord & Taylor, also said the men's accessories business is very strong. "Sunglasses are an important category, with metal wraps the trendsetter. We,re selling from several vendors at various price points. Ray-Ban is especially strong."

Metal wraps from Ray-Ban and others are also a hit for Mehas, who said his better sunglass business, particularly Armani, is strong.

At Sears, sales are up in the double digits in accessories. Walter attributed the strength to healthy sales of furnishings and clothing. "On the furnishings side of the business, dress shirts and neckwear are performing beyond plan. The accessories business is adjunct to that: If you've got the customer in there buying dress

shirts and neckwear, accessories are a nice add-on. Clothing is good too, so that helps." Sears offers a career collection in 100 percent wool with suit separates and sport coats.

At Braddock's Menswear, a 17,000-square-foot superstore located in Eatontown, N.J. clothing is hot and accessories are keeping pace, said Peter Brudner president. "Business is phenomenal," he noted. "With Easter and Passover falling early, we're running about 30 percent ahead this month."

Commenting on the overall trends, Brudner said: "Seventy percent of our business is suits. Therefore, we do a tremendous amount of ties. Our tie business is up. We're selling a lot of bright colors." Key lines are J. Garcia Art in Neckwear, priced at about $ 30, Serica, including Serica Elite, and Versace, both priced at $ 95.

Going forward, Brudner is "extremely optimistic. After our first year in the new location, we doubled our business. For the second year we're expecting a 20 percent increase."

Edwin J. Caplan, president of the fourth-generation family-managed chain Caplan's in Alexandria, La., said: "Business has been good for us. We're fortunate to have Tommy Hilfiger, Polo/Ralph Lauren and **Nautica** collections that are hot nationwide." Accessories business is strongly tied to the collections business, and he offers a full assortment in each of these lines. "In all of the collections, we do all of the items like loungewear and boxers. We have Tommy Hilfiger, **Nautica** and Polo robes and loungewear. The items are merchandised together," he added.

On the dress shift front, sales of banded collars continue to be brisk, with "no letup in sight," Sears, Walter commented.

Men's Wearhouse has also seen good sales of the model. Walter noted that Friday looks are doing extremely well, as are dress-up looks. He noted that the business is all "pretty much private label, other than Arrow."

"The big thing driving the dress shirt business is staying in stock, in key sizes and in white. It's a SKU intensive business. We owe it to our customers to stay in stock," he asserted.

Fashion is also an important element of the dress shirt success story. For the fashion customer Sears will be bringing in a new program of linen/cotton blends next month. Prices range from $ 14 to $ 32.

Strong-selling shirt lines for Braddock's include banded-collar shirts by Riscatto, Modimex and T. Lipson, priced from $ 65 to $ 95. Short-sleeved T-shirts in many colors are also selling well.

"We're very big in Tommy Hilfiger dress shirts and we buy all of his ties. He's taken a basic necktie and given it some zing," said Caplan. The shirts retail from $ 42 to $ 48.50, with ties priced from $ 27.50 to $ 40. Polo and **Nautica** are also strong in shirts and ties, and Enro is another key shirt resource.

In neckwear, Sears has seen strength across-the-board, said Walter. He noted that the retailer has changed its buying strategy and its vendor structure. "We've jumped the wagon in terms of how we buy. We buy closer to the market." He summed up the success simply: "The key is the newest looks presented well." Among his most important vendors are Superba, Randa, Wemco and Mallory & Church.

Wemco is also a strong seller for Caplan's, which operates one 8,000-square-foot men's store and one 11,000-square-foot unit that includes Genesis, a young men's and boys, shop. Caplan's stocks a wide assortment of Wemco's lines, and Tabasco is a particularly hot seller.

Mehas of Bloomingdale's noted: "Ties are back on track again. We're seeing a lot of brighter looks, similar to what's happening in women's wear." Among his strong-selling lines are Donna Karan, Giorgio Armani and Canali, priced from $ 60 to $ 95, and Gene Meyer, from $ 50 to $75. Golds and yellows are strong Garcia neckwear also continues to sell, priced at about $ 30.

At Men's Wearhouse, neckwear sales are ahead in the high single digits, said Doug Ewert, merchandise manager for neckwear. Brighter colors and horizontals with white grounds are per forming well. "More dressy, understandable neckwear is hot. What I seem to be selling very, very well is neckwear to go with a gray or navy suit that can match easily." It's also got to have a spark, he noted, adding that old-style, traditional neats and paisleys are not doing well.

Wovens and panels are also ahead of the pack, and higher-price neckwear is his fastest-growing category, said Ewert. He noted that $ 39.99 neckwear is over 20 percent of his business, and he sees it growing as high as 30 percent.

Small leather goods, belts and headwear round out the overall good spring season to date. Sears, Walter said that in the leather goods arena, belts and wallets are hot. Sears sells dress belts under its private label, Barrington, for $ 17 to $ 24. Canyon River Blues belts are also extremely strong, and are ahead of plan, Walter said. In branded belts, Sears stocks Dockers, priced at $ 20 to $ 30, and Levi's, priced from $ 20 to $ 27.50. The retailer also stocks Dockers wallets, priced at $ 10 to $ 28.50, and Levi's wallets. priced at $ 9 to $ 20.

Belts and other leather items are also hot around the country. Lord & Taylor has had good sales of Coach belts, dress styles from Alexander Julian and casual styles from Fossil. Bags from Kenneth Cole are a hit.

"Leather goods are off to a good start," said Bloomingdale's Mehas, adding, "Larger pieces are strong, and backpacks are doing just as well as a year ago, when the trend was in full swing." He is seeing good gains from Calvin Klein, Kenneth Cole and Coach, with price points from $ 125 up to $ 40() and $ 500.

At Braddock's, belts in exotic skins and leather and exotic combinations are doing well, priced from $ 75 to $ 115. Brudner's key resource is Cale of Spain.

Caplan's has had good results from Legion. I Bather goods and sportswear items from Timberland are also strong performers for the Louisiana chain, and Caplan plans to add watches under the brand as well.

In headwear, Dorfman Pacific is Sears, key vendor, servicing all stores. The top two items are a basic poplin cap, retailing for $ 8, and a straw hat at $ 12. Overall, headwear prices range from $ 7 to $ 28.

Caplan's will be adding Kangol caps.

In hosiery, multipacks of cotton fancies are a hit for Men's Wearhouse, while patterns, golf motifs and colors are driving sales for Caplan's.

GRAPHIC: Photograph

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5311 Department stores ; 5611 Men's & boys' clothing stores

IAC-NUMBER: IAC 18147264

IAC-CLASS: Trade & Industry

LOAD-DATE: April 22, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 1:10 PM EDT

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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CURRENT Buffalo News (New York) March 31, 1996, Sunday, FINAL EDITION

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Buffalo News (New York)

March 31, 1996, Sunday, FINAL EDITION

SECTION: LIFESTYLES, Pg. 3E

LENGTH: 698 words

HEADLINE: CURRENT

BYLINE: SUSAN MARTIN

BODY:
Dressed to win

The popular line of **Nautica** clothing for men just got bigger with its launch of a new label, **Nautica** Competition.

This high-tech collection of athletic apparel is white and blue with red accents and sporty details such as side panels and "**Nautica** Competition" graphics.

Items include nylon poplin or cotton/spandex stretch running shorts; cotton jersey tank tops; a white and blue cycling shirt with half-zip mock and "**Nautica** Competition" in reflective print on the sleeve; blue cotton/spandex cycling tights; white French terry cotton sweat pants and shirt, and a white nylon bomber jacket.

Several of the fabrics were engineered and developed by **Nautica** designer David Chu, including Nautex, which is water- and wind-resistant and breatheable.

Prices range from $ 28 for a tank top to $ 250 for the jacket.

Good work Design projects completed by 18 students from Buffalo State and Villa Maria colleges are on display today through April 8 at the Theodore Roosevelt Inaugural National Historic Site, 641 Delaware Ave. The Interior Design Student Achievement Award Show, which is hosted by the Western New York Association of Interior Designers, includes floor plans, room renderings, color boards with paint and fabric swatches, and more.

Those interested in checking out the works of future designers can visit the site Monday through Thursday, 9 a.m. to 5 p.m., and Saturday and Sunday, noon to 5 p.m. The site is closed this Friday, but open Easter Sunday.

Faux to finish

It may be stashed in the basement or stored in a box, but everyone has a perfect candidate for faux finishing.

An old vase. A picture frame. Even a lamp base.

Don't know how, you say? Restoration specialist Doris Collins will "faux" the way at two workshops next month at the Buffalo and Erie County Historical Society, 25 Nottingham Court.

Ms. Collins, who is from Shea's Performing Arts Center, will lead a "Faux Marble" workshop from 7 to 9 p.m. April 17. The second workshop, "Gold Finishes," will take place from 7 to 9 p.m. April 24.

Registration deadline is April 15; enrollment is limited. The fee is $ 27 to attend one workshop ($ 25 for Historical Society members). Or attend both for $ 50 ($ 45 for members). Call 873-9644 for information or to charge your registration by phone.

Also coming to the Historical Society: a two-day Inkle Loom Workshop geared for ages 9 through adult. The workshops will be held from 9:30 a.m. to 12:30 p.m. on April 9 and 11.

Looms will be provided, and Kathy Rug, from the Buffalo Weavers Guild, will teach basic weaving techniques. Fee is $ 35 per person for the two-day workshop, $ 32 for members. Registration deadline is Thursday.

Plane clothes

Spring is a busy traveling time, and Polly Allen Mellen, creative director for Allure magazine, has a few things to say about how people dress to get where they're going:

"People dress atrociously when they travel. I hate sneakers on planes. And blue jeans that are too tight. And hats -- why?" she writes in this month's issue.

Another no-no: fragrance.

"Perfume that's too permeating is really offensive. So is heavy makeup on an overnight flight," writes Ms. Mellen, who dons a cotton shell, black leggings, slip-on shoes and a man's black cashmere cardigan when she flies.

A final point: "No one but small children should ever wear shorts on a plane," she said.

Fashionable footing

Ballet flats are pirouetting back into the fashion scene this spring -especially the two-tone styles popularized by Chanel but also in solids.

Chanel's cost $ 335 this season, but women with their feet planted firmly on the ground know that less-pricey styles are available from Liz Claiborne and others.

The Talbots catalog shows linen ballet flats in soft colors such as light coral and mint, with a touch of embroidery for $ 58. Shoe designer Larry Stuart does a two-tone ballerina shoe for about $ 89.

Ballet flats are quite versatile. This season, they pair nicely with capri pants and feminine dresses.

And finally . . .

"Things don't interest me; only spiritual matters do."

Artist Roy Lichtenstein in Elle Decor magazine

GRAPHIC: The "Bashful" ballet shoe from the Larry Stuart Collection combines camel leather and black patent.; From **Nautica** Competition, apparel for competition or just for cool. Near right, nylon poplin shorts paired with a cotton jersey tank top. Far right, a white nylon bomber jacket with blue inside collar.

Source: News & Business > Combined Sources > News, All (English, Full Text) [T]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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BANDED COLLAR BEST IN CASUAL SETTING Richmond Times Dispatch (Virginia) April 7, 1996, Sunday,

Copyright 1996 The Richmond Times Dispatch
Richmond Times Dispatch (Virginia)

April 7, 1996, Sunday, CITY EDITION

SECTION: FLAIR, Pg. G-4

LENGTH: 588 words

HEADLINE: BANDED COLLAR BEST IN CASUAL SETTING

BYLINE: Lois Fenton; Special Correspondent; Lois Fenton is an author, professional speaker and wardrobe consultant; to Fortune 500 companies.

BODY:
Q. When wearing a suit, is it a necessity to wear the traditional collar or could you wear a mandarin (collarless) shirt? -- C.T., Internet

A. As in many dressing situations, the occasion and the setting come into play. If you are talking about a business environment, I would say to avoid banded collar shirts (that is, collarless shirts designed to be worn without a tie). On the other hand, if it's for a casual evening out with friends or dress-down Friday wear, the new-style shirt is fine.

Banded collar shirts have become very popular. They have gone beyond fad and become fashion. When a style is found in a current Brooks Brothers catalog (that bastion of tradition), you know it is no longer trendy.

Banded collars look great with casual pants and shorts. They are acceptable with some sports jackets, best without a jacket at all.

But it is my perhaps overly traditional opinion that suits (including that most formal of all suits, the tuxedo) do not match up with banded collar shirts. Despite what you've seen at the Oscars, a suit calls for a tie.

A matched suit is the most formal and elegant of men's daytime forms of attire. In descending order of dressiness, the man who wants to be more casual can wear: a blazer or sports jacket and slacks; a shirt and tie with a sweater or vest; shirtsleeves and tie with no jacket; even a standard-collar shirt worn tieless. These are all a lot less dressy than the traditional suit, shirt and tie combination.

Wearing such a casual style such as a banded collar shirt with a sports jacket works. But pairing it with the formality of a matched suit is mixing items that are too disparate, and therefore jarring together.

* * *

Q. How can I get a catalog for Tommy Hilfiger? Where I live there is not a wide selection of Tommy, and I want to keep up with the styles. -- G.A., Internet

A. Unfortunately, neither I nor anyone else can help you with this request. So far, Tommy Hilfiger does not have a catalog.

The closest you can come to finding photographs of his styles would be to get catalogs from several department stores and from other men's specialty stores. Since his clothes have become so enormously popular in recent years, many store catalogs include one or more of his designs. But you have no way of knowing whether you have seen all the styles for that season. In fact, you can be pretty sure you have not.

As alternatives to Tommy, I was going to suggest that you get a catalog from Ralph Lauren or **Nautica.** But Lauren does not make one either.

In the past, **Nautica** did have a catalog, but it decided not to produce one this year. Instead, **Nautica** put out a handsome calendar with 52 pages of photos -- one for each week -- available from **Nautica** stores. Unfortunately, the 1996 calendars are sold out, and it has not been confirmed what the procedure will be for next year.

The one thing you can be sure of is that by requesting store catalogs, you're likely to get your name on an unending list of companies that will inundate you with catalogs all year long. If you live in an out-of-the-way place, you may be delighted to receive a new mailing every few days. The best approach may be to go to national stores such as Saks Fifth Avenue, Lord & Taylor, and Bloomingdale's for catalogs.

Though she cannot answer mail personally, Lois Fenton welcomes questions for use in this column. Send your questions or comments to Lois Fenton, Times-Dispatch Flair section, P.O. Box 85333, Richmond, Va. 23293.

GRAPHIC: PHOTO

LOAD-DATE: April 6, 1996

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BRIEFS Knoxville News-Sentinel (Tennessee) April 11, 1996, Thursday Final

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Knoxville News-Sentinel (Tennessee)

April 11, 1996, Thursday Final

SECTION: Business; Pg. C8

LENGTH: 359 words

HEADLINE: BRIEFS

BODY:
BankFirst again sets record

BankFirst on Thursday reported record first-quarter earnings and assets and that it will open a new office at Cedar Bluff in 60 days.

Net income for the three months ended March 31 was $ 448,000, up 29 percent from the same quarter a year earlier. Total assets were $ 188 million, up 28 percent from a year earlier. Net loans increased 26 percent to $ 124 million, and deposits increased 24 percent to $ 154 million. Equity capital increased 27 percent to $ 19 million.

BankFirst, headquartered in Knoxville, serves Knox, Loudon and Blount counties through 11 offices. The 12th office will be at 330 Cedar Bluff Road North. Plasti-Line releases earnings

Plasti-Line Inc., a Knoxville-based manufacturer of signs, announced Wednesday that the company earned $ 458,000, or 12 cents per share, on sales of $ 30.1 million in the first quarter.

The performance was a marked improvement over first quarter 1995 earnings of $ 28,000, or 1 cent per share, on sales of $ 20 million. About $ 3.2 million of the sales increase was the result of Plasti-Line's new subsidiary Carter-Miot, which was purchased late last year, said Mark Deushle, vice president-finance. Mexico to get Dockers footware

NASHVILLE -- Genesco Inc. said Wednesday its Dockers footwear will become available in Mexico beginning in June.

Genesco announced an agreement under which Industrias Tegon, a Mexican footwear manufacturer, will handle the production and distribution in the country.

A division of Genesco, Dockers Footwear is the exclusive licensee for Levi Strauss for manufacture and marketing of the Dockers brand. Genesco, based in Nashville, has other operations including Johnston & Murphy, Laredo Boot Co., **Nautica** Footwear and the Volunteer Leather Co. McGowan named M4 vice president

William J. McGowan has been named vice president of regulatory affairs for Oak Ridge-based M4 Environmental L.P., a partnership between Lockheed Martin Corp. and Molten Metal Technology.

McGowan, formerly director of regulatory affairs for M4, handles the company's environmental compliance initiatives, including permitting and licensing.

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Designers keep eyes trained on still booming fitness market The Ottawa Citizen April 18, 1996, Thursday, FINAL EDITION

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The Ottawa Citizen

April 18, 1996, Thursday, FINAL EDITION

SECTION: STYLE; Pg. E3

LENGTH: 133 words

HEADLINE: Designers keep eyes trained on still booming fitness market

BYLINE: KANSAS CITY STAR

BODY:
Ralph Lauren was so successful with his light Polo Sport fragrance for men, marketed with a active sports theme, that he has taken off with a similar Polo Sport for women. The fitness rage does go on.

More proof now comes from **Nautica,** a line best known for sports clothes with a classic upscale twist designed with a sailing theme. The company is going full steam with an active-wear line, **Nautica** Competition.

David Chu, **Nautica** president, maintains he studied track and field, cycling, running and workout needs to come up with some appropriate fabrics. Nautex is water and wind repellent and breathable. Nautech fleece is lightweight enough for layering and wicks moisture.

The group includes separates such as running shorts, camp shorts, cycling shorts and swim trunks.

LOAD-DATE: April 19, 1996

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July launch set for first off-price outlet mall TV show; Outlet Mall Network to offer outlet clothing on cable TV; Mass Appeal Daily News Record April 19, 1996

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Daily News Record

April 19, 1996

SECTION: No. 76, Vol. 26; Pg. 3; ISSN: 0162-216118212270

LENGTH: 1116 words

HEADLINE: July launch set for first off-price outlet mall TV show; Outlet Mall Network to offer outlet clothing on cable TV; Mass Appeal

BYLINE: Gellers, Stan

BODY:
NEW YORK--Attention TV shoppers!! Here comes the Outlet Mar Network with discount prices on brand merchandise.

According to Mark Gray, chairman and CEO of the company that's going head-on against the regular-priced Home Shopping Network and QVC, consumers will get the same off prices for brand merchandise that generate an $ 11 billion retail business in over 320 outlet centers around the country. The Sarasota, Fla.-based privately held company is kicking off its 24 hours of interactive cable TV weekend programming on July 5 in 25 major markets. Appearing will be the same run of brand merchandise that made home shopping a thriving business. However, the difference is that the manufacturers will set the discount prices themselves.

With the first shows to air at the beginning of the summer, Gray already projects that Outlet Mall Network will generate between $ 50 million to $ 75 million in 1997. "Today, Home Shopping Network does $ 950 million annually and QVC about $ 1.2 billion.

"The biggest part of TV home shopping is in jewelry and cosmetics. Apparel is about 14 percent, and men's wear has been somewhat ignored. We want it to be a significant part of our merchandise mix."

The Outlet Mall Network is currently signing on men's wear companies and apparel retailers, many with existing outlet stores. They will be joining such familiar household names as Norelco, Sunbeam and Wearever in other classifications.

What makes the Outlet Mall Network unique is its physical and operating format, reports Gray, who came up with the idea of going discount on television. His new company, with seed money of $ 5 million, is housed in the Sarasota Main Plaza, a former enclosed shopping mall with 100 spaces for stores. It's been vacant for five years.

The company took over the mall last year and the stores are being converted to individual "TV showrooms" for companies signing on for airtime on the Outlet Network. Gray explains, "Manufacturers will take space in the mall stores, which we're outfitting as TV showrooms. The showrooms or stores will be closed to the

public."

The stores themselves will be the TV sets or environments for each segment, and hosting the shows will be personalities known to people who buy on HSN. Included are Gary McTague, Keli O'Shaughnessy, Stella Riches and Chuck Spieser.

Gray continues that the outlet shows are expected to be seen by "millions of viewers" on round-the-clock weekend shows, a time slot favored by weekend warrior stores when most people shop. The Outlet shows are slated to run on Saturdays and Sundays only.

He points out that manufacturers will "pay" for their airtime by leasing space in the former mall stores. The cable operators, as they're called, will receive upfront payments of up to 8 percent of the cost of merchandise sold and revenue-sharing guarantees.

Another big difference between the regular-priced TV shopping shows and the Outlet Mall Network is the way in which the merchandise will be handled. Gray says, "We are a manufacturers' cable network. We will not buy any product. "Our sole job is to promote and feature major brand manufacturers on our network. The manufacturer will lease a mall site from us which will act just like an interactive Web site. The showroom or sites will be seen on the network and the companies can select the time and day they want to appear."

Gray adds, "We feel that manufacturers have been afraid to put their product on TV shopping shows because of the lack of control of presentation, positioning and pricing. This is what we're going to give them. They'll have complete control of everything."

His company, meanwhile, has hired on a team of pros who know the ins and outs of TV shopping and how to get the merchandise to the consumer. There's Philip Kophn, executive vice-president, operations, who spent the last 10 years in the home shopping business and formerly served as purchasing executive with HSN.

Kophn points out, "A name brand merchandiser can now hit markets all over the country from one showroom in Sarasota rather than incurring the expense of building and operating stores in many market." Gray adds the Outlet shows will reach communities that are too small to support an off-price center of their own.

As for the structure of the shows, Kophn notes, "We will provide merchandisers with the opportunity to own 15- to 30-minute segments each week and set their own retail prices. This is an advantage not available on any shopping network."

This, he notes, compares to the policies of the established TV shopping shows that have their own staffs to buy and price merchandise, often without the approval of the manufacturers involved.

"Each company will be able to demonstrate and sell its products from the leased store site and deliver the merchandise directly from its own plants or warehouses."

Gray says the company is presently going after the top men's and women's apparel makers. "We'd love to have Tommy Hilfiger, Polo, **Nautica,** Bally, Ann Taylor, etc. If they have outlet-store experience, that's great. But our network gives them the opportunity to reach many smaller markets for the first time."

Gray comes to TV home shopping with strong credentials in the infomercial direct-response business. He had his own television agency that was involved with ADM (advantage direct marketing) commercials. He produced "1-8001" direct response commercials, bought airtime, established order processing, etc.

He reports his outlet shopping project took shape 14 months ago and the leasing of mall sites was opened to manufacturers this spring. Our first job was to acquire airtime and cable affiliates around the country and also work out the details of our occupancy in the mall."

As for the Outlet Mall's own infrastructure, Gray says one-third of the management team is former FedEx vice-presidents who will establish an information system linkup with manufacturers. Here's how the shows work: A consumer calls a central 1-800 number, the order is then processed and forwarded electronically directly to the manufacturer, who will then drop ship the merchandise to the consumer."

Discussing the show biz part of the TV shopping shows, Gray says a series of network launch parties are planned for June 27, along with interview shows at the affiliates around the country, TV spots and heavy advertising in TV Guide.

Plenty of celebrities are in the offing, too, such as Steve Lawrence and Eydie Gorme, who are already under contract to a top manufacturer and, Gray says enthusiastically, "We expect our vendors to sign on many more names who are well known to the American consumer."

GRAPHIC: Illustration; PhotographENGLISHGeneral; Trade

SIC: 4841 Cable and other pay TV servicesTI File 148

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MARKETING MORE JACKIE O.: Tampa Tribune (Florida) May 1, 1996, Wednesday,

Copyright 1996 The Tribune Co. Publishes The Tampa Tribune Tampa Tribune (Florida)

May 1, 1996, Wednesday, FINAL EDITION

SECTION: BAYLIFE, Pg. 2

LENGTH: 736 words

HEADLINE: MARKETING MORE JACKIE O.:

BYLINE: Compiled by RENEE GARRISON

BODY:
It's pearl-clutching time. If you didn't get a piece of the Jacqueline Bouvier Kennedy Onassis legend at the four-day auction of her estate last week, jewelry designers want to make sure you won't be crying in your hankie for years to come.

In the fall at a store near you, there will be Jackie-inspired large costume brooches, rings and, oh yes, three-strand pearls.

Will Jackie O.'s pearls sweep aside the ubiquitous Y-necklace? Some jewelers point to the 1987 sale of the Duchess of Windsor's jewelry at Sotheby's, which spurred interest in large accessories.

On Friday, QVC was already on the air with a replica of a brooch by Lane that sold at auction on Thursday. The cable TV shopping channel, which gave a mini-history of the original brooch, got 3,700 orders at $ 98 each, says Darlene Daggett, an executive vice president for QVC.

Source: The New York Times - RETURN OF THE ACCESSORY: Are accessories, those most beleaguered of fashion elements, poised to make a comeback? Several influential designers added one flamboyant piece to a given outfit on runways this spring.

Jewelry designers hope they are witnessing a budding trend that will blossom next year.

At Gucci, Tom Ford accessorized with smooth silver chains and cuffs. Donna Karan added Angela Pintaldi's crystal, amber and aquamarine rings or ropes of beads; Michael Kors had smooth cuffs designed by Robert Lee Morris, and Ralph Lauren sparked his gowns with bold wrist cuffs and his "Savile Row rocker" looks with showy pinky rings.

However, it may take a while before the message reaches consumers. "When the (magazine) editors stopped showing jewelry, it took at least a year for that to hit home," says Gerard Yosca, a jewelry designer, who adds a thought on the renewed interest: "We have to remember these people also have a jewelry business, and if they don't show jewelry they don't sell it."

Source: Chicago Tribune - HOT FOR SPRING: Skip the stiletto heels and dressing in head-to-toe black. The news this season:

* Cigarette pants (pleat-free and very slim, not smoking apparel)

* Shells (as in sleeveless tops)

* Hairpieces

* Tropical "Hawaiian shirt" prints for apparel

* Anything green (lime is hot, pale mint will do, gray-greens for interiors)

* Zebra prints (newest from the jungle)

* Jumpsuits (think of "Charlie's Angels" and the "Bond girls")

* Blond or light woods

* Sparsely furnished rooms

* Slipcovers

* Mismatched, creative table settings

Source: Seattle Post-Intelligencer - **NAUTICA** NEWS: **Nautica,** a line best known for sports clothes with a classic upscale twist designed with a sailing theme, is going full steam with an active-wear line, **Nautica** Competition.

Nautica President David Chu says he studied track and field, cycling, running and workout needs to come up with appropriate fabrics. Nautex repels water and wind and is breathable. Nautech fleece is lightweight for layering and wicks moisture.

The group includes separates such as running shorts, camp shorts and swim trunks. Priced from $ 38 for a tank top to $ 250 for an outerwear jacket, it is at department stores that carry **Nautica.**

Source: Kansas City Star - MOTHER'S DAY: Does Mom have a sweet tooth? Send her a 6-pound, 7-inch cheesecake from New York's Stage Deli ($ 34.95). Last month, the Stage Deli introduced its first mail-order catalog. Now you can sample authentic Stage Deli bagels, nova lox, corned beef and pastrami without a trip to the Big Apple.

The 59-year-old Stage Deli, located on Seventh Avenue, has a reputation for overstuffed sandwiches named after celebrities. The celebrity sandwich tradition began in 1937, when Russian immigrant Max Asnas began inviting famous friends such as Jack Benny, Carole Lombard and Groucho Marx to invent their own sandwich combinations.

Call 1-800-782-4369 for a free catalog.

Source: The Journal-Bulletin - NOVELTY PINS: Whimsical pins with flowers or other decorative motifs add eye-catching appeal to shirts, sweaters and jackets.

Talbots Accessories & Shoes Spring Preview catalog features potted geraniums in 22 karat electroplate with enamel details for $ 28 as well as a silk, cotton and velvet spring bouquet pin for $ 24. Pins are an inexpensive way to update your spring/summer wardrobe and add personality.

To order, call 1-800-825-2687.

Source: Talbots

GRAPHIC: PHOTO,
Floral pins update spring and summer wardrobes.

NOTES: NOTE; PERSONAL SHOPPER NEWS YOU CAN USE

LOAD-DATE: May 3, 1996

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COMPETITION: NAUTICA TARGETS GYM RATS WITH ACTIVEWEAR LINE St. Louis Post-Dispatch (Missouri) May 2, 1996, Thursday, FIVE STAR LIFT Edition

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St. Louis Post-Dispatch (Missouri)

May 2, 1996, Thursday, FIVE STAR LIFT Edition

SECTION: STYLE WEST; Pg. 13

LENGTH: 119 words

HEADLINE: COMPETITION: **NAUTICA** TARGETS GYM RATS WITH ACTIVEWEAR LINE

BYLINE: Jackie White 1996 Kansas City Star

BODY:
THE FITNESS rage does go on.

More proof now comes from **Nautica,** a line best known for sportswear with a classic upscale twist designed with a sailing theme. The company is going full steam with an activewear line, **Nautica** Competition.

David Chu, president of **Nautica,** maintains that he studied track and field, cycling, running and workout needs to come up with some appropriate fabrics. Nautex is water-and wind-repellent and breathable. Nautech fleece is lightweight enough for layering and wicks moisture.

The group includes separates, such as running shorts, camp shorts, cycling shorts and swim trunks. Priced from $ 38 to $ 250, the line is available at department stores that carry **Nautica.**

GRAPHIC: PHOTO; (1) Photo - LEFT: Lightweight, breathable fabrics were key to **Nautica's** activewear line. (2) Photo - RIGHT: **Nautica's** new track-and-field designs carry the **Nautica** Competition logo. (3) Photo - The Commander bathrobe, by **Nautica,** comes with a boldly notched collar and patch pockets.

LOAD-DATE: May 2, 1996

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Timberland Eyes Bolder Retail Setup BRANDWEEK formerly Adweek Marketing Week May 6, 1996

Copyright 1996 A/S/M Communications, Inc.
BRANDWEEK formerly Adweek Marketing Week

May 6, 1996

SECTION: MERCHANDISING; Pg. 16

LENGTH: 332 words

HEADLINE: Timberland Eyes Bolder Retail Setup

BYLINE: By Matthew Grimm

BODY:
Timberland is stepping up a pitch to retailers of a more cohesive merchandising package, anchored by instore concept shops, as it looks to better present its full apparel and footwear line where the consumer shops.

Timberland has created a package of woodsy display systems, including log-cabinesque panels, with which it hopes to create a bolder brand statement at retail. The company is telling retailers that the establishment of Timberland concept shops has upped sales by 50-100% in initial stores by staging the brand in an environment that leverages its rugged outdoor equity through its entire line, including its growing apparel business.

"We design our lines from a presentation point of view," said Greg VanWormer, svp-apparel, retail and marketing. "So to do that and not actually have that presentation play out on the floor is really defeating the purpose of the line. This is key to doing business in collection sportswear. If you can't pull your product line together in a compelling way, you're going to get lost."

Timberland last week unveiled an activewear line, adding to an apparel business that accounted for a quarter of its $ 655 million in sales in 1995, up from 19.4% in '94.

Such brands as Tommy Hilfiger, Ralph Lauren and **Nautica** have made big footprints in department stores and Timberland itself currently has about 100 major accounts with brand shops -- such as 1,000 square feet in Dillard's in Cleveland and 900 in Macy's flagship New York store -- in addition to some 20 standalone stores.

The company is shooting for concept areas in upwards of 400 major accounts by year-end and at least some brand display representation in the balance of its 3,200-store distribution loop. It is offering a menu of modular merchandising packages, for spaces as small as store corners and shop designs starting at 300 square feet. For its sporting goods accounts, the display system simply loses the wood to become a stone and metal gym-like display.

LOAD-DATE: May 13, 1996

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Foot in mouth disease right on the mark South China Morning Post (Hong Kong) May 10, 1996

Copyright 1996 South China Morning Post Ltd.
South China Morning Post (Hong Kong)

May 10, 1996

SECTION: Lai See; Pg. 12

LENGTH: 724 words

HEADLINE: Foot in mouth disease right on the mark

BYLINE: Nury Vittachi

BODY:
The recent rash of anti-male mail conjured up grim memories for Mark Livesey, Hong Kong sports promoter. Two weeks ago he was at the International Triathlon in Tai Po to check out the competition and try to chat up the TV people, so they would cover next week's **Nautica** Triathlon, with which he is involved.

He chanced upon the tall, blonde Fiona Carver from TVB's Citylife, and immediately set about impressing her with his wit and charm, not an easy thing to do at 6 am, even for garrulous Mark.

He decided to delight her with his Essex girl jokes.

Fiona listen politely and then informed him: "I was born and raised in Essex."

That dropped brick in turn brought back memories of the time Mark was at the Hebe Haven Yacht Club in Sai Kung in September last year.

Mark chatted loudly about the extraordinary case of the gwello civil servant featured in the South China Morning Post that morning, who was in trouble for having unexplainable assets of over $ 7 million.

"What a joker," Mark laughed. "Says his wife deposited the money in his account and then disappeared. Ha ha!"

He then noticed that everyone had moved away from him except one individual, who put out his hand and said: "Hello. My name's Clive Holgate." The office of Hong Kong's Postmaster General made an announcement yesterday about new sheets of stamps: "The $ 10 definitive stamp depicted on the sheetlet is green in colour which is different from the brown colour of the current $ 10 definitive stamp." Everybody got that? Brown things and green things are different colours. One's brown and one's green. Thanks, PGI Paul Moyes of Coopers & Lybrand in Hong Kong tells me that there is a Correctional Services Department officer, who presumably is employed to show prisoners the error of their ways, called Wong Wai-man.

He also knows of an executive of the Official Receiver's Office (the agency responsible for monitoring the affairs of liquidated firms) called Monita Yu.

I'm assured that there was once an undertaker in the United States whose real name was Filmore Graves.

But the chap I really feel sorry for is the real-life American detective whose given name is Bond.

James Bond. A Hong Kong firm called JourneySafe Travel Center has been writing to all its contacts. The letter is headed, in large print: "A Brief Massage From the JourneySafe Travel Center to All of Our Loyal Agents." I could do with a brief massage myself. Developers in Hong Kong deliberately mis-count floor numbers on half-erected buildings to fool ghosts, readers tell me in response to the photograph on this page on Wednesday. Evil spirits, finding that there are no floors labelled 4, 13, or 14, allegedly get confused and go away. If I were an evil spirit I'd get myself a good libel lawyer. Bill Steig of Beijing was reading in this newspaper that Wong Kwai-nam, that twisted, hate-filled individual in the recent poison-pen saga, likes modern rock music, specifically that hot new British band Radiohead. "No doubt the lyrics to their song Creep have taken on a new meaning behind bars," said Bill.

I'm a creep

I'm a weirdo

What the hell am I doing here?

I don't belong here.

I'm very fond of that song myself, actually, Bill. Jeremy Taylor of Cheung Chau was chuckling over the story in this column last week about Stuart Allen having been given the Hongkong Telecom Magicstar number 4444 (four implies death in Cantonese numerology).

Then he noticed that his own number ended with four. So he flicked through his phone book. Virtually every gwailo neighbour of his on the island had a number ending in four.

"Even Lai See's number ends in four," he said.

There's only one possible explanation to the cool, detached, modern, scientific mind. The Hongkong Telecom computer, which supposedly doles out the numbers at random, is inhabited by a malevolent ghost with a secret agenda to curse foreigners.

From US commentator Dennis Miller: "After noticing years of strange and erratic behaviour, David Kaczynski turned in his brother Theodore as being the suspected Unabomber. Wow, turned in his own brother . . . C'mon Tito, C'mon Jermaine . . . you can do it." Engineer Roger Longbottom writes to tell me that the book Only in Hong Kong, written by some inconsequential prat, can be found in Sha Tin library under "Geography".

GRAPHIC: Stamp it out-As a gimmick, China Entertainment Television released "personality stamps" showing its presenters, and the time of their shows. Oops. The company's Hong Kong based chairman, Robert Chua, yesterday received a letter from Guangzhou - with the stickers used instead of real stamps. The letter was franked by the postal authorities and delivered on time.

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It's Full Steam Ahead For Nautica's Course DNR May 16, 1996

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DNR

May 16, 1996

SECTION: Pg. 5; ISSN: 1092-5511

RDS-ACC-NO: 577691

LENGTH: 849 words

HEADLINE: It's Full Steam Ahead For **Nautica's** Course

HIGHLIGHT:
Nautica Enterprises Inc intends to open 156 in-store shops and 10-12 outlet stores in 1996

BODY:
Nautica Enterprises Inc. plans to keep rolling along in fiscal 1996, opening 156 in-stores shops, expanding 159 in-store shops and opening 10 to 12 outlet stores. **Nautica's** new licensed lines include a men's tailored clothing line that was introduced this spring, a woman's apparel line slated to debut in August and an infants'/toddlers' line to hit stores in early 1997. **Nautica** will announce a licensing agreement for home furnishings in the next 60 to 90 days. The firm still sees the potential for 1,500 shops. Last year, **Nautica** added 150 shops to end with 885 in operation. The 159 stores set for expansion include 46 new mega-shop concepts that range from 2,200 to 3,000 square feet (versus **Nautica's** typical in-store shop, sized between 600 to 1,000 square feet). Meanwhile, **Nautica's** outlet stores -- which average between 2,400 to 5,700 square feet -- continue to generate double-digit, same-store sales gains, according to Pennington. The outlets average sales of $440 per square foot while costing only $40 per square foot to open. **Nautica** currently operates 38 outlet stores and plans to open between five to 10 stores annually over the next five years. The outlet mix consists of 35 percent excess inventories and 65 percent key items from the prior year. In its fiscal year ended Feb. 24, **Nautica's** earnings climbed 33.4 percent to $31.9 million, or $1.50, from $23.9 million, or $1.15. Sales increased 22.2 percent to $302.5 million from $247.6 million.

Nautica Enterprises Inc. plans to keep rolling along in fiscal 1996, opening 156 in-stores shops, expanding 159 in-store shops and opening 10 to 12 outlet stores. "If you look at 1997, the outlook for the year is excellent," said Donald W. Pennington, vice-president and chief administrative officer. "We feel we are positioned for strong growth in the coming year."

Also speaking was Harvey Sanders, **Nautica's** chairman and president, who said profits in the licensing area this year will be slowed by start-up costs as several new lines are launched.

Nautica's new licensed lines include a men's tailored clothing line that was introduced this spring, a woman's apparel line slated to debut in August and an infants'/toddlers' line to hit stores in early 1997.

"All this is being done so that 1998 will be a very good year for licensing," Sanders said. He noted that licensing revenues last year almost doubled to $2.2 million from $1.2 million.

Sanders also said he anticipates that **Nautica** will announce a licensing agreement for home furnishings in

the next 60 to 90 days.

Pennington, who conducted most of **Nautica's** presentation, said 156 in-store shops will increase **Nautica's** in-store shop count to 1,077. He said **Nautica** still sees the potential for 1,500 shops. Last year, **Nautica** added 150 shops to end with 885 in operation.

The 159 stores set for expansion include 46 new mega-shop concepts that range from 2,200 to 3,000 square feet (versus **Nautica's** typical in-store shop, sized between 600 to 1,000 square feet).

Pennington predicted that each mega-shop would achieve sales in the range of $2.5 million to $3 million, with dollars per square foot expected to be between $880 to $1,000. The larger stores allow the company to better display **Nautica's** multiple looks while using high-tech fixtures.

Nautica Competition, introduced in spring 1995, is seeing a "strong consumer response" and will be featured in separate sections in the mega-shops," Pennington said.

Overall, **Nautica** increased its doors last year to 1,240 in the U.S. from 1,102, and anticipates reaching 1,342 by the end of the current fiscal year ending in February 1996. Pennington said **Nautica** still sees the potential to be in 1,800 doors.

Meanwhile, **Nautica's** outlet stores -- which average between 2,400 to 5,700 square feet -- continue to generate double-digit, same-store sales gains, according to Pennington. The outlets average sales of $440 per square foot while costing only $40 per square foot to open, he noted.

Nautica currently operates 38 outlet stores and plans to open between five to 10 stores annually over the next five years. The outlet mix consists of 35 percent excess inventories and 65 percent key items from the prior year.

Internationally, **Nautica** has 58 freestanding stores operating under license as well as 145 in-stores shops. New stores will be introduced in Chile, China, Costa Rica and Mexico this year.

The new **Nautica** women's wear line has been well received by retailers, and will be rolled out into 100 to 150 new in-store shops, up from previous estimates of 50 to 75 shops.

The better-to-bridge collection, being produced through a licensing agreement with Bernard Chaus, is slated to hit stores by the beginning of August, with a marketing campaign to begin in July, Sanders said.

In its fiscal year ended Feb. 24, **Nautica's** earnings climbed 33.4 percent to $31.9 million, or $1.50, from $23.9 million, or $1.15. Sales increased 22.2 percent to $302.5 million from $247.6 million.

TYPE: Journal; Fulltext; Abstract

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UNDER THE GUN AT DAYTON HUDSON Business Week May 20, 1996

Copyright 1996 McGraw-Hill, Inc.
Business Week

May 20, 1996

SECTION: PEOPLE; Number 3476; Pg. 66

LENGTH: 1245 words

HEADLINE: UNDER THE GUN AT DAYTON HUDSON

BYLINE: By Susan Chandler in Minneapolis

BODY:
When Linda Ahlers was named head of hard goods at Dayton Hudson Corp.'s fast-growing Target Stores division in 1993, she surveyed her domain and made a command decision. The pink-handled tools had to go. The idea was great -- hammers and screwdrivers with handles that fit a woman's hand. "But pink was going too far," says Ahlers. The women's tools stayed, but the Pepto-Bismol grips were history, replaced by strong colors such as red and blue. The upshot: a double-digit increase in the sales of the tools.

Ahlers is going to need that keen merchandising sense as she plunges into her biggest job yet. In March, the 45-year-old Ahlers was named president of Dayton Hudson's lagging $ 3.2 billion department store division. Her marching orders: Pump up sales and profits fast. That would be a tall order even for a department store veteran, but Ahlers has spent the past 19 years in the discount store arena, where price matters more than what designers are showing on Seventh Avenue. She isn't fazed. "The core elements of successful retailing are the same," she says.

She'd better be right, because she doesn't have the luxury of a long learning curve. For two years, Wall Street has been calling for Minneapolis-based Dayton Hudson to sell off its 64 upscale Midwest department stores -- including the Marshall Field's, Dayton's, and Hudson's chains -- to fund faster growth at discounter Target, where sales and profits have been booming.

The pressure continues to build: In April, J.C. Penney Co. confirmed it had made a $ 6.8 billion offer for all of Dayton Hudson in February but had been rejected. The move was seen as a sign of how undervalued the company is. "When someone lobs a takeover bid across your transom, and the offer is coming from one of the most conservative corporations in the country, it really gets your attention," says Sanford C. Bernstein & Co. analyst David A. Poneman.

Ahlers' boss and mentor, Dayton Hudson Chairman Robert J. Ulrich -- who built Target into a powerhouse -- is determined not to break up the company. But he needs better results from Ahlers to buy time with shareholders. The company's stock has been mostly lackluster since 1991, although it has risen 25% since January, to a high of 97 7/8, spurred in part by news of Penney's bid. Even at that price, however, the stock is up only 13% from two years ago. "Everyone who owns the stock would like to see them do something," says one major shareholder.

No wonder: The department stores' profits fell 32% last year, to $ 184 million, and were almost flat in 1994, evidence that customers were rejecting a 1994 shift to a "value" strategy emphasizing cheaper goods. The company's 295-store, moderate-priced Mervyn's division fared even worse, with 1995 profits down 51%, to $ 100 million. Overall, Dayton Hudson's earnings fell 28% last year on a revenue gain of

10%, almost all of which came from Target. INNER CIRCLE. Ahlers does not have much of a chance, many outsiders say. Under pressure to cut millions in costs, she spends hours in meetings and poring over spreadsheets, not scouring the globe for snazzy goods. But insiders say her quiet determination, proven merchandise sense, and team-building skills made her the best person to take over after the abrupt resignation of longtime department store Chief Executive and President Stephen E. Watson, who was popular with subordinates but clashed with Ulrich.

Ahlers is one of the few women in Ulrich's cigar-smoking inner circle, and she earned her place as one of the "Target Boys" by getting results. Growing up in tiny Weyauwega, Wis., where her father ran a farm supply store, was great preparation. "He was really good with people, able to size them up and know who to take risks on," she says. At Target, where she rose from ready-to-wear buyer in 1977 to senior vice-president of hard lines in 1993, she took her own risks, expanding micromarketing so each store has items tailored to the local market. She also put the pharmacy business in the black and boosted sales by revamping merchandising.

Ahlers affects a low-key style. She eschews contact lenses for glasses and favors pants outfits for the office. Rather than bring in new blood, she's trying to achieve her turnaround with the existing staff. "I told my team, 'I want you to figure out the solutions. That empowers you,'" says Ahlers, whom colleagues describe as unpretentious and reserved.

Still, she's already making her mark. She has brought in a greater assortment of popular men's lines, such as Tommy Hilfiger and **Nautica,** and she created a boutique for eye-catching children's clothes called Angelini. "We know we need to add back the distinctive merchandise," she says.

Ahlers says she's already seeing positive results from upgrading apparel but concedes that a full-scale turnaround will take over a year. Some customers already have been won over. Helen Charchut of Park Ridge, Ill., says she stopped going to Marshall Field's three years ago because the merchandise became dowdy. On a recent visit, "I found everything I needed," she says. "But more important, the attitude of the sales staff had changed. What a difference!"

As a department store shopper herself, Ahlers says she had noticed it was "getting harder to shop" because of a lack of knowledgeable salespeople. So Dayton Hudson store managers and, eventually, sales clerks will go through customer-service training. Shoppers are now called "guests," a service-oriented term Ahlers learned at Target, which in turn adopted it from Walt Disney Co.

Ahlers knows she must do the most fence-mending at Field's. She has rebuilt a Chicago-based buying staff to boost fashion content and has restored the chain's trademark forest-green shopping bags. The buying staff had been disbanded to cut costs after the chain was bought for $ 1 billion in 1990 from Britain's BAT Industries PLC. And the bags were changed to recycled brown paper. Thousands of shoppers wrote to complain about the bags and a decline in service. POT OF GOLD. Ahlers' task would be easier if she had money to throw around. But Dayton Hudson has pledged to cut $ 170 million in costs over the next two years. More than half will come from Mervyn's, but the already pared-down department stores must pony up, too, even as the sales staff is increased by 10%.

Those who know Ahlers say she's up to the challenge. She's used to working more than 70 hours a week -- even more during Minnesota's long winters, when "I hunker down and put the burn on," she says. And she hasn't been afraid to make some unconventional personal choices to accommodate her career. When she was in her mid-30s, she and her husband, Steve, chose not to have children because of her frequent travels. Five years ago, Steve, whose job managing a kennel occupied him nights and weekends, quit to run their home. "We didn't need the income," says Ahlers. "We needed the time."

For all Ahlers' efforts, many experts believe Dayton Hudson's regional department store empire will belong to somebody else in a few years. The stores are "an undervalued jewel," says retail consultant Alan Millstein. "They are the last pot of gold for May Department Stores or Federated to pick off to complete their national expansion." With that kind of pressure, this understated Midwesterner is going to have to produce some pretty flashy results to keep Dayton Hudson in one piece.

URL: http://www.businessweek.com/index.html

GRAPHIC: ILLUSTRATION: CHART: BLUNDER: A SHIFT TO A VALUE-ORIENTED STRATEGY IN 1994 ALIENATED LOYAL CUSTOMERS AND TORPEDOED PROFITS CHART BY ALAN BASEDEN ; PHOTOGRAPH: A 'TARGET BOY': AHLERS HAS 19 YEARS OF DISCOUNT STORE EXPERIENCE DOUG KNUTSON

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WHITE FRIGHT;GET OVER IT, GUYS;OK, MEN, THE FASHION WORLD IS SUGGESTING YOU TRY WHITE TONAL DRESSING -;DIFFERENT SHADES OF WHITE IN THE SAME OUTFIT. CAN YOU HANDLE THIS? Sun-Sentinel (Fort Lauderdale, FL) May 26, 1996, Sunday,

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Sun-Sentinel (Fort Lauderdale, FL)

May 26, 1996, Sunday, ALL EDITIONS

SECTION: LIFESTYLE, Pg. 3E

LENGTH: 476 words

HEADLINE: WHITE FRIGHT;
GET OVER IT, GUYS;
OK, MEN, THE FASHION WORLD IS SUGGESTING YOU TRY WHITE TONAL DRESSING -;
DIFFERENT SHADES OF WHITE IN THE SAME OUTFIT. CAN YOU HANDLE THIS?

BYLINE: ROD STAFFORD HAGWOOD; Fashion Editor

BODY:

Women are used to white.

Women know how to work white.

Women know the rules of wearing white.

Men draw a blank when it comes to blanc. But they better get schooled, because this summer season Seventh Avenue is suggesting men try white tonal dressing - different shades of white in the same outfit.

"There were two white focuses with the spring/summer season," said Tom Julian, menswear correspondent for the syndicated television show Main Floor (Saturdays at 8:30 a.m. on WPEC-Ch. 12 and at 1 p.m. on WTVJ-Ch. 6).

"There were synthetics and the French terry cloth. That's what made it novel as never before," Julian said. "I was just in the Donna Karan shop and she's showing this tissue-weight nylon in things like a zip jacket and these French terry tops and body-conscious pseudo sweaters - all in white."

Julian said he saw white tonal dressing in the Milan menswear collections of Dolce & Gabbana, Anthony Tarassi and Krizia. In the United States, Joseph Abboud and Calvin Klein's CK line used white the most.

"I'd say the biggest was Donna Karan's DKNY," Julian said. "Austyn Zung did a lot of white in viscose and nylon. I think a lot of it has to do with that athletic thing. And Tom Cruise is wearing a lot of white - particularly a white tank - on magazine covers like US and Vanity Fair."

For this past fall, Wolfgang Joop got the white wash started with winter white two-piece suits in gabardine and cashmere.

For this summer, Calvin Klein showed "smoke" nylon stretch knit zip-front jackets over matching flat-front

trousers in wool. In his less expensive CK line, Klein polished and glazed his acetate, nylon and cotton twill fabrics so they have an iridescent sheen and mix effortlessly with each other - the texture was different, but the hue was white from head to toe.

Barry Bricken showed white drawstring trousers under everything from beige nylon jackets to off-white linen blazers.

Eddie Rodriguez for the summer Wilke-Rodriguez line says that the foundation for his collection is a white shirt - which he mixes with anthracite and talc-colored drawstring pants.

Wearing white - which is the absence of all color - has a lot of emotional impact says Christine Sherlock, an image consultant in town promoting her book Color Me Beautiful's Looking Your Best (Madison Books, $ 14.95).

"The positive side is that white is seen as clean, fresh and pure," Sherlock said. "The negative is that it's clinical, sterile or cold."

Sherlock said the key to white tonal dressing is - as it is with any hue - to find the most flattering shades. Here are some guidelines: -- Pure white looks best on men with very dark hair or silver hair. -- A soft white (or off-white) is best on people with medium brown to dark blond or gray hair. -- Creamy white (or ivory) is best on redheads and golden blonds.

GRAPHIC: PHOTOS 4, (color) LEFT: Calvin Klein's sand zip-front lambskin jacket ($ 950) with a white viscose V-neck sweater ($ 380) and talc linen flat-front trousers ($ 250) at Saks Fifth Avenue.; (color) Nylon bomber ($ 125) with a white cotton mock ($ 89) and white terry sweats ($ 65) by David Chu for the **Nautica** Competition line at Bloomingdales, Dillards, Burdines, Macy's and Lord & Taylor.; (color) TOP LEFT: Wolfgang Joop, who got the white wash started last fall, offers suits retailing between $ 600 and $ 3,000 at Adam Ross/Galleria, Punch in Boca Raton and Trillion in Palm Beach.; (color) ABOVE: FromDonna Karan's DKNY collection, shirt ($ 125), double brested cotton/rayon jacket ($ 395) and matching trousers ($ 225) at Saks Fifth Avenue, Bloomingdale's and Neiman Marcus.

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Merging Synergies BRANDWEEK formerly Adweek Marketing Week May 27, 1996

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BRANDWEEK formerly Adweek Marketing Week

May 27, 1996

SECTION: BRAND BUILDERS; Tie-Ins; Pg. 20

LENGTH: 572 words

HEADLINE: Merging Synergies

BYLINE: Steve Gelsi

BODY:

Program: *Lexus Coach edition ES300*
Marketers: *Lexus, Torrance, Calif., Coach, New York*
Agency: *Team One, Los Angeles*
Key players: *Lexus: Jim Press, svp/gm; Steve Sturm, corp mktg mgr; Coach: Lew Frankfort, chairman/ceo; Jon Bernstein, svp-mktg; Team One: Tom Cordner, exec crtv dir/co-chair; Mark Monteiro, crtv dir; Laura Sweet, sr art dir; Rob Schwartz, sr cpywritr*

Lexus' top-seller was a little tired when it turned five this year, so the luxury car marketer turned to a 55-year-old brand to reinvigorate its own sales. The ES300 sedan has been Lexus' biggest breadwinner, with sales up 6.1% last year. But competition from BMW and Mercedes has toughened, cutting ES300 sales 4.2% in the first quarter.

To reestablish Lexus' positioning and give the brand a spark, corporate marketing manager Steve Sturm created a co-branding partnership with Coach, marketer of luxury leather goods. Sturm negotiated the deal early this year, and last month Lexus unveiled the Lexus ES300 Coach edition.

"We merged our synergies," Sturm said. "We both have a high image value and a reputation for quality."

The special-edition ES300 comes with Coach leather seats, a CD player, moonroof, Coach-branded headrest, wood door trim, Enkei wheels, plus a pair of Coach Cabin Bag suitcases. The ES300 owners manual comes wrapped in Coach leather. That's about $ 5,000 worth of options. Priced at $ 35,000, the Lexus ES300 Coach edition costs only about $ 2,000 more than a standard LS 300.

For its part, Coach gets exposure through Lexus' estimated $ 5 million TV campaign that runs through June, and brochures mailed to 1.2 million luxury car owners.

One TV spot showed a ES300 Coach edition making the landscape more beautiful as it rolls by. A second, funded by Lexus dealers, showed the car cruising down Rodeo Drive and plays up the car's price value. Lexus agency Team One, Los Angeles, handles.

Lexus built 4,900 Coach cars, and sold about 700 in its first two weeks. April sales are up from last year, and Lexus expects sales to grow stronger by the end of this month as more Lexus Coach editions reach showrooms. The car is on display now in selected Coach stores, and likely will appear in upcoming Coach catalogs. Coach collaborates with Lexus to source the leather used in the cars. The two also are exploring

whether to launch a line of co-branded merchandise.

It's the most ambitious automotive co-branding effort this year, but by no means the first. Ford in the early Eighties teamed with sportswear marketer Eddie Bauer to give a rugged outdoor positioning first to Bronco and later to its Ford Explorer sport utility vehicle. Lincoln-Mercury since 1993 has tied in with apparel marketer **Nautica** for its Villager minivan to give it a stylish, upscale positioning. And Chrysler gave Jeep an extra dose of the outdoors through a co-branding deal with Orvis Sporting Goods.

Dual Targets
Demos for Lexus and Coach align closely

Lexus	**Coach**
Headquarters: Torrance, Calif.	Headquarters: New York
Sales: about 75,000 cars a year	Sales $ 400 million in 1995, wallets, handbags, briefcases
Prices: $ 32,000 to $ 53,000	Prices: $ 200 and up for briefcases
Target buyer: 40 to 50 years old; income, $ 100,000 plus	Target buyer: 22-plus, $ 75,000-plus income
Dealers: 173	Dealers: 100 plus
Founded: 1989	Founded: 1941

Source: Brandweek research

GRAPHIC: Picture, Lexus ad dollars help boost Coach exposure too.

LOAD-DATE: June 05, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Monday, June 19, 2006 - 12:36 PM EDT

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Nautica Apparel, Inc Childrens Business June 1996

Copyright 1996 Responsive Database Services, Inc.
Business and Industry
Copyright 1996 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.
Childrens Business

June 1996

SECTION: Vol. 11, No. 6; Pg. 18; ISSN: 0884-2280

RDS-ACC-NO: 593696

LENGTH: 24 words

HEADLINE: **Nautica** Apparel, Inc

HIGHLIGHT:
Nautica Apparel has granted the Doe-Spun Group the rights to manufacture and market infants' clothing featuring the **Nautica** label

BODY:
Nautica Apparel, Inc. has granted the Doe-Spun Group the rights to manufacture and market infants' clothing featuring the **Nautica** label...

TYPE: Journal; News Brief; Fulltext

JOURNAL-CODE: CHILBUSI

LOAD-DATE: September 22, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Monday, June 19, 2006 - 12:29 PM EDT

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Ads help Vuitton chic reach a Flash point THE DALLAS MORNING NEWS June 5, 1996, Wednesday, HOME FINAL EDITION

Copyright 1996 The Dallas Morning News
THE DALLAS MORNING NEWS

June 5, 1996, Wednesday, HOME FINAL EDITION

SECTION: FASHIONIDALLAS; REEL STYLE; Pg. 5E

LENGTH: 977 words

HEADLINE: Ads help Vuitton chic reach a Flash point

BYLINE: Robin D. Givhan, The Washington Post

BODY:
Louis Vuitton bags, one of the must-have status symbols of the '80s, and hip-hop legend Grandmaster Flash, who helped to originate socially conscious rap, have formed one of popular culture's sleeker symbiotic relationships.

The two are paired in a glossy new advertisement that celebrates the centennial of Louis Vuitton's distinctive brown-and-tan, monogram-print canvas.

Not too long ago, such a luxury-goods manufacturer would have been loath to associate its products with the often coarse swagger of a rapper. Upper-crust companies wanted to protect their glamorous images from being sullied by the streetwise. But the tide has turned. The street now has a cool, smart and hip mystique.

Street sells. Louis Vuitton wants in on the action.

The two-page ad features the master rapper, wearing a gleaming silver DJ headset, apparently contemplating some funky rhyme. A second photo shows him perched atop a Louis Vuitton limited-edition record box.

The use of just any of-the-moment rapper might bestow Louis Vuitton with a fleeting aura of cool. Rappers have the ability to make any product suddenly seem like the newest, hottest thing.

But this is one of the fathers of hip-hop giving his tacit endorsement of Louis Vuitton. Grandmaster Flash acts as a bridge between the 142-year-old luxury-goods manufacturer and a young, hip-hop crowd that holds the music's forebears in high regard.

His image equates LV with the early years of rap, instantly implying that it is beyond hip. The Grandmaster turns Louis Vuitton into an urban icon worthy of respect.

Signing the disc jockey for the three-day New York shoot took a bit of coaxing.

"I said, I'm not what you'd call professional-model material,' " he recalled later. A look at the record case won him over. "It's very nice. I wanted to take it home."

There were ground rules.

"I didn't want to wear any of that blush stuff. I said I'd shoot the picture if I didn't have to wear that."

The rapper selected his own wardrobe. "It had to look like me. I wasn't going to wear (anything) totally out of character."

The cube-shaped carrying case was created by Austrian designer Helmut Lang. He and six other designers were commissioned by Louis Vuitton to create some variety of bag using the company's signature fabric.

Designers Azzedine Alaia, Romeo Gigli, Isaac Mizrahi, Sybilla and Vivienne Westwood all created ladies' purses. Manolo Blahnik made a modern vanity case "for when you go down to La Scala in Milan," said Jean Marc Loubier, the Paris-based head of communications for Louis Vuitton.

Each of the creations will be produced in limited quantities.

The company will manufacture only 50 of the record boxes.

The ads for the other objects feature professional models. "For the disc-jockey box, we thought we should work with a DJ," Mr. Loubier said. "Grandmaster Flash was very important in the scene."

The Bronx native helped to transform scratching and spinning records into a new musical genre.

And for a while, hip-hop and urban street culture loved Louis Vuitton.

"Most women that I told I was shooting the Louis Vuitton ad said, Wow, I remember when I had to have everything, the handbag, the wallet,' " said the rapper. "I had a Louis Vuitton bag myself.

It was a real big thing."

In the '80s an LV bag was the height of ostentatious style. The distinctive monogrammed designs filled counters at the toniest stores. The flashy, rich women who used them to accessorize their designer luncheon suits made the bags seem highfalutin and chic.

The young black girls who paired them with their door-knocker earrings and elaborately manicured nails made them hip and forged their connection to urban style.

Louis Vuitton became an icon of wealth, prestige and cool.

Soon, though, it became nearly impossible to walk through any street fair or neighborhood fashion joint without spotting imitations of the bags or strange appropriations of the monogram.

There were LV baseball jackets, jogging suits, fanny packs, baseball caps. Street vendors hawked faux Louis Vuitton paraphernalia along with incense, fake Rolexes and gold by the yard.

Counterfeiting had become an enormous problem for Vuitton, both in terms of image and sales. Ironically, the very design that the knockoff artists were copying had been created to deter imitators.

The company's namesake and founder was an innovative manufacturer of steamer trunks. He made stackable, flat-topped trunks instead of the standard rounded ones. The old, awkward versions had been designed for the open backs of carriages. The rounded tops allowed rain to run off.

The early Louis Vuitton trunks, covered in gray canvas, were such a hit that the unscrupulous began to copy them. The company altered the covering, hoping to stay ahead of its imitators.

Finally, Vuitton's son thought he'd solved the problem when he developed the brown canvas that bore his father's initials.

"He thought no one would dare copy the initials," said a company spokeswoman in New York. "It worked for about 80 years."

But in modern times, everything is grist for the popular-culture mill.

Louis Vuitton still maintains a reputation for expensive, well-made, sometimes gauche bags. A recent paparazzi shot shows Sharon Stone draped in a black Vera Wang gown, clutching a tiny LV barrel purse. Mouna Al-Rashid - one of the world's few couture clients and a conspicuous consumer - is photographed in Vanity Fair posing on a mountain of LV luggage.

But urban chic is now the province of names such as **Nautica,** Hilfiger, DKNY, Chanel and even Coach. Vuitton wanted this ad to be modern, young and knowing, Mr. Loubier said. Perhaps the disc jockey will put Louis Vuitton back on the shoulders and under the arms of urban trend-setters.

To be sure, the Grandmaster's $ 5,400 record case is in the mail.

GRAPHIC: PHOTO(S): 1. Grandmaster Flash atop a limited edition record case. 2. Grandmaster Flash chose his own wardrobe for Vuitton ads.

LOAD-DATE: June 20, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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CROSSING OVER ; MEN'S WEAR STARS CATER TO WOMEN The Record June 6, 1996; THURSDAY; ALL EDITIONS

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The Record

June 6, 1996; THURSDAY; ALL EDITIONS

SECTION: LIFESTYLE; Pg. H03

LENGTH: 421 words

HEADLINE: CROSSING OVER ;
MEN'S WEAR STARS CATER TO WOMEN

SOURCE: Wire services

BYLINE: VALLI HERMAN, Special from The Dallas Morning News

BODY:
Rare is the woman who hasn't coveted an item of men's clothing for her own wardrobe.For most of womankind, fall will bring good news from some of the hottest names in men's wear.

David Chu for **Nautica,** Mossimo Giannulli for Mossimo, and Tommy Hilfiger have announced that they will introduce women's contemporary sportswear collections, modeled after their signature men's wear looks.

The Mossimo Woman collection expands the designer's urban styling and includes the basics, pima cotton T-shirts and denim jeans, to the edgier black rubber hipster pants, leather western shirts, laminated skirts, and lean shirts with retro stripes. Names for the debut fall groups give clues to their looks: Urban Spy, Mod Ska, and Seventies Downhill.

Mossimo Woman is the most affordable of the three new designer women's lines; average price per piece is about $ 45.

The company, based in Irvine, Calif., has already ventured into the women's market with other collections, including Mossimo Swim and Mossimo Giannulli Swimwear, accessories, and body wear.

Hilfiger, after a failed go at women's wear in 1986, returns to it with hopes that his collection of casual and denim clothing will be as popular as his hugely successful men's line.

Hilfiger's new women's collection uses the same kinds of logo and sports gear themes that distinguish his men's wear. Early samples show denim jackets paired with striped cotton T-shirts and sequined skirts; flag-logo crew neck shirts or sweaters; Black Watch plaid dresses or blazers; and H-letter turtleneck sweaters. Typical prices: about $ 78.

Hilfiger's women's collection is set to debut this fall, near the release of his first women's fragrance, Tommy Girl. If the women's collection hits critical mass, the designer may then expand to handbags, underwear, hosiery, and accessories.

Nautica designer David Chu offers a women's collection with all the high-performance features he's known for. In the fall lineup, he has made microfiber coats, stretch twill pants, wool and Lycra sweaters, Tencel jeans, and Nautech fleece headbands. Chu keeps to his signature bright red and royal color scheme but anchors them with basic black, camel, and white.

Nautica's women's line is the most expensive of the three new lines, registering as a bridge collection with prices at $ 75 for a zip-neck top to $ 300 for a nylon peacoat.

All the collections are scheduled to hit major department stores by late summer.

GRAPHIC: 3 PHOTOS 1 - DAVID CHU, Signature colors, plus
2 - MOSSIMO GIANNULLI, The most affordable
3 - TOMMY HILFIGER, Long on logos

LOAD-DATE: June 6, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
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