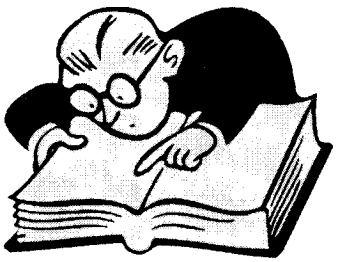

BULKY DOCUMENTS

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Title: Exhibit's A part 12-22; Opposer's Brief in Response to Applicant's Motion for Summary Judgment

Part 2 of 11

Processed by Duane Foster

FALL MENSWEAR OFFERS SOMETHING FOR EVERYONE;STYLES RANGE FROM RUGGED TO URBANE St. Louis Post-Dispatch (Missouri) November 12, 1998, Thursday, FIVE STAR LIFT EDITION

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St. Louis Post-Dispatch (Missouri)

November 12, 1998, Thursday, FIVE STAR LIFT EDITION

SECTION: STYLE WEST, Pg. 16

LENGTH: 1139 words

HEADLINE: FALL MENSWEAR OFFERS SOMETHING FOR EVERYONE;
STYLES RANGE FROM RUGGED TO URBANE

BYLINE: Holly Hanson; Knight Ridder Newspapers

DATELINE: NEW YORK

BODY:
THE CUT OF a jacket or the color of a sweater can speak volumes about the man who wears it.

Thanks to menswear designers, this fall and winter offer plenty of chances for self-expression.

Of course, there are some definite trends. Clothes are less structured. The colors are muted and rich, often worn in matching, tone-on-tone combinations. Fabrics are luxurious and full of texture, from cashmere and suede to corduroy and leather.

But though the designers may be using the same basic materials, they're putting them together in vastly different ways, from classic to elegant to arty. The bottom line? Fall menswear offers a little something for every man, especially the one who likes to change his look from time to time.

Here's a capsule view of the strongest fashion options.

The Chic Urbanite

He may spend most days in an expensive dark suit, but that doesn't mean his clothes have to be boring. Calvin Klein, Donna Karan, Helmut Lang and Maurice Malone prove that.

Klein, always a minimalist, takes his signature simplicity to its outer reaches. Shirts and suits button with hidden plackets. Ties match shirts, in dark, muted colors.

Pants have flat fronts or a single pleat, falling in one long line from waist to shoetops. There's even a sumptuous navy cashmere coat without buttons. At $ 3,000, it's meant for the man who steps outside only to walk from his chauffeur-driven car to his private plane. So who cares if his coat flaps briefly in the breeze?

Donna Karan, too, is aiming toward the simple look. Karan doesn't like neckties, and though she makes some beautiful ones, she prefers the look of a banded-collar shirt or a lightweight sweater under her squared-off jackets and wide-legged pants. As with Klein, Karan keeps buttons to a minimum, closing some sportcoats and outerwear with a single button at the collar. It's an edgy yet comfortable look.

For Austrian designer Helmut Lang, edge is everything. His signature look continues to be a slim-fitting black suit worn with a stark white shirt; this season, he upped the ante by doing the pieces in more expensive fabrics.

The Country Gentleman

You know the look. It's suede jackets, corduroy pants, plaid shirts, tweed sport coats. That look has been Ralph Lauren's signature for years, and nobody does it better.

Soft tweed suits in olive and rust team up with canvas hunting jackets or the tan leather steamer coat, which reverses to olive wool twill.

In his top-of-the-line Purple Label collection, Lauren continues the look with even more expensive fabrics. Try a casual suit made of a blend of cashmere and cotton corduroy, pairing it with a paisley shirt and matching necktie. Or slip into a natty suit tailored in olive suede, the ultimate outfit for a luxury weekend.

For the Perry Ellis label, designer Jerry Kwiatkowski treads much of the same ground, but with a younger outlook. His tweed suits with boxy jackets and wide-legged pants have great appeal.

The Rugged Individualist

This man may wear a suit, but he's most comfortable in casual clothes. Kenneth Cole and **Nautica** provide the best in those basics.

Long known as a shoe designer, Cole launched his first complete collection for fall, and it runs the gamut from denim jeans, leather jackets and nylon parkas to modern tailored clothes.

Cole's outerwear is especially strong. Silver metallic jackets look cool over black turtlenecks and charcoal flat-front pants. Heather-gray zip-front cardigans are well-matched with gray cargo pants. Black denim jeans are a modern foil for black leather blazers.

Nautica designer David Chu tries for that edgy look as well. His rugged sportswear line has fitted wool pea coats, ribbed turtlenecks and denim jeans with navy watch caps that made the runway models look as if they had strolled in from the set of "On the Waterfront."

For go-to-work suits, Chu uses rich, earthy shades such as olive and burgundy, tailoring them into a skinny shape that ought to be most appealing to **Nautica's** loyal Gen X customers.

The Military Man

There's something awfully appealing about a man in uniform, and John Bartlett sums it up brilliantly in a spectacular collection.

He was inspired by a pivotal scene in "The Deerhunter," in which a group of Vietnam-bound men go for one last hunt in the tuxedos they've worn to a friend's wedding. The result: a mix of classic military shapes with luxury fabrics, fine tailoring and delicious wit.

Who but Bartlett could design a skinny mohair sweater with a target on the back?

Who else could mix iridescent khaki hunting pants with a camouflage-print leather windbreaker and a ribbed sweater in safety orange?

Yet he also offers beautifully tailored stretch wool suits in olive, charcoal and midnight blue.

The New Bohemian

There are times when a man wants to show off his artistic side. Thanks to Cynthia Rowley, Sandy Dalal, Gene Meyer and the design team of Richard Edwards, he can.

Rowley, who was debuting her menswear line last spring, says she likes men to look "rugged and romantic." Her collection captures the romance part just fine, with hand-painted shirts, fuzzy mohair sweaters and washable wool suits in soft pink. But it's a little tough to spot the rugged aspects.

Rowley's signature style is girlish, and she can't seem to get past that in her menswear. Many of the suits have uptilted, almost puffy shoulders, while the embroidered shirts are awash in pretty florals.

Still, it's nice to see someone take a different approach to menswear. W ith some savvy fine-tuning, Rowley just might make it work.

To explain the major themes of his collection, newcomer Sandy Dalal distributed a poem titled "Ugly Beauty," which speaks to the virtues of imperfection.

Dalal stresses that point in a vibrant collection including such outfits as a tan tattersall coat, brown pants with orange pinstripes and a cranberry striped shirt.

But Dalal can be rakish without the loud plaids too. He offers up natty suits in charcoal gray with gold pinstripes. He pairs a paisley sportcoat and matching shirt with narrow leather pants. He uses burgundy damask for a stand-out evening suit. This collection is a winner.

Gene Meyer, known as a master of beautiful colors, chose to tone things down. Instead of signature colors such as sky blue, tangerine and lime, he usescharcoal, putty and dark brown.

The design team of Richard Edwards, best known for its youthful cut and skinny silhouette, is loosening up only marginally as menswear moves away from the fitted shapes of the past two years.

Still, designers Richard Bengsston and Edward Pavlick seem to be taking a more elegant view.

Their workday suits hit every trend, with pinstripes, monochromatic shirt-and-tie combos and lightweight sweaters under wool suits.

GRAPHIC: PHOTO (1) Color Photo - For ultimate urban chic: a three-button wool/silk vested suit, cotton shirt and silk tie.
(2) Color Photo - ABOVE: Pendleton Woolen Mills creates an elegant yet sporty feel with this wool two-button checked sport coat, nylon/polyester vest, cotton denim shirt and cotton corduroy trousers.
(3) Color Photo - RIGHT: Calvin Klein creates an urbane look with this navy double-face cashmere coat, over a turtleneck and stretch wool pants.

LOAD-DATE: November 12, 1998

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1998) and leq (12/31/1998)) (Edit Search | Suggest Terms for My Search)
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SNORKEL PARKAS ARE AIRING IT OUT THIS WINTER--FROM HIGH FASHION OF HELMUT LANG TO AUTHENTICITY OF SPIEWAK AND SCHOTT, PARKAS TAKE OFF. Daily News Record November 16, 1998

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Daily News Record

November 16, 1998

SECTION: Pg. 6; ISSN: 1041-1119

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LENGTH: 771 words

HEADLINE: SNORKEL PARKAS ARE AIRING IT OUT THIS WINTER--FROM HIGH FASHION OF HELMUT LANG TO AUTHENTICITY OF SPIEWAK AND SCHOTT, PARKAS TAKE OFF.

BYLINE: Mui, Nelson

BODY:
NEW YORK -- If fashion and outerwear companies have their way, consumers will be mushing their way through winter.

The classic military snorkel parka, made fashionable in the '70s, has resurfaced with full force. A combination of retro fever and a nearly insatiable consumer craze for military and utilitarian styles has made the timing right for fashion and outerwear companies to set their designs on this cool classic.

They're also getting support from retailers who are supporting the parka. Bloomingdale's, for example, ran a full-page ad featuring the snorkel parka from designers and fashion companies such as Helmut Lang, Andrew Marc, Ralph Lauren's Polo Sport and **Nautica.** The boom and evolution in army-navy stores have contributed to the popularity.

The ne plus ultra of this season's fashionable snorkels, however, comes from Helmut Lang and has found its way to the backs of countless style mavens. Available in crisp, cool whites and creams as well as black, the coats come in fabrications of cotton, nylon, leather or sheepskin, with detachable linings made of wool, baby llama or down quiltings, and a detachable faux fur trim on the hood.

According to a spokesperson for Helmut Lang, the season's shipments have been instant best sellers and, despite the hefty prices, ranging from $ 800 to $ 2,200, sold out immediately. As a result of the overwhelming response, Helmut Lang has since produced versions for summer and winter '99.

Today's styles and fabrications are more diverse and fashionable than ever. Because the original snorkel parka was developed during WWII, for such activities as Arctic exploration, they came in military flight satin and high-performance synthetic fur, with a standard length of 34 inches. Now they are available in numerous colors, fabrications, such as cotton canvas or leather, and choice of lengths, from 27 inches to the 3/4 length, which stands at 41 inches.

Polo Sport first introduced its snorkel for cruise '96, in cream, silver, and navy, but shortened the coat for

cruise '98 and opted for the more traditional olive and navy. A Polo Sport spokesperson said that since its introduction three years ago, demand for the parka is still high, with extremely strong responses for the shorter lengths. At a much more moderate price point of $ 247.50 at retail, the Polo Sport snorkel is aimed at a wider audience.

Andrew Marc, best known for his leathers, has been doing quite well on the snorkel models he's introduced, which are available with slightly varying details, such as different pocket treatments or fabrications. Andrew Marc Schwartz, the CEO and president of Andrew Marc, said sales are up 25 percent for the snorkel models, and cites the current military influence of fashion and trimmer, lighter versions as fueling interest in the parka.

But, alas, with some fashion followers, authenticity is the most important criterion in an era of recycled fashions. For classic, original looks, some turn to sources such as Spiewak and Schott. Both Spiewak and Schott developed the snorkel parka as government contractors, and later sold them to civilians who were as diverse as Alaskan dogsled-team drivers, pipeline workers and Arctic explorers.

Don King, vice-president of sales at Schott NYC, said authenticity has served them well in boosting sales. Schott's version comes with specifications to military standard, and is available in differing lengths, fake or real fur, and colors.

"We're up 20 percent as a category, and it's definitely trending," King said.

"Overall, what will drive it is cold weather, but it's set to explode. Over the last six or nine months, it's become one of the looks of this winter."

Jerry Spiewak, the chairman of Spiewak and grandson of the founder, has seen it all before, and claims his company was the original cause for the crossover from government issue to fashion fad.

"My son went to the University of Pennsylvania in the late '60s and asked me to make him one," said Spiewak. "Soon it caught the attention of a local retailer called I. Goldberg, and the rest was history. The sales from the snorkel put all my kids through college."

Today, Spiewak is once again capitalizing on the craze, and has expanded its offerings of the classic, including shorter and longer versions, and even a camouflage-patterned one.

"It's a consistently good seller for us, and there's been a resurgence in the last few years," Spiewak said. "It's wonderful to see it come around time and time again."

Of course, retailers hope the craze will actually coincide with some cold weather.

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Saks Incorporated Announces Planned Conversion of Greenville, South Carolina Parisian Store Into Proffitt's Store Business Wire November 18, 1998, Wednesday

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November 18, 1998, Wednesday

DISTRIBUTION: Business Editors

LENGTH: 347 words

HEADLINE: Saks Incorporated Announces Planned Conversion of Greenville, South Carolina Parisian Store Into Proffitt's Store

DATELINE: BIRMINGHAM, Ala.

BODY:
Nov. 18, 1998--Department store retailer Saks Incorporated (NYSE: SKS) (the "Company") (formerly Proffitt's, Inc.) today announced the planned conversion of its 120,000 square foot Parisian store in the Greenville Mall in Greenville, South Carolina into a Proffitt's store. The Company plans to operate the Parisian store in Greenville through January 1999 and expects to re-open the store under the Proffitt's nameplate in February 1999. No reductions in force are anticipated in conjunction with the store conversion. Proffitt's stores carry a wide selection of fashion apparel, shoes, and accessories for the entire family, as well as cosmetics and decorative home furnishings. Key brands typically carried by a Proffitt's store include: Liz Claiborne, Calvin Klein, Jones New York, Tommy Hilfiger, Polo/Ralph Lauren, **Nautica,** Coach, Nine West, Estee Lauder, Clinique, Lancome, and Waterford. Toni Browning, Chairman and Chief Executive Officer of Proffitt's, commented, "We are delighted to extend Proffitt's presence into the important market of Greenville, South Carolina. Our entry into Greenville is a natural extension of our presence in Asheville and Spartanburg, where we have stores in the Biltmore Square Mall and the Westgate Mall, respectively. We look forward to providing the community of Greenville with the outstanding customer service and premier merchandise assortments that have long been associated with both Proffitt's and Parisian." Saks Incorporated currently operates over 340 department stores and 4 free-standing furniture stores in 38 states under the names of Saks Fifth Avenue, Proffitt's, McRae's, Younkers, Parisian, Herberger's, Carson Pirie Scott, Boston Store, Bergner's, and Off 5th. There are currently 30 Proffitt's stores in operation. The Company's annual revenues exceed $ 6 billion.

CONTACT: Saks Incorporated
Julia Bentley, 423/981-6243

Today's News On The Net - Business Wire's full file on the Internet

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URL: http://www.businesswire.com

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THOUGHTFUL TOUCHES THAT CAN HELP SPRUCE UP A HOME Buffalo News (New York) November 26, 1998, Thursday, FINAL EDITION

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Buffalo News (New York)

November 26, 1998, Thursday, FINAL EDITION

SECTION: GIFT GUIDE, Pg. 4E

LENGTH: 877 words

HEADLINE: THOUGHTFUL TOUCHES THAT CAN HELP SPRUCE UP A HOME

BYLINE: SUSAN MARTIN; News Style Writer

BODY:
People are really into their homes these days, which is why so many of them love to receive gifts for sprucing them up. Since homeowners and apartment-dwellers often make the "extras" low on their list of priorities, now is a good time to treat them to such things as luxurious towels or scented soaps.

On the other hand, some people on your gift lists could really use the basics. Those on tight budgets will appreciate a gift certificate to a hardware or home-improvement store, for example.

Or consider making arrangements for a snow-plowing, gutter-cleaning, window-washing or lawn service.

Either way, gifts for the home are a good way to go. If it's "stuff" you're after, here are some updated ideas for today's homes for every room in the house.

For the bath

No modern bathroom is complete without a set of luxurious towels.

Prices vary, depending on name brand and thickness. For example, Bed Bath & Beyond, Walden Galleria, sells the Fieldcrest brand of all-cotton Supima towels in a huge selection of colors. The bath-size towels costs $ 14.99. Big K mart sells its Martha Stewart "Blue Label" towels, regularly priced at $ 9.99 for a bath-size. Department stores and specialty stores, such as Linens 'N Things, also have a wide selection of various brands.

Remember, too, that fashion designers have gotten into the towel game. Ralph Lauren and **Nautica** by David Chu are just two of the designer towels available through local retailers such as Kaufmann's or the Bon-Ton.

Another idea: Instead of investing in an entire set of towels, treat someone to a single body towel or bath sheet. These generally measure 30-by-66 inches; the Fieldcrest brand regularly sells for $ 28 each, but you may catch a sale.

The nice thing about bath sheets is that they can do double-duty as beach towels.

Less pricey options: Scented soaps always are winners. Look for selections at Bath & Body Works (freesia, white gardenia or, especially for men, woodland) and other places that sell scented products for the body

and home.

For the kitchen

This is a good place to get creative. The gift-giving experts at T.J. Maxx suggest creating one-of-a-kind gifts you pull together yourself. Start with a beautiful bowl, for example, and add a cookbook, whisk, apron, rolling pin, shaker or whatever else catches your eye and go from there.

Or go for a great-looking pepper grinder or pasta bowl. Not sure what the chef on your gift list already has? Most of today's modern cooks will always appreciate a gift certificate. Williams-Sonoma, Bed Bath & Beyond, Premier Gourmet and most other stores will issue them.

For the dining room

Certainly, a set of holiday place mats or terrific candle-holders are a smart way to go. Clever, too, is a gift of 12 different scented candles -- one for each month of the year.

People on your gift list who really enjoy dressing up their homes for the holidays also will be impressed by a holiday floral arrangement you send to their homes.

Hint: If they are having a big holiday bash, have the arrangement delivered a day before so they have time to find the perfect spot for it. Handing your host some fresh flowers at the door when other guests are arriving is not the way to go. No host has time to clip the stems, locate a vase and make a picture-perfect arrangement when he or she should be serving salsa.

Rather, visit the florist ahead of time. Look at samples or work with the staff to custom-design your own arrangement. Discuss budget, colors and materials. Remember, holiday arrangements don't necessarily have to be red and green or sprouting with images of Santa Claus.

Nor does the arrangement have to be limited to the dining room. Have something designed that is suitable for any spot, so the person won't feel obligated to use it as a centerpiece.

For the living room

A big, fluffy throw in a color that complements the living room is a true winner in the gift department. Whether you buy one in cotton or chenille, wool or even cashmere, a throw is a versatile addition to any room and eye-catching as well.

Far too attractive to be tucked away until they are needed to keep warm on chilly nights, today's throws can be tossed over the arm of a sofa or chair to add a bit of texture or color to the room. They are widely available at department stores, gift shops and specialty stores.

For casual decors, fleece throws are especially trendy. Spotted at the Bon-Ton: Polarfleece blanket throws by Dakotah that measure 50 by 68 inches and are regularly priced at $ 60 to $ 80. Look for them in an array of solids, frontier prints or Highland plaids.

Some holiday revelers also are into displaying collections this time of year. Department 56's Christmas collectibles are a biggie; these include lighted ceramic and porcelain villages, giftware and other holiday merchandise. New pieces are added each year. Department 56 is available at a number of stores locally. Call (800) LIT-TOWN or (888) D56-HOMES to find the nearest participating retailer. Or visit www.department56.com for listings.

Other ideas for the living room: novelty pillow, decorative basket, picture frame, fireplace accessories, tree ornaments or a nifty set of coasters.

GRAPHIC: The candy cane Christmas bouquet accented with Christmas greens, pinecones and carnations

comes from FTD. Add to a loved one's Christmas village collectibles with Department 56's new "Scottles's Toy Shop" gift set from the "Christmas in the City" series.; A decorative throw always makes a unique gift. Shown here are the Gagliano and Contino throws from Ethan Allen.

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NEW BUSINESSES CRIMINAL RECORD LAW CENTER, P.A. The Miami Herald November 29, 1998 Sunday FINAL EDITION

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November 29, 1998 Sunday FINAL EDITION

SECTION: NEIGHBORS KE; Pg. 26

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HEADLINE: NEW BUSINESSES CRIMINAL RECORD LAW CENTER, P.A.

BYLINE: Herald Staff

BODY:
The Criminal Record Law Center is at 19 W. Flagler St., Suite 1212 in the Biscayne Building. It is located in the law offices of Barker & Shinder. The owners are Timothy K. Barket, Lance W. Shinder and Felix M. Diaz Jr. The office manager is Isbel Rascon. It practices in the area of petitioning the court to seal or expunge a criminal or arrest record. Hours are 9 a.m. to 5 p.m. Monday through Friday. Call 305-373-1238.

KENDALL LUMBER & GRANITE CO.

Kendall Lumber & Granite Co. is at 13424 SW 131st St. in the Pineland Airport Center near the Kendall-Tamiami Executive Airport. Caesar S. Lozano is owner/president and Patricia Serentill is vice president. It sells fine hardwoods, hardwood plywood, exotic woods, wood and MDF moldings, imported wood doors, terrazzo tiles, veneers and edgebanding. Sales are both retail and wholesale. Some of the woods available are ash, cherry, white oak, mahogany, Spanish cedar, limba, beech, aniegre, red lilon, lacewood and tigerwood. Some veneers are ash, cherry, maple, mahogany, birch and red oak. It is a distributor of Menicucci Tiles, Visel doors and Flexible Materials. Hours are 8 a.m. to 5 p.m. Monday through Friday. Web site: www.kendallgranite.com E-mail: Kendall@Icanect.net Call 305-238-1864 or 305-238-7670. Fax 305-251-1931.

PRETTY DOG 2 - DOG GROOMING

Pretty Dog 2 has opened at 11541 N. Kendall Dr. in the Kendall Market Place. The owners are Maurizio Galleni and Joe Raffa. They bring more than 12 years' experience in pet grooming and canine breeding to the new venture. A full-service grooming salon for dogs and cats, this 1,050 square foot salon specializes in terrier cuts, plucking and all types of scissor cuts. Baths and nail clipping are offered at affordable prices. They offer aromatherapy for pets to help with skin conditions such as scaling, sores, scratching and hot spots. Each treatment is personalized to the pet and the condition. It is also effective as a preventive treatment. Severe skin conditions should be referred to a veterinarian. English, Italian and Spanish are spoken. Hours are 8 a.m. to 6 p.m. Monday through Saturday. Most services are by appointment, but walk-ins are welcome. Web site: www.geocities.com/eureka/plaza/8298/ E-mail: prettydog2@geocities.com Call 305-270-9170. Fax 305-270-0577.

STEP BY STEP CHILDREN'S SHOES

Step by Step Children's Shoes is at 4762 SW 72nd Ave. In the Lakeshore Plaza in the antique/design district between Bird Road and Miller Drive. It is owned and operated by Debra Diaz and Laura Ladki. It sells shoes and accessories for infants to size 6. Some brands available are Elefanten, Aster, Kenneth Cole, Mia, Rachel, Jumping Jack, Superga, Tommy Hilfiger, **Nautica,** Keds, Vans, Weebok, Nine West, Nina Doll, Venetinni, Bass, Shoe Be Doo and Brakkies. Hours are 10 a.m. to 6 p.m. Monday through Friday, 10 a.m. to 5 p.m. Saturday. Call 305-665-8040.

TECHNO LOGIC CONSULTING

Techno Logic Consulting is at 8306 Mills Dr., Room 682. It is owned by William M. Dardick. It provides on-site computer service, consulting and repairs. Some services are computer support, upgrades, maintenance, custom built PCs, desktop publishing, electronic typesetting, Web site and graphic arts productions as well as tutoring in DOS, Win3x, Win95 and Win98. Technical services include diagnostics and repairs, virus removal, custom configurations, and backup and restore. Rates for technical services are $75 per hour, excluding parts; tutoring services are $50 per hour and design services are $30 per hour. One free consultation is offered to new clients. Call before buying a new PC. Hours are 8 a.m. to 6 p.m. Monday through Saturday. Web site: www.tlcpc.net E-mail: Thirty2Bit@aol.com Call 305-270-2485. Fax 305-270-1396.

UNSUBBED SPECIALTY SANDWICHES AND SMOOTHIES

UnSubbed Specialty Sandwiches and Smoothies is now open at 95 NW First St. directly across from the Miami-Dade County Court House. It was previously at 67 NE Second St., where a fire destroyed the business last March 24. It serves a selection of hot and cold sandwiches, a soup of the day and smoothies. Some cold sandwiches are a veggie mix; turkey, bacon, avocado, Swiss cheese; roast beef with cheddar cheese; turkey and cranberry sauce; corned beef; and turkey, bacon and cream cheese. Some hot sandwiches are roast beef or turkey with barbecue sauce and cheddar cheese; roast beef, Swiss cheese, sauerkraut, grilled onions and green peppers; gardenburger; grilled ham, bacon, cheddar cheese with avocado spread. Toppings vary for each sandwich and include pepper onions, sprouts, black olives, curry mayonnaise, sunflower seeds, teriyaki sauce, horseradish and pickles in addition to lettuce, tomato and mayonnaise. All sandwich combinations are available as salads. Prices are $5 to $5.50 with an additional charge for some toppings or extra dressing. Smoothies include the ironman (pineapple, oranges, protein, fat burner, chromium picolinate, glutamine and vanilla extract); light my fire (oranges, bananas, aminos, ginseng, turbinado and honey); start me up (mango, papaya, strawberries, pineapple, protein, double ginseng, turbinado and honey); and Margaritaville (a create your own with a choice of three fruits and three supplements). Smoothies are $3.50 plus 50 cents for each extra supplement. Snacks such as potato chips, Doritos, sunchips, spinach pies, muffins and bagels are also available. Free delivery in the immediate area. Hours are 7 a.m. to 4 p.m. Monday through Friday, 9 a.m. to 5 p.m. Saturday. Call 305-358-3663. Fax 305-358-3636.

VICTORIA'S ATTIC -- CONSIGNMENT SHOP

Victoria's Attic is at 1336 N. Krome Ave., Homestead. It is owned and operated by Diana Landen and her mother Gayle McCall. This consignment shops offers career wear, after-5 dresses, accessories including costume and unique jewelry, casual clothes, mother-of-the-bride dresses, clothing for men, women and children in petite to plus sizes. Small furniture items, housewares and bric-a-brac are also sold. Consignment items must be clean and in good condition. Clothing should be current styles and in-season. Major credit cards are accepted. All sales are final. Hours are 10 a.m. to 6 p.m. Monday through Friday, 10 a.m. to 5 p.m. Saturday. Call 305-246-0027.

VILLA BOUGAINVILLEA

Villa Bougainvillea has opened at 17854 S. Dixie Hwy. Tony Delboy Reinoso is president and Kenneth

Douglas Santos is vice president. This antique shop offers antiques, collectibles, unusual furniture and personalized pillows, napkins and more. Some other items are mirrors, lamps, candle sticks, screens, paintings, tapestries, miniatures, hand-painted glass, ceramics and porcelain. Both antiques and replicas are sold. Most pieces are from England and Mediterranean countries. Consignments are accepted. Hours are 10 a.m. to 5 p.m. Monday through Saturday. E-mail: arks@icanect.net Call 305-971-2444.

NOTES: NEW

GRAPHIC: photo: Tony Delboy Reinoso (A), Laura Ladki and Debra Diaz (A), Maurizio Galleni (A), Kendall Lumber and Granite Co. (A);
VILLA BOUGAINVILLEA: Tony Delboy Reinoso's antique shop offers collectibles, unusual furniture and personalized pillows, napkins and more.
KENDALL LUMBER AND GRANITE CO.: At 13424 SW 131st St., this business sells fine hardwoods, hardwood plywood, exotic woods, terrazzo tiles and more.
PRETTY DOG 2: Co-owner Maurizio Galleni grooms a Pomeranian at the shop, 11541 N. Kendall Dr.
STEP BY STEP: Owners Laura Ladki and Debra Diaz specialize in children's footwear.
VICTORIA'S ATTIC: Owner Diana Landen's consignment shop at 1336 Krome Ave. in Homestead offers clothing, furniture and bric-a-brac.

LOAD-DATE: October 21, 2002

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Wall Street Review Forbes November 30, 1998

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Forbes

November 30, 1998

SECTION: MONEY & INVESTMENTS; The Forbes/Barra; Pg. 361

LENGTH: 785 words

HEADLINE: Wall Street Review

BYLINE: BY ERIC S. HARDY

BODY:
The market's double-digit return since the start of the fourth quarter has erased most of the decline it suffered earlier in the year. Yet some think a crash is still in the works. Charles Allmon, a Chevy Chase, Md.-based money manager, is among the naysayers: "Stocks look grossly overpriced based on any measure of value," he says. Allmon points out the total market capitalization of U.S. stocks is about 50% higher than gross domestic product. Historically, says Allmon, the market sells for a 50% discount to GDP.

Allmon's portfolio is currently 92% in cash, but he thinks a handful of good values still exist. He lists **Nautica** Enterprises, selling for 13 times trailing earnings, and slot machine maker Anchor Gaming (P/E: 9) among his favorites.

Special focus

Despite October's good showing, U.S. sales of cars and light trucks in 1998 and 1999 are not expected to exceed 1997's 15.5 million units *(p. 48)*. But equipment makers will prosper because of Detroit's increased outsourcing of parts. Next year analysts expect at least an 14% gain in profits at these eight firms.

The source

Company	Recent price	'98 vs '99 % chg EPS *
Dana	$ 44.25	26%
Federal-Mogul	59.50	82
Hayes Lemmerz Intl	29.69	48
Internet	15.38	29
Lear	38.38	18
MascoTech	16.81	14
Simpson Industries	10.94	34
Superior Industries Intl	27.31	31

* Estimated.

Sources: Market Guide via OneSource Information

Services: IBES Express.

Closeup on the markets

Index or Investment	2-week change	% change from 1 year ago	% change from 5-year high
Barra All-US Index	7.2%	14.2%	-6.4%
S&P/Barra Growth Index n1	6.6	33.3	-1.2
S&P/Barra Value Index n2	6.5	12.5	-6.9
Dow Jones Industrials	6.2	18.4	-3.9
S&P 500	6.6	23.0	-3.9
NYSE	6.7	16.0	-5.9
Nasdaq	9.6	15.9	-7.8
PSE Tech 100 n3	11.5	22.6	0.0
EAFE n4	4.0	12.6	-9.1
CRB futures index n5, n6	0.9	-14.8	-21.5
Gold n5 (Comex spot)	0.2	-5.5	-29.4
Yen n6 (per $ US)	0.7	-4.2	-19.2
Oil (W Texas Intermediate)	0.2	-33.2	-47.8

n1 Total return of more than 150 large-capitalization stocks that have high historical earnings growth and have predicted above-average earnings growth.

n2 Total return of more than 300 large-capitalization stocks characterized by low price-to-book ratios, high yields and low price-to-earnings ratios.

n3 A price-weighted index of 100 widely followed U.S. technology stocks. Base value 12/31/82 = 50 (adjusted).

n4 A dollar-denominated capitalization-weighted index of more than 1,100 foreign stocks. Source: Morgan Stanley Capital International.

n5 Index of 21 commodity futures.

n6 Source: Bridge-Commodity Research Bureau.

The best and worst performing stocks

Best	Recent price	2-week change	1998 EPS n1	Worst	Recent price	2-week change	1998 EPS n7
Hutchinson Technology	$ 28.00	75%	$ 2.03 n8	Corporate Express	$ 5.75	-47%	$ 0.40
Iomega	8.69	70	-0.22	e.spire	8.19	-40	-4.06

				Communications			
Aspen Technology	18.63	69	0.44 n8, n9	Meadowbrook Insurance Gp	15.81	-34	1.78
Visio	34.06	65	1.51	Rutherford -Moran Oil	5.25	-33	-1.01
CHS Electronics	17.00	62	1.81	First Health Group	15.94	-32	1.42

n7 Consensus estimate.

n8 1999 estimate.

n9 Flash estimate is the average of a firm's new and revised estimates received over the last four weeks. Flash estimate is printed when it differs from the consensus by at least 15%.

The best and worst performing industry factors n10

n10 Shows return after controlling for other influences, including company size, value and growth characteristics. Multi-industry firms have proportional contributions in two or more groups. *Principal Sources: Barra, Inc.; IBES Express.*

Best	2-week change	Change since 12/31/97	Worst	2-week change	Change since 12/31/97
Apparel, textiles	11.9%	6.5%	Tire & rubber	-3.3%	-10.4%
Containers	11.6	-16.5	Cosmetics	-2.1	3.7
Aerospace	11.1	-1.1	Forest products	-2.0	30.2
Leisure, luxury	10.9	1.0	Pollution control	0.0	16.2
Motor vehicles	10.8	55.2	Trucking	0.0	-21.3

Data for period ending 11/6/98. The Barra All-US price index consists of all publicly traded U.S. common stocks for which price quotations are available and ordinary shares of foreign stocks traded on U.S. markets. ADRs, REITs and closed-end funds are excluded.

GRAPHIC: Graph, The overall market, FORBES

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STALKING VALUE AND SERVICE AFFLUENT CONSUMERS ARE REDEFINING THE WAY BARGAIN HUNTERS SHOP Detroit Free Press November 30, 1998 Monday METRO FINAL EDITION

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November 30, 1998 Monday METRO FINAL EDITION

SECTION: BUSINESS; Pg. 6F

LENGTH: 1779 words

HEADLINE: STALKING VALUE AND SERVICE AFFLUENT CONSUMERS ARE REDEFINING THE WAY BARGAIN HUNTERS SHOP

BYLINE: MOLLY BRAUER Free Press Business Writer, FREE PRESS NEWS SERVICES CONTRIBUTED

BODY:
Bargain hunting knows no bounds. People -- rich, poor and in between -- love a bargain. Consumers at all income levels are boosting store sales while seeking bargains on items ranging from chinos to chocolate.

Prime Outlets at Birch Run, north of Flint on I-75, is a favorite haunt of value hunters. Bargain hunters also flock to other outlet centers and stores such as Costco, Target and Wal-Mart.

On Nov. 9 -- 2 1/2 weeks before Thanksgiving -- shoppers came from as far away as Toronto, Traverse City, Lansing, Mt. Pleasant and Grand Rapids to find good deals and get a jump on their Christmas shopping at Birch Run.

"I think the prices are much better here," said Monica Fleser, who lives in Grand Rapids and works at Spectrum Health hospitals in Grand Rapids. "We have to keep going back to the car to unload our buys."

Fleser and Adrian Snyder, who works at J.W. Messner, an advertising agency in Grand Rapids, said they spend $300 to $400 on typical outlet excursions, and that includes the Godiva Chocolates and Pepperidge Farm cookies they buy for snacks.

Snyder said she drew the names of her brother and nephew in the family Christmas lottery. She bought them and her son sweaters and rugby shirts at the Eddie Bauer outlet. The best deal was a $44 down coat for her 29-year-old son. At Eddie Bauer's full-price store in Troy's Somerset Collection, down jackets and parkas were on sale for $89.99, $99.99 and $179.99.

These two shopping partners go to Birch Run at least twice a year and said they can't wait to visit Great Lakes Crossing, which opened Nov. 12 in Auburn Hills, to shop for bargains.

Michigan has a long history of value shopping. Troy is home to Kmart Corp., the original discount chain. Outlet centers such as Birch Run have been popular destinations for more than a decade.

Michigan has outlet malls in Monroe (Horizon Outlet Center), Port Huron (Horizon Outlet Center), Traverse City (Horizon Outlet Center), West Branch (Tanger Factory Outlet Center), Holland (Horizon Outlet Center), Howell (Kensington Valley Factory Shops) and Lansing (Lansing Factory Outlet Stores).

With the opening of Great Lakes Crossing, which includes retailers such as Neiman Marcus Last Call and the JCPenney Outlet Store, Michigan is poised to become a mecca of value shopping, mall officials say. There are more than 170 stores at Great Lakes Crossing.

Although millions of dollars were spent on advertising, promotions and publicity for Great Lakes Crossing, some Birch Run shoppers had not heard of the mall and were skeptical about finding bargains.

Amy Spiegel, 21, who lives in Lansing, works at National City Bank and attends Lansing Community College, said: "I doubt if I'd go there. It's probably more expensive. Everything down there is more expensive."

Spiegel has been going to Birch Run with her family since she was a little girl, spending an average of $300 or $400 per shopping trip on clothing and household goods. Her favorite stores are the outlets of Esprit, the Gap, Tommy Hilfiger and **Nautica.**

Joan Sadler, a Toronto teacher, was browsing through the OshKosh B'Gosh store in search of clothes for her grandchildren.

Sadler said she's been visiting Birch Run for about a decade. With the Canadian dollar so low, price, quality, selection and overall value are important to her. She said she found a better selection at Birch Run and, even with the difference in the dollar, was able to find better values than she could find at home.

"We look for the absolutely cheapest hotel room we can find," said Sadler, who said she will be inclined to visit Great Lakes Crossing only if the mall promotes good rates at hotels.

Jennifer Wright and her boyfriend, Matt Campbell, said they try to stretch their dollars as far as they can.

Wright, 18, a student at Central Michigan University in Mt. Pleasant, goes to the Birch Run outlets about six times a year. Campbell, 20, doesn't go as often, but he found a good buy on a sweatshirt for $18.01 at the Gap outlet. Campbell, a student at Henry Ford Community College in Dearborn, said he thought anything below $25 for a sweatshirt was a good deal.

Wright said she usually shops at Birch Run outlets when she needs specific items. She spends $200 or $300 on a successful visit.

Spendthrifts seek values

Some shoppers are so-called shopaholic spendthrifts: people who will happily spend $3.50 for a cappuccino but who will wait weeks for a coupon to buy a 99-cent twin pack of soap.

According to WSL Strategic Retail, the New York consulting group that coined the term, shopaholic spendthrifts will shop anywhere and everywhere, crossing class lines and blurring traditional socioeconomic distinctions, if retailers deliver on value, convenience and service.

"Consumers are placing a higher priority on value than on store name," said WSL's Candace Corlett.

Retailers are paying attention. Middle- and upper-income shoppers who demand value for their money are redefining the American shopping experience.

A decade ago, shoppers traded courteous service, well-stocked shelves and wide aisles for low prices in stores such as Woolworth's. Today, chains such as Wal-Mart and T.J. Maxx have changed the way affluent consumers shop.

To wit: 90 percent of shoppers with household incomes of more than $70,000 shop in discount stores, according to WSL. Five years ago, that percentage was half as large.

The shift in shopping patterns has been a boon for retailers.

"Affluent people are almost always the smartest shoppers," said Jim Sinegal, president and chief executive officer of Costco. "Our most successful units are always located in the most affluent areas. We carry a lot of high-end goods and who better to buy the Waterford crystal or the Coach bags?"

Value-conscious consumers buy Michelin tires and Ghiradelli chocolate at Costco, kids clothes and bedding at Target, Liz Claiborne blouses at T.J. Maxx and bathroom sinks at Home Depot.

Beth McCarthy, a 30-year-old upper-middle-class mom and part-time marketing consultant from Pleasanton, Calif., said she shops at Costco because she can find what she wants in that store quicker than in a department store.

She also says she hates to pay more than she has to.

For example, on one trip to Costco in Livermore, Calif., McCarthy found colorful fuzzy fleece sleepers for her 2-year-old, Shona. "I might pay as much as $20 at Macy's for these," she said, glancing at the $7.49 price tag.

At Ross in Dublin, Calif., McCarthy spotted a pair of brown suede Polo Ralph Lauren tennis shoes for half price. "I love finding name brands for less," she said.

On rare occasions, McCarthy treats herself to an afternoon of Nordstrom pampering and upscale merchandise, but the self-indulgent experience never seems as satisfying as finding a good bargain. "I shop for value," said McCarthy, whose husband is a computer executive.

She can afford Gucci, but McCarthy sticks to a Kmart budget.

Bargain hunters such as McCarthy still shop at department stores for private-label merchandise as well as the dependable selection of name brands such as Fila and Jones New York.

They also still splurge on luxury goods, sales of which were at a decade high last year. But those purchases are often big-ticket, self-indulgent items they don't mind paying a premium for such as cars, vacations and spas.

Still, even in a strong economy, price is a major selling point. Analysts say middle- and upper-income shoppers haven't forgotten leaner times in the early 1990s, when free spending waned and bargains became chic.

"Our economy is robust, but the average family has mouths to feed and a mortgage to pay," said Richard Goldman, executive vice president of Men's Wearhouse Inc.

Retail analysts say that the penurious trend will last and that conspicuous consumption is passe.

"Buying a $230 tie at Neiman Marcus used to be a sign you'd made it," said Erik Gordon, director of the Center for Retailing at the University of Florida. "Now it's not cool to buy really expensive stuff just because you can afford it."

Chains such as Target, with affordably priced trendy merchandise, have become harder for middle- and upper-income bargain hunters to resist. The average household income of Target shoppers is $47,000. These shoppers used to be more at home at department stores.

Thanks to the influx of well-heeled patrons, Target is now the largest unit of the Dayton Hudson Corp., which also owns Mervyn's and Marshall Field's department stores.

Outlet malls that hawk Ralph Lauren and Liz Claiborne merchandise also are bargain-hunter magnets because they purport to deliver brand-name merchandise for less.

Last year, about 55 million Americans traveled 100 miles or more to shop at outlet stores, according to the Travel Industry Association of America. There are more than 300 outlet centers across the country, including the new version of upscale department store bargain basements such as Nordstrom Rack and OFF5th-Saks Fifth Avenue.

"Consumers are wrestling with cachet versus cash," said Corlett of WSL Strategic Retail. "Smart retailers realize they should give consumers cachet and cash."

Free Press news services contributed to this report.

Molly Brauer writes about retailing. She can be reached at 1-313-222-8762.

Shopper does homework
Libby Knight is a shopper who can afford to shop department stores but who prefers to hunt for bargains in discount, off-price and mass merchandisers. The 31-year-old El Cerrito, Calif., resident shared a few of the strategies she uses to ferret out the best deals.

She collects books and articles on finding bargains and looks for the same shopping outlets to come up twice.

The bigger the item, the more time she will spend researching it because the potential savings are the greatest.

She uses the public library and the Internet as research tools. People sometimes can find out who manufactures the furniture they like, for example, and find Internet sites that sell the manufacturer's products at a discount. People also can read about the quality of the manufacturer's products and see on-line photographs of entire product lines.

She keeps a shopping wish list with her that includes personal items, household items and gifts because she feels better about paying for something she knows she needs or wants.

She tries to focus on just one type of merchandise at a time so she can remember the cost of things and recognize good deals.

She keeps a mental list of both good and bad purchases to learn from her successes and mistakes.

NOTES: SIDEBAR ATTACHED; THE MONEY REPORT; COVER STORY
SEE ALSO RELATED SIDEBAR, PAGE 7F

GRAPHIC: Photo J. KYLE KEENER and HUGH GRANNUM, Detroit Free Press;
Kathy Lyijynen of Rochester spent a recent morning bargain hunting at Great Lakes Crossing in Auburn Hills, then topped it off with more shopping at Target in Rochester Hills.
Taking a break at the outlet stores at Birch Run are, from left, Pam Fritz and Trish Herrick of Spring Lake and Sharon Swinson of Muskegon.
(COVER PHOTO)
Collegians Jennifer Neil, 21, left, and her roommate Lori Schoenemann, 22, of Rochester Hills, visit the Target store in Rochester.

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IN WEST HOLLYWOOD, A DIVINE OCCASION FOR FINDING DISCOUNT GIFTS Los Angeles Times December 4, 1998, Friday,

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December 4, 1998, Friday, Home Edition

SECTION: Southern California Living; Part E; Page 3; View Desk

LENGTH: 478 words

HEADLINE: IN WEST HOLLYWOOD, A DIVINE OCCASION FOR FINDING DISCOUNT GIFTS

BYLINE: BOOTH MOORE, TIMES STAFF WRITER

BODY:
"To shop is human. For such a worthy cause . . . divine."

So goes the slogan for Divine Design, the annual fashion and design showcase beginning tonight at the Pacific Design Center. But Divine Design--a fund-raiser for two AIDS charities: Project Angel Food and DIFFA Los Angeles--is not only a good cause, it's also one of the biggest discount gift-buying bonanzas in town.

In addition to the main attraction--46 interior design vignettes—Divine Design has a 20,000-square-foot fashion marketplace and a home furnishings flea market, both filled with gift possibilities. Clothing prices start at 50% off the retail price the first day and go down progressively day by day. Home furnishings start at 25% off.

More than 250 designers and retailers have donated current season merchandise for men, women and children. Tommy Hilfiger has rugby shirts for boys ($ 25), and women's skirts, corduroy shirts and parkas in jewel-toned pinks and purples, starting at $ 34. **Nautica** offers hundreds of men's shirts, along with furnishings for the home, including towels and sheets.

In the underwear department, Joe Boxer's whimsical-print boxers and pajamas ($ 10 to $ 20) make nice gifts for men or women.

Party dresses by BCBG are available at the unbeatable price of $ 60, while Banana Republic's boutique features sportswear, from leather jackets, to belts, faux crocodile purses and men's ties, starting at $ 10.

Soon to become collectors' items are scarves, robes and bags from Todd Oldham's L.A. store, which has shut its doors. A baby pink silk tote is a steal at $ 12, and the designer's fun silk and sequined pillows are great to give, $ 12.50 to $ 64.50.

Snatch one of Anna Sui's quirky tees for about $ 10 (the same ones that can be found at the new Sunset Plaza boutique). Plastic coin purses are $ 7 to $ 10, and some of Sui's more unusual designs (suede camisole, anyone?) are also for sale.

Or maybe mom would like an Echo silk scarf ($ 20 to $ 30), or a candy-colored Inca plastic tote ($ 48 to $ 60)?

Sunglasses galore--from L.A. Eyeworks, Oliver Peoples, Kenneth Cole and more--start at $ 60. Kenneth Cole has also donated hundreds of bags and shoes for both men and women.

In the home furnishings flea market, you'll find hundreds of frames, candlesticks, candles, pillows and knickknacks, as well as bath product gift sets.

And, if all else fails, gift a friend (or yourself) with stylish merchandise from Project Angel Food, including tees, mugs and a cookbook full of recipes from designers and decorators.

Divine Design, today through Dec. 11, at Pacific Design Center, 8687 Melrose Ave., West Hollywood.

Tonight's VIP opening reception, awards show and seven-day pass, $ 250.

Tonight's opening night sales event and seven-day pass, $ 100. General admission for one-day tickets, $ 20.

Information: (310) 358-8000.

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Louisville Bedding wants to buy outstanding shares Business First-Louisville December 7, 1998

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Business First-Louisville

December 7, 1998

SECTION: Vol 15; No 19; pg 10

LENGTH: 683 words

HEADLINE: Louisville Bedding wants to buy outstanding shares

BYLINE: Eric Benmour

DATELINE: Louisville; KY; US; South Central

BODY:
Louisville Bedding Co. is offering to purchase outstanding shares in the company for $ 86.05 per share.

The offer expires Jan. 7, according to an offering sent to shareholders. The company will be buying "any and all outstanding shares of its common stock," according to the offering document. The offer is not conditioned on the purchase of a minimum number of shares, it states.

"The offer pretty much speaks for itself," said Christian F. Rapp, chief financial officer of Louisville Bedding.

The offer applies only to the 108,450 shares of stock held by the public. That figure represents 17 percent of the total shares. The offering does not apply to the remaining 83 percent, which is owned by officers, directors, employees, sales representatives, the employee stock ownership plan or the company's retirement plan, according to the offering document.

The company's shares aren't traded on a national or regional stock exchange, and trading is limited, according to the document. The offering will give the owners of the shares an opportunity to sell their shares, Rapp said.

At least two shareholders don't plan to sell their shares.

The stock is worth more than $ 86.05 per share, said Harry K. Eisenberg, publisher of Walker's Manual of Unlisted Stocks, based in Lafayette, Calif. He owns 500 shares of Louisville Bedding.

"I'd be surprised if they get very much," he said.

The stock trades on the over-the-counter bulletin board, Eisenberg said. The last trade occurred on Nov. 17 and shows a bid price of $ 90 and an ask price of $ 113.

When asked why shareholders would be willing to sell their shares at $ 86.05 when the last trade on the bulletin board was higher, Rapp said he had no comment because he wasn't familiar with the details of the trading.

The $ 86.05 figure was determined by independent appraisers, according to the offering document.

For investors looking to sell their shares, the Louisville Bedding offer is attractive, said Gene Fox, managing director of Cardinal Capital Management LLC in Greenwich, Conn. Because the stock is so thinly traded, finding buyers can be hard, Fox said.

But "I would not tender my stock at that price," he said. "The company's having a really good year." He declined to state how many shares he owns.

Net income for the third quarter, ended Oct. 2, rose to $ 2.3 million from $ 1.4 million a year earlier. Revenue rose to $ 40.7 million from $ 32.2 million.

Net income for the nine months rose to $ 5.5 million from $ 2.8 million a year earlier. Revenue for the nine months rose to $ 113.5 million from $ 84.7 million a year earlier.

Louisville Bedding will put the shares it purchases into its treasury, and they will be available to be reissued or contributed to the ESOP, according to the document.

The company buys stock from time to time. During fiscal 1997, which ended Jan. 2, 1998, the company purchased 80,555 shares at prices ranging from $ 38.39 to $ 57 per share. During the nine months ended Oct. 2, the company repurchased 26,087 shares at prices ranging from $ 41.64 to $ 86.05 per share, according to the document.

Louisville Bedding manufactures quilted mattress pads, bed pillows, pillow shams, dust ruffles, table linens, placemats, chair pads and other home furnishings.

Customers include retailers, such as department stores, national general merchandise chains and mass merchants. In March, **Nautica** Enterprises Inc. signed a licensing agreement with Louisville Bedding to make and distribute bedding and down comforters for the **Nautica** Home Collection, according to the March 2, 1998, issue of HFN, the Weekly Newspaper for the Home Furnishing Network. Terms of that agreement were not disclosed.

Louisville Bedding has five Louisville facilities, all in Jeffersontown, according to the company's 1997 annual report. It also has a manufacturing facility in Munfordville, Ky., and a distribution center in the Los Angeles area.

Louisville Bedding has 900 employees, according to the 1997 Kentucky Directory of Manufacturers, published by the Kentucky Cabinet for Economic Development.

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GEAR;Guide for the Perplexed The New York Times December 13, 1998, Sunday, Late Edition - Final

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The New York Times

December 13, 1998, Sunday, Late Edition - Final

SECTION: Section 6; Page 54; Column 4; Magazine Desk

LENGTH: 922 words

HEADLINE: GEAR;
Guide for the Perplexed

BYLINE: By BOB MORRIS; Bob Morris is a frequent contributor to The New York Times.

BODY:
I was going rafting in India and needed clothing and gear right away. So off I went, as so many outward-bounding pilgrims of Manhattan do, to Paragon Sporting, downtown's high temple of trekking consumerism. In no time at all, I found a sleeping bag by Mountain Hardwear that weighed only three pounds and was as cute as a Teletubby when shoved into its little stuff-sack. It was the perfect sleeping bag, the Platonic ideal, the Form itself, of what I had envisioned for my trip to the foothills of the Himalayas. And if, in addition to its weight and size, this particular sleeping bag featured "contoured hood, tuck stitching, double zipper snag guards and slant baffle construction," among other countless offerings, I didn't have to know about it. It was light. It was small. It was on sale. Good. End of story, and thank you, Paragon.

With the confidence of a hunter who has just bagged a 12-point buck, I moved on to the backpack department. Not that I didn't have a backpack at home. I have three. But I wanted something that could be converted into a sophisticated travel bag for a two-day stopover in London on my way back from India. After exploring too many options with a salesman who told me about each backpack's features in such dizzying detail that I began to feel as if I needed oxygen, I decided to go with a North Face Tech Pack. With its "nylon webbing handles and grip," it could be converted into a stylish travel statement that would not suggest to tweedy Londoners that I had been rafting or camping or doing anything remotely unhygienic. It had "zip-off lumbar pack, panel zipper with lockable sliders, internal compression panel, adjustable sternum strap and dual daisy chains for lashing additional gear." Plus, it was "ergonomic": it had frame aluminum stays, which the salesman removed from the pack and bent against my shoulder blades, so that they molded to the shape of my back. This was more than a backpack. It was a space station with straps. But other than the good price, I really only cared about one thing: it was black. Black is very London. "I'll take it," I said.

What shopping karma! I was feeling high as a Hindu holy man with my new stuff. Of course, a holy man in India would not be attached to things, no matter how well designed. But, hey, if the spiritually busy Donna Karan can have seven different women's clothing lines (the latest is DKNY Pure), and Madonna (who sings "Shanti, Shanti" as if she really means it on her new album) breaks into a sweat deciding what to wear in the morning (that's what she told Oprah, anyway), then certainly a mere mortal like myself, without a guru, path or yoga habit, was entitled to get a kick out of a backpack and sleeping bag.

As I clutched my purchases like fresh kill, I felt uplifted to have found what I wanted so effortlessly amid the wilderness of options. Like most people these days, I get overwhelmed by design wherever I go. I have fled from the Gap because I didn't know if I was a 501, relaxed fit, stretch denim, prewashed kind of guy or a stiff, new, rolled-up kind of guy. I have been frightened by the sisal-rug choices available at Pottery Barn,

intimidated by linens at Ralph Lauren (O.K., white, but what kind of white?) and cowed by cordless phones. In these overdetermined, overdesigned times, the choices are endless, even for things you're not supposed to care about, like yoga mats, incense and altar candles.

Of course, some people see the wilderness of options as an opportunity. They happily stay at imaginatively designed hotels where they can't figure out how to turn on the lights or use the sink. They devote their weekends to reading, with Talmudic intensity, instruction manuals for wristwatches. One friend spent $150 on a black T-shirt by Ann Demeulemeester, the darling of avant-garde design, even though she couldn't figure out where her arms were supposed to go. She ended up throwing it onto the floor of her closet. (Her anger was so intensely complicated, she told me, that it helped her get to some intensely complicated father issues.) Months later, a helpful stylist -- stylists are the prophets of the acquisitive age -- came by and showed her how to operate the T-shirt, which required a sports bra, camisole or halter. "Any of those would help make it work," my friend said, "along with lots of intuition."

Back at Paragon Sporting, meanwhile, my intuition was starting to fail me in the shoe department, even as my demands were becoming more overarchingly specific. When I told a salesman I was looking for walking shoes that needed to be: perfect for both hot and cold weather; supportive, yet easy to break in; extremely lightweight, yet ankle-height or higher to protect me from snow and cobras; and chic enough for London, he gave me so many choices that I got dry mouth. Bypassing the river sandals (if they had had those new ones by Gucci or Prada I might have stopped), I lit out for the jackets. Fleece. Micro-fleece. Polartec. Gore-Tex. Thinsulate. Teflon-treated. Patagonia. Tommy Hilfiger. **Nautica.** I fled again. By the time I decided on which insect repellent to buy, I felt like a repelled insect myself, and unable to cope with the choices of socks, protein bars, sunglasses and flashlights, I went home and took a nap.

When I woke up, I tried to start packing. But I couldn't figure out my new backpack. It's extremely complicated. But then again, so is India.

"All creatures live bewildered," Krishna said in the Bhagavad-Gita.

He sure got that right.

GRAPHIC: Photo: Backpack from Northface. (PHOTOGRAPH BY DAVIES STARR FOR THE NEW YORK TIMES)

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HILFIGER, VF STILL TALKING. WWD December 14, 1998

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LENGTH: 857 words

HEADLINE: HILFIGER, VF STILL TALKING.

BYLINE: Monget, Karyn

BODY:
NEW YORK -- If VF Corp. and Tommy Hilfiger did manage to work out a licensing deal for intimate apparel, it would add another designer name to a category already loaded with them, but the combination of those two companies would likely produce blockbuster results.

Critics noted the hunger for megabrands in the underwear and lingerie markets may generally be sated, but at the same time, they speculate that the Tommy Hilfiger name carries enough weight to generate several hundred million dollars worth of lingerie business at retail.

They said retailers would most likely embrace another big designer name in intimate apparel, especially a high-profile name like Hilfiger that is visible storewide, from fragrance and accessories to sportswear and juniors.

VF and Hilfiger have been talking to each other about collaborating on women's underwear and foundations at least since last June, when Ellen Rohde, president of Vanity Fair Intimate coalition, said, "Yes, we've met with [Hilfiger officials]," describing the encounter as "like the first date."

Last week, Mackey J. McDonald, VF's chairman and chief executive officer, revealed that the courtship is still ongoing, although he would not say how far it's progressed.

"Yes, we're still talking to them," he said, during the festivities at the Apparel Industry Magazine's All-Star Awards dinner last Wednesday at the Roosevelt Hotel here -- at which VF received the Gold Star Award for manufacturing excellence.

On Friday, a Hilfiger spokeswoman said, "The licensing department has no comment at this time. Nothing has been done with any company at this time."

Nevertheless, McDonald has made it no secret that VF is pursuing "strategic" acquisitions or licensees for four segments the company has targeted for growth: intimate apparel, jeanswear, workwear and day packs.

VF, which has a lofty portfolio of national brands and status labels, including Vanity Fair, Vassarette, Lily of France and the licensed Natori, Josie and Oscar de la Renta signature lines, does not have a megabrand on the scale of Tommy Hilfiger.

But it apparently does have a big appetite for premium brands. Its most recent coup was a licensing venture with Nike, under which the Vanity Fair Intimates division will produce a collection of sports bras and active-related separates for distribution to department stores and sporting goods outlets early next year.

Earlier this year, VF made a major move when it acquired Bestform Group, a 74-year-old foundations firm with revenues of $ 270 million.

For 1997, VF's worldwide intimate apparel sales -- excluding Bestform -- were $ 648.9 million.

Hilfiger edged into the women's intimate apparel category this year, signing a licensing deal for sleepwear and coordinating robes with Cypress Apparel, a division of Russell-Newman, a Denton, Tex.-based apparel maker. The Hilfiger sleepwear was introduced for early fall selling.

But the real meat and potatoes will be in foundations. If VF is to compete effectively in the global marketplace, a VF-Hilfiger alliance would put it in a direct faceoff with its three primary competitors in women's intimates: Sara Lee, which fully launched the licensed Ralph Lauren Intimates in 1997; The Warnaco Group, which owns the Calvin Klein Underwear mark, a mainstay at department stores since 1995, and Wacoal America, which has produced the upscale Donna Karan Intimates collection since 1992. Wacoal will launch DKNY Intimates in early 1999.

Market sources, meanwhile, said a pact with VF would make sense, considering that other Fortune 500 companies with designer licensees -- Warnaco, Sara Lee and Wacoal, for example -- most likely have noncompete clauses in their licensing contracts.

And in an innerwear industry that has been dramatically consolidated over the past several years, there are few alternatives -- except perhaps with a European powerhouse such as Triumph International.

Jockey International, based in Kenosha, Wis., has been producing the licensed men's underwear by Tommy Hilfiger since 1993. Jockey had first right of refusal to produce women's undergarments for Hilfiger in the past.

But Ed Emma, Jockey's president and chief operating officer, said, "The Liz Claiborne [Intimates] license came up with Jockey, and we thought it was a great opportunity. You can't have two designer brands -- so, that's all she wrote on that."

As reported, Liz Claiborne signed a licensing agreement with Jockey early this fall for women's underwear and bras and coordinating panties for distribution in early 2000.

No matter how lucrative the prospects are for a collection of women's underwear and foundations bearing the Tommy Hilfiger label, the intimate apparel arena in 1999 is expected to be ferociously competitive with several newcomers: DKNY Intimates by Wacoal, at-homewear by **Nautica,** which is being done in-house, and of course, Nike sports bras and activewear by VF's Vanity Fair Intimates unit.

And if that's not enough action, Hilfiger intimates would also have a battle royal on its hands with apparel titan Liz Claiborne.

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Suggestions for the stylish one on your holiday list Tulsa World (Oklahoma) December 17, 1998

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December 17, 1998

LENGTH: 814 words

HEADLINE: Suggestions for the stylish one on your holiday list

BODY:
Rarer still is the holiday season when the biggest trends for fashion gift-giving don't break the bank.

This is one of those rare seasons, and there's a bonus: Many of the popular trends have interesting histories.

Here are a few suggestions for the stylish person on your gift list:

Cashmere sweater. This sweater fabric once was synonymous with expense, a pricey, upscale product. But thanks to new technology and blends, the luxurious fabric is more affordable than ever. In other words, they've taken the "cash" out of cashmere. The soft sweaters are a major trend this season in men's and women's fashions. Styles run the gamut -- henley, funnel neck, twin set, mock turtleneck, cardigan -- you name it. $ 80 to $ 198.

Reversible flight jacket. They come back in style every few years, these waist-length jackets first worn by pilots in World War II as part of their uniforms in the Army Air Corps. Sometimes called bomber jackets, they became popular with civilians in the early 1960s. Fabrics employed over the years include leather, cotton and, the most popular, nylon. This holiday season, trendzoids will rejoice to find under the tree a reversible nylon flight jacket, a dark color on one side and a bright color on the other side. $ 40 to $ 100.

Nylon jacket. Speaking of nylon, which was introduced by the DuPont Co. in 1939, nylon jackets of any kind are hot this year. The nylon trend can be traced to Italy's Prada company, which made the nylon backpack the rage two years ago and followed up with outerwear in the same fabrics. $ 25 to $ 200.

pu,UFbulletCargo pants. Fifty years ago, in 1938, the British added a wide, deep pocket on the thigh of pants for their dress battle uniform, and thus was born the cargo pant. Like its cousin, the painter pant, the cargo trouser was born of utility. The roomy pockets were used for storing gear. They have long been a popular item at Army-surplus stores. Last year, the downscale Old Navy chain began pitching the pants in its ads and commercials. Fashion designers jumped on the bandwagon as part of a utility chic movement. This season, they're the hottest pant style going, cut out of everything from denim to wool flannel and, of course, your basic khaki fabric. People use the pockets to store an increasing array of modern must-have gadgets -- cellular phones, pagers and the like. $ 29 to $ 79.

Stylish khaki. We do not speak here of Dockers, the brand of the bland, but of the stylish, hip khakis that are new on the scene. Khaki itself is hardly new. The dusty, light brown cotton or wool fabric dates to 1848, and was used originally for military uniforms. The fabric was adopted for work pants and sportswear for men and women in the 1950s, but it sprang into use as casual work and weekend wear in the 1980s. Now, khaki has been made over again by the likes of Tommy Hilfiger, Ralph Lauren, **Nautica,** Gap, Banana Republic and other brands. Updated khaki comes in a variety of fashionable cuts, from hip-hugger to skateboarder baggy, and with trendy details such as patch pockets. $ 40 to $ 80.

Dark jeans. After 15 years of supremacy of stone-washed or light-colored jeans, indigo blue or dark denim is back with a vengeance on two fronts. The very hip sport classic blue jeans, such as Levi's, with the hem folded over into a big cuff that flaunts the lighter underside of the jean. Some designers, such as Helmut Lang, have their own version of the "new" style. $ 30 to $ 120.

Others are wearing retro designer jeans that are replicas of the 1970s tight jeans from the brands that started the craze: Sergio Valente, Jordache, Gloria Vanderbilt and Calvin Klein. $ 45 to $ 65.

Logo T-shirt. T-shirts with designer logos were originally given away as promotions by fashion companies in the 1970s. But some stores ordered them and found sales brisk even though a typical designer T-shirt cost three times as much as an ordinary one. These days, that could be 15 times as much, depending on whether the logo is Tommy Hilfiger's or Gianni Versace's. $ 18 to $ 60.

Logo sweater. Following the Gap's varsity sweater campaign last year, designers Ralph, Tommy and Calvin came out with their own versions. Unlike the letter sweater from school days of old, these thick pullovers speak of allegiance to the brand name, not a college or a lower school. $ 75 to $ 150.

Designer belt. In the mid-1970s, Pierre Cardin flooded the market with brown/black reversible belts with his logo "P" on the buckle. The house of Christian Dior soon followed suit. Those belts, which are still sold and worn, began the designer belt craze and were harbingers of the spin-off business that now sees designer labels on items such as pantyhose or gloves. The hot belts for gift-giving this season are from the labels with the most status: Gucci, Dolce & Gabbana, Prada, Versace, Moschino. $ 60 to $ 175.

GRAPHIC: PHOTO

Updated Khaki comes in a variety of fashionable cuts, from hip-hugger to skateboarder baggy. and with trendy details such as patch pockets. $40 to $80.

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Malls ready for season's biggest shopping day;December sales up five percent The Chattanooga Times (Tennessee) December 19, 1998, Saturday

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The Chattanooga Times (Tennessee)

December 19, 1998, Saturday

SECTION: Local; Pg. A1

LENGTH: 588 words

HEADLINE: Malls ready for season's biggest shopping day;
December sales up five percent

BYLINE: By Lela Moore, The Chattanooga Times

BODY:
If the day after Thanksgiving is the Scud missile of retail, the Saturday before Christmas is the stealth bomber.

The annual media-fed hoopla over the day after Thanksgiving has stolen the thunder from the hordes of shoppers who arrive at malls just before Christmas.

But mall officials know the truth.

"The Saturday before Christmas always has been the biggest shopping day of the year," said Hamilton Place general manager Bill Silvis, a 23-year retail veteran.

Crowds at Hamilton Place the past two weekends have averaged 7 percent more than a year ago based upon the number of vehicles entering the mall area.

Based on those numbers, nearly 50,000 vehicles are expected at the mall today. With an average of 2.5 people per vehicle, that translates to 125,000 shoppers.

The recent spate of cold weather has spurred on the crowds.

"The cold weather has certainly helped us," Silvis said. "People were getting nervous that it wasn't going to get cold. But we're close enough (to Christmas) that the weather doesn't count now."

The sinking mercury has increased sales of leather coats, a hot item for Proffitt's this year, said store manager Dan Montgomery.

Other big sellers include men's lines like Tommy Hilfiger, Polo and **Nautica.** Proffitt's shoe department is also having a good season.

"It's a big shoe year," said Montgomery. "I'm not sure why, but this year shoes are flying off the shelves."

Products that aim to heal both mind and body are also very popular, Montgomery said. "Homedics" like foot and back massagers sell well, as do all-natural Origins cosmetics.

"People are really into that," said Montgomery.

Most stores are opening early and closing later to handle the holiday rush.

At Proffitt's, the store will give $10 to its first 1,000 shoppers. Charge card customers will receive a thank-you bonus. Cosmetic demonstrations will be offered at every counter.

Additionally, says Montgomery, "almost the entire store will be on sale."

J.C. Penney's manager Bill Littlejohn said his store will also open at 7 a.m. Special promotions, such as 15 percent discount coupons good on all store merchandise, including items already on sale, will be a big draw.

"It will be one of the biggest days of the season for us," said Littlejohn. "This is the best holiday season we've had in three years in terms of growth."

University of Tennessee merchandise is a hot seller for J.C. Penney this year, as people stock up for the showdown at the Fiesta Bowl.

A black-and-white television set retailing for $39.99 is big, as is a men's tool set created specially for J.C. Penney stores.

Silvis said he looks forward to an increase in sales today. The Saturday before Christmas generally reaps more profits than the day after Thanksgiving, even if the crowds are not as large, he said.

"When you go out to the mall the day after Thanksgiving, you see a lot of people standing around, chatting with one another, looking around," said Silvis. "The Saturday before Christmas is when sales increase."

But don't discount the influence of the post-turkey shopping binge. "I've found that the earlier people start, the more they buy," said Silvis.

Of the 200 stores at Hamilton Place, just 67 report sales figures daily. Of those stores, most are reporting a surge in December sales of up to 5 percent. Silvis says those figures are most likely an accurate predictor of overall sales trends this Christmas.

"We're happy," said Silvis. "We're looking for a big push this season."

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OUT & ABOUT / VENTURA COUNTY; SHOPTALK; ATTENTION GRABBERS FOR GIRLS; TEENS AND YOUNG WOMEN CITE THEIR FASHION PREFERENCES. Los Angeles Times December 26, 1998, Saturday,

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December 26, 1998, Saturday, Ventura County Edition

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HEADLINE: OUT & ABOUT / VENTURA COUNTY;
SHOPTALK;
ATTENTION GRABBERS FOR GIRLS;
TEENS AND YOUNG WOMEN CITE THEIR FASHION PREFERENCES.

BYLINE: LEO SMITH, TIMES STAFF WRITER

BODY:
Last week we braved the pre-Christmas jungle at Ventura County malls to find out what teen boys and young men are shopping for as 1998 comes to a close.

What we found was a long list of hip-hop clothing (also known as urban street wear) and beach wear, headed by big-name brands such as Fubu, Tommy Hilfiger, **Nautica,** Anchor Blue, Adidas, Quicksilver and Billabong.

Being the equal-opportunity clothes hounds we are, we checked in this week with teen girls and young women.

What apparel has caught their eyes? What are they most likely to pick up over the next few days in exchange for unwanted Christmas gifts?

*

As far as Ventura teens Jessica Seeley and her friend Denielle Mucciacito, both 14, are concerned, the selection of quality and stylish fashion--pants, shirts, shoes, sweatshirts, T-shirts and other accessories--is wide open.

When asked at the Buenaventura Mall to list the best of the bunch, the girls had to pause, catch their breath and confer. "Surfing stuff is big," Denielle said after some thought.

"Yeah, surfing stuff is big," Jessica said. "Oh, there's lots of big brands--Roxy, Quicksilver, Adidas--Adidas is really big. LEI jeans too. The brands are basically all the same price. It just depends what you like."

The girls' parents were not on hand to offer a different view on the cost of clothing, which can range widely

depending on the name on the label.

Elsewhere at the Buenaventura Mall, Tiffany Gunnels, 15, of Ventura sat in her wheelchair with a Miller's Outpost bag--promoting the retail chain's Anchor Blue brand of clothing--hanging from the chair's back. Despite the advertising, Tiffany ranked competitors Adidas and Nike as her top picks in apparel.

"I just like the style, it doesn't really matter what brand they're from," Tiffany said. "I guess I like them because everybody else likes them."

*

During the holidays everyone becomes an expert shopper. They travel to malls outside their neighborhoods and quickly attain an air of shopping competence.

Such was the aura emanating from Kate Chapek, 19, of Ventura and her four companions as they marched determinedly through the Buenaventura Mall.

"I shop in L.A. We don't shop here, we go to Santa Barbara and Thousand Oaks," Chapek said. "You know what is awesome? The outlet malls. The affordability. You can get Guess and Esprit for much less than you can in Los Angeles and Santa Barbara."

For her money, Chapek said, she would go with brand names Express, Bebe and Lucky Jeans, along with a variety of other designer jeans labels.

Over at Chapek's usual hangout, The Oaks mall, a check with the Thousand Oaks merchants ranked Paris Blue, LEI jeans, Mudd, Guess and Calvin Klein brands at the top of the list among the general young female population.

The Roxy surf-wear brand also headed the list at Macy's. Over at Miller's Outpost, the store brand Anchor Blue is a leader, with Levi's and Union Bay also popular selections.

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NAUTICA'S BEDTIME STORY. WWD December 28, 1998

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December 28, 1998

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LENGTH: 760 words

HEADLINE: NAUTICA'S BEDTIME STORY.

BYLINE: Monget, Karyn

BODY:
NEW YORK -- Although it still is without a women's sportswear collection, **Nautica** is hoping that other product categories will keep the **Nautica** brand alive in women's minds.

In an aggressive product expansion in its women's businesses, **Nautica** Enterprises, a $ 15 billion apparel conglomerate, will be unveiling its first collection of women's sleepwear and at-homewear in January.

While **Nautica** officials would not give a first-year sales estimate, it is an attempt to capture a highly lucrative piece of business that could well produce wholesale sales in excess of $ 100 million the first year, according to industry sources.

And the 60-piece megabrand collection -- which is being produced in-house and features crossover looks from the successful **Nautica** sleepwear and robes for men -- is bound to shake up a market that's been battered by a litany of issues, including consolidation, acquisitions and mergers, and a new breed of designer licenses.

On top of that, a space crunch at stores -- brought on by an appetite for megabrands and sprawling in-store shops to house them -- will likely create high anxiety in 1999 as retailers decide which brands will stay and which will go.

Nautica will be joining a group of usual suspects: Calvin Klein Underwear by The Warnaco Group, and four licensees -- Ralph Lauren Intimates by Sara Lee Corp.; Tommy Hilfiger sleepwear, produced by Cypress Apparel, and Donna Karan Intimates and DKNY Intimates, both by Wacoal America. By 2000, there also will be a line of women's underwear and foundations in innerwear departments bearing the Liz Claiborne logo. The Claiborne collection will be produced under license by Jockey International.

David Chu, president and chief executive and designer of **Nautica** International, a division of **Nautica** Enterprises, said: "It was a natural transition for us to go into women's sleepwear and at-homewear. Our men's loungewear has done so well, that retailers asked 'Why don't you do a women's collection?'"

Susan Reid, sales manager of **Nautica's** women's sleepwear, said distribution for the fall launch is aimed at

800 doors of 2,500 major department stores, which have an established **Nautica** men's sleepwear and sportswear business. Twenty-five **Nautica** in-store shops are planned in intimate apparel departments, the majority of which will be about 300 square feet and will feature customized fixturing.

Nautica sleepwear and at-homewear will eventually be distributed to **Nautica** signature stores in Europe and Asia, she said.

What sets the **Nautica** women's sleepwear apart from its competitors is its forte in men's wear styling, such as special tailoring treatments for buttons, lapels and collars, as well as a roomier-than-usual fit in contemporary fabrics. With separates styled in an easy sportswear flavor, fabrics include Polarfleece, classic men's shirting, drop-needle cotton jerseys, washable, lightweight wool and nylon knits, and yarn-dyed flannels.

The women's sleepwear is merchandised by Basha Johnston Stone, design director of women's apparel at **Nautica.**

Suggested retail prices are expected to begin around $ 18 for boxers and tops and go up to $ 95 for long robes. The average suggested retail tag will be around $ 30, said Renee Beechler, vice president of women's licensing.

"We really are going after the Calvin Klein type of market," explained Jeff Matthews, president of **Nautica's** men's and women's sleepwear divisions. "There are a lot of new players in this area, but they are more junior oriented. Other than Donna Karan Intimates, there hasn't been this [misses'] fit level for such a broad range of women."

Asked if the innerwear field needs another megabrand, Chu replied, "We're going to give it a shot. A name in itself is not important, but by the end of the day, the product is very important."

What about doing a license for women's underwear and foundations?

"This is our first entry in the innerwear area," replied Chu. "Plans to move forward in other classifications are being considered."

Regarding a new sportswear license, Chu noted, "We're looking to go back into women's sportswear in the next season or two. It's really a matter of how we plan to continue and go forward. Down the road, we plan to go into the women's denim business."

Chu further noted that **Nautica's** year-old swimwear license with Apparel Venture, a California firm, has been "very successful." He acknowledged that the company also is exploring licensing ventures in women's accessories and activewear.

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Because of the warm weather, outerwear was "challenging," Kalenderian said. "It came back at the end, but it was still a problem."

Looking ahead, he's optimistic. "The economy is good, real estate is jumping and there's still enthusiasm among our customers. I think spring will be good."

Kevin Morrissey, executive vice-president and GMM of men's wear for Macy's East, characterized the season as a whole as "good" with several areas of strength including dress shirts, neckwear, small leather goods such as belts and wallets, denim collections, casual bottoms, activewear and knits.

The warm weather, however, impacted sales of cold-weather merchandise such as coats, sleepwear and flannels, Morrissey noted.

Overall, he was pleased. "It was a good December, particularly in the last 10 days." But there was no escaping that it was promotional. "It was a very competitive environment, but we knew it would be and we were prepared to compete in that environment." Looking ahead to 1999, Morrissey said he is being "conservative. The weather can wreak havoc so we don't really know how it's going to affect the first quarter. Knowing how to flow goods will become very important."

Michael Gould, CEO of Bloomingdale's, called the season as a whole "okay." Men's wear was up in the mid-single digits for the month, thanks to a jump in business following Christmas. "Saturday was unusually strong and Sunday was also over plan," he said.

Overall, Bloomingdale's should be "on plan or a tad above," he said, which is "encouraging. Post-Christmas is very strong for us. The 31st has become a big day and there's a lot of business to be done in January."

The challenge now, Gould noted, is to "bring it to the bottom line." Like other retailers in the area, "we were aggressive" with promotions, he said. "The problem with apparel is that it's not a bottle of fine wine -- it doesn't get better with age and people just have to move it out."

Rick Cusick, senior vice-president and GMM of men's for Bon-Ton Stores, said the week before Christmas was "wild. It put us into the mid-single digits for the month. We're pretty pleased with that."

Among the top sellers were better collections from Chaps, Hilfiger and **Nautica;** denim collections including logo tops and fashion bottoms from Tommy Jeans, Polo Jeans and Calvin Klein jeans; young men's; golfwear led by Izod and Greg Norman; colored dress shirts; casual slacks from Haggar black label and Dockers green label; luxury sport coats; and leather outerwear.

Businesses that struggled included heavy outerwear and cold-weather items, and activewear, particularly Nike and Levi's.

Promotions were also rampant in Bon-Ton's trading area. "But we had identified in October that if it wasn't new and compelling, it would have to be value priced," Cusick said.

For '99 Cusick is predicting "more of the same. It will be fiercely competitive and will force everyone to be more focused. The old standards just won't work anymore. You have to position yourself to win."

SOUTHWEST

DALLAS -- Old Man Winter arrived full force Christmas week, bringing frosty weather and icy conditions to much of the Southwest and helping boost last-minute sales for some stores while dampening them for others.

"The cold weather the last couple days helped us," said Jack Fleischer, president of the men's division of J.C. Penney. "The two strongest areas for the season were basics and accessories and furnishings. We had an exceptionally good season in hosiery led by Gold Toe, Stafford and Dockers brands; loungewear

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COLD WEATHER PUNCHES IN AND DECKS THE HALLS WITH CUSTOMERS-DRESS SHIRTS, NECKWEAR AND FLEECE WERE ALL HOT WHILE OUTERWEAR WAS NOT. Daily News Record December 30, 1998

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HEADLINE: COLD WEATHER PUNCHES IN AND DECKS THE HALLS WITH CUSTOMERS-DRESS SHIRTS, NECKWEAR AND FLEECE WERE ALL HOT WHILE OUTERWEAR WAS NOT.

BYLINE: E. PALMIERI; JULIE VARGO; NANCY BRUMBACK; ANNE DUKES; Michael Marlow, JEAN

BODY:
A blast of cold weather helped boost last-minute sales for men's wear retailers around the country last week. And although the season as a whole wasn't a record breaker, merchants were generally pleased with the results.

Among the top performers this year were dress shirts and neckwear, fleece, collection sportswear and casual slacks. Heavyweight outerwear and cold-weather items generally suffered from the warm temperatures.

The biggest stumbling block of the season was aggressive promotions, which threaten to cut into profits.

Following are in-depth reports from around the nation.

NORTHEAST

NEW YORK -- A last-minute surge helped men's wear retailers in the Northeast cap off a solid holiday season. Although the warm weather hurt sales of outerwear and promotions were rampant, there were several pockets of strength including dress shirts, neckwear and casual sportswear.

Tom Kalenderian, executive vice-president and GMM of men's wear for Barneys New York, said the final week before Christmas was especially strong, capping off a solid December.

"We did it," he said. "It's very fulfilling."

Barneys did well across the board, selling everything from gifts to designer merchandise. Top sellers included luxury clothing; personal furnishings (such as pajamas, underwear and socks), which were ahead 49 percent last week and 7 percent for the season; dress shirts; formal furnishings; neckwear; scarfs; knitwear; rugged casualwear; and luxury shearlings.

business was exceptionally good led by St. John's Bay flannels."

Outerwear and sweaters could have done better; however, some cold-weather specialty garments were hot, such as a heavyweight sweater shirt with fingerless gloves sewn into the garment. Christopher Reeve neckwear, which launched with the holiday season, was also "an instant hit. For the last two weeks it was near the top of neckwear sales," Fleischer said.

Fubu drove the young men's collection business at Penney's. "Young men's tops in knits and wovens also came on strong, led by our Arizona brand," he added.

The cold, icy weather also affected Dallas-based Neiman Marcus. "You don't expect this kind of weather this early -- not that business was particularly great anyway," said Colby McWilliams, vice-president/men's fashion director. "The optimism I had at Thanksgiving shifted to disappointment, though we still had great pockets of strong business. There seems to be some doubt in the customer's mind about spending."

Customers didn't appear to mind opening their wallets for very special merchandise, however. McWilliams cited exotic shoes, unusual evening slippers, cashmere and formalwear as holiday bright spots. "Armani was one of the stars of the clothing business this season," said McWilliams. In sportswear, cashmere and the Marcus Collection were very strong.

The cold-weather businesses never happened this season. "Normally, gloves, scarfs and hats are a big business for us," said McWilliams.

For some specialty stores, while the weather was frightful, retail sales were delightful. "We had the best season ever," said Ken Helfman, owner of Ken's Man's Shop, a Dallas specialty store. "In November we were down 15-18 percent -- the warm weather slammed us. But Dec. 1 got us started and from there it just got better. When we closed Christmas Eve, we were up 25 percent."

Specifically, the sportswear and shoe businesses were huge. "Clothing was okay," said the retailer. "We got slammed in overcoats but sold every black cashmere coat we had the week of Christmas. But overall, we'll end with a 30 percent increase for December, which defies everything."

MIDWEST

CHICAGO -- Last-minute Christmas shoppers in the Midwest scooped up sweaters and leather outerwear as cold weather finally moved into the region.

"The last week was very good," reported Scott Baskin, co-president of Mark Shale, a men's specialty chain based in Chicago. "We wound up happy with the season and ahead of last year.

"We had our best sweater week of the season and, for cold-weather items, it was the first real good week. We hadn't even been able to measure the glove business before," said Baskin.

"I've got to believe there's still a pent-up demand for cold-weather items, especially in the South, where there's been no cold at all," he added. Mark Shale has stores in Atlanta, Dallas, St. Louis and Kansas City, as well as Chicago.

Cut-and-sewn sport shorts continued their strong performance at Mark Shale, as did clothing. Baskin expressed surprise at tailored clothing's sales in the company's Chicago stores, up against competitor Bigsby & Kruthers' heavily advertised price cuts in three stores it is closing.

The last week was "busy, busy, busy. It was not a panic, but it was definitely a rush," noted Jeff Tillotson, senior buyer for The Foursome, five stores in a single mall in Wayzata, Minn. "Business had been building the further into the month we got."

Sweater sales were good, along with wovens and better flannel shirts. "And for the fourth season in a row,

our solid merino wool mocks did well," he said, along with sport coats and blazers. "Our leather coat business has been very good. We should have had more sueded leathers," he added.

"Polo always does well," Tillotson added. "We got a delivery of **Nautica** that was fresh and new in earthy tones that just flew out of here. My Gant business was also good."

Sleepwear, from **Nautica** and Joe Boxer to Diplomat, was a strong category for the stores, he added. "Some of the big stores are walking away from that business."

"Our business was real good for December, and the last week was up," said John Lindley, co-owner of Lindley Clothing Store, a Nebraska retailer with stores in Omaha and Wahoo.

"We sold a bunch of sweaters and a lot of mocks and slacks. We also sold a number of sport coats, and the suit business has been okay," he said. Shoes, led by Johnston & Murphy, was a strong category for the company as well.

Outerwear began to sell in mid-December, but Lindley expects to do more coat business in January on sale. "There'll be some markdowns, but it won't be drastic," he said.

T.J. Moore, sales manager for Campbell's Clothing, Lawrence, Kan., noted sales were "mediocre" most of the Christmas season, only picking up in the final three or four days. Sportswear generally, led by shirts and sweaters, sold well, along with fleece products, he said.

"Our leather coat business has done well. We had three or four models, and sold out of three," Moore said.

After-Christmas traffic has been "about average," he added.

SOUTHEAST

ATLANTA -- After a slow start due to unseasonably warm weather, Southeastern retailers reported a strong showing the last two weeks of the Christmas selling season.

In Lexington, Ky., men's merchandise manager Richard Dawahare of Dawahare's characterized his store's season as "really, really good."

The store's proximity to the University of Kentucky and that team's participation in the Outback Bowl made a real contribution to sales, he said. "Any of the University of Kentucky merchandise, like sweats, T-shirts and caps, were hot sellers," he said. Up until the bowl bid, sales were mostly flat or just up a little, he said.

The store also did well with Tommy Hilfiger merchandise, especially Tommy Jeans. Outerwear, however, was off. "The weather most likely did have an effect on the shopping attitude," said Dawahare. Fancy sweaters, he said, were never good sellers, but solid sweaters and fine-gauge knit sweaters from Mondo, Raffi and Hugo Boss were popular. On the lower end, sweaters from La Strada and Domani sold well.

Other than one additional "one-day sale," Dawahare's didn't do special Christmas promotions.

At Rubenstein Brothers in New Orleans, owner David Rubenstein said the last two weeks of the season were good, although sales were off as much as 25 percent during the first two weeks of the month. He also cited the weather as the culprit.

"One thing we did really well with was young men's jeans from Girbaud, Diesel, Guess, Tommy and Polo," he said, adding that there were never any sales promotions on jeans.

Also on the positive side was the fact that the store did not have many returns after Christmas, said Rubenstein. "People bought for themselves, or they bought apparel that they knew would work. They would come in with their wives and pick out what they wanted and then just gift-wrap it. It was kind of an

interesting approach to gift buying this year," he said.

Rubenstein's had a private sale that worked well. "Jackets were definitely the dogs this year. People bought sweaters or sport shirts instead," said Rubenstein.

WEST COAST

LOS ANGELES -- Weather was the MVP for holiday retail on the West Coast. As temperatures cooled down, sales heated up and overall store gains were in the mid-to-high single digits for most stores.

"The weather helped considerably," said Michael Steinberg, CEO of Macy's West. "It was a different story than usual."

Ironically, temperatures in much of California finally warmed up on Christmas morning, after the last holiday sales were in the registers.

Other than the weather, there were few consistencies in sales on the West Coast. The classifications business showed strong gains at Macy's, while designer names posted the largest advances at Gottschalks.

Steinberg believes the classifications increases were the result of a deliberate attempt by the store to pump up the area. While not weak in the past, classifications had been outperformed by designer collections, which have developed strong businesses at Macy's during the past few years.

Steinberg said that in an attempt not to neglect designer collections, the store will continue to work to beef up collection sales in 1999 through better in-store presentations.

It was a Claiborne Christmas at Gottschalks. Joe Levy, CEO, said the label was the big holiday hit in men's, helped in part by female customers familiar with the name from the women's department. "Claiborne is on fire," Levy said. "We sold double what we sold last year, and last year wasn't too shabby."

Tommy Hilfiger and Chaps by Ralph Lauren also posted large gains for the store, helped by the rollout of the labels to more stores.

Cold weather boosted sales of outerwear, with jackets by London Fog particularly popular. Sweaters, a category store officials decided last summer to emphasize during the holidays, also performed well because of the weather.

At Pacific Sunwear, the Anaheim-based young men's retailer, holiday sales in the Sunbelt -- particularly Arizona, California and Florida -- outpaced the rest of the country, according to Tim Harmon, president and chief merchandise officer.

But while cold weather got customers in the stores in California, it didn't get them in the mood to shop for cold-weather merchandise. Short-sleeved wovens were among the best sellers in stores around the country.

"People are buying short-sleeved wovens out of season," Harmon said. "It sounds crazy but they're buying it as a fashion item and forgetting the function."

Traditional beach brands were the big winners among holiday shoppers at PacSun, with longtime favorite Quiksilver a standout. Screened apparel was also popular, especially in hooded fleece. Footwear also posted strong gains led by Vans and a new label called Soap.

IAC-CREATE-DATE: February 4, 1999

LOAD-DATE: February 05, 1999

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

NAUTICA APPAREL, INC.,

Opposer,

v.

MARTANNA LLC,

Applicant

Opposition No. 91177192

Mark: GET NAUTI

Serial No. 78610037

Filed: April 15, 2005

EXHIBIT A
(part 13)

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Date	Publication	Page	Headline
1/7/1999	The New Zealand Herald	Not specified	Yachting: Davies wins second world crown
1/8/1999	Daily News Record	Vol.29,No.3,Pg.14	Nautica takes a second look at eyewear
1/10/1999	Richmond Times Dispatch	Pg. B 1	Pinpointing the man behind the logo
1/11/1999	The New York Times	Sect.C,Pg.18,Col.1	Nautica Enterprises, Inc. reports earnings
1/11/1999	Copley News Service	General features	Function meets Fashion
1/11/1999	Brandweek	Not specified	Top of Mind Y2K
1/22/1999	The Detroit News	Pg. 3 E	Dress for Less
1/30/1999	Akron Beacon Journal	Pg. E 6	Clothes for kiddies
2/1/1999	Capital Cities Media Inc.	Pg. 50	Nautica tacks into the sporting goods channel
2/1/1999	Arkansas Democrat Gazette	Pg. D 1	Fake Hilfiger clothes keep popping up in Wal-Mart
2/6/1999	St. Louis Post-Dispatch	Pg. 43	Wedding day tokens
2/9/1999	Associated Press	State and regional	Man accused of selling counterfeit clothing
2/11/1999	The Atlanta Journal and Constitution	Pg. 03 F	Sporting goods industry facing a problem-too may outlets
2/12/1999	The Detroit News	Pg. 3 E	Catwalk talk: GM fashion week opens
2/15/1999	The Washington Post	Pg. C 01	The Perfect Match
2/15/1999	The New York Times	Sect.B,p.6,col.3	Review/Fashion
2/15/1999	Daily News Record	Pg. 52	Nautica boy gets and overhaul for fall '99
2/15/1999	The Boston Herald	Pg. 038	NY Fashion Week
2/16/1999	Columbus Dispatch	Pg. 1 E	These clothes make the man
2/17/1999	Desert News	Pg. WEB	No 'white shirt and tie' at the NY fashion week
2/17/1999	The Denver Post	Pg. F 04	Utility apron new for men designers full of imagination
2/17/1999	Chicago Sun Times	Pg. 27	Classically trained
2/18/1999	Rocky Mountain News	Pg. 5 S	In Marketplace, they're no longer such a great fit
2/25/1999	Detroit Free Press	Lifestyle	Menswear splits between high-tech utilitarian and cheerful
2/28/1999	Chicago Tribune	Pg. 1	Furnishing a sea change

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Date	Publication	Page	Headline
2/28/1999	The New York Times	Sect.6,Pg.58,col.2	Show and tell
3/1999	Business and Industry	Vol.36,No.3,pg.130	French fragrances acquires Paul Sebastian
3/7/1999	The Baltimore Sun	Home & Family	Style with a consclence
3/8/1999	The Toronto Star	Life	Shoestring shopping gulde3/12/1999
3/12/1999	Daily News Record	Pg. 6	GQ still the leader
3/14/1999	The Miami Herald	Pg. 4 K	Nautlca launches line of China
3/14/1999	The Kansas City Star	Pg. G 5	Utility vehicle
3/17/1999	Business Wire	Business editors	Nautlca Enterprises, Inc. authorizes stock buyback
3/21/1999	Times Picayune	Pg. 5	On the bayou
3/21/1999	The New York Times	Sect.6,Part 2,Pg.72, col. 1	Mr. Cool
3/21/1999	Des Moines Register	Pg. 9 F	Have some fun with sunglasses
3/22/1999	Portland Press Herald	Pg. 1 C	Letter Jackets?
3/22/1999	Daily News Record	Pg. 4,	Denim garage suits shift into overdrive
3/26/1999	Ethnic News Watch	Vol. CII,No. 31, pg. 1	New breed of Jewish students flocking to city colleges
3/28/1999	The Clarion Ledger	Pg. 14 F	Golf influence plays through strong as ever.
3/29/1999	Daily News Record	Pg. 4	Lenny the larksmith
3/31/1999	Chicago Daily Herald	Pg. 1	Schawk forms alliance with Kraft

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4/1/1999	Town & Country	No.5227,Vol.153,pg.63	The wet set
4/1/199	Soap & Cosmetics	No.4,Vol.75,	Paul Sebastian, Inc.
4/1/1999	Omaha World Herald	Pg. 40	Children mimic parental style cargoes
4/1/1999	Good Housekeeping	No.4,Vol.228,pg.	Style: Table toppers
4/1/1999	Esquire	No.4,Vol.131,Pg.106	The winds of war
4/2/1999	Times Picayune	Pg. B 1	Easter is a fashion parade
4/5/1999	Fort Worth Star	Pg. 7	Sneaker Savvy
4/5/1999	Adweek	Section: hotline	GM dealers seeking an injunction
4/8/1999	Marketing week	Pg. 9	Digests
4/8/1999	Haymarket Publishing Services Ltd.	96 words	Nautica links up with Unilever for beauty prod.
4/15/1999	Newsday	Pg. B19	Coming Up
4/18/1999	The Baltimore Sun	3M Homefront	Naturally noteworthy
4/19/1999	Home Furnishing Network	Vol.73,No.16,Pg.18	Nautica Apparel
4/19/1999	Home Furnishing Network	Pg. 46	Pfaltzgraff focuses on fine tuning
4/19/1999	Daily News Record	Pg. 18	Heads up at Hampton Industries.
4/21/1999	Richmond Times Dispatch	Pg. M 4	Optional uniform program wearing well at Chalkley
4/30/1999	Daily News Record	Vol.29,No.51,pg.7	Nautica and ATDC part ways
4/30/1999	Daily News Record	Vol.29,no.51,pg.4	No longer strange bedfellows
5/1/1999	SportsStyle	Pg. 23	Active Apparel
5/1/1999	Redbook	No.6, Vol.192,pg.55	The perfect cover-up
5/1/1999	Esquire	No.5,Vol.131, pg.92	The boys of summer
5/1/1999	Esquire	No.5,Vol.	Material Man
5/3/1999	Orange County Business Journal	Vol.22, No.18, pg. 3	Brands come to women's swimwear
5/6/2006	Daily News	Pg. 17	Today in New York
5/10/1999	Daily News Record	Pg. 1	Nautica's new niche
5/10/1999	Cosmetics International	No.520,Vol.23,pg.4	Unilever joins Nautica
5/13/1999	Newsday	Pg. B 14	Outdoor décor
5/13/1999	The New York Times	Sect.F,pg.1,col1	Old-new granny chic
5/24/1999	HFN	Pg. 6 S	Beds you can bet on
5/24/1999	Newsday	Pg. 05	Advertising
5/24/1999	The Post Standard	Pg. 11	The Bon-Ton bottoms out
5/18/1999	San Francisco Chronicle	PG. E 6	"Inis" are in
5/26/1999	Times Picayune	Pg. E 1	Catching a wave

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5/24/1999	Brandweek	471 words	Tie ins: Yo-Yos
5/24/1999	Daily News Record	Pg. 7	Young men's chains still sizzling in 1st quarter
5/26/1999	Sun Sentential	Pg. 18	Big Apple Style
5/27/1999	Tribune News Service	Lifestyle	Swimwear trends
6/1999	PG. 102	Pg. 102	Barbados heart to heart
6/1/1999	Esquire	No.6,Vol.131,pg. 28	Made with the shades
6/1/1999	Children's Business	No.6,Vol.14,Pg.8	Wellman Offers a taste of the future
6/3/1999	Newsday	Pg. B 27	Style File
6/7/1999	HFN	Pg. 20	Life's a Beach
6/7/1999	Delaney Report	No. 22, Vol.10, Pg. 3	A new approach
6/10/1999	Knoxville News Sentenial	Pg. B 1	Shady looks
6/10/199	Chemical Business Newsbase	Business	Global cosmetic industry
6/14/1999	Footwear News	Pg. 17	The finish line's comp sales slide 5%
6/14/1999	Adweek	362 words	Toth walks away from London Fog
6/16/1999	The Boston Globe	Pg. E 2	Original Zinn
6/17/1999	The Toronto Star	Life	Fashion Calendar
6/17/1999	Marketing Week	PG. 9	Digest
6/20/1999	Times Herald	PG. 1 B	Riverview Plaza to fill empty storefront
6/20/1999	The Philadelphia Inquirer	Pg. G 01	Getting a tan in the tankini
6/20/1999	South Bend Tribune	Pg. F 5	Aloha shirt returns to fashion
6/23/1999	Daily News Record	Pg. 4	Sportswear gives father's day sales a boost
6/25/1999	Orange County Register	Pg. C 02	Mossimo teams up with Italian sunglasses firm
6/25/1999	Daily News Record	Vol.29,No.75,Pg.13	Joe Boxer expands business in Japan
6/27/1999	Pensacola News Journal	Pg. 15 H	Spend a few hours shopping downtown
6/29/1999	Lexington Herald Leader	Business and Financial News	Study looks at trends among retailers

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7/1/1999	Soap & Cosmetics	No. 7, Vol. 75, Pg. 59	Unilever; brief article
7/1/1999	Happi-Household & Personal Products Ind.	Vol. 36, No. 7, Pg. 146	French Fragrances, Inc.
7/1/1999	Children's Business	No.7, Vol.14,Pg.120	Fashion Forecast
7/3/1999	The News Press	Pg. 1 J	Stein Mart offers pocket size replicas of hit fragrances
7/3/1999	Morning Call	B 9	Counterfeit brand clothes ordered given to charity
7/4/1999	Chicago Tribune	Pg. 3	Granny chic gets interiors comfortable
7/5/1999	The Daily News of Los Angeles	Section: News	Sports promoter helps athletes help charities
7/7/1999	Business Wire	Business Editors	Saks Incorporated announces plans
7/8/1999	Women's Wear Daily	Pg. 6 S	Scene
7/12/1999	Newsday	Pg. B 06	An icon of style
7/14/1999	Daily News Record	Pg. 2	Oxford Industries net off slightly in fourth quarter
7/15/1999	The Atlanta Journal and Constitution	Pg. 1 C	Daily Briefing
7/25/1999	Chicago Tribune	Pg. 22	It's your call for fall
7/26/1999	Forbes	Sect: Management	Kelly Barron
7/26/1999	Daily News Record	Vol.29,No.87,Pg.28	Nautica signs license for girls wear
7/28/1999	Journal Star	E Commerce	Internet User's confidence grows for online purchases
8/1/1999	House Beautiful	No.8,Vol.141,Pg.96	Taste of Summer
8/1/1999	Children's Business	No.8,Vol.14,pg.S6	411
8/1/1999	Children's Business	No.8,Vol.14,pg.19	Ocean Pacific
8/2/1999	Advertising Age	Pg. 14	Conde Nast, Hachette Court the auto affluent
8/3/1999	Newsday	Pg. B 02	Yo-Yos bounce back
8/3/1999	The New York Times	Sect.B,Pg.8,col.1	Review/Fashion
8/5/1999	Plain Dealer	Style; Pg. 1 F	Back to school coolness
8/5/1999	Newsday	Pg. B 26	Style File
8/12/1999	Daily News	PG. 37	Federated profits up 28%
8/12/1999	Business Wire	Business/Entertainment	Athletes and celebrities team up at the 13th annual Nautica Malibu Triathlon
8/18/1999	Chicago Sun Times	Pg. 30	In the pocket; from tops to bottoms

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8/23/1999	Daily News Record	Pg. 62	Hot new jeans will be down and dirty at magic
8/28/1999	The New York Post	Pg. 022	Getting your kids in gear
8/30/1999	The Los Angeles Times	Part E, Pg. 2	KCET has a vision for award
9/1/1999	Good Housekeeping	No. 3,Vol.229; pg.BIH6	Furniture: Best Beds
9/1/1999	Children's Business	No.9,Vol.14,Pg.11	Nautica girls join Hampton family
9/2/1999	Orlando Sentinel	Pg. I 1	Festival Focus is family fun
9/12/1999	The New York Times	Sect.6,Part 2, Pg. 102	Going to extremes
9/16/1999	Los Angeles Times	Part F, Pg. 5	Best Bets
9/16/1999	The Capital	Pg. D 6	Stars final event
9/16/1999	Business Wire	Not specified	CyberShop.com announces exclusive online distribution
9/18/1999	Chicago Daily Herald	Pg. 1	Second generation Mercury Villager now showing
9/20/1999	St. Petersburg Times	Pg. 3 D	Trend spotting
9/21/1999	USA Today	Money; Pg. 5 B	Image maker wins with fashion ads
9/21/1999	Business Wire	Business Editors	1999 Nautica Malibu Triathlon raises $70K
9/28/1999	PR Newswire	Financial News	Nautica Jeans Company launches online scavenger hunt

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10/3/1999	The New York Times	Sect.3;p.7;col.1	Five Questions for Mark Millman
10/8/1999	The Detroit News	Weekend;	'Art & Soul' mixes music, art, fashion
10/9/1999	The Denver Post	Business; pg. C-02	Briefing
10/11/1999	The Washington Post	Financial; Pg. F03	Monday Morning
10/13/1999	Yachting and Boating World	Not specified	RYA: RYA :National Match Racing Championships
10/22/1999	Los Angeles Times	Part E. pg 2	News, trends, gossip and things to do
10/25/1999	USA Today	Money; pg. 3B	Retailers on the Internet face high-stakes holiday season
10/26/1999	St. Louis Post-Dispatch	Metro; pg. B2	Union Station plans outlet stores to attract area residents
10/29/1999	Daily News Record	Pg. 2	Hollcroft out as president of Chaps
11/1/1999	HFN	Pg. 44	New Nautica items
11/1/1999	Direct Marketing	No. 7; vol. 62; pg. 6	Reader's digest reorganizes
11/3/1999	Business Wire	Not specified	Nautica presents the Starlight Children's Foundation NY-NJ
11/5/1999	Retail Week	Pg. 1	Nautica to open first standalones.
11/5/1999	Campaign	Not specified	Optimedia secures Nautica menswear pan-european tasks
11/8/1999	Business Wire	Not specified	Gifts.com E-commerce engine built by Nexgenix, Inc.
11/10/1999	The Philadelphia Inquirer	City & Region, pg. B02	8 Charged In multimillion dollar counterfeit clothing ring
11/11/1999	SGB UK	Pg. 8	Nautica aims to raise UK profile
11/12/1999	The Kansas City Star	Business; pg. C2	Shoe store to reopen at Great Mall
11/14/1999	The Commercial Appeal	Business C1	Battle of bulging warehouses begins
11/15/1999	Canada Newswire	Domestic News	The Bay and Nautica fleece up for Children's aid society
11/17/1999	Daily News Record	Pg. 25	Please don't squeeze the chairman
11/18/1999	Mexico Business Monthly	Not specified	Franchises boost prices of street front locations

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11/24/1999	Christian Science Monitor	Features; homefront; pg. 18	Body by Madison Avenue
11/26/1999	CNN	Business	Mall Developer Discusses Retailers' efforts
11/27/1999	Times Herald	Local; pg. 1B	Retailers expect good season
11/28/1999	The New York Post	All ed; pg. O54	It's Ginuwine perfume
11/28/1999	Denver Rocky Mountain News	Home Front; pg. 12F	Gifts that pamper
11/30/199	A. Magazine	Pg. 42	Neo-Asian Luxe
12/1/1999	Daily News Record	Pg. 6	Shoppers feast at retail stores
12/1999	Consumer Reports	Vol. N64; No. 12; pg. 8	Marketplace. A dumb fashion trend
12/3/1999	CNNFN	Business	Celebrity Charity
12/6/1999	The Saigon Times Daily	Not specified	Vietnam: VTEC to set up one more garment workshop
12/8/1999	Women's Wear Daily (WWD)	Pg. 20;	Divine Design draws 6,000 for AIDS
12/8/1999	Daily News Record	Pg. 1	Varvatos rises for fall
12/9/1999	The Boston herald	Arts & Life; pg. 067	Sense of Style
12/10/1999	Daily News Record	Pg. 11;	Fashion to the rescue
12/14/1999	The Vancouver Sun	Style; C3	Christmas Potpourri
12/16/1999	The Times	Living; Pg. 2D	Your Style
12/17/1999	The Atlanta Journal and Constitution	Business; pg. 7D	Texas is experiencing big increase in shoppers
12/23/1999	WWD	Pg. 1	A Perry Ellis Revival
12/23/1999	WWD	Pg. 14	Eric Silverman leaves D&G
12/23/1999	The Oregonian	Pg. C01	Nike teams up with high-end eyeglass dealer
12/29/1999	Daily News Record	Pg. 3	Retailers relish results of stellar holiday season
12/29/1999	The Boston herald	Arts & Life; pg. 048	Winners and Losers

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Yachting: Davies wins second world crown The New Zealand Herald January 7, 1999 Thursday

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The New Zealand Herald

January 7, 1999 Thursday

SECTION: SPORT; Watersports; Yachting

LENGTH: 296 words

HEADLINE: Yachting: Davies wins second world crown

BYLINE: By Suzanne McFadden

BODY:
Not even 19, and New Zealander Matt Davies is a double world yachting champion.

Davies yesterday paired up with his old schoolmate Kevin Borrows to win the 420-class title at the world youth sailing championships in Simons Town, South Africa.

Davies, who turns 19 when he arrives back home in Auckland tomorrow, is already the world Laser II champion - a title he won in 1997 with Nathan Handley.

His new crewman, 18-year-old Borrows, has also come through the right channels.

Like many of New Zealand's world sailing champions, Borrows is a former national P-class winner.

It is the first time New Zealand has won the double-handed class at the world youth championships since America's Cup skipper Chris Dickson's hat-trick between 1978 and 1980.

Davies and Borrows, former students at Westlake Boys' High School, were tied for first with an Israeli crew going into the final day of sailing yesterday. But blustery winds gusting to 28 knots meant the last race was abandoned, and the title was decided by countback.

The New Zealanders got the nod - they had three first places in the 10-race regatta, to Israel's two.

World Laser Radial youth champion Alastair Gair was the next-best Kiwi in South Africa, finishing fourth in the single-handed Laser class.

The strong winds did not come soon enough for the Wellington boardsailers, Stacy Cree and Karl Mygind. Cree had a third in the final race to finish eighth, while Mygind a fourth and a fifth to end his regatta in 11th place.

Aucklander Michelle Vinsen was eighth overall in the Laser Radial girls.

Yachting New Zealand high performance manager Peter Lester said he was pleased with New Zealand's fifth place in the **Nautica** Cup teams event considering the Kiwis were not represented in two classes.

LOAD-DATE: December 18, 2002

Nautica Takes a Second Look at Eyewear DNR January 8, 1999

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Business and Industry
DNR

January 8, 1999

SECTION: Vol. 29, No. 3; Pg. 14; ISSN: 1092-5511

RDS-ACC-NO: 1791122

LENGTH: 504 words

HEADLINE: Nautica Takes a Second Look at Eyewear

BYLINE: MELONEE MCKINNEY

HIGHLIGHT:
Nautica inks licensing pact with Marchon Eyewear, which will make and distribute the **Nautica** line

BODY:
With a new year comes all sorts of new things. For **Nautica,** the new year brings a new eyewear licensing agreement with Marchon Eyewear, who will manufacture and distribute the **Nautica** specs. Beginning with the first collection of 1999, the Marchon lines will feature both ophthalmic glasses and sunglasses that both combine function with fashion. David Chu, **Nautica** CEO, founder and designer, said he wanted this collection to have a classic look that features technology and innovative materials.

"We wanted to incorporate wrap ideas with classic aviator shapes and design specific glasses for, say, a sailor who needs a lightweight, yet high-tech polarized, lens," Chu said.

He added that he was initially impressed with Marchon's global sourcing and manufacturing capabilities. "Working with Marchon gives us multiple options that made it possible for us to bring quality and value to the **Nautica** customer."

photos omitted

Al Berg, president of Marchon, said the appeal of the **Nautica** name was exactly what he needed to compete with the other two of what he calls the "big three" companies: Ralph, Tommy and **Nautica. "Nautica** is one of the predominant male brands," Berg said. "We also liked the mid-to upper-mid price point. It is perfect for the optical world." He said he expected the **Nautica** collections to bring in $25 million to $30 million in the first year.

The new line of **Nautica** Eyewear will replace the past partnership with Xyloware, which ended in 1998. Ophthalmic frames will be available at eyewear and specialty retailers sunglasses will be available at Sunglass Hut as well as other eyewear retailers. Both ophthalmic frames and sunglasses will retail in the neighborhood of $140 to $170.

Krakoff said in Coach's current product expansion, neckwear and scarfs were always considered to be logical brand extensions. "Neckwear is something that consumers relate to a company like Coach," he said. "Both ties and scarfs are a good fit to the Coach name."

He said Coach had been looking for more than a year for the right licensing partner and that he felt Echo was a perfect match. "With all of our licensees, we always look for the best possible partner that has the same values and modern, classic attitude. We feel Echo is far and away the best."

Roberts said he felt the Coach brand was a nice addition to the Echo family of names. "The Coach neckwear is classically oriented with an edge that has a high level of quality, so with this line we will be able to offer another sophisticated, high-quality product, which is what Echo is known for."

Both the neckwear and scarfs will be available at Coach retail and select department stores beginning in July and will retail at $45-$47.50 and $75. Cashmere scarfs will be available exclusively at Coach retail locations by mid-October.Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.460

TYPE: Journal; Fulltext

JOURNAL-CODE: DNR

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PINPOINTING THE MAN BEHIND THE LOGO Richmond Times Dispatch (Virginia) January 10, 1999, Sunday,

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Richmond Times Dispatch (Virginia)

January 10, 1999, Sunday, CITY EDITION

SECTION: AREA/STATE, Pg. B-1

LENGTH: 895 words

HEADLINE: PINPOINTING THE MAN BEHIND THE LOGO

BYLINE: Mark Holmberg

BODY:
Clothes shopping has become ridiculous. You find a nice shirt, sweater or jacket, and it's got this big fat logo on it: "Ralph Lauren," "**Nautica,**" "Tommy Hilfiger" or some other goofy name that's not your own.

You may as well buy a bowling shirt with "Earl" written on it.

I'll bet plenty of foreign visitors are wondering: "Why do so many people here name their children Tommy Hilfiger?"

If aliens from outer space landed, they would likely assume the Nike "swoosh" is the official insignia of Planet Earth, like the Federation logo on the uniforms worn in "Star Trek."

And have you noticed how the logos seem to keep growing? It was one thing to have the Levi's "V" stitched into the rear pockets of your blue jeans, but now you can see "Fila" and "Tommy Hilfiger" coming from two blocks away.

Excuse me for being an idiot, but why should we pay top dollar for a piece of clothing that serves as an advertisement for the company that just took our cold hard cash?

It seems to me that they should pay us to become walking billboards. At the very least, they should be giving us the clothing and then calling to make sure it doesn't chafe.

Parents: Why not write off all your children's heavily logoed clothing as advertising when you do your taxes this year? I don't think the tax code specifies that your advertising has to benefit you.

One of my resolutions for 1999 is to address people by the logos they're wearing: "Hey, **Nautica,** maybe you should get a belt for those pants."

OK, kids, you're right. Here's another fogy who has forgot how paralyzing it can be to go to school or to the mall without the proper uniform. Of course your towering sense of style is more easily recognized when the evidence is in foot-high letters on your back.

But what's the big deal about Tommy Hilfiger, whose name is now on everything from perfume to underwear?

He's not a sports star or a rapper or an actor. He's a rather slender 46-year-old clothing designer who got

his start peddling bell-bottom jeans and clothes that made guys look like girls. Then he designed pricey yuppie clothes, a la **Nautica.**

Then rappers such as Snoop Doggy Dogg took to wearing Hilfiger's regattabright colors (talk about clashing cultures) and the next thing you know you've got a half-billion-dollar cultural phenom slated to sponsor the upcoming Rolling Stones' concert tour. (Clear evidence the Tommy craze is over the hill.)

I've often wondered if any of the people who wear the Hilfiger name even know what he looks like.

To find out, I took to the streets and malls, armed with a poster of 16 semifamiliar faces to see how many people could pick this cultural giant out of a photo lineup.

Everybody who participated instantly recognized the name, but many didn't even know whether Tommy was black or white, young or old.

"That's him," said 15-year-old Bryan Williams, who wore a Tommy knit cap while standing outside the Lucky Coin Laundry on Mechanicsville Turnpike. He pointed to the picture of "Kato" Kaelin, O.J. Simpson's sidekick.

Of the 110 people - mostly teen-agers - who took the photo test Wednesday, 13 selected Samuel Bowers, former Ku Klux Klan grand wizard and convicted killer. He finished fourth in the voting because many envision Hilfiger as an older gent with a crinkly smile.

Jeffrey Dahmer, whose quiet courtroom countenance drew 17 votes, finished third.

Jennifer Brown, 17, certain the designer is black, pointed to the sharp-dressed North Carolina basketball star, Antawn Jamison, who scored three votes.

More than 20 people took the test before Cassandra Jiggetts picked the right picture. "I saw him on TV," she said.

Hilfiger was running way behind in the voting until the crowd at Virginia Center Commons came to his rescue. When the day ended, 23 participants had either guessed the real Tommy or had seen him on shows such as "Good Morning America."

That meant Tommy Hilfiger squeaked into first place as himself.

Bryan Wynne, strolling with his friends, said he'd seen Hilfiger in person during an autograph session at Tyson's Corner Mall in Northern Virginia.

Several teens, black and white, said Hilfiger had made racist statements about the role of blacks in his wealth. The rumored statements, apparently unfounded, are so pervasive that there are several Internet sites devoted to the subject.

"I got a drawerful of Tommy stuff," said one 18-year-old at Virginia Center Commons who claimed to have heard Hilfiger use a racial epithet on cable television. "I'm not wearing'em any more."

Over at Fairfield Commons Mall, 14-year-old Lance Adams carefully eyed the photo lineup as hair stylist James Seabron at Lee Hair Styles shaped the young man's low-fade haircut.

"No. 9," Lance said over the sleepy buzz of the clippers. Another point for Dahmer.

Seabron also took his time.

"No. 4," he said, selecting the second-most popular Hilfiger. That's right, Tommy baby, 18 people pointed to the picture of me, even though I stood right there in front of them, thinly disguised in my logoed cap.

Patricia Coles rolled her eyes when her two sons and nephew pointed to Dahmer, radio star Garrison Keillor and me after scanning the pictures at Fairfield Commons.

"You wear his clothes," she scoffed at the retreating teens, "and you don't know who he is or what he represents?"

GRAPHIC: PHOTO

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Nautica Enterprises Inc.(NAUT,NNM) reports earnings for 3d qtr to Nov 28 The New York Times January 11, 1999, Monday, Late Edition - Final

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The New York Times

January 11, 1999, Monday, Late Edition - Final

SECTION: Section C; Page 18; Column 1; Business/Financial Desk

LENGTH: 42 words

HEADLINE: **Nautica** Enterprises Inc.(NAUT,NNM) reports earnings for 3d qtr to Nov 28

BODY:

**** COMPANY REPORTS ****

Nautica Enterprises Inc.(NAUT,NNM)

3d qtr to Nov 28	1998	1997
Sales	157,047,000	145,714,000
Net inc	20,062,000	20,012,000
Share earns	.51	.48
Shares outst	39,362,000	41,767,000

LOAD-DATE: January 11, 1999

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IN FASHION Function meets fashion: snow wear trends Copley News Service January 11, 1999, Monday

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Copley News Service

January 11, 1999, Monday 01:54 Eastern Time

SECTION: Standing, general features

LENGTH: 1534 words

HEADLINE: IN FASHION
Function meets fashion:
snow wear trends

BYLINE: Sharon Mosley

BODY:
Stylish skiers and snowboarders this winter are swooshing down the slopes in apparel that's as fashionable as it is functional. Outdoor enthusiasts know it may be cool to wear the latest fashions on the ski slopes, but they also know that the gear they wear has to keep them warm and dry. Subfreezing windchills can freeze out a fashion show fast.

As more and more fashion labels, like **Nautica** and DKNY, make active outerwear a hot trend in the ready-to-wear market, manufacturers and designers of winter clothing are offering performance-oriented designs that have evolved into fashionable technical clothing that appeals to the most avid fans of snow sports.

This season, the performance starts with bright colors.

"Colors are reflecting the fun of skiing again," says Klaus Obermeyer, founder of the 51-year-old Aspen, Colo.-based skiwear company, Obermeyer. "A well-designed technical piece can look good off the slopes, too."

Violet, lipstick, marigold and cayenne are just a few of the newest hues in Sport Obermeyer's latest collection. Another manufacturer, Marmot, features apple green, tangerine and electric blue this year in its collection of skiwear.

Fresh colors are brightening up the outdoor apparel at Schoffel, where the palette includes Cheddar cheese, plum perfect and the new blue "like turquoise on steroids," says Ronnie McClung, sales director for Schoffel. At Gerry, the brights include true blue, lemon yellow, bright red and Kelly green. New shades at The North Face include fern, tumbleweed, Aztec blue and ice.

But being colorful on the slopes isn't the only way you can update your snow apparel. Active outerwear designers continue to develop more and more authentic pieces that give athletes functional technology.

"People want to know: Is it hype or does it work," says Basie Wightman, a trend spotter for Reebok, and a former apparel designer for Burton Snowboards.

It's the functional details that work this season: underarm pit-zips and/or back and front zippers for ventilation, hand-warmer pockets, flat-seamed or seamless underwear and T-necks as well as ergonomic hoods.

Trends for this year also include lighter-weight shells to accommodate more active skiers and snowboarders who demand more from their apparel. These new lightweight separates also allow for differences in geographical regions. A California skier, for example, may need a shell he or she can layer under, while a Northeast skier may be happier in a jacket with more insulation.

The North Face has the middle triple jacket, a lightweight shell with three-ply Gore-Tex that weighs less than a 1 1/2 pounds; Sierra Design's G2 is another lighter-weight parka loaded with technical features like a powder skirt, ventilation system, roll-up hood and even a water bottle pocket.

As the trend toward performance-oriented clothing continues, more designers and manufacturers are developing alternative waterproof-breathable fabrics for outerwear.

Marmot's Denali II jacket uses an exclusive waterproof-breathable film that works like a thermostat. According to Marmot, the fabric becomes more porous and, therefore, more breathable as body heat rises; as the body cools, it returns to its original form. More and more outerwear companies are coming up with their own special waterproof fabrics.

And don't be surprised if you see some big, puffy parkas out there this winter. Many jackets are made of super-lightweight down which, although bulky looking, are very comfortable and very warm.

Because the same pieces worn for a mountain climbing expedition work just as well for skiing, hiking or walking down a cold city street, active outdoor clothing can give consumers more bang for their buck. One of the most popular layering pieces for an outdoor wardrobe is the fleece top.

According to a survey by SnowSports Industries America, winter sales of fleece were up 32 percent in 1998.

Even snowboarders are seeking functionality over fashion statements these days.

"You'll still see kids in running pants and oversize sweat shirts having a blast in the snow, but teen-agers are getting smarter in their purchase decisions," says Larry Hart, marketing director for Wave Rave.

"Kids don't want baggy, sloppy clothing anymore. They want to be comfortable all day long for the conditions they'll be in," says Andy Wightman, production manager for Sessions.

But, naturally, kids perpetuate the fashion trends, on or off the slopes.

"If you watch MTV for a half-hour, you're going to see a North Face down jacket, some Dolomite technical hiking boots and Smith ski goggles," says Mike Jaquet, associate publisher of FREEZE , a new ski magazine geared toward the 13- to 24-age group.

"Places like New York and Boston are cold and the technically sound apparel is warmer than those lame nylon sports jackets," adds Jaquet. "Functionality, even if it is something to hang out on the street corner with, is definitely in demand."

As consumers of all ages cross over to other winter sports, mainly skiing and snowboarding, and to a lesser degree, the newest craze, skiboarding, more and more outerwear companies are providing multipurpose clothing that's versatile enough to be worn for many occasions.

"Skiing is becoming a companion to snowboarding," says Wightman. "There's a new generation of skiers out there, young and not bound to tradition."

Some snowboard apparel lends itself to street wear.

"I'm seeing a lot of cross over to street wear," says Janet Freeman, owner/designer of Betty Rides, a collection of women's snowboard apparel.

"Even the girls in the malls are wearing it."

The newest Betty Rides' line includes such pieces as the insulated Angel overall, a denim-styled insulated Judy jacket in colors ranging from amethyst and "girl green" to denim and black. In addition to T-shirts and sweaters and matching beanies, there's the polar fleece group with two Long Jane tops and a Long Jane skinny pant made of Polartec fleece.

And whether you're skiing, snowboarding or just having fun outside on a chilly day, it's important to wear a hat. Remember: Up to 25 percent of a body's heat can be lost through an unprotected head! Hats this year are simpler, often with no trim. And don't even think about putting on your pompoms.

"The crown has been coming down for some time and it's kind of settling close to the head," says Maureen Mustapha, owner of The Mews.

The hat company owner says knits, lined with fleece, are coming back strong, as well as Berber hats. And if standing out on the slopes is more your style, a Screamer hat in a rooster, Dalmatian or cow may be something to crow about.

Gloves and mittens are also getting the high-tech treatment with new waterproof treatments combined with lightweight insulation. Scott's new Whitecloud glove features Primaloft, a downlike insulation that is water resistant, and a soft Pittard's leather palm.

Bright colors are also warming up socks for the slopes.

"Bright colors are doing incredibly well," says Jay Kroll, marketing services manager for Wigwam Mills.

One of the biggest trends in ski socks, he says, is Merino wool. "It's a higher-ticket item, but people buy it because they know it works," he adds.

And you can leave those cotton long johns at home, too. There are many more technical-base layering pieces available today in innovative moisture-wicking synthetics. If you prefer natural fibers, SmartWool has a new line of long underwear in Merino wool called Next to Skin Wear guaranteed not to itch or shrink.

Pants are also a critical part of snow apparel.

"Pants can be your best friend and your most valuable piece of equipment," says Lee Turlington, senior vice president of Fila Apparel. "Make sure your pants work great!"

Turlington's favorite pair is a ventable two-way side-zip pant that provides easy on-and-off function.

Susie Wiyninger, director of design at Nils Skiwear, the California-based designer credited with popularizing the figure-hugging stretch bottom suit, sees a move away from in-the-boot toward over-the-boot stretch pants. "We can't make them fast enough," she says.

And don't forget your goggles or sunglasses. They've both come a long way in the past few years. Now, sunglasses are adopting more goggle features. Consumers can find hipper styles with softer, more moldable frames that fit more snugly and are scratch resistant, sport shatterproof lenses with ultraviolet ray protection and better fogging prevention.

"If you take skiing and snowboarding seriously, you're wearing goggles," says Michael Twist, vice president of Uvex. "It's not unlike the increase in the use of helmets that we're seeing in the industry. People are

wearing goggles for both safety and performance reasons. Goggles are the trend right now; they're cool and they say you're a serious athlete."

Now you can get serious about hitting the slopes in fashion that functions. It's not a good time to chill out!

Sharon Mosley is a former fashion editor of the Arkansas Gazette in Little Rock and executive director of the Fashion Editors and Reporters Association.

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Top of Mind Y2K: The Bug in the Consumer Mindset BRANDWEEK formerly Adweek Marketing Week JANUARY 11, 1999

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BRANDWEEK formerly Adweek Marketing Week

JANUARY 11, 1999

LENGTH: 1486 words

HEADLINE: Top of Mind Y2K: The Bug in the Consumer Mindset

BYLINE: Jonathan Bond

BODY:
Unless you've spent recent months on a mountaintop in Tibet, you've heard about the Y2K computer bug. In 1999, the stream of news about Y2K is likely to become a flood with concern about technical problems ranging from electrical blackouts to bank failures to grounded airplanes. But Y2K has implications beyond your equipment. What about your customers?

Hidden in the shadows of the Y2K computer bug is a much larger problem: a consumer bug that could strike before the computer bug ever does, and could operate independently from it. Y2K, as we think of it now, causes problems when computer systems fail. But our research, conducted in conjunction with Bruskin/ Goldring Research, has revealed an even larger threat: fear of Y2K-related problems will effect something more powerful than the reality of the problem--the perception of the problem. For example, every bank around the world could be 100% compliant a few months from now. However, if customers believe there will be problems, they may act preemptively, draw out significant amounts of money en masse and potentially cause an international monetary crisis.

The issue of compliance perceptions is particularly pertinent now as the public becomes more and more concerned. 70% of American adults are now aware of the problem, and the vast majority of them expect real disruptions in their life. In our research, we simulated a build-up of bad news about Y2K, and found that concrete reports of Y2K-related problems would cause consumer fears to grow exponentially.

Furthermore, we discovered that these Y2K-related fears will affect purchasing decisions, possibly on a large scale. In fact, our respondents expected problems from the computer bug in every industry from travel to home electronics to financial services. Three-fourths of survey respondents would buy goods or services from another company if they believed their company was not Y2K compliant, and 84% would become worried about a company they use if any company in the same category announced problems. All in all, Y2K anxieties seem likely to have a major impact on what your consumers choose to buy: 59% were even willing to pay a premium for Y2K problem-free goods and services.

These insights add up to one simple conclusion: whether you like it or not, you need to make a clear choice about how to handle the Y2K consumer bug. A defensive posture requires technical Y2K compliance and communications that work to reassure key audiences. This stance can help you retain your customer base and assuage the fears of other audiences, such as shareholders, press, etc. An offensive posture calls for the development of a strategic, integrated communications program. This approach goes beyond assurances, leveraging your technical compliance and communications to immunize yourself against the Y2K consumer bug. The desired result: minimize fears of your key audiences, improve your competitive position and grow your customer base.

Whether you play offense or defense depends on your current and expected Y2K compliance, your industry and your competitive position. If you are in the business of growing oranges, for example, you could be fine simply by proactively reassuring your direct customers that you are fully ready to deliver product on schedule. However, if you are a utility, financial services company, computer or car manufacturer ahead of the compliance curve and in a strong competitive position, you might want to consider playing offense. Turn Y2K from a competitive threat into a competitive advantage. As our research shows, aggressively leveraging your readiness and leadership could help you not only retain current customers, but may actually draw new ones to you.

Over the next 12 months, let the software designers and computer programmers debug the world's computer systems. As marketers, your job is much harder--to debug the most complex computer in the world: the human mind.

Jonathan Bond is co-chairman of Kirshenbaum Bond & Partners, New York, and author of Under The Radar: Talking To Today's Cynical Consumer.

From our readers . . . Ethnic markets evolving to defy traditional marketing approaches

With the new millennium fast approaching, a realization is again taking hold of advertisers and the ad industry alike, that ethnic consumers remain a largely untapped demographic target. Of course, the census figures have been projecting for quite some time that ethnic peoples are outpacing any other group in terms of growth, but this factor has not translated into a determined effort industry-wide, save for a few loners, to aggressively pinpoint this market, until now. In fact, there has been a prevalent feeling that ethnic people should only be marketed to in the same manner as any other; a fallacy which has led to the inability of many a brand to achieve any significant impact.

Differences in cultural backgrounds and upbringing give ethnic people a unique variety of subsets of motivational influences which have to be fully recognized, understood and accounted for in any advertising or marketing campaign. It has been, primarily, the lack of understanding of these influences reflected in general market campaigns which has promoted the feeling among ethnic consumers that maybe advertisers do not care to understand them; a feeling which has distinct repercussions at retail.

It would seem that in addition to overlooking the viability of this market, we have also forgotten that these consumers are rapidly evolving in their knowledge of traditional advertising and marketing techniques. For example, celebrity endorsement, traditionally a powerful form of marketing, has lost much of its effectiveness because consumers understand that the celebrity has no vested connection to the product other than a substantial amount of money. Similarly, cross-promotions, tie-ins, niche marketing and other aspects of our business are all very well understood by these individuals, particularly the 16-25 age group. From an ethnic perspective, these "Hip-Hop Generation" consumers have repeatedly shown zero tolerance for half-hearted attempts to solicit their loyalty.

Well aware of the power of their discretionary dollars and otherwise, these consumers have actively helped shape the success of brands that have invested the time and effort necessary to produce relevant material; Sprite, Tommy Hilfiger and **Nautica** being perfect examples.

Let us remember, however, that these examples do not begin to encompass the full spectrum of ethnic consumers. As the three most emerging ethnic groups, African Americans, Hispanic and Asian peoples share certain commonalities but also retain distinct differences. Many of these support the "new" trend being adopted by many agencies of integrated marketing; an approach which has as its foundation the fact that an effort to utilize a variety of marketing tools is more effective than the customary 30- or 60-second commercial. Ethnic peoples have demonstrated that campaigns which connect the soul of a product to them in ways which are culturally relevant translate into better retail performance.

Whether we like to admit it or not, we have reached that plateau where our efforts will be for naught unless we strive to address these differences in meaningful and effective ways.

As individuals who seek to provide creative solutions for our clients to achieve success, we cannot continue to allow ourselves to ignore the writing on the wall. A growing and economically powerful segment of the consumer population is speaking to us about the quality of and ideas behind our work. If we are to move forward as a viable and necessary industry, we must make a committed effort to heeding this message.

Ru-El Burford

CEO/executive creative director, The Quantum Group Advertising Agency, Queens, N.Y.

Red-flagged?

Next time you have Philip Van Munching write a ["Devil's Adman"] column criticizing the marketing efforts of a beer company (Brandweek, Nov. 30, 1997), you might include a disclosure of Mr. Van Munching's family's affiliation with Heineken. They're the American importers.

Who's the editor who parceled out that assignment? Might it be time for a refresher course in journalistic ethics?

Peter Barnard, Los Angeles

Philip Van Munching responds: No need for a refresher course in journalistic ethics, Mr. Barnard: Neither I nor my family have had any affiliation with Heineken for a number of years now. As regular readers of my column know, I've been more than open about my previous affiliation, and more than a bit critical of my previous employer's efforts. My editors will likely accept your apology for besmirching them based on outdated information.

Brandweek welcomes letters from readers. Address them to: Letters to the Editor, Brandweek, 1515 Broadway, New York, NY 10036, or e-mail: cstogel @brandweek.com.

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Dress for less: Make it big and bulky when it comes to winter coats The Detroit News January 22, 1999 Friday Final Edition

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The Detroit News

January 22, 1999 Friday Final Edition

SECTION: FEATURES; The Gap, the high-priced cousin of Old Navy, offers this "fat" jacket.; Pg. 3E

LENGTH: 296 words

HEADLINE: Dress for less: Make it big and bulky when it comes to winter coats

BODY:
Puffy, down-filled bubble jackets aren't just for the ski slopes. Pushed to the fashion fore by style-conscious teens and athletic types, fat jackets have become a major outerwear trend.

Here are a few options:

To the nines: Yes, major designers are getting puffed up, too. The fall/winter BCBG line by Max Azria features a parchment velvet hooded bubble coat ($298). Check Saks Fifth Avenue and the BCBG boutique at the Somerset Collection for availability.

There's also Eddie Bauer. For women, Bauer offers a short, thinsulate-lined jacket in colors ranging from black to crimson to blackberry ($148). Their winter catalogue also features a long, down protector coat ($238), which boasts protection to minus 20 degrees. For information, call (800) 426-8020.

Bargain finds: Bubble jackets are flying off the sale racks. A few weeks ago, the Old Navy store in Troy (near Oakland Mall) had tons of men's bubble coats in colors like banana, orange, blue and green. But at $29.99 it's no wonder they are all sold out. To track one of these coats down at another Metro Detroit Old Navy location, call (248) 616-9263.

Mr. Alan's, with seven stores in Metro Detroit, also features a huge selection of bubble coats at a variety of prices. On the low end, there are phat jackets and 3/4 hooded team jackets ranging in price from $39-$59.

On the designer side of the rack, Mr. Alan's sells bubble coats by **Nautica,** Tommy Hilfiger, Guess, Nike, Pelle Pelle (by Marc Buchanan), Fubu and Polo by Ralph Lauren. The selection includes hooded, reversible and water-resistant styles. The designer bubble coats cost from $99 to $179.

Mr. Alan's stores are located in Dearborn, Southfield, Eastpointe, Redford, Hamtramck, Pontiac and Royal Oak.

LOAD-DATE: November 17, 2002

Source: News & Business > Combined Sources > News, All (English, Full Text)
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CLOTHES FOR THE KIDDIES THAT AREN'T OFF THE RACK DESIGNER KIDS' DUDS ARE ANYTHING BUT, BUT QUALITY IS COSTLY Akron Beacon Journal (Ohio) January 30, 1999 Saturday 1 STAR EDITION

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Akron Beacon Journal (Ohio)

January 30, 1999 Saturday 1 STAR EDITION

SECTION: BUSINESS; Pg. E6

LENGTH: 638 words

HEADLINE: CLOTHES FOR THE KIDDIES THAT AREN'T OFF THE RACK DESIGNER KIDS' DUDS ARE ANYTHING BUT, BUT QUALITY IS COSTLY

BYLINE: Mary Ethridge, Beacon Journal business writer

BODY:
My 9-year-old daughter has her own sense of style. It's mortifying. She loves pairing plaids and checks in completely unrelated shades. She'll don summer shorts with wool tights topped off by a T-shirt she outgrew two years ago.

I try to view it all as charming evidence of her creative soul, but I can't help the urge to pin a note to her, disavowing any role in her sartorial state.

I'd like my daughter to wear the sorts of things Terrance Spragling sells in his store, Designer Kids in Rolling Acres Mall. In my fantasy world, she'd be wearing them every single time she sets foot out of the house.

When I tell Spragling this, the father of two smiles, laughs and looks at me like I'm nuts.

"My clothes aren't for every day," Spragling said. "Believe me, I get plenty of my kids' clothes at Wal-Mart and Kmart."

What Spragling sells is a parent's dream -- high-quality children's clothes, from newborn to preteen. Coats are lined, seams are double-stitched. Buttons are sewn on to last. No Rugrats or Bart Simpson T-shirts. No crop tops or cargo pants. And not a sniff of polyester anywhere.

"I won't wear polyester, and I don't sell it," Spragling said.

Most of us regular folks couldn't afford to dress our children in stuff from Designer Kids all the time. But for special occasions, when you want your kids to look breathtakingly unlike themselves, Designer Kids is worth a trip.

Designer Kids carries many upscale lines, including Jessica McClintock, **Nautica** for Boys, Polo by Ralph Lauren, Fubu for children and Tommy Hilfiger for infants. But the most spectacular offerings are clothes created by Spragling himself.

"I like the high end of clothing because I'm an artist. I like creating fancy things," said the 32-year-old Spragling.

If you don't see what you want, Spragling will make it for you. Sketch it out or describe it and Spragling will work with you to come up with a design. Then he'll make it. And often for less than you'd buy it on the rack.

"It can be fun and funky or formal -- but it will always be one of a kind," he said.

Spragling's love of sewing began when he worked at an Akron dry cleaners growing up. He manned the counter and did minor alterations at first. Then he began doing major repairs. By the time he was at East High School in the mid-1980s, he was designing and sewing formal wear. Five girls at his senior prom wore his creations.

Spragling's talents got another boost when a high school classmate, Barbie Knittle, entered the Miss Venus USA contest, a national beauty competition. She asked Spragling to make her evening gown. She won the contest and several more pageants after that. The orders started pouring in, and Spragling set up shop in his home.

Spragling said he burned out after a while and went to Japan for four years to teach English. When he came back, he began sewing again and set up a kiosk in Summit Mall. After a few successful months, he decided he wanted a full store. He opened his place in Rolling Acres Mall in November.

Some of Spragling's clothes are over the top. He's selling a $1,300 silk dress with 14K gold trim and Austrian crystals. It's magical but, heck, I'd opt for a new refrigerator. Most of the outfits are more reasonable, with price tags of $100 to $200. The store's spring line will include clothes in the $39 and $49 range, Spragling said.

"I must diversify and carry a wide range of things so that something appeals to just about everyone," Spragling said. "The only way I'm going to grow and build recognition is to steer into new markets."

Spragling said he started a layaway program that allows customers to pay a bit at a time on a purchase.

"I want everyone to be able to afford my clothes," Spragling said. "Everyone appreciates elegance, no matter their income."

NOTES: THE MADSHOPPER: The Beacon Journal's eye on the stores: Mary Ethridge's Mad Shopper column appears on Saturdays. Call her weekdays at 330-996-3545.

GRAPHIC: PHOTO: Black and white photos (2) of 1- Terrance Spragling and 2- McKayla Richardson -- KIMBERLY BARTH, Beacon Journal photos;
1- Clothing designer Terrance Spragling works on a window display at his store, Designer Kids, in RollingAcres Mall. The store offers a high-end collection of designer clothing for children and 2- McKayla Richardson, 8 months, models an ensemble designed byher uncle, Terrance Spragling, who owns Designer Kids.

LOAD-DATE: October 22, 2002

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NAUTICA TACKS INTO THE SPORTING GOODS CHANNEL WITH NST. SportStyle February 1, 1999

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SportStyle

February 1, 1999

SECTION: Pg. 50; 0162-2242

IAC-ACC-NO: 54149007

LENGTH: 971 words

HEADLINE: NAUTICA TACKS INTO THE SPORTING GOODS CHANNEL WITH NST.

BYLINE: Dowdell, Stephen

AUTHOR-ABSTRACT:
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BODY:
As if it wasn't enough for **Nautica** Enterprises to penetrate the sports apparel market obliquely -- as one corner of the department store fashion triangle **Nautica** Competition/Polo Sport/Hilfiger Athletic -- now the sportswear marketer is poised to spread directly across the athletic retail chart with the **Nautica** NST active line.

As reported in Sportstyle's November 1998 issue, NST will float its street-influenced attitude and moderate price positioning in approximately 850 sporting goods doors. The trade launch comes to The Super Show in Atlanta this month, with market roll-out in the spring.

Nautica Enterprises' EVP and head designer, David Chu, makes no bones about his plan: Use the sharply defined, channel-specific line to prowl the sporting goods landscape for whatever growth it has to offer; facing off against traditional "mega brands" in their backyard while the market struggles with uncertainty and change.

NST is designed as a "fusion" of function and fashion, initially focusing on activewear basics with the clean looks of its higher-end Competition forebear, blended with edgier street and boardsports influences. Chu says NST is "more 'performance' in concept, younger in attitude. It's for the consumer who likes casual, hip good looks with a performance edge." It's the trendsetting generation of 14- to 25-year-olds he's got in mind, but whose choices are followed by much broader consumer segments.

The campaign's spearhead will be concept shops with tightly controlled merchandising and marketing -- outposts intended to unite apparel, footwear and accessories under the NST flag and create an image Chu hopes will transcend the clutter currently tripping up activewear at retail.

But why, with an impressive chunk (about 13 percent) of the department store men's sportswear business in hand, should **Nautica** vie for share in the turbulent sporting goods market? Chu wants to be where the boys are.

"The industry now is getting very vague," he says, "with differences blurred between department stores and sporting goods and everybody looking at the other guy's business because they all need new ways to grow."

This morass offers **Nautica** a chance to be distinct. "This is actually creating the climate for a new positioning in all the trade channels. It is, in the end, becoming a question of the right concept based on the right merchandising environment and the right product." What Chu says he is not after is short-term gains in the sporting goods channel, gotten before the traditional competitors can regroup. Instead, he's after the future of sportswear retailing, and he's convinced sporting goods is the linch pin in that future.

"Think of the mentality of young consumers today," he urges. "They are exposed to many different ideas, take it all in, and feel like they are free to go anywhere, rather than, 'This is the only store I can shop in to be cool.' They can find cool anywhere, from a prestigious department store to a hip store like Old Navy. It's a whole new, more fluid world, and I think it is the wave of the future in retailing."

Chu says less than 10 percent of NST's distribution will be department stores, because the sports retail landscape is "the land of the mega brands where I think there is still a lot of room open for the right product. You have to design for this market with a different mindset. I like technical stuff, and for NST I'll use the angle of performance and add the fashion touch. The other line [Competition] is more fashion-driven, but I love the intersection of the two angles for NST."

Chu is also wary of accidents at that intersection. "The majority of sporting goods stores will have concept shops, where we can control the image that is so important," he explains. "A lot of these boxes are classification-driven, while we are interested in a total idea. The concept is footwear with apparel, plus hats, watches, accessories, all coordinated with the line in one area identified as NST. We think that's how you can really capture that customer."

NST will be "freestanding" with its own sales and marketing staff and a team of designers, "some of them in-house, some of them from the sporting goods side and other fields." The mix is lending a cross-bred feel to the line that Chu thinks is right for the young customer quick to experiment. "You'll see performance nylons paired with twill fabrics. It is all the attitude with which these pieces are put together, like simple clean cargo pants with a more performance-looking jacket and maybe a classic tee.

"This is designing for a customer who creates his own look, because young guys can dress without classifications, like wearing technical surf shorts to go to the mall. Hey, the American culture is a culture of fusion."

Fall 1999 will see more sport-specific pieces, such as shells and running pants. Footwear as well is likely to move from basic looks to more specific directions. "We will evolve it, and see; we are not in a big hurry."

Nautica has built a reputation for making savvy moves that have allowed it to rack up annual sales growth of 26 percent and earnings of 60 percent for the last seven years, and analysts say NST is likely to be another such move, despite the current slumping of the sporting goods market overall.

Comments Josie Esquivel, analyst at Morgan Stanley Dean Witter, "We believe the company can generate 20 percent earnings growth over each of the next three years through shop expansion, the roll-out of the NST collections and its retail outlet expansion." She reports that **Nautica** has increased gross and operating margins by impressive double digits for the last three years, and predicts its wholesale division, including Competition and NST, will grow 15 percent annually through 2001.

IAC-CREATE-DATE: April 7, 1999

LOAD-DATE: April 08, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
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Fake Hilfiger clothes keep popping up in Wal-Mart Arkansas Democrat-Gazette (Little Rock, AR) February 01, 1999, Monday

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Arkansas Democrat-Gazette (Little Rock, AR)

February 01, 1999, Monday

SECTION: NEWS; Pg. D1

LENGTH: 2278 words

HEADLINE: Fake Hilfiger clothes keep popping up in Wal-Mart

BYLINE: EMILY NELSON, THE WALL STREET JOURNAL

BODY:

Caught once again with fake Tommy Hilfiger clothing in its stores, Wal-Mart Stores Inc. tried Aug. 25 to explain its actions to a federal judge.

Wal-Mart merchandise buyers aren't supposed to buy fakes, and the recent problems were flukes, Wal-Mart lawyers told Judge John E. Sprizzo in New York. Still, the lawyers conceded, the nation's largest retailer never told buyers about the judge's 1996 injunction forbidding it to sell counterfeit Hilfiger clothes.

"They didn't even tell anybody about the injunction," Sprizzo repeated. "That is chutzpah if I ever saw it."

Moments later, he found Wal-Mart in civil contempt of court.

A few days later, unaware of the courtroom drama, Essie Horne, an assistant Wal-Mart store manager in Greenville, N.C., ordered Tommy Hilfiger jeans and other designer clothing from a salesman she knew only as "Al." She paid $ 7,192 in cash for 144 pairs of jeans, 100 wind suits and 100 jersey shirts.

For five years now, Tommy Hilfiger U.S.A. Inc. has tried mightily to keep its goods and look-alikes out of Wal-Mart's stores in an experience that underscores how hard it is for designers to keep bogus products at bay. Joel Horowitz, Hilfiger chief executive officer, said he doesn't sell to Wal-Mart because in a discount chain, he can't control Hilfiger's carefully crafted upscale image, embodied in its red, white and blue flag and its crest logo.

"There are thousands of companies that produce polo shirts," he said. "What separates us is the trademark."

But the efforts to protect one of America's best-known clothing brands hit a brick wall: Wal-Mart's corporate culture, which rewards buyers and managers for stocking what customers want.

Retailers are free to sell a designer's merchandise despite its wishes if they can obtain the goods. Middlemen known as "diverters" do supply some. But there is a risk that goods obtained this way will be fake, a risk particularly high when the diverters decline to provide invoices.

Wal-Mart has sold at least $ 5 million of clothes labeled Hilfiger in the past two years. That amount would hardly seem worth fighting for at a company with more than $ 130 billion in annual sales. But brand-name clothing is a powerful sales tool. "Our competition carries it. Our customers want it," said Jay Allen, Wal-Mart's vice president of corporate affairs. So when designers shun it, Wal-Mart tries to find the goods however it can.

Allen said Wal-Mart has taken stronger steps to avoid Hilfiger fakes since the manufacturer took it to court. But Wal-Mart has argued in court that selling legitimately obtained Hilfiger apparel serves the "public interest" because "for many consumers of average income across suburban America, the local Wal-Mart is one of the few sources, if not the only source, for clothing and accessories."

For Hilfiger, Wal-Mart's actions create a significant problem. Horowitz, though he declines to discuss specifics of the Wal-Mart case, said Hilfiger spends millions a year fighting fakes, which cut into Hilfiger's sales and confuse customers.

He said Wal-Mart shoppers who see men's T-shirts with the Hilfiger flag across the front, polo shirts emblazoned with the Hilfiger crest, women's gray baby T-shirts, blue jeans and athletic socks at Wal-Mart stores or Sam's Clubs think they are real. "They go into Wal-Mart expecting authenticity," he said.
Hilfiger first sued Wal-Mart in April 1994, arguing that shirts it sold carrying an Ash Creek label were designed to look similar to Hilfiger's. Hilfiger won a preliminary injunction against the knockoffs, which was later made permanent.
That same spring, U.S. Customs Service agents in Laredo, Texas, confiscated fake Hilfiger shirts from Jamaica that were on the way to Wal-Mart. Hilfiger went back to court in July 1994, suing to stop the retailer from buying counterfeit Hilfiger clothes. Sprizzo issued a permanent injunction in November 1996 barring Wal-Mart from knowingly selling bogus Hilfiger goods or infringing on the trademark.
The case was closed. Wal-Mart went back to its business -- but without notifying its buyers or store managers of the order.
Then, last year, Hilfiger executives began running into fake Hilfiger clothing in the Wal-Mart system. Records show that Sam's Clubs -- Wal-Mart's warehouse stores -- bought Hilfiger-label apparel in February and April.
Jim Branam, chief apparel buyer for Sam's, was so interested in Hilfiger items that during a trip to New York in June, he visited Macy's to scout for Hilfiger styles and gauge how Wal-Mart's selection measured up, he said in a deposition.
In an interview Branam said he routinely visits department stores on his New York trips, a cherished part of the Wal-Mart culture that traces to Sam Walton's practice of checking out competitors and their prices.
According to depositions in the latest case, Hilfiger-label items traveled a circuitous path to Wal-Mart. Buyers at headquarters in Bentonville said they had bought diverted Hilfiger clothing from brokers, not asking where it came from until just before they were deposed by Hilfiger lawyers.
One broker sold Wal-Mart 40,000 of two styles of gray and white Tommy T-shirts, which is about 4,000 more than Hilfiger says it made. In several instances, the retail giant did business with small firms that specialize in close-out goods -- leftover or discontinued items. Some brokers stay in touch with other brokers, sending fliers looking to sell or buy specific goods.
Carnes & Williams Inc., for instance, is based in Arkansas and sells close-out merchandise to Wal-Mart. In late 1997, one of its scouts referred its president, Marcella Williams, to Lyon'share Enterprises Inc., a one-man brokerage business in Sacramento, Calif. That firm's Richard A. Lyon faxed her several pages describing merchandise he could procure, including 10,000 Hilfiger T-shirts with a cursive "Tommy" signature across the front for $ 9.90 each, less than the $ 11.50 to $ 12 wholesale price.
Lyon'share's flier said the broker could also get 10,000 shirts with the Hilfiger flag logo. Ms. Williams later testified that she ordered samples and approached buyers for Wal-Mart Online, who ordered 6,480 shirts last February.
Wal-Mart asked for a letter of authenticity, but Lyon said he got the T-shirts from "the Tommy guy," who "would not actually put his signature on anything," according to Ms. Williams' deposition. Lyon promised an invoice. Ms. Williams relayed that information to Wal-Mart, and it ordered the shirts, Ms. Williams testified.
"The Tommy guy" was, in fact, at least one step removed from Lyon'share. Lyon testified that he bought the T-shirts from Sam Rox Industries, a Los Angeles broker, which he said assured him they were genuine. "In the trade, you keep your contacts secret," he explained.
In an interview, Lyon said the other items he sold to Wal-Mart by way of Carnes & Williams were baseball caps. Currently, he said, "I don't sell any more merchandise to Wal-Mart, and I don't sell any Tommy Hilfiger merchandise." The Sam Rox executive involved didn't return phone calls seeking comment.
The Wal-Mart buyer who ordered the shirts testified that he never asked Ms. Williams where the shirts came from. Allen, the vice president, said Wal-Mart people "felt like we were dealing with suppliers who were providing authentic merchandise."
The Carnes & Williams T-shirts ended up as a separate feature on Wal-Mart's Web site, catching the attention of a Hilfiger executive. Hilfiger went back to court, asking Sprizzo to find Wal-Mart in civil contempt of the 1996 injunction and seeking damages.
In the meantime, Wal-Mart Online shipped the Hilfiger T-shirts that hadn't sold to 13 stores in Colorado, Florida, Kansas, Kentucky, Oklahoma and Virginia. A Hilfiger buyer discovered some in a Wal-Mart in Kansas, infuriating the design house, which was trying to collect and inspect the shirts.
At a July hearing about the shirts, a Wal-Mart lawyer argued that the chain couldn't control each employee. Sprizzo appeared to lose patience.
"It is a hard argument for you to persuade me that a company like Wal-Mart cannot control its employees'

conduct," he said. "Maybe the trouble with your company is that you are not playing the game straight in the sense that you want to say that you are doing all you can, but you really aren't doing all you can."
After finding Wal-Mart in contempt, he gave the chain 24 hours to collect all Hilfiger goods and ship them to a warehouse to be inspected by Hilfiger. But, rather than remove the clothes at once, Wal-Mart officials told Sam's Clubs to mark them down aggressively and prominently display them.
Hilfiger women's jeans selling for $ 29.99 were reduced to $ 10. A Hilfiger T-shirt priced at $ 17.99 was cut to $ 4.24. In two hours on a Wednesday morning, six Sam's Clubs in Detroit sold nearly 1,200 of one style of Hilfiger men's T-shirts. Wal-Mart officials say sales were less strong elsewhere, and by 3 p.m. the remaining goods had been boxed.
Later, under questioning from Sprizzo, Sam's Club's Branam defended the markdowns. "Judge, we are merchants. We got merchandise to sell," he said.
The chief apparel buyer claimed he thought Wal-Mart merely had to get the goods off the shelves within 24 hours and wasn't barred from selling them in the meantime. "As far as we were concerned, we had complied with Judge Sprizzo's order as I understood it then," he said in an interview.
Wal-Mart didn't tell store managers about the ruling, and some managers continued buying Hilfiger-label clothes. A manager in Albert Lea, Minn., got a fax in early September from a vendor offering Hilfiger T-shirts. They sold so well that his district manager asked him to tell others about his purchase at a district meeting, the store manager testified at a hearing.
Later that month and again in October, while shopping at a Greenville, N.C., Wal-Mart, a Hilfiger buyer by chance discovered some Hilfiger jeans, as well as Polo Ralph Lauren jeans, **Nautica** jeans and wind suits, and Fubu jeans and wind suits. All the jeans had the same price tags, labeling them "Fubu/Polo Jeans," a telltale sign of fakes.
At a court hearing, executives from Fubu, Polo and **Nautica** said they had never manufactured some of the styles. The colors, ill-fitting cuts and off-center tags marked the clothes as phonies.
In a deposition, Ms. Horne, the assistant store manager, said she bought the Polo, **Nautica** and Fubu items from "Al" when he sold her the Hilfiger jeans. Her store manager had set up the purchase but had to be out of town. Ms. Horne said she came to work on her day off to receive the delivery from Al, who had the boxes of clothes in two shopping carts.
Horne said she didn't know the clothes were fakes and, since she hadn't seen the brands before, didn't know how to price them. A colleague who had bought Hilfiger jeans elsewhere for about $ 60 helped her. Since Ms. Horne had paid $ 18 a pair for the jeans, they figured Wal-Mart could sell them for $ 36, she testified.
After finding the knockoffs in Greenville, Hilfiger in late October sought a second contempt-of-court finding. Only then did Wal-Mart Executive Vice President Thomas M. Coughlin send a memo to store managers through Wal-Mart's internal computer system.
The stores were told to ship all Hilfiger apparel to a central manager and send a computerized acknowledgment to headquarters. A voice message with the same instructions was sent to district managers and to senior and regional vice presidents of operations. By 11:27 the next morning, a central computer showed, all stores had complied.
Why didn't Wal-Mart take such action sooner? Allen said it didn't see the various instances of fakes-for-sale as related.
"We did address it, or we thought we did, each time," he said. "But it became increasingly clear as totally different circumstances kept happening that were totally unrelated but involved this same merchandise that we needed to step back and develop a process to stop this," he said.
The executive said a new, written policy was explained at an Aug. 25 managers' meeting in Dallas and reiterated at a meeting this week. Among other rules, he said store managers may not buy branded apparel, though they may still buy other items independently .
Neither buyers nor store managers are to buy Hilfiger apparel, even if they believe it to be authentic. In response to the Hilfiger lawsuits, Allen said Wal-Mart now requires invoices that track merchandise from manufacturers to Wal-Mart and has hired an independent inspector to study apparel samples for counterfeiting.
In the meantime, the parent companies of Fubu, **Nautica** and Polo have filed a separate suit against Wal-Mart in federal court in New York that is scheduled for trial in March.
The Hilfiger battle isn't over; either. Sprizzo, who has mentioned the possibility of a criminal contempt charge against Wal-Mart, still hasn't dealt with Hilfiger's request for damages. He has scheduled oral arguments in June on Hilfiger's request for a second civil-contempt finding.

Lawyers for the designers say it is possible that fakes were sold at hundreds of Wal-Marts, and they are reviewing stores' purchase records obtained from the retailer. Wal-Mart said that the problem was confined to outlets that have been identified and that the merchandise has been removed.
Sprizzo won't discuss the case, but at a November hearing, he sounded frustrated. "We keep having to assume," he said, "that this major sales organization, multibillion-dollar-a-year sales organization, needs a constant education as to what they're supposed to do."

LOAD-DATE: March 27, 1999

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WEDDING DAY TOKENS St. Louis Post-Dispatch (Missouri) February 6, 1999, Saturday, FIVE STAR LIFT EDITION

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St. Louis Post-Dispatch (Missouri)

February 6, 1999, Saturday, FIVE STAR LIFT EDITION

SECTION: LIFESTYLE, Pg. 43, HEALTH & BEAUTY STUFF COLUMN

LENGTH: 73 words

HEADLINE: WEDDING DAY TOKENS

BYLINE: Anita Frager; Special To The Post-Dispatch

BODY:
GIFTS FOR bridesmaids and groomsmen were once considered a sentimental gesture. Today, depending on the wedding budget, attendants' gifts range from a thoughtful token to one of extravagance.

Some couples think about the likes and dislikes of each attendant and choose their gifts accordingly.

If health and beauty products are what you're looking for, keep in mind that many stores customize baskets for a more personal touch.

GRAPHIC: PHOTO PHOTOS BY WENDI FITZGERALD:
(1) PHOTO - Shower her with a basket of hand-picked favorites from Bath & Body Works. Nestled within a white wicker basket ($ 10) is Joyful Garden's flower walk whipped body cream (7.5 ounces, $ 11); Daffodil Fields Home Fragrance Spray (3.5 ounces, $ 3.50) and chiffon shower cream (7.5 ounces, $ 9.50); Silkening Pearberry Bath Powder (2 ounces, $ 7.50); Juniper Breeze Body Splash (8 ounces, $ 10); Spring Sky Jelly Jar Scent home fragrance (8 ounces, $ 5.50); and Relaxing Sun-Ripened Raspberry Bath Bubbles with sk in-smoothing in-smoothing chamomile (8 ounces, $ 7.50). Outside the basket is a Home Fragrance candle ($ 6) and heart-shaped candle plate ($ 6).
Give the gift of relaxation. Socked away in this customized gift basket by Origins at Famous-Barr is a pair of Reflexology socks ($ 12.50), Salt Rub Soap ($ 12), Step Lively energizing foot cream ($ 16.50), a foot scrubber ($ 6) and Origins' handmade Japanese palm plant bristle brush ($ 16.50).
Satin gloves and beaded purse, courtesy of An Elegant Event, 121 Hilltown Village Center.
(2) PHOTO - Thank him with a customized collection. From left: Claiborne Sport hair and body cleanser for men (6.7 ounces, $ 17, Famous-Barr); a Mundi valet travel kit ($ 25, Zarfas Luggage & Gifts) that includes a comb, tweezers, nail file, pocket knife, toe and fingernail clippers and scissors; Hilfiger Athletics muscle-therapy soak (10 ounces, $ 22, Dillard's); Sharper Image Design Shower Companion ($ 80, Dillard's), a water-resistant console with AM, FM and VHF TV audio as well as one-touch 20-second memo recorder and LCD clock; **Nautica** Competition cologne spray (2.4 ounces, $ 32.50, Famous-Barr); and Aramis Lab Series for men fragrance-free power wash (8.5 ounces, $ 14, Famous-Barr).
Tuxedo bow tie, boutonniere and wedding glasses, courtesy of Castelli Tuxedo.

LOAD-DATE: February 6, 1999

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Man accused of selling counterfeit clothing The Associated Press State & Local Wire February 9, 1999, Tuesday, BC cycle

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The Associated Press State & Local Wire

February 9, 1999, Tuesday, BC cycle

SECTION: State and Regional

LENGTH: 158 words

HEADLINE: Man accused of selling counterfeit clothing

DATELINE: SAGINAW, Mich.

BODY:
A man accused of selling counterfeit clothes bearing such brand names as Polo, **Nautica,** Nike, Adidas and Lugz and Guess Jeans has been ordered to stand trial.

Harold Beverly, 47, of Saginaw faces a preliminary hearing on Feb. 18 on a charge of placing false identification on clothing. If convicted, he faces a maximum sentence of five years in prison and a $ 50,000 fine.

Beverly allegedly traveled to New York every two weeks during the past year and bought the counterfeit clothes from sweat shops, Walter H. Reynolds, supervisor of the Saginaw FBI office, told The Saginaw News in a story Tuesday.

Authorities allege that Beverly bought the clothes for $ 5,000 and sold them for $ 20,000.

"A lot of people out there are wearing clothing that could be counterfeit," Reynolds said.

Police arrested Beverly after they found counterfeit clothing in his car, Reynolds said.

Beverly remains free on a $ 10,000 personal recognizance bond.

LOAD-DATE: February 9, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Sporting goods industry facing a problem --- too many outlets The Atlanta Journal and Constitution February 11, 1999, Thursday,

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February 11, 1999, Thursday, CONSTITUTION EDITION

SECTION: BUSINESS; Pg. 03F

LENGTH: 355 words

SERIES: Home

HEADLINE: Sporting goods industry facing a problem --- too many outlets

BYLINE: Patti Bond

BODY:
Consumers are more athletic than ever, but even the biggest jocks would get worn out trying to sort through the choices of sporting goods stores.

Specialty store Just For Feet is adding 50 stores this year. Galyan's Trading Co. is forging ahead with its giant retail-entertainment format. Manufacturers like Nike and Reebok are opening retail outlets at a fast clip. And the National Basketball Association and NASCAR are testing their own retail outlets.

"Oversaturation is the most stubborn and perplexing problem facing the sporting goods industry," said John D. Riddle, president of the Sporting Goods Manufacturers Association. Riddle is expected to send this message and a few other warnings on the eve of the Super Show today when he gives his "state of the industry" report.

"We're continuing to see the 'big box' stores going up, but I think we're going to see a renewal of the specialty stores this year," Riddle said. And designers like Tommy Hilfiger, Polo and **Nautica** will continue to infiltrate department stores with their sporty brands.

Athletic footwear stores are feeling the most fallout from retail expansion. For the first time since 1992, athletic shoe sales declined last year, by 8 percent. Consumers are not as crazy about the latest high-tech, high-price running shoes from Nike, Reebok and others. They want "brown shoes," Riddle noted.

The sporting goods industry as a whole is coming off an anemic year. Sales grew 1 percent to $ 45.6 billion in 1998, the worst year of the 1990s for growth.

Women are one of the bright spots for the industry. They're more involved in fitness than ever, and manufacturers are more than happy to come out with a new tailor-made products.

"One piece of equipment in our new products competition this year is a batting helmet designed for long hair," Riddle said. "We're seeing a lot more along those lines at this year's show."

Lethargic teenagers are giving the industry a fit, though. The number of active teens continues to slide. "It's a big problem, and it's something that we'll definitely have to zero in on this year," Riddle said.

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Catwalk talk: GM Fashion Week opens with much style and flair The Detroit News February 12, 1999 Friday Final Edition

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The Detroit News

February 12, 1999 Friday Final Edition

SECTION: FEATURES; Pg. 3E

LENGTH: 178 words

HEADLINE: Catwalk talk: GM Fashion Week opens with much style and flair

BODY:
NEW YORK -- General Motors Fall '99 Fashion Week officially opened Thursday with the menswear collections of Kenneth Cole and Sandy Dalal. Today, Perry Ellis, **Nautica** by David Chu and Ralph Lauren's Polo walk the runway. John Bartlett and Joseph Abboud debut Saturday.

Like the Energizer Bunny, the week goes on and on.

Fashion Week -- with a cluster of tented catwalks in Manhattan's Bryant Park serving as home base -- is a relay of about 100 runway shows that cover a nine-day stretch. The week promises much for American designers, who for the first time pack menswear and womenswear into a single run of shows.

By holding a mass showing and forecasting the seasonal trends before the Europeans, American designers such as Donna Karan and Ralph Lauren may move up a notch on the fashion totem pole. But more importantly, the shows may put a bug in retail ears resulting in more sales.

Throughout the week, Detroit News Style Editor Nicole Volta Avery reports on the haute happenings of General Motors Fashion Week. Here's a glimpse of what's to come:

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The Perfect Match; On New York's Runways, Man Meets Womenswear The Washington Post February 15, 1999, Monday, Final Edition

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View Related Topics

February 15, 1999, Monday, Final Edition

SECTION: STYLE; Pg. C01

LENGTH: 1634 words

HEADLINE: The Perfect Match; On New York's Runways, Man Meets Womenswear

BYLINE: Robin Givhan, Washington Post Staff Writer

DATELINE: NEW YORK, Feb. 14

BODY:

Whether they are cutting an elegant and genteel suit, a parka suitable for the ice fields of Mount Everest or a rough-hewn desert coat in the colors of a Southwestern twilight, designers here have produced collections for fall '99 rooted in strong beliefs about how men can look their best and be at their most comfortable. And as much as the average man may deny being interested in or influenced by fashion, the reality is that his sweaters are lighter, his suits more comfortable, his ties more expressive and his wardrobe more relaxed thanks to changes initiated or institutionalized by the fashion industry.

This season marks the first time that so many menswear designers here have included their womenswear collections on the same runway. That has provided greater context and insight into the creative process. For what womenswear does in great, bold strokes with its form-fitting dresses, attention-grabbing colors and seductive fabrics, menswear echoes in subtle cutting, painterly palettes and luxurious materials.

Designer John Bartlett is, perhaps, this city's most devoted explorer. His greatest strength is his relentless feeding of the imagination, both his own and his audience's. The fall men's and women's collection he presented Saturday night was inspired by the work of artist Georgia O'Keeffe and photographer Alfred Stieglitz and by the relationship forged between the two. The result was a Bartlett collection that combined the slickness of photography with the rough, unpredictable edges of nature.

Bartlett thankfully resisted the temptation of bold floral prints blown up to abstraction. He steered clear of hues rendered harsh by unyielding sunlight. Instead, he embraced colors that might have been washed out and mellowed by the sun. He chose pale yellow, faded turquoise, warm brown and cool reds rather than their fiery counterparts.

For men, his trousers were mostly wide-legged and often had horizontal seams running across the thigh or with the flap of a pocket positioned on the derriere. For women, there were full-legged trousers, too, but he also focused on narrow, form-fitting styles. But the trousers were not his best work. They often hung awkwardly, as if the fabric were too stiff to move gracefully as the models walked and the seams sometimes seemed at odds with the natural lines and curves of both the male and the female physiques.

The collection was its most fascinating when Bartlett played with textures: the seemingly ripped edges of a woman's coat, the swirls of kinky wool that made a woman's sweeping overcoat look as if it were adorned with wild desert flowers, and the delicate knits for men and women that were given character by threadlike trails of fragile color.

The connection between masculine and feminine has always been integral to Bartlett's work. That tension, as we all try to balance both sides of our personality, gives his collections their magnetism. Having both the men's and the women's lines on the runway on equal terms made clear how virtually the same garment can rightfully be worn by both men and women -- yet each relays a different message in the wearing. For instance, a blanket-style shawl when wrapped around the muscular shoulders of a man evokes images of the stoic loner on an idyllic landscape. When it is worn by a woman, the mind conjures a vision of vulnerability.

While Bartlett was mining a fresh source of inspiration, he was not forsaking his own distinct point of view. There were flashes of familiar motifs: the military uniform, the outdoorsman, the notion of utility, the bending of gender expectations. Even when this collection faltered -- with its stiff trousers, cumbersome pant lengths or fabrics too bulky for their role -- there remained a sense of direction and purpose. One is almost always willing to forgive a guide for the occasional misdirection when the journey itself and the promised goal ultimately are so enticing.

Bartlett's wide-ranging interests, and his successes in articulating them through fashion, have helped to create a category of clothes that blend ruggedness with sexuality. Designers like John Scher and labels like Perry Ellis have, in fact, used the stylistic vocabulary honed by Bartlett to clarify their own points of view. At Perry Ellis, the collection was filled with sturdy tweeds, ponchos and earthy colors such as persimmon and olive. And designer Scher evoked military motifs -- from his industrial closures to his heavy use of loden wool -- to create a collection of canvas suits, cable-knit sweater coats and jackets with an extended pocket hem.

While Bartlett was pushing forward, searching for something in art or in nature to inspire him, designer Joseph Abboud was busy proving that clothes do not have to be tricky or complicated to contribute to the wearer's aura of confidence and authority.

Designers, of course, hate being compared with their colleagues. But to really pinpoint Abboud's style, comparisons are essential because what distinguishes him are the subtleties in his work that often are visible only against a backdrop of his peers. Most men are familiar with the soft fluidity of Giorgio Armani. Well, Abboud embraces that gentle elegance but without the continental smoothness. He honors the classics in much the way that Ralph Lauren does, but Abboud steers clear of trying to reproduce them, revive them or fantasize about them. Abboud can include a hacking jacket with a suede collar in this collection, but he loosens it up. He lets it move. He relaxes it.

It has been a long time since Abboud put his menswear and his womenswear collections on a runway. And it has been far too long. Because this was a show that, while not breaking any new ground, while not ticking off the trends of the season, still managed to be beautiful, captivating and enticing.

For men, Abboud offered this gentle reminder: Men already have the tools for fine dressing; they have only to be aware of details and of nuances. Mixing patterns and textures is far easier when a man adheres to tonal dressing. A pair of fine driving gloves or an overcoat with a fur collar -- his is real, but fake will suffice -- pushes a man across the line from well dressed to elegant.

And for women, Abboud offers them the same antique tones of gold, olive and russet as he gives men. They can have the same soft tweed trousers and indulge in classic silhouettes -- long slim skirts, silk charmeuse evening trousers, hourglass jackets -- that will never fade from fashion. Abboud treats a woman's scarf the same way he treats a man's tie. It is the focal point of a subdued ensemble. It is the swath of silk that hints at personality, that carries a spark of flamboyance.

For men, Abboud offers a way to be elegant while never straying far from the comfortable and the familiar. For women, Abboud provides a wardrobe that allows them to look professional and dignified without sacrificing femininity or sex appeal.

Increasingly, menswear -- and for that matter womenswear, too -- has separated into camps. There are those such as Bartlett who espouse a more passionate manner of dressing, one that speaks to sexuality, culture and to the emotions. Gene Meyer is another such designer. His menswear collection shown on Friday evening championed wool coats trimmed in marabou, dress shirts decorated with sequins and still other shirts adorned with rows of ruffles.

There are the classicists. Designers such as Abboud embrace traditions while continuing to make them comfortable and palatable for contemporary life. There remains a formality to their work that prohibits them from ever completely shunning the suit, the tie and the dress shirt. Designer Everett Hall, who presented his second collection here on Friday afternoon, ignores fashion's move toward flat-front trousers and continues to create those with deep pleats. His jackets are roomy and elongated, with three and four buttons. They look best on tall, broad-shouldered men. Smaller gentlemen tend to be overwhelmed by them. But they are suits for men who even as they seek comfort in their clothes find themselves stubbornly attentive to dress codes.

And there are the industrialists. These are the designers who see fashion's future as one driven by technology, sport and action. **Nautica's** David Chu is at his strongest creating nylon trousers, body-encasing parkas and orange safety paraphernalia geared toward men who envision clothes as protective covering rather than expressive plumage.

While much of this urban battle gear is presented with a wink and a wry chuckle, one can't help but worry when a young designer such as Maurice Malone presents a collection that takes this techno style to the extreme. With a collection presented this afternoon, which also included the debut of his women's line, Malone offered a dark, somber vision of the future. His model stalked down the runway to the numbing dirge of music from "The Terminator." Models wore military-style holsters, padded leather jackets, Hannibal Lecter demi-face masks and bar code tattoos. It was enough to leave one with the suspicion that Malone is stockpiling canned goods somewhere in his basement.

At a time when there is much to be optimistic about -- the economy, unemployment, crime, even the weather, for heaven's sake -- one couldn't help but wonder what would prompt a young designer to show such a dour vision.

Stalker chic: Maurice Malone's fall '99 line takes techno style to the extreme with such macabre touches as a Hannibal Lecter demi-face masks. Left, **Nautica's** David Chu has created clothing geared toward men who envision their selections as protective covering. Above, designer John Scher evokes military motifs with loden wool in his line for women.

GRAPHIC: Photo, lucian perkins; Photo, ap/stuart ramson

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Review/Fashion;The Underdressed-for-Success Look The New York Times February 15, 1999, Monday, Late Edition - Final

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February 15, 1999, Monday, Late Edition - Final

SECTION: Section B; Page 6; Column 3; Metropolitan Desk

LENGTH: 1416 words

HEADLINE: Review/Fashion;
The Underdressed-for-Success Look

BYLINE: By CONSTANCE C.R. WHITE

BODY:
The age of the computer geek as fashion hero was bound to come to an end. It could not withstand the unhappy picture of Bill Gates defending his company against charges of unfair competition, plus the letdown we all felt on viewing "Enemy of the State" last fall, when the cool-looking whiz with red hair, tinted glasses and neon sweater turned out to be one of the bad guys.

C'est la vie. Designers are now looking elsewhere for inspiration. It began in Milan (Miuccia Prada being the first to blow to bits the techno-fashion icon, and rebuild him in what the Italians are calling country or rugged-techno style). Now, the idea of a man at play has been taken up by American designers, who presented their men's-wear collections for fall 1999 from Thursday through yesterday in Manhattan.

In an unusual experiment, several designers who showed over the weekend put their men's and women's collections on the same runway. Those who chose this path, like John Bartlett, Maurice Malone and Joseph Abboud, gave themselves some interesting challenges they were not always able to overcome. This is not an arrangement that should be encouraged. Invariably, one of the two collections outshone the other, as in Mr. Bartlett's stellar show, an odyssey inspired by the marriage of Georgia O'Keeffe and Alfred Stieglitz.

Before Mr. Gates made his exit as a style icon, he and his kind hastened the end of aspirational clothing based on looking obviously rich. Though designers have moved on from geek chic, they have retained the notion that modern clothes exude nonchalance.

When a man fantasizes about escape these days, what does he envision? A woman's dreams float her toward a bubble bath, a spa, a man -- the cliche of the knight in shining armor. A man, on the other hand, is more likely to see himself hitting golf balls, dunking a basketball or even picking up the kids from soccer. For the most driven workaholic, the aspiration today is to look as if you didn't work at all.

Recognizing this, both Sandy Dalal and Gene Meyer create clothes that exude languor and youthful innocence. Mr. Dalal's vision is the stronger, with a frontal assault on bastions of traditionalism. If Ralph Lauren is the eminence grise of Anglophilic fashion in America, Mr. Dalal sees the potential in taking aristocratic style into the street, or even into a mosh pit. Pairing straight-legged plaid trousers with a zippered waxed-cotton biker jacket is one of his subversive ideas. Others are suits in paisley, and a midnight-black wool coat of midcalf length over big, floppy raver trousers.

Mr. Meyer -- he of the colorful neckties and sweaters that make you smile -- has seemed a bit off-kilter in

recent seasons. His latest collection has a relaxed mood that speaks to men's leisure fantasies well enough, but too often that mood turns baleful, even when he shows sequin-dotted shirts. It is as if Mr. Meyer were attempting to evolve into a designer of more serious clothes for an older man, but had found no joy in it.

Young customer or old, Mr. Lauren had that hard-driving leisure-seeker pinned to a T in the collection he showed on Friday. For the mature man, or one whose tastes run toward the genteel, Mr. Lauren offered pajama-like trousers, creamy cashmere crewnecks and gentle three-button jackets never meant to be buttoned.

For the youthful customer, Mr. Lauren conjured up a vision of the "I'm working but I'm really playing" life style inspired by the Sundance Film Festival. More than a few fashion insiders skipped industry trade shows last month to attend Sundance, underlining the festival's importance as a trend-setter in more than films. It rolls work, play, art, sports and celebrity all into one.

He drew upon the active style of ski resorts -- puffy parkas, nylon trousers, blazing neon sports shoes and cell phones -- that, of course, is now found on city streets as well.

Mr. Lauren's tailored clothing remains what it has always been -- pungent with the scent of money, beautifully executed, though completely familiar.

There's nothing so terribly wrong with the familiar, as shows by Kenneth Cole and **Nautica** proved. But it does make for torpor in fashion. When the audience gave Mr. Cole a standing ovation, it must have been for the social advocacy he promotes through his well-known advertisements and other efforts, rather than for breakthroughs in style. His pedestrian urban gear was unapologetically inspired by Helmut Lang and Prada. David Chu at **Nautica** dispensed with his usual street wear and concentrated more on suits and coats of interesting fabrics like Teflon-coated wool.

It is difficult to make men's style come alive, to wring "fashion" out of a three-button blazer. Nowhere was this problem more vivid than on the runways of the designers who merged men's and women's. The format is one that Mr. Lang, most prominently, has used for several years, but with men's and women's fashion weeks scheduled back to back this year, several others adopted it as well. What Mr. Lang makes effortless, however, proved problematic for less-experienced hands.

Mr. Bartlett's daring, magnificent women's collection played against a backdrop as warmly evocative as an O'Keeffe painting. Strength and womanliness combined in a milky yellow leather sheath with a matching tool-like apron slung around the waist. Felted wool jackets and uncreased skinny trousers were tipped with contrasting yellows and blues, as if Mr. Bartlett had dipped them in the artist's paint pots.

He cut serapes of wool or pashmina -- the material of choice for evening wraps for New York's young socialites -- into sexy evening dresses. An amazing coat and serape in red, black and white was draped from fur treated to look as if it had been matted and stored in the bottom of a trunk for 20 years.

True to O'Keeffe's love of New Mexico, Mr. Bartlett adorned the models with turquoise and silver jewelry -- striking armbands, pendulous earrings and a macro-size lanyard.

And the men's wear? It was fine-enough Bartlett, with an expected dose of rebellion, this time in the form of apron skirts for men over trousers. Here, too, were the familiar brawny ribbed sweaters and the bulky trousers that have come to define the Bartlett man. Mr. Bartlett seemed quite obviously spent by the effort he had put into his women's collection. Since the world already knows Mr. Bartlett as one of the most important men's-wear designers, it is in the women's arena that he needs to prove his point.

Likewise Maurice Malone, who showed his first women's collection yesterday with his men's clothes. For men, street-wear influences were upgraded with sartorial workmanship in an angry rumble of a show, in which Mr. Malone seemed to be paying homage to guerrillas, of both the military and the urban sorts. Few designers have been able to marry hip-hop flavor and designer fashion as successfully as Mr. Malone has.

He evolved the idea of strap-on body bags, with trapunto stitching and masculine embossing on black-leather harnesses slung over one shoulder or strapped to the chest. Women got to wear their tough urban accessories over slithery knit sweater dresses. In this mode, Mr. Malone has perfect pitch; he needs to stay with this concept to produce a useful women's collection: glittery dresses and other sweetly feminine styles are, for the moment, beyond him.

John Scher's uneven collection was full of design paradoxes for men and women, like girlish-looking zip-front sweaters on a brawny guy, and cable-knit skirts for women. Mr. Scher, too, looked like he would have done better by the men's wear had he not had to concentrate on women's at the same time.

Focusing on one collection, however, would not have helped Joseph Abboud's lumbering show. When a designer makes a bathrobe as a signature, one senses that there's trouble ahead. And it came in waves. There were men in paisley robes over tuxedo shirts and bow ties, and both male and female models in beige suits. Forward-thinking designers are showing darker colors with flashes of rich hues, soft jackets and mixes of matte and shiny fabrics. But all these trends seem lost on Mr. Abboud -- clouded, perhaps, by hoped-for sales of dull clothes.

A final cautionary note, inspired by the Abboud show, to designers during a fashion week sponsored by General Motors. A burst of smoke, music playing overhead and the dramatic appearance of a car on a runway do not bring to mind fashion so much as "The Price Is Right."

http://www.nytimes.com

GRAPHIC: Photos: ABOVE--John Bartlett's pale yellow leather dress with utility apron. ABOVE RIGHT--His red and ivory fur serape and wool trousers, inspired by O'Keeffe and Stieglitz. BELOW--A zippered black biker jacket in oiled and waxed cotton, over red and green plaid trousers, from Sandy Dalal. ABOVE--Mr. Bartlett's manly take on the O'Keeffe-Stieglitz look: military shirt, apron and wool trousers in shades of olive. LEFT--The designer's bare olive cashmere sweater and skinny gray hipster pants. RIGHT--Ralph Lauren's spread-collar lavender shirt and charcoal suit from his Purple label collection. BELOW--Gene Meyer's double-face gray wool coat and leather jeans. ABOVE--A black wool gabardine suit, gray flannel shirt and leather aviator hat from Maurice Malone. ABOVE CENTER--Mr. Malone's gray ribbed wool sweater dress and black-leather harness bag. (Photographs by Corina Lecca for The New York Times)

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NAUTICA BOYS GETS AN OVERHAUL FOR FALL '99 : THREE FALL DELIVERIES PLANNED FOR LINE PRODUCED UNDER LICENSE BY HAMPTON INDUSTRIES. Daily News Record February 15, 1999

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February 15, 1999

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LENGTH: 416 words

HEADLINE: NAUTICA BOYS GETS AN OVERHAUL FOR FALL '99 : THREE FALL DELIVERIES PLANNED FOR LINE PRODUCED UNDER LICENSE BY HAMPTON INDUSTRIES.

BYLINE: SANDERS, SHARI; Romero, Elena

BODY:
Nautica Boys division, produced by New York's Hampton Industries, has been revitalized for fall '99.

"We've got a new management team and a new attitude," designer David Chu told DNR, referring to recently appointed **Nautica** Boys president Bob Reid, a Calvin Klein and Halston Menswear veteran. Chu said the boys' line retains the spirit of men's wear while taking an edgy, fun stance.

"There are three deliveries for fall, and there's definitely a much better balance this season," said Reid, who notes that each look is completed by accessories. Styles are strong enough to stand on their own but work well with each other to create fashion statements.

Athletic Club is fashioned in signature **Nautica** shades of navy, red, yellow and white, with the introduction of black denim to complement ring-spun indigo. Fashion styling is achieved with cargo pockets and carpenter treatments. Look for mock tearaway pants, varied Nautech tops, cotton T-shirts and sweaters. Harbor Town Crew is an updated nautical group of plaids, rugby stripes and solids. Navigator is an edgy, extreme-sports-influenced group of graphic T's, engineered stripes, ombre plaid shirts, waffle-weave tops, a variety of bottoms and reversible jackets.

Nautica plans to advertise the collection through the back-to-school season on billboards and buses in such cities as New York and Philadelphia.

Mecca of Happy Kids

Establishing itself as a brand name in young men's, Mecca USA has decided to go after the boys' business for fall '99. The New York-based sportswear firm has signed a licensing deal with Happy Kids Inc. for boys' apparel, sizes 8 to 20.

"This is Mecca USA's first license," said Mecca USA's national sales manager, Peter Mintz. "We wanted a company who understood our philosophy with regards to integrity and quality. After careful consideration,

we feel Happy Kids is that company."

Political Ambition

In a conscious attempt to encourage creative writing among young children in Philadelphia, Europe Craft Imports Inc. and Perry Ellis America will sponsor Kid's Quarterly's "If I were mayor for a day" essay contest. At the conclusion of the contest, essay winners will be provided with a Perry Ellis America wardrobe. The winners will also have a chance to meet Mayor Edward Rendell during a luncheon sponsored by the sportswear firm.

The contest is slated to begin Friday, Feb. 19, and will run through March 19 with winners selected by the Kid's Quarterly staff.

IAC-CREATE-DATE: February 22, 1999

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N.Y FASHION WEEK; Suit yourself for fall as a...Turn-of-the-century man The Boston Herald February 15, 1999 Monday

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February 15, 1999 Monday ALL EDITIONS

SECTION: ARTS & LIFE; Pg. 038

LENGTH: 925 words

HEADLINE: N.Y FASHION WEEK; Suit yourself for fall as a...Turn-of-the-century man

BYLINE: By JILL RADSKEN

BODY:
NEW YORK - In junior high school, they were flooders. Now, they're chic.

Pants cropped above the ankle were the main attraction on several runways here during the weekend as American designers rolled out their fall-winter '99 menswear collections. While there's little chance most men will put aside their memories of adolescent growth spurts and embrace the high-water look, such are the ways of fashion.

Most of the interesting menswear shown here through yesterday was below the belt. What shows more promise than floods are utility-inspired pants.

Cargo pants - with button, zipper and tab closures - returned to the runways with even more force than last season. Maybe Tinky Winky carries his cash and credit cards in a handbag, but most American males prefer to do so on their person. These flat-front pants offer them plenty of places to stash their stuff, with pockets at every position.

Designers also showed enthusiasm for a blend of function and fashion, using high-tech fabrics in jackets, vests and sweaters.

So guys, take notes. Here's how to use the designers' vision of the turn-of-the-century male to update your fashion statement.

The statement: Techie. The computer genius, the engineer and the Radio(Shack)head.

The labels: R. Scott French, Perry Ellis.

The clothes: By definition, techno-geeks never really cared about what they wore. But now that high-tech is cool, they're faced with their own Y2K problem: finding clothes that show they're the smartest kid in the class, not the worst-dressed.

The most perfect vision of techno-geek chic came from French's debut collection modeled by "real men" - New York City firefighters, musicians, architects and major league baseball players. French featured a series of striped dress shirts paired with khakis or twill flat-front trousers.

Perry Ellis imagined a world of floods and fedoras for budding Bill Gateses. In Perry's vision, the techie

wears white dress shirts and solid-colored ties in currant, silver and whiskey. The pants are short, and Ellis capped the look with a hat.

The statement: Out There. The hip-hopper, the snowboarder.

The labels: Maurice Malone, RLX by Ralph Lauren and NST by **Nautica.**

The clothes: The antithesis of the pencil pusher, the Out There male is one who pushes the envelope. Blazing fashion trails that leave the mainstream confounded, these guys are all flash.

If you're on the move on the street, you may opt for Maurice Malone's warrior wear. Inspired by futuristic movies, such as "Bladerunner" and "The Terminator," Malone showed bullet-proof-style vests, metallic jeans and harness packs.

On the snowboard front, they'll be wearing RLX and NST, two new, heavily logoed sports lines from Ralph Lauren and **Nautica,** respectively. RLX includes a series of synthetic, waterproof denim gear with cords and zippers galore. One snowboarding jacket had no fewer than six pockets and a Velcro strip to keep the boarder's radio antenna in place.

The NST line sports similar detail. The models wearing the rubberized hooded jackets, drawstring pants and flight pants looked like they were ready to direct traffic at Logan.

The statement: Fashion-Forward. The restaurant or art gallery owner, other out-and-abouts.

The labels: Gene Meyer, Nicole Farhi, John Bartlett, Perry Ellis.

The clothes: Confidence goes a long way in carrying off the looks designers have in mind for those on the cutting edge.

The common theme is utility wear. Bartlett's vision combined the pioneering style of artist Georgia O'Keefe and photographer Alfred Steiglitz. His pants sported names like steel, drill laborer and rail worker. Many appeared on the runway with large pockets set on the back of the upper thigh. Blanket coats and muscle shirts kept with the frontier spirit.

Gene Meyer's wilderness was half a world away - in Siberia. "A collection for today's Cossack," the program notes read. Meyer showed duffle coats, backpack trousers - pants with a single, giant, three-dimensional pocket across the seat - and shearling saddle bags that strap across the chest.

Meyer's show had its festive side: Brightly colored, geometric print shirts and ties - what he's best known for - ended the show.

The statement: Sophisticated Ease. The professor, the art director. Think male Martha Stewart.

The labels: Polo Ralph Lauren, Joseph Abboud, Nicole Farhi, **Nautica** David Chu.

The clothes: An appreciation for luxurious fabrics and classic styles is a must.

This guy could live in Polo's wide-ribbed corduroy cargo pants (as long as they're not cropped), cable sweaters and suede jackets. Other options are wool turtlenecks in bottle green and ink blue from **Nautica** and tweed and houndstooth suit jackets by Joseph Abboud.

The statement: Boardroom and Courtroom. The attorney, the CEO and other suits.

The labels: Ralph Lauren Purple Label, Joseph Abboud.

The clothes: Conservatism continues to dominate the corporate world, and designers here proposed only

incremental changes to the uniform - blue and gray pinstripes.

Still, there were splashes of color. Ralph Lauren's Purple Label line featured charcoal pinstripes highlighted with lavender and pink shirts and ties. Joseph Abboud constructed a formalwear collection that, according to his show notes, meshed "British tailoring, Italian sensuality and French dandyism" with American sportswear.

Abboud's dinner jackets, tuxedos and evening robes appeared in a neutral palette of grays, ivory, bronze, black and silver. Some were patterned in velvet stripes, others in paisley.

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THESE CLOTHES MAKE THE MAN Columbus Dispatch (Ohio) February 16, 1999, Tuesday

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February 16, 1999, Tuesday

SECTION: FEATURES - ACCENT & ARTS , Pg. 1E

LENGTH: 1867 words

HEADLINE: THESE CLOTHES MAKE THE MAN

BYLINE: Marshall Hood, Dispatch Fashion Reporter

BODY:
NEW YORK Seventh Avenue didn't take long to disprove the axiom that men's fashion is an oxymoron.

In only four days, to be precise, menswear designers previewed fall collections that will take the well-dressed fellow through the door of the new millennium.

The millennium bug has bitten many a designer showing menswear last week and womenswear this week. Designers seem intent on wanting people to dress up as they usher in 2000.

Joseph Abboud celebrates with pure elegance. His key influences: "British tailoring, Italian sensuality, French dandyism and the underlying foundation of modern American sportswear."

"This collection is a celebration of the return to proper menswear to tailoring, to elegantly cut suits and sport coats that emphasize and enhance the man's body," said Abboud, who launched his signature men's line in 1987.

No one does formalwear quite like Abboud. His dinner jackets in antique brass paisley, quilted black velvet and ivory flannel recall an era when men's evening attire easily outshone women's.

It would take a chap of great means and greater confidence today to pull off many of the designers' after-5 looks. But maybe every gentleman needs a zinc-and-onyx-striped velvet evening robe.

A bit less understated, but no less elegant, were Abboud's suits: natty things in oatmeal, pumice and dark honey, as well as traditional charcoal, navy and olive.

English tailoring touches suede jacket collars, houndstooth checks and fitted vests were plentiful, as were matching shirts and ties.

Abboud also showed a smattering of his equally elegant womenswear. But he ended his show on a high-testosterone note: sending down the runway a gold pickup truck through a cloud of smoke. The GMC Sierra and four other General Motors vehicles "created" by Seventh Avenue designers and unveiled this week are prizes in a sweepstakes to raise money for Concept: Cure, which funds breast-cancer research.

Ralph Lauren

It's good Ralph Lauren didn't try to get a truck up the squeaky freight elevator in the warehouse where he

showed his fall menswear. (The building is being converted into Lauren's first SoHo boutique.)

His dressy labels, Ralph Lauren and Purple Label, were no less uptown than Abboud's. A trim charcoal pinstripe suit with a pink (yes, pink) cashmere turtleneck was a standout. So were English country-inspired herringbone suits and hooded sweaters in purple, red, royal blue and green.

For his sporty Polo line, Lauren offered drawstring cargo pants and "expedition" parkas with more zippers and pockets than you can count.

Kenneth Cole

Cole's name is most often associated with his wildly popular footwear, accessories and backpacks-briefcases. His menswear, however, was one of the week's highlights.

Held in the newly renovated Grand Central Station terminal (the operative terming being grand), Cole's show previewed clothes that were young (but not too), modern and urban.

Black, gray and ivory un-colored much of the collection. There was little color in his slim-silhouette suits and "techno-utilitarian" sportswear. ("Techno-utilitarian" apparently means lots of black nylon, pockets and Velcro.)

Cole also is keen on hooded sweaters - a trend shaping up to be one of the season's strongest.

Cole's show included no motor vehicles, unless you counted the oncoming train projected on the runway backdrop. Instead, he ended his preview by sending out a trio of actor pals in outfits from his fall line: Kevin Bacon, Billy Baldwin and Jeremy Piven.

Ron Chereskin

Chereskin got into the actor trend, too, although many of the reporters in attendance couldn't tell one male-hunk soap-opera star from another.

Thanks to a handout description, one could determine that Michael Park (Jack Snyder from As the World Turns) was wearing the ruby viscose-Lycra jacket and cashmere turtleneck, and Terrell Tilford (David Grand from Guiding Light) was in the charcoal alpaca-mohair stadium coat, sweater jacket and wool-Lycra pants with ankle zipper.

Fellow Guiding Light cast member Ron Raines (a k a Alan Spaulding) was turned out in a black wool peacoat sweater, charcoal cashmere hooded sweater and black sueded cotton pants.

Jonathan Sharp (Sergi Radzinsky) and Mark Mortimer (Nick Hudson), both studs from Another World, rounded out the showroom preview.

Nautica

David Chu hasn't reached the single-name recognition of a Ralph, Calvin or Tommy. But the designer behind the mega-successful and popular **Nautica** line continues to impress onlookers.

Chu's sportswear, suits and denim are designed with an eye toward the future with reverence for the past. On one hand, he showed traditional-flavored suits and sport coats in loden, wool and Harris tweed in caramel and ash grays accented with accessories in bottle green and ink.

On the other, he crafts his sporty, performance lines in rubberized microfleece and Kevlar nylon. And his clean and crisp denim reinterprets the uniform of the blue-collar worker.

GRAPHIC: PHOTO: , Associated Press photos, Above: A slim black Chesterfield coat with a velvet collar

over a tuxedo shirt and snowboarder pants, left, and snowboarder pants with a leather jacket, shirt and tie reflect the slopes-to-streetwear look. Both outfits are from Ralph Lauren's Polo collection., Below: From Joseph Abboud comes this alpaca wool coat with a mink collar, set off by an ivory jacket, flannel trousers, and a herringbone shirt with matching bow tie and velvet slippers. Above: A charcoal poncho, left, makes a statement with indigo denim jeans and a black silk tie; sharing the runway, an alpaca peacoat teams with slate wool military trousers. Both looks are from Perry Ellis., Right: Black floral print wool jeans blossomed at the Sandy Dalal runway show.

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No 'white shirt and tie' at this N.Y. Fashion Week showing Deseret News (Salt Lake City) February 17, 1999, Wednesday

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Deseret News (Salt Lake City)

February 17, 1999, Wednesday

SECTION: Pg. WEB

LENGTH: 573 words

HEADLINE: No 'white shirt and tie' at this N.Y. Fashion Week showing

BYLINE: By Carol Deegan Associated Press writer

BODY:
NEW YORK -- Monochromatic, military-inspired, techno-utilitarian, athletic wear.

Whatever the look, it isn't the cliched "white shirt and tie."

You won't need to worry about what tie to wear when your suit, tie and shirt are all in the same shade or contrasting shades of black, gray or brown.

Or leave the shirt and tie in the closet and wear a crewneck, polo or turtleneck sweater.

Actor Kevin Bacon modeled a gray one-button pinstripe suit with a black polo sweater at Kenneth Cole's fall/winter 1999 menswear show, which was staged at Vanderbilt Hall at Grand Central Terminal. The show was the season opener for the semiannual Fashion Week, which continues through Feb. 19 at locations throughout Manhattan.

Cole's fall 1999 collection included denim jeans, jackets and workersuit; silver quilted bubble jacket with black jeans; and techno-utilitarian touches such as multipockets, fabric fasteners and nylon color blocks on elbows and knees.

Joseph Abboud's elegant oatmeal heather tweed hacking suit was worn with a sepia tattersall shirt and tie. The designer's houndstooth check five-button hacking suit was worn with a houndstooth check shirt and matching tie.

Abboud's collection also included a wool/cashmere officer's jacket worn with a cashmere V-neck sweater and corduroy trousers, and an officer's collar coat with velvet trim.

Ralph Lauren's fall/winter collection includes military-inspired cashmere toggle coats and watch caps; brown jackets and wide-leg trousers inspired by authentic English hunting gear; slim Chesterfield coats with velvet top collars; and cashmere drawstring pants.

If the pulled-together look is too pulled together for you, Lauren suggests throwing on a white tuxedo shirt and dark Chesterfield coat over dark military-inspired snowboarding pants. You can even add a narrow tie

David Chu for **Nautica** took skiwear off the slopes and onto the streets. He dressed his models in clothes fit for the coldest weather: enormous parkas in orange and navy nylon, and nylon snowboarding pants and

overalls.

Chu wasn't afraid to mix colors: a green Harris tweet topcoat was paired with a brown wool hooded sweater and charcoal wool drawstring pants. A burgundy Harris tweed topcoat was worn with a green wool crewneck sweater, blue-and-purple striped shirt and navy wool pants.

Denim had its place on the runway with jean jackets and pants with wide, rolled-up cuffs.

Workmen's overalls, ankle-zip pants, military flight suits, cargo pants and bike messenger sweaters and jeans were there, too.

John Bartlett's menswear collection included utility aprons, steelworker's pants, sailor pants, military-inspired padded peacoat, elongated bomber jacket, army CPO shirt; artist's pants, cotton outback duster and wool serape.

Twenty-two-year-old Sandy Dalal dressed his models in a brown wool turtleneck with red tartan wool trousers and brown leather blazer; a brown zip sweater with a navy floral wool jacket and ivory moleskin jeans; and a beige raincoat worn with black embossed velvet jeans with paisley trim.

Last summer, Ron Chereskin rode through the city in a double-decker bus, scooping up male tourists for fashion make-overs.

For his fall/winter collection, he hired actors from three daytime soap operas for informal modeling at his Fifth Avenue showroom.

Also showing their menswear collections during Fashion Week: DKNY, Cynthia Rowley, Tommy Hilfiger and HUGO Hugo Boss.

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'Utility apron' new for men Designers full of imagination The Denver Post February 17, 1999 Wednesday

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The Denver Post

February 17, 1999 Wednesday 2D EDITION

SECTION: LIVING; Pg. F-04

LENGTH: 662 words

HEADLINE: 'Utility apron' new for men Designers full of imagination

BYLINE: By Francine Parnes, Denver Post Fashion Editor

BODY:
NEW YORK - This fall's man of style wears a "utility apron" (read: skirt) by designer John Bartlett, or goes bare-chested in a red taffeta ballskirt, seen on the runway of Cynthia Rowley.

That is, if he succumbs to trends tallied at the menswear designer previews that wrapped up Sunday in New York.

But other looks abound. Gray represents the preferred palette. Cashmere practically blankets everything, from the ubiquitous drawstring pant to jeans by designer Sandy Dalal.

To greet fall in style and forge ahead with their first collections of the new millennium (fall '99-winter 2000), designers served up novel takes and twists on traditional items.

Ralph Lauren, for example, designing for his Polo line, pairs snowboarding pants with a white oxford shirt and narrow tie. Wear it on the slopes? Or to the office? Your guess.

The military mood isn't going away any time soon, either. Gene Meyer offers army green T-shirts and deep-pocket duffel coats, while Ralph Lauren has vintage-looking military toggle coats in cashmere, and John Bartlett has "army ultralite cashmere CPO shirts." And don't rotate the cargo pants to the back of the closet just yet.

Then there's that passion for pockets.

Kenneth Cole likes them so much, the witty designer (whose ads read, for instance, "Almost as many suits are tried in the courtroom today as the dressing room") features special pockets in pouch bags, vests and coats. Any place you can tuck a cell phone, there's a pocket.

"Fashion is urban military," says Cole. "Today we're all very practical and sensible in our approach to dressing. We take our work with us, and we need a place for our phone and Palm Pilot. The pockets are your mobile home that travels with you."

Another trend is the category that designers call "utility" clothing. That's functional sportswear and athletic looks, but often recast in luxurious fabrics. They translate into drawstring pants (in gray wool, both at **Nautica** and Perry Ellis), hooded sweaters (in charcoal cashmere at Ron Chereskin), and suits at DKNY that close with adhesive or magnets, which Karan refers to as "industrial hardware."

One of the simplest approaches to style - which gets bonus points for ease of dressing - comes from Kenneth Cole, who showed neckties made from the same fabric as the suits themselves. Cole is hoping to market the ties along with the suits.

While you may think the perfect-match notion is just this side of Garanimals, Cole, who runs a $ 220 million wholesale company, certainly knows how to market his clothes.

The final three models in his show were Kevin Bacon, Billy Baldwin and Jeremy Piven of ABC's "Cupid." In case you missed the show, the live Webcast can be found on www.kennethcole.com, which also includes some rounds of backstage eavesdropping.

Ron Chereskin is likewise no slouch when it comes to celebrity star power. He showed off his collection to its best advantage by presenting it on 15 male cast members of "As the World Turns," "Another World," and "The Guiding Light."

"We're used to seeing mannequins who just stand there dead or alive, and (the soap stars) had personalities that came to life and brought Ron's clothes to life as well," says Ernestine Sclafani, a company spokesperson.

Chereskin calls his collection "casual glamour." For him that means simple shapes, such as turtlenecks in cashmere and sports jackets in alpaca/mohair.

Some fabrics are futuristic. David Chu, designing for **Nautica,** offers rubberized hooded jackets, pullovers and parkas. He calls it "a new surface treatment that provides protection against the elements of late 20th century life."

Some designers, including Joseph Abboud, John Bartlett, Donna Karan and Cynthia Rowley, presented both their women's and their men's collections on the same runway.

"It adds a whole other dynamic and dimension to showing clothes," says Abboud. "You get a purer vision of what a designer is trying to say because it's like real life."

GRAPHIC: PHOTO: Kenneth Cole's designs were big on pockets - in pouch bags, vest, coats. PHOTO: Associated Press /Richard Drew Snowboarder pants with leather jacket were part of the offerings at the Polo Ralph Lauren show.

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Classically trained; Designers give men an elegant look Chicago Sun-Times February 17, 1999, WEDNESDAY, Late Sports Final Edition

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February 17, 1999, WEDNESDAY, Late Sports Final Edition

SECTION: FEATURES; Pg. 27

LENGTH: 578 words

HEADLINE: Classically trained;
Designers give men an elegant look

SOURCE: STUART RAMSON; ASSOCIATED PRESS; RICHARD DREW

BYLINE: BY LISA LENOIR

DATELINE: NEW YORK

BODY:
San Francisco Mayor Willie Brown understands how to dress well.

His sense of taste was clearly evident in the clothes he wore at Donna Karan's DKNY show here Sunday: A soft, supple camel alpaca overcoat, a dark suit with the right shirt and tie, and a black hat with a red feather on the side.

Truly sharp.

"Clothes cover up all the warts and all the bad things," he said with a smile.

But he takes his appearance seriously by wearing nothing but the best names in menswear: Brioni, Sulka and Issey Miyake.

"So many designers are paying more attention to men's clothing, giving them more than the white shirt, wing tips and the navy suit."

Now it doesn't mean he won't slip into the old, conservative dark suit, white shirt and tie routine periodically.

"I am so phony, you'll see me in town wearing a navy suit for a speech."

Brown and so many other men are witnessing a return to classic elegance in menswear. The casualization of society -- which grew out of dress-down Fridays -- liberated some and stifled others.

The suit and tie uniform suddenly took a back seat to jeans, khakis, polos and sport coats.

And this caused problems. Men started showing up for work in bizarre combinations that lacked professionalism and panache.

Gregg Andrews, Nordstrom's central states fashion director, said he can't count how many times people call his office to seek advice about what is considered proper menswear attire for the workplace.

"Men used to have just the suit, shirt and tie. They never had this other (casual) wardrobe."

Things just became easier, judging from the fall '99 menswear collections. Alpaca overcoats, Herringbone and Donegal tweeds in neutral-colored suits with subtle hints of color interwoven for contrast, high-glazed leathers, slightly narrow trousers, cashmere polos and chunky, sweaters provide order and structure to a man's wardrobe.

Joseph Abboud pulled elements from traditional British tailoring, Italian luxury and French dandyism. A paisley, velvet peak lapel dinner jacket with evening trousers and a light birch wool crepe suit with a cashmere polo and suede shoes provide a sense of richness.

"We are seeing a lot of patterns and a renewed sense of classicism," said Andrews. "Abboud's collection was definitely about being lord of the English manor but at different hours of the day."

No one marries casual cuts and traditional tailoring better than Ralph Lauren. An olive green suit, paired with a cashmere purple sweater, is the epitome of high style without being stuffy.

Lauren's collection, which showcased models perched on an elevated platform, gives a clear understanding of his design focus. A black overcoat with a velvet collar appeared on a Wall Street-type dressed to the nines in a Purple Label suit and on a casual male in Polo Sport snowboard pants, sneakers, a blue pullover sweater and a quilted jacket.

Regardless of individual needs, Lauren's clothes hit the mark.

"Whether he's the sophisticated Wall Street banker or the independent film guy, it is all about lifestyle and how he identifies himself," Lauren said.

Because men are considered more casual today, the designer said he tried to extend his collection to meet those varying needs.

David Chu's **Nautica** line, which added elegance to clothes inspired by our nation's blue-collar workers, also met this directive.

"Men wear so many things today," Lauren said. "And it doesn't have to do with age, but with attitude."

GRAPHIC: LEFT: An electric green tweed hand-knit sweater and tarp cotton pants are modeled at the Donna Karan's DKNY show. ABOVE: Models take to the runway in the finale of the **Nautica** Fall '99 by David Chu presentation in New York. The final segment of the show featured **Nautica's** Couture Workwear collection. Designer Ralph Lauren poses with models wearing designs from his fall '99 Polo collection, shown in New York. Joseph Abboud's fall collection includes a black alpaca wool coat with mink collar over a dinner shirt and matching bow tie.

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YOUNG AMERICANS DESIGNERS SHOW EUROPEANS THEIR YANKEE INGENUITY Rocky Mountain News (Denver, CO) February 18, 1999, Thursday

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Rocky Mountain News (Denver, CO)

February 18, 1999, Thursday

SECTION: Mile Highstyle; Ed. FINAL; Pg. 5S

LENGTH: 1336 words

HEADLINE: YOUNG AMERICANS
DESIGNERS SHOW EUROPEANS THEIR YANKEE INGENUITY

BYLINE: Suzanne S. Brown, News Fashion Editor

BODY:
Guys, brace yourselves.

If the clothes that designers are showing here make it into stores come fall, you're going to be wearing silver down jackets and hooded sweaters, drawstring waist pants and silk jersey T-shirts.

Such established designers as Kenneth Cole, Joseph Abboud and David Chu for **Nautica** were joined by newer designers R. Scott French, Sandy Dalal and Gene Meyer in showing their fall collections here last week before an international audience of media and retail buyers.

It was the first time the American fashion industry kicked off the global season, and the first time both men's and women's collections were shown during the same week. Last year, a handful of designers here upset the international fashion schedule in September when they showed before the Italian, French and English. They did so to dispel notions that American design lags behind that of the Europeans or is lacking in innovation.

The truth is that fashion is now a global phenomenon, both in distribution and design. Many companies based here ship their suits to stores around the world. And no matter where a trend begins, through the Internet and high-speed communications it's instantly at the fingertips of anyone with a computer, a modem and the desire to find it.

Kenneth Cole hammered home the point last week by showing his menswear collection live on the Internet at the same time it was being presented to several hundred people in Vanderbilt Hall at Grand Central Station. He might not have drawn the millions who logged on recently to see Victoria's Secret's lingerie show, but he proved that fashion is accessible. (You can see it yourself at www.kencole.com.)
While he's best known for his shoes and accessories, Cole also designs clothes for a young, hip man who isn't afraid of fashion but doesn't want to be too far ahead of the pack, either. For fall, the designer is offering dark rinse jeans and cargo denims, quilted vests and shirt jackets.

Cole also dresses men for the office. Three- and four- button suits in pinstriped or gray wool are cut narrow through the shoulders and body for a contemporary look.
The designer is fond of aphorisms, and he displayed witty sayings on a screen during his presentation. Toward the end of the show, one came on stating, "17% of celebrities use their fame for good causes. 100% *think* it's a good thing." With that, actors Kevin Bacon and Alec Baldwin strode onto the stage in

outfits by Cole, earning applause from the audience.

Several other designers used celebrities and "real men" in their shows as well to demonstrate that these clothes aren't intended just for models. Of course, the actors, athletes, doctors and firefighters who walked the runways tended to be better physical specimens and more successful than the average Joe, but you have to give the designers credit for trying to make a point.

For his first menswear line, R. Scott French recruited a cast that included pitchers John Franco of the New York Mets and Bret Saberhagen of the Boston Red Sox (and formerly the Colorado Rockies). Whether or not you'll actually see these guys off the mound in such outfits as stretch drawstring trousers and bright blue shirts with hot pink silk ties remains to be seen.

Ron Chereskin had actors from three daytime soap operas wear outfits from his new Studio Line of luxury sportswear. From Guiding Light, Ryan Brown, who plays Bill Lewis, dressed in a felted wool hooded top and pull-on pants, while Terrell Tilford, who plays David Grant, wore a gray alpaca and mohair stadium coat over a sweater jacket and stretch wool pants.

"These clothes are for successful, self-confident guys who are looking for something special," Chereskin said of his collection, which will sell for $300 to $1,200. "Men don't change their wardrobe every season - they add to it - and these are the kinds of pieces that they can keep and wear for years."
Chereskin said he thinks comfort is a big priority with men today, so he included a number of cashmere and merino wool sweaters, as well as pants with Lycra so they'll stretch and be easy to wear.

David Chu for **Nautica** is another forward-thinking designer. The fabrics he used often were coated to provide protection from the elements and add a modern edge. Rubberized micro-fleece was used for hooded pullovers, and a Teflon coating was added to a wool parka.
Chu's nylon hooded parkas looked warm enough for Arctic expeditions - or a run down Bradley's Bash at Winter Park - and he did a twist on workwear in navy blue, olive and "safety" orange. Dark denim was used in workshirts, carpenter jeans and shirt jackets.

Joseph Abboud's collection was geared to a man whose leisure hours might be spent at elegant dinners, judging from the rich black velvet jackets, pleated formal shirts and silk paisley scarves he showed. While many designers are looking to the future, Abboud isn't afraid to reference the past with British tailoring, fine fabrics and dandified touches.

Other designers presenting their takes on men's fashion included Sandy Dalal, a 23- year-old who has been hailed as an up-and-coming talent. Among the fashion- forward looks in his collection were leather biker jackets over pinstriped wool suits, wool and alpaca hooded topcoats and stretch wool jeans.

The Perry Ellis line has been designed for the past four years by Jerry Kwiatowski, who's known as Jerry Kaye. For fall, he used color more adventurously than most designers did, including such combinations as a "root beer" wool coat with a dill funnel-neck sweater and eggplant pants.

Men might balk at wearing their pants two inches short and probably won't go for his oversized ponchos, but Kaye's sweaters and boxy jackets looked fresh.

Gene Meyer found inspiration for his fall line in Russia, saying it was a collection designed for "today's Cossack, one that blankets our individual buried treasures and protects our Siberian souls." Translated into non- fashion parlance, he created a lot of expensive coats and sweaters. A brown shearling coat was edged in Mongolian lamb, astrakhan was used for a duffel coat and T-shirts and sweaters were in alpaca.

Another designer catering to a luxury clientele is Everett Hall, whose list of customers includes Nelson Mandela, Charles Barkley and Stanley Turrentine. He offered impeccably tailored, broad-shouldered suits in Italian windowpane wools, iridescent silk and superfine wools. Unexpected color combinations such as navy with antique gold and cappuccino with cream set the suits apart from all the charcoal gray that has blanketed the runways. Richly colored silk print ties and ascots and Charmeuse shirts were other elegant

touches.

And for those who care about sartorial details, Hall showed his four-button suit jackets with the bottom two buttons unfastened.

INFOBOX
Trends to watch
Among the ideas that designers are promoting for next fall and winter:

* Drawstring waist pants. Ralph Lauren showed them in cashmere, and such designers as Jerry Kaye for Perry Ellis did them in wool.

* Ponchos, in plaid wool by Perry Ellis.

* Hunting vests, in quilted nylon by Kenneth Cole and suede by Perry Ellis.

* Millennium materials, such as rubberized canvas, Kevlar nylon and Teflon- coated wool, by David Chu for **Nautica.**

* Felted fabrics, including wool, cotton and cashmere.

* Fur and velvet trims on coat collars.

* Activewear with a technical edge. Lauren introduced RLX, a new line of sport-specific clothing. But he likes it mixed with sportswear, as in snowboarding pants worn with an oxford shirt.

* Hoods on sweaters and coats.

* Stretch fabrics in tailored clothing, such as suits and jeans.

* Bright colors, such as acid green, hot pink and yellow.

* The "Body Bag," a slimmer version of the old fanny pack. Bags were shown strapped around the waist, worn holster-style on the leg, or slung diagonally across the body.

* Matching shirt and tie colors and fabrics.

NOTES:
NEW YORK FALL 1999
Related color photo p.1S
SEE END OF TEXT FOR INFOBOX
NEXT WEEK: Look for a full report on the women's wear shows in next Thursday's Mile HighStyle section.

GRAPHIC: Color Photo (4), Photo (2)
Ralph Lauren used vivid colors in sweaters worn with tailored clothing inspired by English hunting gear.. FILE: LEAF - UNAVAILABLE
CAPTION: The Dalal show, designed by 23-year-old phenom Sandy Dalal, reveals cotton biker jackets, an orange cashmere sweater and plaid cotton trousers. . FILE: LEAF - UNAVAILABLE
CAPTION: Designer Ron Chereskin, center, jokes with actors Eric Morgan Stuart, left, and Michael Park of As the World Turns. Chereskin's collection includes sweater jackets of merino wool and lycra-enhanced jackets and pants. . FILE: LEAF - UNAVAILABLE
CAPTION: Joseph Abboud's fall men's line updates the double- breasted suit with suede collars and microsuede trousers.. FILE: LEAF - UNAVAILABLE
CAPTION: Below, A parade of Perry Ellis menswear, designed for the past four years by Jerry Kwiatowski,

lines a New York runway. His fall colors are more adventurous than other designers.. FILE: LEAF - UNAVAILABLE

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In marketplace, they're no longer such a great fit The Boston Globe February 23, 1999, Tuesday

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The Boston Globe

February 23, 1999, Tuesday ,City Edition

SECTION: NATIONAL/FOREIGN; Pg. A1

LENGTH: 863 words

HEADLINE: In marketplace, they're no longer such a great fit

BYLINE: By Chris Reidy, Globe Staff

BODY:

In the 1960s, Levi Strauss & Co. emerged as the outfitter of the baby boom. But now, in middle age, boomers don't buy jeans as much anymore, and their children would sooner listen to the Beatles or swoon over Marlon Brando than wear the brand of jeans once so beloved by their parents.

"Kids won't go near Levis," said Kurt Barnard, president of Barnard's Retail Trend Report. "It's not cool to wear them."

The loss of youthful cachet once associated with Levis is only part of the problem. Fashion shifts to baggier styles and the saturation of the market with trendier and cheaper jeans also help explain why the venerable company is struggling.

Yesterday San Francisco-based Levi's, whose brands include Dockers and Slate, announced it will shut down 11 of its 22 plants in the United States and Canada and lay off 5,900 workers, or 30 percent of its North American work force. The cuts will leave Levi's with 14,000 employees in North America and follow the closing of 13 US plants and elimination of 7,000 jobs last year.

Many of Levi's rivals have their denim apparel made overseas, where labor costs are cheaper. Yesterday's layoffs are part of Levi's strategy to move more of its operations overseas, too.

"We are probably the last major US-based apparel manufacturer with a substantial amount of its production still in company-owned factories in North America," Levi's chairman and chief executive Robert Haas told Bloomberg News.

According to Levi's lore, the company sold its first pairs of jeans to miners and cowboys in the 1870s. In the fashion industry, however, having a rich corporate heritage may be far less important than having a brash, youthful attitude.

Levi's had plenty of attitude once. In the 1950s, Levi's denim was the uniform of the rebel - a rebel who took fashion cues from such movie stars as Brando and James Dean. In the 1960s, the company's jeans became the uniform of the baby boom generation, and Levi's dominated the market.

Teens in the 1990s want to rebel just as much as the teens of earlier generations, but they want their own heroes - and they want their own jean brands.

"Levis now represent the establishment," said Mike Toth, president of Toth Brand Imaging, a Concord firm that has created ads for the such fashion brands as Tommy Hilfiger and **Nautica.** "And [rap star] Snoop Doggy Dogg is today's Brando."

Levi's problems aren't just about being trapped on the wrong side of a fashion cycle and a generation gap; they're also about a proliferation of rivals.

Thirty years ago, there seemed to be only a handful of denim brands - Levi's, Lee, and Wrangler. And when it came time to buy jeans, the only fashion decision a consumer faced was whether to buy a straight-legged pair of jeans or ones flared to accommodate cowboy boots.

But today's denim consumer can select from a variety of brands and a multitude of fashion choices.

Now vying with older jean brands are many department-store chains such as Sears, Roebuck and Co. and J.C. Penney Co., which have their own private-label brands of denim clothing. Other retailers ranging from J.Crew to Brooks Brothers have their own jean lines. Generally made overseas, these products are often much cheaper than a pair of Levis.

Meanwhile, fashion companies such as Tommy Hilfiger Corp. and FUBU have been avidly wooing teens and carving out niches from the larger denim market.

One brand, Unionbay, aims at younger teens who are involved in skate-boarding and other extreme sports. And Gap Inc. has convinced kids that it can be cool to wear khaki and cargo pants.

While rivals experimented with new styles, Levi's stuck with the tried and true. And while rivals looked to cut costs by using overseas factories, Levi's continued to make much of its clothing in the United States.

Levi's recent woes are reflected in its financial results. Sales fell to $6 billion last year, down 13 percent, and its share of the US jeans market, estimated at just under 15 percent, has been eroding.

On the local front, Levi's troubles have hurt Designs Inc., a Needham-based retailer whose stores rely heavily on Levi's styles.

Trying to right itself, Levi's implemented big layoffs in Europe last year and launched new ad campaigns. One taunted denim rivals: "Our models can beat up their models."

Another campaign, called "What's True," seeks to win over some of the teens who now wear rival brands by stressing individualism. In one ad, featuring a youth sporting dreadlocks and wearing a baggy pair of Levi's jeans, the punch line is "Conformity breeds mediocrity."

But as it attempts to shift gears, one big question remains: Can a nearly 130-year-old company win favor with the fickle teens of the late 1990s?

At Teen Research Unlimited, a Chicago-area consulting firm that tracks teen spending, the outlook for Levi's recapturing its former coolness does not seem promising.

"Most teens still own a pair of Levis," said Jill Kilcoyne, the firm's research manager. "But they wear their Levis just around the house. When they want to go out and make a fashion statement, that's when they put on Tommy Hilfiger or FUBUs."

GRAPHIC: PHOTO, A vintage pair of Levi's from around 1900. The company plans to shut 11 of 22 North American plants, cutting 5,900 workers.

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Menswear splits between high-tech utilitarian and cheerful, colorful clothes Detroit Free Press February 25, 1999, Thursday

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February 25, 1999, Thursday

SECTION: LIFESTYLE

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HEADLINE: Menswear splits between high-tech utilitarian and cheerful, colorful clothes

BYLINE: By Holly Hanson

BODY:
NEW YORK _ The year 2000 looms, and with it, the chance to define the future.

As New York's top menswear designers see it, there are two ways to proceed. You can swathe yourself in cozy sweaters and vibrant colors, looking ahead with cheerful anticipation. Or you can strap on a utility vest, slip into a high-tech parka and prepare to fight the future, whatever darkness it may bring.

The fashion forecast for fall 1999 menswear comes down to those two choices: Mr. Rogers or Mad Max, with very little in between.

But perhaps those two moods reflect the global mind-set as 1999 winds down. Some are gearing up for the chaos they expect, socking away supplies, arms and cash. Others see the future as a blessing to be celebrated, full of potential and promise.

So it comes down to the survivalists and the optimists.

The survivalists can be a dreary bunch. They tend to see the world in a bleak, stark light. Naturally, they believe that the wardrobe for such a future must offer protection first and foremost. That waterproof, wind-resistant parka may be lined with fleece, but the outer shell is tough and impermeable.

The undisputed leader of this movement is Helmut Lang, whose clothing is so tough it makes some people uncomfortable. It's a black cashmere T-shirt slashed at the elbow, paired with black leather motocross pants with padded knees and a built-in utility belt. A black leather jacket tops things off, and black fingerless gloves add a sinister, ready-for-anything look.

Lang has plenty of company.

Kenneth Cole may send celebrities down the runway, give his time to worthy causes and inject humor in his ad campaigns, but his clothes are sleek, stark and mostly dark.

Black and gray are his favorite colors. His jeans are mud-stained, as if they'd already seen combat, and he arms his men with strap-on holster bags and satchels.

Cole's approach, though, is relatively low-tech; his men are armed to do battle on the subway or the freeway. In contrast, **Nautica** men are dressed to battle the elements. Designer David Chu offers parkas of every size and description, outfitting them with high-tech hoods and snow shields. He even offers a bit of high-gloss color _ a couple of jackets in blaze orange.

There's also some orange in the collection of Maurice Malone, but it's in the form of straps used to cinch on a mean-looking utility vest. Malone's "Blade Runner" collection is down and dirty, most notably for its utilitarian coveralls and military details.

The military look is also a continuing theme for John Bartlett, who outfits his men in commando pants and officer's coats. His world is olive drab and charcoal gray.

That, too, is Marc Jacobs' favorite color range. His boxy sweaters and rumpled pants may be made of luxurious cashmere and the finest wools, but they come in dull gray shades that have virtually no personality. For Donna Karan, the future is a mist of ice blue, off-white and pale gray, the lifeless colors of DKNY, her lower-priced label. Her coats are lined with the softest fleece, but the tough outer shells are ponyskin, leather or coated cotton, and the closures are industrial and coldly metallic.

Gene Meyer looks to the past with his collection, "In the Shadow of the Winter Palace," and he fills it with references to Cossacks and Siberia. To combat the elements, Meyer provides shearling coats with rough edges, waterproof ponchos and duffel coats, and lots of layered sweaters, surprisingly delicate in mohair or alpaca. Beautifully beaded shirts come in soft blues and aquas, perhaps a hopeful sign. But no, there's also the "Shirt of the spilled blood," with circles beaded in ruby red.

Even Cynthia Rowley, who has always seemed the essence of sweetness and light, is caught up in that harder edge. Her men wear black sweaters trimmed with leather strips and parkas paired with long johns.

But then there are the optimists.

They've got parkas and high-tech fabrics too, but they've also got color. Bright, cheerful color that gives an instant lift to black, charcoal, camel or navy _ the basics in a man's wardrobe.

These guys have taken that Prince song to heart: "Tonight we're gonna party like it's 1999."

Ralph Lauren might not seem like the king of optimism, fond as he is of elegant business suits and the carefully controlled look of rustic New England decor. But he has a festive side, and it's on display for fall. He likes those charcoal, hand-tailored suits with crisp shirts and silk neckties in lovely shades of pink and lilac. For casual wear, hooded sweaters in yellow or turquoise or red or green layer under leather jackets or even under one another, so that a contrasting color peeks out at neck and wrist. It's a lively and festive look.

When it comes to throwing parties, Tommy Hilfiger is right there in it. He staged his fall fashion show at Roseland, a legendary dance hall, and hired the band Sugar Ray to provide live music. "Fly" is their big hit, and it resonated in the background as models appeared in Hilfiger's mix-and-match vision. A motorcycle jacket pairs with proper cashmere trousers. A French cuff shirt with whip-stitched leather pants. A black nylon zip-front shell acts as the shirt under a black cashmere one-button suit.

There's an appealing freedom in this type of clothing, and that's its cheerful message.

Jason Bunin, a young designer from Farmington Hills, Mich., offered a collection built around the way a man might look the morning after a great party _ hair askew, shirt unbuttoned, jacket slightly rumpled. It's a sexy collection, with see-through jackets, button-fly leather jeans and rubberized shirts with a slash at the shoulder or chest. (Got a nipple ring? Here's how you show it off.)

Bunin's fabrics are rich in texture: shimmery cellophane velvet, frazzled denim, fuzzy mohair. There's lots

of color, as in the iridescent velvet jackets in rust or amethyst, or the fitted shirts in lavender or yellow. And there's also humor. A Mongolian lamb vest looked as if it could have come right out of Sonny Bono's closet, circa 1965.

If you invite Marc Buchanan to the party, he'll bring the tunes. His rockin' runway show featured customized music whose lyrics were various raps on the words "Pelle Pelle," the name of his Auburn Hills, Mich.-based fashion company.

Buchanan doesn't design clothes so much as he designs logos, and then he plasters them on such hip-hop hits as oversized sweatshirts, jean jackets, track pants, argyle sweaters and bubble coats. It all looks great, though, especially the intricately stitched leather jackets with lions, leopards and other jungle cats on the back.

When young men grow out of hip-hop clothes, they might want to grow into the clothes of Sandy Dalal, who blends an uncommon talent for tailoring with the sort of whimsical, anything-goes approach that works so well for the young. So why not put a padded biker jacket over a floral sport coat? Or slip a hooded sweater under a velvet tuxedo? Dalal is clear proof that men's fashion can be an awful lot of fun.

It can also be elegant, beautiful and entirely non-threatening. Joseph Abboud has always contended that men need not be embarrassed to show an interest in clothes, and he always gives them plenty to appreciate. Defying the usual runway pattern, Abboud opened his show with the most luxurious evening wear. He dressed his men in sheared mink coats, velvet tuxedos and chenille dinner jackets, setting them off with a host of perfect accessories: velvet evening slippers, silk fringed scarves, paisley vests and herringbone neckties stitched from the same fabric as the evening shirts.

Then he moved on to cashmere sweaters, hacking jackets and go-to-work suits before finishing with another round of party wear.

Now here's a guy who's got his priorities straight. Party first, party last. We approve.

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FURNISHING A SEA CHANGE;A RAFT OF NEW RETAILERS ARE REDRAWING THE FURNITURE LANDSCAPE, AND MANY TRADITIONAL STORES ARE SUFFERING. Chicago Tribune February 28, 1999 Sunday, CHICAGOLAND FINAL EDITION

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February 28, 1999 Sunday, CHICAGOLAND FINAL EDITION

SECTION: BUSINESS; Pg. 1; ZONE: C

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HEADLINE: FURNISHING A SEA CHANGE;
A RAFT OF NEW RETAILERS ARE REDRAWING THE FURNITURE LANDSCAPE, AND MANY TRADITIONAL STORES ARE SUFFERING.

BYLINE: By Susan Chandler, Tribune Staff Writer.

BODY:
When Crate & Barrel founder Gordon Segal rebuilt his store in Wilmette's Plaza del Lago to sell furniture a decade ago, it didn't send much of a shiver through the U.S. furniture industry.

After all, the furniture business was highly fragmented. Regional department stores and interior decorators controlled the better end of the business. At the low end, small local chains such as Nelson Brothers Furniture hawked inexpensive bedroom sets and dinettes, stressing deep price discounts and easy payment plans.

They all should have been paying more attention.

Today, Crate & Barrel has become a furniture powerhouse. This year, its offerings of overstuffed chairs and painted armoires will comprise close to 30 percent of its estimated $500 million in 1999 sales. That's triple the percentage furniture represented a few years ago.

"We've never had business better. People are traveling more, seeing more and being more conscious of it. When there's demand for change, some retailers step up to it," Segal said.

Crate & Barrel isn't alone in sensing the need for change. A raft of new retailers are redrawing the furniture landscape, and many traditional furniture sellers are suffering.

Department stores have seen their market share erode, although some, such as Marshall Field's and Carson, Pirie Scott & Co., have fought back by building their own free-standing furniture stores and promising higher levels of service.

Low-priced chains have been hit even harder. Levitz Furniture Inc., the country's second-largest furniture seller, is operating under bankruptcy protection and liquidating 27 stores in eight states.

Heilig-Meyers Co., the nation's largest furniture chain with $2.5 billion in sales, also is in serious financial trouble. The Richmond, Va.-based retailer, which owns John M. Smyth Homemakers warehouse chain here, lost $55.1 million last year.

And just last month, Sears, Roebuck and Co. completed the fire sale of its money-losing HomeLife furniture unit. Only a few years ago, Sears was touting its free-standing chain as one of the retailer's most promising growth opportunities.

The sofa shakeout is likely to continue and could even accelerate, industry experts predict. That's because after strong growth in the mid-1990s, household furniture sales are expected to increase only an average 1.7 percent a year for the next five years.

But hard times for the industry's big boys aren't worrying the growing litany of new heavyweights, which include Pottery Barn Inc., Room & Board, Restoration Hardware Inc., Ikea, Pier I Imports and Z Gallerie.

The furniture business is so attractive now that even some apparel-makers such as **Nautica** and Polo Ralph Lauren are getting into the game with home collections that include everything from couches to armoires.

Segal compares the dynamics to the natural cycle of rebirth in a forest. "The old growth is dying off, and the new growth is popping up."

To be sure, economic conditions couldn't be much better to sell home furnishings. New homes are being built in record numbers, real wages are rising and Baby Boomers have more disposable income than ever.

As many retail experts have previously noted, Boomers are choosing to spend a lot of that cash on decorating, remodeling and expanding their homes.

"These people have been through their first wave of furniture a long time ago. Their taste level is changing, their needs are changing," said Sid Doolittle, partner with McMillan/Doolittle, a Chicago retail consulting firm.

That transformation is the inspiration for a category of furniture sellers that offer a fresher, more stylish look, often with retro overtones. Some traditional furniture-makers refer to these relative upstarts as "point of view" players.

This new group may share an attitude but they are not carbon copies of each other. Northbrook-based Crate & Barrel mixes its casual furnishings with everything from whisks to champagne flutes to skillets.

Restoration Hardware, which hails from Corte Madera, Calif., brags about its extensive collection of drawer pulls and lamps in addition to its sleigh beds and dining room tables. But if you want a set of dishes or flatware, you need to shop elsewhere.

San Francisco-based Pottery Barn is heavy into candles, pillows and dishes, but also offers coordinated room settings with everything from couches to rugs to window treatments.

Sweden-based Ikea serves up a panoply of products ranging from ready-to assemble furniture to upholstered couches to bath rugs to glassware. Its giant 400,000-square-foot store near Woodfield mall in Schaumburg is testimony to the company's philosophy of "democratic design"--furnishings can be well-made, clean-lined and affordable at the same time.

In fact, what all these stores have in common is tasteful furnishings at mostly moderate prices, consultants say.

"The companies that are successful are those that are seeing things through the customers' eyes. They are really making sure that they satisfy their needs in all respects," said Steen Kanter, a retail business consultant in Raleigh, N.C., and former president of Ikea U.S.

"The companies that are having trouble are the ones focused on good credit terms rather than good products. People are seeing through that."

Still, the influx of new entrants hasn't spelled the end for traditional furniture merchants. After reinventing itself and updating its products in the 1990s, Ethan Allen furniture is doing strong business around the country.

And there is still room for regional furniture specialists. In the Chicago area, Walter E. Smithe Custom Furniture is expanding. The 53-year-old Itasca-based family business doubled the size of its Naperville store last fall and is adding new stores in Geneva and Crystal Lake in 1999.

In addition to selling high-quality furniture, Walter E. Smithe spends time and money training in-store designers who "help people sort through the minefield of furniture shopping," said Walter E. Smithe III, the company's president.

His 11-store company is able to compete with national chains such as Pottery Barn by providing better service, he said. The store's designers are available to travel to customers' homes. Once the customer makes a choice, Smithe provides written lifetime product guarantees and delivery in about a month. And if something isn't right when the furniture is unwrapped, Walter E. Smithe sends out a service van, often the same day.

"We delivered tens of thousands of orders last year, and no one is suing us," Smithe said.

That might not sound like much of an accomplishment, but the furniture business, more than most retail segments, is renowned for poor customer service and delayed delivery dates. In many cases, customers wait months for furniture that never arrives or comes damaged.

The renaissance in furniture retailing is perhaps nowhere more apparent than in Chicago's Lincoln Park. Crate & Barrel's new Chicago flagship opened there in June with two of three floors devoted to furniture.

Restoration Hardware and Z Gallerie are building stores side by side only a stone's throw away on North Avenue. When the stores open in early July, it will become Restoration's fifth Chicago-area outlet and Z Gallerie's fourth.

Pottery Barn is planning a new store across the street. And Ethan Allen is just around the corner.

It that weren't enough, more are on the way. Segal, who bought the former Homemakers building across the street from Crate & Barrel is still trying to attract tenants to create a virtual village of home furnishings retailers. Segal had hopes of attracting ABC Carpet & Home, an eclectic New York home furnishings retailer.

Almost all the new furniture retailers agree that they thrive in proximity to each other whether it's in Lincoln Park, Oak Brook, Skokie or Schaumburg, where Ikea recently landed. And for now, there is plenty of business to go around.

"We all have our own little niche," said Joseph Zelden, owner and president of Z Gallerie. "We all work together well."

GRAPHIC: PHOTOS 4 GRAPHICPHOTO (color): A Restoration Hardware is under construction just down the street from the new Crate & Barrel on North Avenue. Tribune photo by Terry Harris.; PHOTO (color): Ingeborg Denemark (left) and Lois Premer try out the Kimstra chair at Ikea in Schaumburg. Ikea sells products ranging from ready-to-assemble furniture to glassware. Photo for the Tribune by Stacey Wescott.; PHOTO (color): Bill Blonski tries out a Paris chair at Crate & Barrel's new flagship store at 825 W. North Ave. Two of the store's three floors are devoted to furniture. Tribune photo by Terry Harris.; PHOTO: Catherine Brenner catches her 1-year-old daughter, Madeline, as she slides off a bed at the Ikea store. Photo for the Tribune by Stacey Wescott.; GRAPHIC (color): Growth in furniture sales expected; Household furniture sales; In percent change from previous year:; 1998 -0.6%; Source: OneSource Information Services, Inc.; Chicago Tribune; - See microfilm for complete graphic.

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SsHhOoWw AaNnDd TtEeLlLl The New York Times February 28, 1999, Sunday, Late Edition - Final

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February 28, 1999, Sunday, Late Edition - Final

SECTION: Section 6; Page 58; Column 2; Magazine Desk

LENGTH: 19 words

HEADLINE: SsHhOoWw AaNnDd TtEeLlLl

BODY:
It's never too early for kids to start questioning the meaning of fashion. The ABC's of spring children's wear

http://www.nytimes.com

GRAPHIC: Photos: The "teacher" Pamela Gordon in a wool suit by Oscar de la Renta. Shoes by Jimmy Choo. Eyeglass frames by Morgenthal-Frederics. Steel furniture from Sonrisa, New York and Los Angeles.; Marisa Ruiz wears a pink cotton dress, $20, from the Children's Place, 22 West 34th Street. Socks by Tic Tac Toe. Mary Janes by Stride Rite. Verena Waldstaetten is wearing a cutaway coat and muslin dress by Comme des Garcons; Joel Michaels in a plaid cotton shirt, $38, by DKNY Kids. At Bloomingdales's. Neiman Marcus. Macy's West. Navy cotton shorts, $25, by **Nautica.** At Macy's East. Lord & Taylor. Socks from Lands' End. Sneakers from Puma. Kelly McCool is wearing a painted white leather suit by Tristan Webber.; Nikalette Farrow's cotton pique dress $30, is by Ralph Lauren. At Barneys New York. Mary Janes by Stride Rite. Audrey Quock is wearing the "body halo" dress by Alexander McQueen.; Brody McFarland wears a cotton polo shirt, $50, from Lacoste. At Lacoste Boutique, 543 Madison Avenue. Khaki cargo shorts, $30 from CK Calvin Klein Jeans Kids. At Bloomingdale's. Macy's. Jane O'Brien is wearing a pleated dress by Issey Miyake.; Rudgard Summers's printed T-Shirt, is $16, by Susan Kare. At Barneys New York. Levi's 501 prewashed jeans, $26. Call (800) USA-LEVI. Briefs by Calvin Klein. Sneakers by Skechers. Jessica Miller is wearing Moschino Couture.; Manon Tronin in a cotton waffle-print jumper, $25, from Oshkosh B'Gosh. Call (800) 692-4674. Cashmere sweater, $128, from M.A.G. At Natalie and Friends. 131 West 33d Street. Barneys New York. Jimmy Choo shoes for Tristan Webber. (Photographs by Robert Trachtenberg)

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French Fragrances Acquires Paul Sebastian happi-Household & Personal Products Industry March 1999

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Business and Industry
happi-Household & Personal Products Industry

March 1999

SECTION: Vol. 36, No. 3; Pg. 130; ISSN: 0090-8878

RDS-ACC-NO: 1887016

LENGTH: 87 words

HEADLINE: French Fragrances Acquires Paul Sebastian

HIGHLIGHT:
French Fragrances buys Paul Sebastian's assets, including licenses to make and distribute various scents

BODY:
Leading fragrance manufacturer and distributor French Fragrances, Inc. has acquired the assets of Paul Sebastian, a leading U.S. fragrance manufacturer. Included in the deal was French Fragrances' acquisition of the licenses to manufacture and distribute the PS Fine Cologne for Men, Design for Women, Design for Men, Casual for Men and Casual for Women brands and the inventory and distribution rights for the **Nautica** and Mark Cross brands.Copyright 1999 Rodman Publishing Corp.Copyright 1999 Rodman Publishing Corp.68

TYPE: Journal; News Brief; Fulltext

JOURNAL-CODE: HAPPIFT

LOAD-DATE: January 13, 2005

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Thursday, April 27, 2006 - 10:00 PM EDT

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Style - with a conscience THE BALTIMORE SUN March 7, 1999, Sunday

Copyright 1999 The Baltimore Sun Company
THE BALTIMORE SUN

March 7, 1999, Sunday ,FINAL

SECTION: HOME & FAMILY ,8M Style File

LENGTH: 638 words

HEADLINE: Style - with a conscience

BYLINE: A. M. Chaplin

SOURCE: Sun Staff

BODY:
You have to love a store that carries high-end stuff like St. John Knits and Stuart Weitzman shoes -- and gives a portion of each sale to charitable causes such as breast cancer research and the House of Ruth.

The store is Vasarri, and it opened recently at 1636 Reisterstown Road in Pikesville. In addition to clothes with high-recognition labels ranging from Easel to Steve Fabrikant, Vasarri carries smart shoes and handbags, some gift items and even a few pieces of antique-reproduction furniture.

Upstairs is for custom evening ensembles by Vicki Soble. Even though I have no occasion to dress for evening, I just had to admire a pants outfit with an up-to-the- minute scallop-hem jacket, and then stoke the fires of wishful thinking still further by stroking a sweet chinchilla shrug that hung nearby. (The label called it a wrap; I guess when an item is made of chinchilla you can't quite call it a shrug.)

Despite the presence of chinchilla, the salespeople were friendly and helpful. Also appealing was the number of high-style but large- size shoes out on display. I love it when fashion retailers aren't afraid to recognize that not everybody is an ideal size, whether above or below the knee.

A sporting sensibility

Fashion always maintains multiple personalities, though at any given time one may dominate the others.

Thus, for the past few years, the tendency to dark, spare clothes ruled, and impulses toward flamboyance, color and romance were kept in the closet. But now they've burst out -- onto magazine pages showing spring's luscious color, girly frocks, hippie glam and Oriental ornamentation.

This doesn't mean, though, that minimalism is gone. Instead, it co-exists with all that other stuff, but in a slightly different form. It's evolved into clothes with those same slim minimalist lines, but now with a strong sportswear look instead of its former urban affect.

These duds appear as obsessively functional as gear for hiking and extreme sports -- from which they borrow not only a sensibility but also an emphasis on high-tech, high-performance materials. That's why a recent Ralph Lauren ad focused on the sole of an athletic shoe -- designer treads to go with your designer threads.

But you don't need to go to Ralph or REI for the look: It's alive and well at the mall. The popular fashion shoe brand Candie's, for example, has come out with a neoprene " Street Surfer" sandal (shown here). Like similar sandals in the couture lines, Candie's version (at Hecht's and Macy's for $40-$45) shows a heavy debt to serious sports sandals from the likes of Teva and Merrell.

Then there is **Nautica's** excursion into sunglasses. **Nautica** was making techno- sportswear well before it hit the fashion runways, and now they've got the shades ($130-$180) to go with the clothes. The high-tech hook here is that these are polarized, unlike many fashion-branded sunglasses. They will be available at Sunglass Huts and some optical stores in this area.

Taking it off

Putting on makeup can be fun, but taking it off is a bore. But now it can be a bore of shorter duration: New on the removal scene are towelettes that promise to wipe all kinds of gunk off your face without your even having to rinse afterward.

Versions by Pond's and Biore both promise to be easily available at mass-market outlets in this area. Biore facial cleansing cloths come 34 to a box for $6.99. Pond's Cleansing and Make-Up Remover Towelettes come 30 to a box for $4.99. Both prices are suggested retail.

Another option is the reusable Make-up Remover Cloth by Wonder Cloth. This is used wet, with or without soap, to remove makeup, and the cloth itself is supposed to rinse clean afterward with just water. The Remover Cloth is available at Cosmetic Centers for $9.99.

GRAPHIC: Photo(s) 1. Her store: Gail Kandel "wanted something different."
2. (SANDALS AND SUN GLASSES)

LOAD-DATE: March 29, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
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The Toronto Star March 8, 1999, Monday, Edition 1

Copyright 1999 Toronto Star Newspapers, Ltd.
The Toronto Star

March 8, 1999, Monday, Edition 1

SECTION: LIFE

LENGTH: 469 words

BODY:
Shoestring
Shopping Guide

March Break is looming. If you're not lucky enough to be travelling, perhaps a shopping expedition is in order.
THE RUBBERY

If visions of Rubbermaid dance through your head, this 20,000-square-foot store is sure to fulfil every dream. The store - the only full-line Rubbermaid dealer in Canada - is full of every conceivable piece of Rubbermaid you can imagine, with prices that range generally from 25 to 40 per cent off retail prices. Right now, there are a number of specials on storage items. The store also stocks Crayola products, V-Tech electronic learning toys, and Graco strollers and playpens.
LOCATION:
3050 Vega Blvd. (Dundas St. and Highway 403 area), Mississauga. Call (905) 820-5550.
HOURS:
Monday to Friday 10 a.m. to 9 p.m., Saturday 9:30 a.m. to 6 p.m., Sunday 11 a.m. to 5 p.m.
BLACK & DECKER CANADA INC.
Annual Spring Sale

Occasionally, Black & Decker outlet stores lower their prices even more. This store is holding its annual spring sale, with special pricing on power tools, lawn and garden items, housewares and accessories. A refurbished cordless two-speed VersaPak drill kit - complete with batteries, charger and accessories - is $39.95, with a full warranty. That's a saving of 50 per cent.
LOCATION:
Factory Outlet Plaza, 1150 Sheppard Ave. W. (west of Allen Rd.), North York. Call (416) 635-6740.
HOURS:
Monday to Wednesday 10 a.m. to 6 p.m., Thursday and Friday 10 a.m. to 8 p.m., Saturday 10 a.m. to 6 p.m., Sunday noon to 8 p.m.
MR. B'S WAREHOUSE SALE

Here's a sale with something for everyone: everything from cosmetics and fragrances to lingerie, sun items, clothing and accessories at prices that let you stock up. Lots of brand names are available, including **Nautica,** Hanes Her Way, Calvin Klein, Alberto and Vitabath.
LOCATION:
1020 Brevik Pl., Units 11 and 12 (west of Dixie Rd., north of Matheson Blvd.), Mississauga. Call (905) 629-1500.
HOURS:
March 10 to 21, Monday to Friday 11 a.m. to 8 p.m., Saturday 9 a.m. to 4 p.m., Sunday 11 a.m. to 4 p.m.
TOMEK'S NATURAL PRESERVES

This tiny outlet carries great specialty food products that are homemade and very fresh. Terrific dill pickles are $3 a kilogram, sauerkraut is $2.20 a kilogram and perogies are $2.99 a dozen. Red and white borscht is ready to eat and reasonably priced at $2.50 for a large jar. Maybe your mother-in-law will think you cooked all day.
LOCATION:
9 Advance Rd. (south of Bloor St., between Kipling Ave. and Islington Ave.), Etobicoke. Call (416) 234-1943.
HOURS:
Monday to Friday 8 a.m. to 6 p.m., Saturday 8 a.m. to 4 p.m.
Compiled by Cathie Mostowyk, Sharon Allan and Linda Sherman.

LOAD-DATE: March 8, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
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GQ STILL THE LEADER, BUT MAXIM AND ESQUIRE ARE MAKING STRIDES. Daily News Record March 12, 1999

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Daily News Record

March 12, 1999

SECTION: Pg. 6; ISSN: 1041-1119

IAC-ACC-NO: 54144114

LENGTH: 1358 words

HEADLINE: GQ STILL THE LEADER, BUT MAXIM AND ESQUIRE ARE MAKING STRIDES.

BYLINE: Mui, Nelson

BODY:
MEN'S HEALTH, MEN'S JOURNAL SEE INCREASES IN FASHION ADVERTISING

NEW YORK -- What a difference several months make in the men's magazine industry.

Although GQ is still the leading moneymaker in the men's publishing arena, the magazine experienced a drop in ad pages in the first quarter of 1999 with 326.37 pages, down 81 pages, or 20 percent, from a year ago, according to MIN (Media Industry Newsletter). That comes on top of a 17.5 percent decline in newsstand sales for the second half of 1998.

The magazine, which recently changed publishers from Richard Beckman to Jack Laschever, appears to be losing ground to a wealth of titles that nip away at its market share.

Included is the upstart Maxim, which Laschever acknowledges "is certainly a competitor," along with Details.

Laschever attributes the drop in ad pages to a decline in inserts. "We've seen a strategic shift from the fashion community from running large inserts to more run-of-book space. From our standpoint, we're refocusing our efforts away from inserts because the run-of-book is the most profitable high-margin space."

GQ had been quick to attribute the change of policy to a recent Conde Nast publishers' meeting, but given the fact that the first quarter's ad pages were bought well in advance, some advertisers had already decided not to advertise in the book. Thus, the March spring fashion issue carried 52 fewer pages and was down a whopping 22 percent.

If there is really a strategic trend away from "less profitable" inserts, it seems logical that GQ will be even thinner in the future. In the current March issue, for example, there are separate inserts including cK, **Nautica** and Saks Fifth Avenue.

As for the drop in newsstand sales, Laschever is not overly concerned. "As with advertising, so, too, with

circulation, it's more profitable to have long-term relationships and commitments," he said. "We're up 11.8 percent in subscriptions."

Meanwhile, Esquire, on the comeback trail, has continued its relatively strong growth. The title finished 1998 with 807 pages, up from 597 in 1997, or 35 percent.

The first quarter of 1999 has been equally strong for Esquire, tieing it with Maxim for an increase in ad pages. Esquire is up 53 pages, or 34 percent, to 207 pages for the year-to-date, making it the number-two book in ad pages.

"Esquire's been under a magnifier for some time now," said Valerie Salembier, the magazine's publisher. "But that's okay now, because our numbers are all working in our favor. The advertising community is strongly supporting us."

Steve Greenberger, senior V-P/print media director for Grey Advertising, said with the proliferation of men's titles, men are beginning to read more and experiment with different magazines, which benefits established titles such as Esquire.

"There's an increasing resurgence in the traditional publications such as Esquire," said Greenberger. "Esquire has finally found its niche and is presenting itself very positively in its marketing strategy, in terms of its readership and advertiser constituency."

In the first quarter, Esquire attracted new advertisers such as Cerruti, Canali, DKNY Tailored Clothing, Saks and others.

Men's Health is also reporting robust growth, with a 26 percent gain in ad pages to 158 for the first quarter. The figure include 30 ad pages in its second Guide to Style issue, its first ever for spring.

This performance indicates that the publication, which originally had an uphill battle attracting fashion advertisers, is continuing to make headway. Emporio Armani ran seven pages in the Guide to Style, along with Versace, Hugo Boss, Eddie Bauer and others.

"We're just cracking the higher-end category, such as Giorgio Armani," said Jane Turner, publisher of Men's Health. "The huge growth right now is also in technology -- Motorola, Intel, Microsoft. It shows a nice a marriage of guys who are smart and techy and want to look good."

The publication is also faring well at the newsstand, and sales were up 31 percent. Obviously its gym poster-boy covers are serving it well. And Rodale Press, the parent company, is investing in newsstand promotion. The magazine also recently hired Toth Brand Imaging for a new advertising campaign and brand strategy.

"Our circulation people do smart things with the distributors, but our covers are very recognizable," Turner said. "Our competition chasing each other has made our position more clear and distinct."

Men's Journal went after fashion last summer in a big way, hiring Esquire veteran John Mather and beefing up its fashion editorial. According to publisher Kevin O'Malley, fashion advertising now accounts for approximately 30 percent of ad pages, which have increased 13 percent in the first quarter of 1999 against 1998. Hugo Boss, Banana Republic and Eddie Bauer all advertised for the first time in the March issue.

"The marketplace is responding to Mather as a seasoned person who brings a viable fashion point of view," O'Malley said. "We're looking forward to Ferragamo and Zegna in the second half. We've planned a bigger September fashion issue, which will be about design and style across the board. There will be 16 more fashion editorial pages than last time."

Men's Journal was among the best sellers at the newsstand, with an increase of 56 percent in the second half of 1998, as compared with 1997. That however, may be attributed to investments in newsstand

promotions, and an increased number of distributors -- facts that O'Malley readily acknowledged.

Fellow Wenner publication Rolling Stone also fared well, closing the first quarter up 14.3 percent against last year. Its fashion point of view, infusing every page of the magazine with fashion and style, has managed to attract some advertisers, including Prada Sport, DKNY and Versace.

Among magazines that skew younger, all eyes are on Maxim, the undisputed media marvel of 1998, and Details, both of which are effectively without editors as Mark Golin waits for Dennis Publishing to release him from his contract.

The advertising, and to some extent the fashion community, has responded to Maxim's strong performance on the circulation front. For the first quarter, ad pages are up 66.3 percent, including apparel advertisers such as Maurice Malone, Levi Strauss, and the Gap.

The question that remains, however, is whether the incoming editor will be able to continue the momentum that Golin started. While many have tried to copy the Maxim "babes, beer and gear" formula, few have done so with much success.

In fact, many believe the trend towards T&A will peter out as people tire of the endless bimbo titles.

"Within the next year, or year and a half, you'll see the next generation of saturation," said Greenberger. "You'll see some of them retooling, with the most successful magazines being the ones that incorporate the best of what other magazines offer into a broader lifestyle magazine." Whoever the new Maxim editor will be, he or she will have to compete against Golin's Details, which despite denials, will likely resemble his editorial formula for Maxim.

Ad pages for Details, under former editor Michael Caruso, dropped 18 percent to 171 pages for the first quarter of 1999, against 1998 figures. It also took a beating at the newsstand, dropping 6.9 percent for the second half of 1998.

Even its March Mondo Hollywood issue, which was a hit when introduced last year, got a no-confidence vote from advertisers, and was down 23 pages, or 17 percent.

Linda Mason, the publisher of Details, explained the drops by citing that Nike, with its 16-page insert last year, opted to stay out for the first quarter.

Mason remained optimistic about Details' ability to attract high-end fashion advertisers under Golin. Although the media community has been whipped up in a frenzy discussing Golin's fit with Details and Conde Nast, Mason said she's received encouraging responses from the fashion advertising community.

"I have no concerns. Details will stay an upscale magazine and not go down the Maxim road," said Mason.

IAC-CREATE-DATE: March 25, 1999

LOAD-DATE: March 26, 1999

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NAUTICA LAUNCHES LINE OF CHINA The Miami Herald March 14, 1999 Sunday FINAL EDITION

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The Miami Herald
Found on Miami.com
The Miami Herald

March 14, 1999 Sunday FINAL EDITION

SECTION: TROPICAL LIFE; Pg. 4K

LENGTH: 486 words

HEADLINE: NAUTICA LAUNCHES LINE OF CHINA

BYLINE: JO WERNE, Herald Home Furnishings Writer

BODY:
* **Nautica,** known for its nautical sportswear, has set sail with two new collections of china.

Nautica Bermuda Tablewares suggests a tropical island setting with three patterns - Indigo Rose, Calico and Rattan. **Nautica** Signature Tablewares is more casual, with crisp navy blue and white bands around the rim of white dinnerware.

The average price for a five-piece place setting is $40. Accessories, such as salt and pepper shakers and creamers, range from $20 to $50. At Burdines.
Thrifty version of Tiffany style
* Original Tiffany lamps sell for thousands of dollars, but you can own a Tiffany look-alike for less than a monthly mortgage payment.

"Wisteria" is a new lamp by Meyda Tiffany, a manufacturer of Tiffany-style lamps based in Yorkville, N.Y. Made of copper foil construction and stained glass, the 201/2-inch table lamp retails for $290.

The company has a 124-page catalog for $10, which is deducted from a buyer's first purchase. Contact Meyda Tiffany at 1 Meyda Fine Place, 55 Oriskany Blvd., Yorkville, NY 13495, or call 315-768-3711.
Book sheds light on illumination
* Planning to remodel your kitchen or bath? Put lighting at the top of your list.

Lighting choices for these spaces are almost unlimited, says Jane Grosslight in her new book, Lighting Kitchens and Baths.

Lighting for a kitchen should be at least 4 percent of the kitchen cost, Grosslight says. ". . . The more spent on lighting, the better the lighting will be. . . If energy efficient, it will pay back over the years."

Grosslight, a member of the Illuminating Engineering Society of North America, writes for the average consumer, who will find illustrations by Jeffrey W. Verheyen helpful in solving a variety of lighting problems at home.

Lighting Kitchens & Baths by Jane Grosslight is available from Durwood Publishers, P.O. Box 37474, Tallahassee, FL 32315-7474 for $34, including tax, plus $4 for shipping.
WEDDING RING: On display at Gables quilt show.
Double fun for quilters, collectors
Two events celebrating the art of quilting are coming up:

* Broward Quilt Expo, Friday through March 21, War Memorial Auditorium, Fort Lauderdale. Hours: 9 a.m. to 5 p.m. Friday and Saturday, 10 a.m. to 4 p.m. March 21. Admission: $5 daily, $10 for a three-day pass. Coral Springs Quilters, East Sunrise Quilters, Southern Stars Quilt Guild and West Broward Quilters' Guild are donating quilts. Call 954-981-7100.

* Quilt Fest '99 will feature 400 quilts for sale. Sponsored by Ocean Waves chapter, the sale will be April 16-17 at the Coral Gables War Memorial Youth Center, 405 University Dr. Hours: 9 a.m. to 6 p.m. April 16; 9 a.m. to 5 p.m. April 17. Admission: $6 per day. For information, call 305-386-7579.
Send information on new products to Jo Werne, Tropical Life, The Herald, One Herald Plaza, Miami, FL 33132 or e-mail her at jwerne@herald.com

NOTES: MARKETPLACE

GRAPHIC: photo: QUILT (2), Jane Grosslight (AUTHOR G), LAMP, **Nautica's** china (a);
NAVY BLUE: **Nautica's** Signature has a crisp look.
Grosslight
WEDDING RING: On display at Gables quilt show.

LOAD-DATE: October 28, 2002

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Utility vehiclePockets and more pockets make pants the fashion pick Kansas City Star (Kansas & Missouri) March 14, 1999 Sunday

Copyright 1999 The Kansas City Star Co.

THE KANSAS CITY STAR

Found on KansasCity.com

Kansas City Star (Kansas & Missouri)

March 14, 1999 Sunday METROPOLITAN EDITION

SECTION: LOOK; Pg. G5

LENGTH: 812 words

HEADLINE: Utility vehicle
Pockets and more pockets make pants the fashion pick

BYLINE: JACKIE WHITE, The Kansas City Star

BODY:
They've been around almost since fashion graduated from the fig leaf, so who would have expected that in the summer of '99, the most pervasive fashion news would involve, of all things, pockets.

We're talking many pockets in cargo pants, skirts and shorts, military fatigues, fishing vests and the clothes you're accustomed to seeing on plumbers and painters. It's all about hypothetical places to put stuff, and the look is what the pundits call "utility chic."

Never mind that you've watched your teen-agers head off to the mall in cargos for the last year. The idea has moved uptown to high style.

There was no denying the depth of the trend last fall when pricey silk shantung flight suits and cargos filled Ralph Lauren's women's spring runway and Carolina Herrera offered her socialite customers hip-hugging, drawstring, midriff-baring pocketed pants.

Many of the menswear designers who recently showed fall collections in New York carried the notion forward, combining, say, cashmere cargos with handknit sweaters and duffel coats. In his men's and women's fall collections, innovative designer John Bartlett polished the likes of workmen's pants and artists' aprons with a sophisticated Southwestern glaze.

At the same time Old Navy stores are pumping the trend with a television advertising campaign for drawstring cargos. Joe Enos, San Francisco-based Old Navy spokesman, says cargos are now considered a basic, like khakis, and are stocked in stores all year. But he thinks the popularity of drawstring cargos is reflected in the February

sales growth that The Gap, Old Navy's parent company, recently announced: up 32 percent overall and 12 percent in comparable stores over last year.

The cargo idea, of course, is borrowed from the military. The British added a pocket to soldiers' khaki pants in the late 1930s.

And the United States adapted a battle pant version in the early 1940s. But the most recent resurgence in the trend began in the mid '90s when trend watchers spotted cargos on hip teens in Tokyo and later in London.

And with the search for meaningful millennium-related modern design, the notion has been taken to the next level of body dressing with a variety of garments and outerwear with storage spaces and body bags that leave the hands unencumbered. Minimalist designer Helmut Lang has been highly influential interpreting this idea, and his holster bag received considerable press earlier this year. Ditto for Prada and body and belt bags.

The idea of clothes with functional details - "actual utility" - is part of the fascination, says fashion historian Anne Hollander, author of Sex and Suits (Knopf). The body bag is a spin-off from the backpack. It's a "less infantile but also a utilitarian version."

But it's hardly a modern idea. The bags and even the clothing are actually rooted in the Middle Ages, and Hollander says the vague familiarity makes it all the more appealing. What's more, there is considerable romance connected to any military theme, especially, in this case, when it allows females as well as males to play the battle game.

Valerie Steele, a fashion historian and curator for the museum at New York's Fashion Institute of Technology, sees a trend among the very young and very hip to pick up on survivalist clothing, fashioning some ideas from military gear and athletic wear into sportswear.

It's a "street-wise, urban warrior look," she says.

"It's that look of being able to do anything, even if it's just to run across the street. At least you can run," Steele says. "It's almost a survival of the fittest idea."

But as young and hip as the look, the apparel industry is finding the utilitarian look is selling across a wide age and economic range.

"What's happening that's very different with cargos is, you see young people in cargos, sneakers and T-shirts, and you see senior citizens in cargos with sneakers and T-shirts," says Carolyn Egan, an editor with Tobe Reports, a retail consulting service.

And finally, from a business perspective, there is a practical reason for cargos' success.

With casual dressing becoming so important, the consumer appetite

for novelty sportswear is whetted, Egan says. Comfortable with pants, women especially want more choices than simple khakis.

To reach Jackie White, fashion editor of The Star, call (816) 234-4462 or send e-mail to: jwhite@kcstar.com

GRAPHIC: Photo (color), From left:nylon jacket and cargo pants with cotton T-shirt by Polo Sport, shoes by Donald Pliner and belt bag from Prada; silky anorak, cotton cargo pants, silk knit sweater, all by Ralph Lauren for Polo Sport, sandals by Ralph Lauren and bag by Prada; and khaki cargos with cotton shirt and T-shirt, all by **Nautica.**; TALIS BERGMANIS/The Kansas City Star; Fashions from Polo/Ralph Lauren, Dillard's Oak Park and Halls Plaza.

LOAD-DATE: March 15, 1999

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Nautica Enterprises Inc. Authorizes Stock Buyback Business Wire March 17, 1999, Wednesday

Copyright 1999 Business Wire, Inc.
Business Wire

March 17, 1999, Wednesday

DISTRIBUTION: Business Editors

LENGTH: 188 words

HEADLINE: **Nautica** Enterprises Inc. Authorizes Stock Buyback

DATELINE: NEW YORK

BODY:
March 17, 1999--**Nautica** Enterprises Inc. (NASDAQ:NAUT) today announced that its Board of Directors has authorized the Company to purchase up to an additional two million shares of **Nautica** common stock on the open market. Purchases may be made from time to time, subject to market conditions and other factors that the Company may consider. Harvey Sanders, Chairman and Chief Executive Officer, said "By taking this action, we reaffirm our confidence in **Nautica's** future and our commitment to improving shareholder value." **Nautica** Enterprises, Inc. is a leading international designer, manufacturer and marketer of a lifestyle collection of men's sportswear, outerwear and activewear.

CONTACT: **Nautica** Enterprises, Inc., New York
Don Pennington
Chief Financial Officer
212-541-5757

Today's News On The Net - Business Wire's full file on the Internet

with Hyperlinks to your home page.

URL: http://www.businesswire.com

LOAD-DATE: March 18, 1999

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ON THE BAYOU Times-Picayune (New Orleans, LA) March 21, 1999 Sunday, ORLEANS

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Times-Picayune (New Orleans, LA)

March 21, 1999 Sunday, ORLEANS

SECTION: FASHION; Pg. 5

LENGTH: 68 words

HEADLINE: ON THE BAYOU

BYLINE: By Chris Bynum Fashion writer On the Bayou

BODY:
Natural fibers coated for protection and other high-tech fabrics designed to weather rain, sun and city wear are among spring offerings. Some can be wiped clean with a damp cloth, and materials that once had a reputation for holding in heat are now fabrics that breathe. But the gentle items of spring, such as pastel shoes and transparent fabrics, still exist for those with the grace to wear them.

GRAPHIC: ORGANIC ELEMENTS: Teflon-coated white cotton sleeveless shell and matching jacket with green capri pants by Yeohlee [COLOR] THE COLOR KHAKI: Survival wear in a zip-front jacket with cargo pants and pullover by Marc Jacobs [COLOR] SPRINGTIME BLUES: Indigo shirt jacket with white shirt and navy flat-front pants by **Nautica** [COLOR] 3 STAFF PHOTOS BY G. ANDREW BOYD

LOAD-DATE: March 21, 1999

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Mr. Cool The New York Times March 21, 1999, Sunday, Late Edition - Final

Copyright 1999 The New York Times Company
The New York Times

March 21, 1999, Sunday, Late Edition - Final

SECTION: Section 6; Part 2; Page 72; Column 1; Men's Fashions of The Times Magazine

LENGTH: 33 words

HEADLINE: Mr. Cool

BODY:
The best suits for spring are cool in every sense of the word - in color, fabric and attitude. We photographed them on the HIPPEST guys around, a mix of L.A.'s rockabilly and swing musicians.

http://www.nytimes.com

GRAPHIC: Photos: Eddie Nichols; James Intveld; Elvis Suissa; Charlie Overbey; Buster Kretin; Above, left: Eddie Nichols in a gray cotton suit from **Nautica** by David Chu, $425. At Lord & Taylor. Navy blue cotton shirt from Best of Class by Robert Talbott, $225. At Bergdorf Goodman. Robert Talbott, 680 Madison Avenue and nationwide. Silk tie from **Nautica** by David Chu. All shoes1 are the musicians'.; Center: Beachy wears a khaki cotton-blend suit, $500, and blue cotton shirt, $60. At Kenneth Cole, 95 Fifth Avenue. Silk tie by Gene Meyer. Right: James Intveld2 in a gray wool suit, $1,250. At Ren 1/8 Lezard, 417 West Broadway. Blue cotton shirt, $110. At Thomas Pink, 520 Madison Avenue. Silk tie by Gene Meyer. Photographed at Rumble Kulture Recordings, Hollywood, Calif.; Opposite page, far left: Eddie Nichols3 in his own leather jacket4 and cap. Opposite page, right: Buster Kretin5 dons a three-button cotton suit, $395, and cotton twill shirt, about $135, by Tommy Hilfiger. For suit, call (800) 888-8802. Shirt at Tommy Hilfiger, Beverly Hills, Calif. Silk tie by Timothy Everest.; This page: James Intveld in a heather gray Ralph Lauren Purple Label cashmere suit, $2,995, and white cotton shirt, $195. Both at Polo Ralph Lauren, 867 Madison Avenue. Suit also at Saks Fifth Avenue, to order. Thomas Miller, Woodbury, N.Y. Shirt also at Polo Ralph Lauren, selected stores. Saks Fifth Avenue, selected stores. Silk tie from Ralph Lauren Purple Label. Photographed at Stan's Barber Shop, Hollywood,6 Calif.; Near left: Charlie Overbey in his own tank top, jeans and tattoos.7 Right: Joshua Flanigan in a wool-blend suit, $1,875, and cotton shirt, $245. At Valentino Boutique, 747 Madison Avenue and Beverly Hills, Calif. Silk and linen tie from Valentino Boutique. Far right: Chris Richardson in his own shirt and jeans.; Far left: Buster Kretin in a wool and silk jacket, $1,545, and matching pants (not shown), $580. At Versace, 647 Fifth Avenue and nationwide. Cotton shirt, $75. At Addison on Madison, 698 Madison Avenue. Silk tie from Salvatore Ferragamo. Near left: Elvis Suissa wears a gray wool and viscose suit, $1,850. At Calvin Klein, 654 Madison Avenue. Beige cotton shirt by Calvin Klein, $225. At Saks Fifth Avenue, to order. Silk tie by Calvin Klein. Above: Buster Kretin, again in Versace. Right: Joshua Flanigan in a khaki linen suit, $2,290. At Giorgio Armani, 760 Madison Avenue. Gray polyester shirt from Van Heusen. Silk tie from the Echo Design Group. Photographed at Bar Deluxe,8 Hollywood, Calif.; Far left: Chris Richardson in a wool suit by Joseph Abboud, $795. At Mitchells of Westport, Westport, Conn. Cotton shirt from Turnbull & Asser, $185. At Bergdorf Goodman. Turnbull & Asser, 42 East 57th Street. Tie from Brioni. Near left: James Intveld sports a wool suit by Ermenegildo Zegna, $1,800. At Saks Fifth Avenue, to order. Cotton shirt, $150. At Ren 1/8 Lezard, 417 West Broadway. Silk tie by Ermenegildo Zegna. Above: Chopper Von Franklinstein wears a khaki wool-blend suit, $1,295, and blue cotton shirt, $235, from Donna Karan Collection. At Bergdorf Goodman. Suit also at Barneys New York. Silk tie from Donna Karan Collection.; Above: Joshua Flanigan wears a khaki linen suit, $2,290. At

Giorgio Armani, 760 Madison Avenue. Right: Elvis Suissa in a gray worsted-wool suit with alternating pearl and camel pinstripes from Burberry, $795. At Burberry stores, 9 East 57th Street and nationwide. Mitchells of Westport, Westport, Conn. Pale gold cotton poplin shirt from Mondo di Marco, $130. At Joe Brand, McAllen, Tex. Silk tie from Burberry. Associate editor: David Farber. Grooming by Daniel Howell for Cloutier. Photographed9 at Bar Deluxe, Hollywood, Calif. (Ben Watts)

LOAD-DATE: March 21, 1999

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Have some fun with sunglasses Des Moines Register March 21, 1999 Sunday

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Des Moines Register

March 21, 1999 Sunday

SECTION: FASHION; Pg. 9F

LENGTH: 172 words

HEADLINE: Have some fun with sunglasses

BYLINE: Davis Stephania H., Register Staff Writer

BODY:
Precious metals and retro styles are a couple of the trends in sunglasses this spring.

Calvin Klein has used titanium, the thinnest metal, to sculpt ultra-lightweight, non-corrosive frames in an almond-shaped oval and a rectangle with contoured edges. Classic colors include antique gold, dark silver, chocolate and black.

The aviator is back in the **Nautica** eyewear collection. A double-bar bridge gives a younger look to this style, first popular with pilots for the superior wind and sun protection provided by the wrap silhouette. The frames come in chrome, satin black and shiny brown.

"We're still seeing a lot of the small metals, but so far this year, people are asking for the big, plastic Jackie O-type frames and for styles that wrap a little more," said John Cox, the certified optician at Vision Clinic on Beaver Avenue.

Have fun with your specs by adding cat's-eye styles in bright white or clear to your collection or with colored, ultraviolet lenses in pink, lavender, yellow or blue.

-Stephania H. Davis

LOAD-DATE: October 15, 2002

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LETTER JACKETS?; O-U-T; THE VARSITY LETTER JACKET, THAT BULKY, LEATHER-SLEEVED THROWBACK, HAS BEEN IN VOGUE BEFORE AND MAY ONE DAY BE AGAIN. BUT NOW? DEFINITELY OUT. Portland Press Herald (Maine) March 22, 1999, Monday,

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Portland Press Herald (Maine)

March 22, 1999, Monday, CITY EDITION

SECTION: MONDAY MAGAZINE, Pg. 1C, MAINE LIFE

LENGTH: 911 words

HEADLINE: LETTER JACKETS?;
O-U-T;
THE VARSITY LETTER JACKET, THAT BULKY, LEATHER-SLEEVED THROWBACK, HAS BEEN IN VOGUE BEFORE AND MAY ONE DAY BE AGAIN. BUT NOW? DEFINITELY OUT.

BYLINE: JOANNE LANNIN Staff Writer

BODY:
You'd think Robert Pilsbury would wear his Portland High School letter jacket proudly these days. Portland just capped an undefeated season by winning the boys' state basketball championship two weeks ago, and Pilsbury was Portland's most valuable player.

But Pilsbury, like most other teen-agers, wouldn't be caught dead in the wool, marine-blue letter jacket he earned when he made the varsity squad. His mother, Nancy Hoeflick, wears it instead.

"He didn't like the material or the way it fits," said Hoeflick said. "I've never seen the other guys wearing theirs, either. Maybe it cramps their style."

For today's teen-ager, style means never wearing anything that looks like it fits just right or like something your parents or older sibling might have worn. "In" are oversized fleece pullovers, nylon windbreakers in black or some flashy color, and anything with the words Nike, Polo, **Nautica,** Structure or Tommy Hilfiger emblazoned on it. Old-fashioned, hip-hugging wool jackets with striped collars and cuffs and leather sleeves are way down the list as an outerwear option.

"We do a lot of team jackets but not the standard wool jackets," said John Gleason, the owner of Coastal Athletics in Portland. "It went from hundreds of orders (in the early 1990s) to dozens now."

A look around the Cumberland County Civic Center in Portland during the Class A Western Maine girls' and boys' basketball finals earlier this month attests to just how much the market for letter jackets has shrunk. It certainly was cold enough outside for a wool jacket with a pile lining. But among the 5,000 people on hand to cheer for Portland, South Portland or Lewiston, no more than a half-dozen teens wore letter jackets.

"Kids don't think they're cool," said David Hanson, a Cheverus High School junior who plays varsity basketball. Hanson, like most of his teammates there to watch the games, was wearing a fleece pullover.

"No one has one," said Dominic Taliento, Hanson's sophomore teammate at Cheverus. He was wearing a blue windbreaker.

Cheverus' school colors, purple and gold, might explain some of the reluctance on the part of students to wear a letter jacket. But Hanson and Taliento said they wouldn't buy a letter jacket even if Cheverus' colors weren't quite as loud.

Hanson and Taliento cited price as the main reason they don't have letter jackets. A wool jacket can cost anywhere from $ 100 to $ 150. Back in the days when the school paid for the kids' jackets, everyone got one. In most schools, students have to buy them themselves unless a booster club offers to pay.

"They're too expensive," Taliento said. And there's another reason for the jackets' decline in popularity: Getting a varsity letter isn't a big deal anymore for many students. Many students play sports today, and other school activities, such as band or math team could qualify someone for a letter.

The biggest reason of all, though, is, simply, fashion. At the end of the 20th century, the letter jacket is out.

Kelly Grover, a Westbrook High School senior and basketball player, says most kids would rather define their own styles. Grover, who wore an L.L. Bean parka to the Civic Center instead of her navy-blue letter jacket, said kids still buy letter jackets, but most don't wear them because they don't want to look like everyone else. Kids would rather have a choice of logos and colors than feel stuck with navy blue and "Westbrook High" on their backs.

Still, there will always be teens who buck the trend. Shannon Mailhoit, another senior basketball player at Westbrook, wears her wool letter jacket pretty much everywhere in the winter. She says letter jackets were more popular three years ago, when she was a freshman. Then, she couldn't wait to earn a varsity letter so that she could sew it on a letter jacket. Her jacket might be out of style now, she says, but it's still warm, and it still symbolizes the attainment of her goals.

"I'm proud of it," she says.

Kara Kill, a South Portland High School senior, says pride is what motivates her and her fellow swim team members to wear their red wool jackets with the white sleeves much of the time. She says she had to qualify for the state swim meet to earn it.

"It's big. It's bulky. It's not the 'in' fashion," she admitted as she showed off the letter on the front of the jacket and the name and number embroidered on the sleeves. "But, to me, it's cool. I worked hard to get it."

Joe Russo, the coach of Portland High's boys' basketball team, said the Booster Club, which buys jackets for varsity players, thought about discontinuing the practice because the jackets are so expensive and kids aren't wearing them. But Russo said kids didn't like that idea.

"They might not wear them, but they still want one," he said. "They think of them like a championship ring, something to hang onto for the rest of their lives."

Gleason, at Coastal Athletics, said he wouldn't be surprised to see the letter jacket make a comeback someday. He's lived through a couple of fashion cycles during which the jackets were in, then out.

So, if a popular sportswear manufacturer such as Champion started marketing them aggressively or a professional team or athlete started wearing them everywhere, letter jackets might regain their cachet.

"I'd wear one," says Nick Desjardins, a sophomore at Thornton Academy in Saco. "I think they are cool. We just don't have them at our school."

GRAPHIC: PHOTO: 1 color; 1 b&w;

Staff photos by Doug Jones Though the classic varsity letter jacke;

has fallen out of style among most high schoolers, South Portland swimmer Kara Kill wears hers proudly. "To me, it's cool. I worked hard to get it," she said.;

The traditional varsity letter jacket is bulky, heavy and, according to an unscientfic sample of area high school students, just plain unfashionable. "Maybe it cramps their style," suggested one student's mother.

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DENIM GARAGE SUITS SHIFT INTO OVERDRIVE. Daily News Record March 22, 1999

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Daily News Record

March 22, 1999

SECTION: Pg. 4; ISSN: 1041-1119

IAC-ACC-NO: 54207164

LENGTH: 804 words

HEADLINE: DENIM GARAGE SUITS SHIFT INTO OVERDRIVE.

BODY:
DESIGNERS PUT ONE-PIECE DENIM SUITS ON RUNWAY AFTER PUFF DADDY DONS THE DUDS IN MUSIC VIDEO

If you see men around town wearing one-piece denim suits that zip up the front, don't assume they're on their way to work at the garage.

Denim garage suits were a hot item on the runways when designers showed fall collections last month in New York. From DKNY to **Nautica** and Kenneth Cole, the one-piece denim work suit was shown as a functional look with T-shirts and tennis shoes or work boots.

"They're part of the whole workwear feel," said Kurt Lester, vice- president of merchandising for **Nautica** Jeans Co. "We'll continue to update this look next season." For fall, **Nautica's** one-piece suit has a drawcord on the inside for adjusting the waist.

Although spring '99 is only the first season for hip hop mogul Sean "Puffy" Combs young men's collection, Sean John, the one-piece denim suit already is a hot item in the line, according to Jeffrey Tweedy, executive vice-president of Sean John.

"Puffy was in a video a little over a year ago where he wore it and the response to the look was unbelievable," Tweedy said. "We designed our own version because kids were shopping for them at army surplus stores and couldn't find the right fit."

For spring '99, the Sean John collection has zip-front garage suits in black denim, dark unwashed denim, and khaki. The average retail price for the suit is $ 85.

L2 To Stage Comeback

Four years ago, kids were introduced to L2, Levi Strauss & Co.'s value fashion denim line. But since then, kids seem to have forgotten the name.

This fall, Levi's plans to reintroduce L2 to consumers between 15 and 24, through national chains like Sears, Kohls and Mervyns. Not only will Levi's be expanding L2's in-store presence and broadening the

product offering, but for the first time since its inception, Levi's will be putting marketing support behind L2.

"L2 is a well-kept secret about to burst," said Darryl Wilburn, brand manager for L2. "It's been a slow process, but now there's a ground swell of interest in L2 and kids are really asking for it."

Playing with new fabrics like nylon and fleece, L2's design team introduced more fashion to the line. Keeping the young, active consumer in mind, they added fashion details like Velcro fasteners and cell phone pockets. "The challenge for us is to continue delivering the value, while focusing on the fashion at the same time," Wilburn said. The suggested average retail price of Levi's L2 jeans is $ 35.

Marketing support for the sub-brand will include both a print and outdoor campaign this fall. According to Robert Holloway, Levi's vice-president of youth brands, the development of L2 is a priority on the jeans giant's agenda. "To give you an idea of where L2 stands, I'll say that we'll be spending as much on marketing support for the line this year as we will for Silver Tab," he said.

Tommy Jeans' Kourakos is Jeanswear's Newsmaker

What better way to honor a leader in the jeanswear business than with a patriotic luncheon as American as a pair of blue jeans?

To present its annual Newsmaker of the Year award to John Kourakos, president of Tommy Jeans, Jeanswear Communications held a luncheon at Smith & Wollensky in New York. Steak and cheesecake were served to a room full of execs from denim mills, jeans manufacturers and fiber companies. The award is presented annually to the individual and company that brings new energy and direction to the denim and jeans business.

Since he was named president of Tommy Jeans in '96, Kourakos has seen the brand rise to become a leading player in the status denim market. Thanking his colleagues, Kourakos also noted that Tommy Jeans junior line, introduced last fall, garnered $ 100 million in retail sales for the season.

From the Frying Pan to the Fabric

It's used as a non-stick coating on pots and pans, a shatterproof protectant for light bulbs, and now, to treat denim. Teflon, the wonder coating. Vexed Generation, a London-based designer jeans label, has created the first DuPont Teflon-treated jeans collection.

It's not the first time Teflon's made the leap from cooking to clothing. From Prada and Hugo Boss to Nike and Eddie Bauer, designers and manufacturers have experimented with DuPont Teflon as a stain repellent on a variety of fabrics. Unlike other protectants, Teflon forms and invisible molecular barrier around each individual fiber, making fabric highly resistant to liquids and stains.

While you can't fry an egg on Vexed Generation's Teflon-coated jeans, you can spill anything from coffee to red wine on them and watch it simply bead up and roll off. The jeans are sold at Fred Segal and Naked in Los Angeles, and Antique Boutique and Nylon Squid in New York, at an average retail of $ 225.

IAC-CREATE-DATE: April 9, 1999

LOAD-DATE: April 10, 1999

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New Breed of Jewish Students Flocking to City Colleges: What TheyLack in Languages, They Make Up in Anti-Communism Forward March 26, 1999

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Ethnic NewsWatch
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March 26, 1999

SECTION: Vol. CII; No. 31; Pg. 1

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LENGTH: 1158 words

HEADLINE: New Breed of Jewish Students Flocking to City Colleges: What They Lack in Languages, They Make Up in Anti-Communism

BYLINE: Kessler, E.J.

BODY:

New Breed of Jewish Students Flocking to City Colleges: What They Lack in Languages, They Make Up in Anti-Communism

NEW YORK -- Brooklyn College senior Alexander Rodionov failed two of the three entrance exams students take to gain admission to the four-year colleges of the City University of New York, and so did several of his chums who came to hang out at the college's Hillel this week.

The failure wasn't for lack of intelligence. Fresh off a plane from Minsk in the fall of 1995, Mr. Rodionov enrolled at Brooklyn in the spring of 1996 knowing only "how to say basic stuff" in English, and so failed the reading and writing exams. To compensate, he took a semester of English as a Second Language. The math entrance exam, however, "was a joke," Mr. Rodionov said. "At age 13 I could have taken that test and passed it, easy." A computer science major, Mr. Rodionov is looking forward to getting a job as a programmer when he graduates from Brooklyn College in July.

Say goodbye to the fond, old stereotype of the Jewish student at the City University of New York. Gone are the brilliant children of immigrants, the Nathan Glazers and Irving Kristols, arguing about the triumph of socialism and the fate of humanity as they used education and sheer brainpower to climb their way out of ghetto neighborhoods and away from their parents' traditional Judaism. Say hello, instead, to a new breed of Jewish City

University students. Still very bright, they are now not children of immigrants, but immigrants themselves; not socialists, but anti-socialists; if native-born, not running from tradition, but proud exponents of Orthodoxy.

At Brooklyn College, Queens College and at Baruch and Hunter Colleges in Manhattan, Hillel officials say they are seeing steady or higher enrollments of Jews, although no statistics exist to confirm their impressions. All four schools are enrolling a wave of
Russian Americans who came to this country after the collapse of the Soviet Union, while Brooklyn and Queens are seeing an enhanced Orthodox presence and even some Israelis. The only four-year CUNY college that does not seem to be enrolling many Jews is that old redoubt of the New York intellectuals, City College in upper Manhattan, which is far from the neighborhoods of the working and lower-middle-class Jews who frequent the CUNY system.

Baruch College has an estimated 2,000 Jewish undergraduates, according to Hillel director Leonard Petlakh, about 70% of whom are Soviet born. Most study accounting, business and finance, said Mr. Petlakh, himself a Russian immigrant. Hunter, with a similarly Russian complexion, also employs a Soviet-born Hillel director, Nika Galperin. Queens College has about 4,000 to 6,000 Jewish students, said the program director of its Hillel, Ami Monson. Some 75% of them are Orthodox, Mr. Monson estimates. Brooklyn probably has 2,500 Jewish students, of whom half are Russian and half are Orthodox, said the Hillel director there, Linda Ashkenazi.

A smattering of these students showed up Monday to see their friends or grab a bite at the Brooklyn College Hillel, gravitating to the office of the Center for Russian Jewish Life, where a Russian-language Seder was being planned. The Hillel building is an
institutional-looking, brick structure, but students, especially the young women with their platform shoes and glittery nails, provide a measure of flash and dash. Among the students is pretty, dark-eyed Anna Pitselko, a pre-med student who came from the Ukraine in 1993. Also there is dapper Baruch Katz, an American-born junior and speech major from Midwood who as a child attended fervently Orthodox yeshivas and who looks as if he stepped out of a **Nautica** ad. Out-spoken Rosa Karpovich bridges the Russian and Orthodox worlds. Born in St. Petersburg but brought to New York as a baby, she attended a yeshiva, Brooklyn's Magen David.

Asked by a reporter to talk about themselves and to debate the hot topic of the day -- the recent vote of CUNY trustees to end remedial classes at the four-year colleges -- the students rise to the occasion. Most of the foreign-born students would like to see an exception to the no-remediation rule for English as a Second Language classes -- an exception CUNY has embraced, as it happens. To bar foreign-born people from the four-year colleges because they cannot pass the English exams would "discriminate against recent immigrants who want to continue their education," said sophomore Leo Sorits, who arrived from St. Petersburg eight years ago.

But Mr. Katz and Ms. Karpovich see a utility in ending other forms of remediation. "I don't want to say I'm insensitive, but when you enter college you need to have a certain level of education," Mr. Katz said. "If the standards at Brooklyn College were higher, the degree would become more valuable as a result."

Ms. Karpovich chafes at the fact that her teachers must spend time explaining the meanings of what she considers basic words to recent immigrants or the undereducated. "If a professor has to slow down all the time, people like me lose out," she said.

The easy Russian-Orthodox camaraderie on view at the Hillel is something Ms. Ashkenazi would like to foster. While Russian-speaking students conduct some activities on their own, like the Seder, they and the other students come together at Hillel for pan-Jewish events, such as Holocaust Remembrance Day commemorations or Israeli Independence Day celebrations. "They may start out with stereotypes, there may be tensions, but they work them out in a safe place," Ms. Ashkenazi said.

Ms. Ashkenazi sees the Brooklyn College Hillel as a kind of laboratory for future leaders of New York Jewry. Because both Russian and Orthodox students live in strong communities, they tend to take ideas for Jewish programming or rituals back to their home turf "and really get it started their own way," Ms. Ashkenazi said. She gives as an example the experience of one Russian student who attended a communal Seder, then went on to hold a Seder for Russian students in her home.

The Hillel has a three-year grant of more than 100,000 from the Continuity Commission of the UJA-Federation of New York for a project using the arts to reach out to unaffiliated Jews on campus, Ms. Ashkenazi said. A student theater group devoted to the work of Jewish play-wrights attracts both Orthodox students and Russians. Last year, it put on "The Dybbuk," this year, Neil Simon's "The Good Doctor." Recently, students put on a fashion show with 40 models that raised 1,000 for the Hillels of Russia. "It's the next generation," Ms. Ashkenazi said, proudly.

They may not be the suave intellectuals of the film "Arguing the World," but so what?

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Golf influence plays through strong as ever The Clarion-Ledger (Jackson, MS) March 28, 1999 Sunday

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The Clarion-Ledger (Jackson, MS)

March 28, 1999 Sunday

SECTION: FASHION TAB; Pg. 14F

LENGTH: 449 words

HEADLINE: Golf influence plays through strong as ever

BYLINE: Pettus Gary

BODY:
By Gary Pettus/Clarion-Ledger Staff Writer

Years after coursing through the fashion world, the golf wear is still turning in a steady par.

"The golf look was strong last year and is strong again this year," said Tonie Knott, head of the men's department at Stein Mart in Jackson.

"A lot of guys who wear it don't even golf. It's just a nice look."

It's a true stroke of sartorial genius, says Katrina Tanksley, manager of Jos A Bank Clothiers in Jackson.

"Golf tends to keep increasing in popularity and, therefore, the golf look."

Its adherents can select their own separates - comfortable knit shirts, sweater vests, etc. - or dive into ensembles offered by specialized golf wear lines.

"For instance," Knott said, "there are Greg Norman golf wear, **Nautica** golf wear and Bobby Jones merchandise."

The Bobby Jones Collection, among the lines that remain popular in the Jackson area, offers an array of knit and woven shirts, sweaters, vests, trousers, shorts and outer wear.

There are knit polo shirts patterned in omber stripes, ribbon twist diamonds, papyrus weaves and nostalgic stamped golf accessories.

Other fashions play up to the man who plans to drive this look right onto the links: sporty knit shirts in patterns of bold stripes, herringbones, tattersall plaids and oxford piques, made of 100 percent cotton; trousers and shorts made of twill or a cotton/microfiber blend with double reverse pleats; and longsleeve, crewneck sweatshirts of 100 percent cotton.

"And there are tons of golf caps or hats, depending on which golfer you want to emulate," Knott said.

"There are regular visors, caps, straw hats and visors with sharks (the logo of golfer Greg Norman).

"For all golf wear, the colors are better than ever this year: yellows, peach, lighter blues.

"In shorts, we have sea-foam green, lilacs and other pastels."

A lot of men feel right at home wearing the golf look to the office, says Billy Neville, owner and manager of The Rogue in Jackson.

"There are a lot of lines that offer incredibly handsome golf wear, including Joseph Abboud and Jack Nicklaus."

The Nicklaus line includes the Valhalla Collection, for which the two-ply V-neck sweater and V-neck vest in solid navy and oatmeal are new this season.

The colors include ecru, stone, eggplant and aqua. Also new this season: a sleeveless zip-front wind vest with elastic bottom.

The Nicklaus Blue Collection features the new, packable, nylon anorak with hidden hood, in red, yellow, green and navy.

"Whether its for the golf course or the office, this look is still strong," said Garner Hickman of Great Scott in Jackson.

"And, depending on what you want, it can be dressier than ever."

LOAD-DATE: June 25, 2003

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
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LENNY THE LARKSMITH: LENNY ROTHSCHILD HAS GUIDED THE CHICAGO-BASED LARK STORES TO MALL SUCCESS. Daily News Record March 29, 1999

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Daily News Record

March 29, 1999

SECTION: Pg. 4; ISSN: 1041-1119

IAC-ACC-NO: 54271664

LENGTH: 1259 words

HEADLINE: LENNY THE LARKSMITH: LENNY ROTHSCHILD HAS GUIDED THE CHICAGO-BASED LARK STORES TO MALL SUCCESS.

BYLINE: Romero, Elena

BODY:
Chicago -- From his early days as an assistant buyer in the executive management program at Carson Pirie Scott, Lenny Rothschild knew he was destined to be a retail entrepreneur. In 1972 he left the corporate world to start the now-defunct freestanding boutiques Legs And Ears. In 1977 that chain was converted to mall-based Lark Stores, which Rothschild purchased from Milgram/Kagan Corp. Today, the Chicago-based retailer operates five stores under The Lark name as well as one The Lark Collection and one Technique. The change from freestanding to mall-based stores allowed Rothschild to attract a wider variety of customers in search of fashion. In the late '70s the stores had more of a suburban appeal, carrying brands such as Levi's and Brittania. Today the stores are filled with a broad variety of brands from Iceberg to Versace and from Sean John to Fubu. DNR spoke with Lenny Rothschild, president of Lark Stores, as well as his general manager and buyer, Yolanda Holmes, to get an inside look at their business and future plans.

DNR: You operate The Lark, The Lark Collection and Technique. How did they evolve?

LENNY ROTHSCHILD: About six years ago, as The Lark started to develop, the rise of brands began to take place. All of a sudden, you had a Guess, a Girbaud, a **Nautica,** a Tommy, a Donna Karan. Designer names were making an impact on the market. We believed that we had to segregate these names because they didn't mean the same thing to all people. So, we developed The Lark Collection -- which is Donna Karan, Polo, **Nautica** and Tommy Hilfiger. We developed Technique, which is Fubu, Mecca, Enyce, Karl Kani, Phat Farm, dada, Sean John. Then there's The Lark, which is what I refer to as the Neiman Marcus of the urban business -- Iceberg, Versace, Dolce & Gabbana, Ferre, Pelle, Coogi, Girbaud, Guess.

DNR: Where are the stores located?

ROTHSCHILD: The Lark Stores are in Evergreen Plaza, Ford City and North Riverside Mall, Ill. In Evergreen, we also have a Lark Collection and Technique store.

DNR: How do you go about deciding which brands are appropriate for each of your stores?

YOLANDA HOLMES: There's a different customer in each of our stores. The Lark customer is not necessarily a Technique customer or a Lark Collection customer. In The Lark Collection we have Donna Karan, Tommy, **Nautica** and Polo -- all similar-type brands that run along the same line. At The Lark stores, that's where we carry our European lines. That customer is looking for the higher-end lines that are more cutting-edge. Technique is a little younger.

ROTHSCHILD: We are constantly redefining who our customer is and redefining who we are. Being in the urban business, you have to be flexible and move quickly. You have to realize that certain lines are long-term and others are not. We try to find the perfect marriage between the vendor, the customer and the store. What normally works for the East or West Coast doesn't always work for the Midwest. Some of the failures of companies in the last few years have been due to the fact that they were too large to segment. They didn't understand that a store a mile away from an another unit is totally different. We micro- manage our stores, our inventory and our customers.

DNR: Who is your customer?

ROTHSCHILD: Our customer is fashion-driven. Our customer is looking for good service. Our customer is looking to be respected. Our customer isn't necessarily a demographic, our customer is a psychographic.

HOLMES: People who come to us are looking for the more cutting-edge merchandise.

ROTHSCHILD: Our customer is also occasion- and event-driven. If there's a concert in town or it's a big holiday weekend, our customer has a reason to shop. We cater to their needs at those particular times. If you walk into one of our stores on a Saturday, you can have 18 salespeople on the floor.

DNR: How big are your stores on average?

ROTHSCHILD: They range from 3,000 square feet to 5,000 square feet.

DNR: Where does private label fit in?

ROTHSCHILD: We're not in the private-label business.

DNR: Who are your competitors?

ROTHSCHILD: Anyone that competes for the same dollars we compete for. This includes rock concerts that come to Chicago, a new car that comes out, a new stereo system, a new CD that's on the market or a new theme restaurant.

DNR: Who has the advantage right now, department stores or specialty stores?

ROTHSCHILD: It's a matter of how you merchandise and market your product. Department stores have the advantage of having their own charge accounts. The specialty stores give more personalized service. As a specialty store, we're more tuned in to what the consumer wants.

DNR: How has the market evolved and what do you see in the future?

ROTHSCHILD: We need to operate under the free enterprise system. People have to look at some young designers and give them the opportunity to grow their business. We have to be flexible in terms of our thinking. Business today is not the same as it was five years ago.

DNR: How important is sticking with brands?

ROTHSCHILD: We like to develop long-term, steady relationships with vendors. We buy a lot of lines that start slow and become very hot. We don't just drop a line because our sales went up and then down. Just

because your child didn't bring home all A's doesn't mean you throw him out of the house. We like B's as well.

DNR: What's your philosophy on window displays?

HOLMES: Different -- not the norm. We like anything that will make you stop and take notice. We've had everything from a tractor trailer to a 1939 Maytag washing machine to laundry detergent. Our windows cause some action but they don't take away from the merchandise.

ROTHSCHILD: Window displays are a form of art. We do it to challenge the imagination of our consumer. Anybody can just stick a jacket in the window. But when you stick it next to a toilet with some flowers in it, I kind of think that's funky.

DNR: How often do you change them?

HOLMES: Major fixtures get changed every month and the apparel changes about three times a week on average.

DNR: What role do outdoor billboards play?

ROTHSCHILD: We have two major billboard programs in place. One is a highway billboard program that is with a major vendor. The other is a participation program with numerous vendors. We will have 200 billboards by the end of April.

DNR: But you don't have your address on the billboards. Why?

ROTHSCHILD: If you don't know where the party is, you shouldn't be going.

DNR: Other than billboards, what are some of The Lark's marketing efforts?

ROTHSCHILD: We have a three-phase marketing program. The first phase is billboards. The second is timely radio ads. And third, we have a full- time marketing person who goes into the clubs every night and is responsible for talking to the deejays, club owners and clubgoers. He gives out T-shirts from our vendors, or Lark chocolate.

DNR: Are you planning to open more stores?

ROTHSCHILD: We're a slow-growth business and are not looking to be the biggest player on the ballfield. If an opportunity comes along that fits our niche, we will open a store there. We believe women's will be a strong area of growth. We'll soon be opening a Lady Lark store that will cater to the urban woman with brand names such as Guess, Girbaud, Tommy Girl, Enyce, Maurice Malone -- anybody who does a diffusion of a women's line from the men's market. Then we will go into the women's market and augment these lines.

IAC-CREATE-DATE: April 9, 1999

LOAD-DATE: April 10, 1999

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Chicago Daily Herald March 31, 1999, Wednesday, Cook

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Chicago Daily Herald

March 31, 1999, Wednesday, Cook

SECTION: Business; Northwest Briefs; Pg. 1

LENGTH: 258 words

BODY: Schawk forms alliance with Kraft

DES PLAINES - Schawk Inc. said Tuesday it entered into an agreement to provide digital imaging services for Kraft Foods packaging. The alliance affirms Schawk's strategic goal to build revenue through contracts with consumer products companies, said David A. Schawk, the company's chief executive officer. Des Plaines-based Schawk sells digital imaging services.

Prospect Hts. bank changes name

PROSPECT HEIGHTS - Banco Popular of Chicago announced that the Bronson-Gore Bancorp branches it acquired in July will be known as Banco Popular, effective immediately. With the acquisition of the five-branch Bronson-Gore Bancorp, Banco Popular now has 19 Chicago-area branches, including the former Bronson-Gore Bank at 606 N. Milwaukee Ave. in Prospect Heights. The other former Bronson-Gore locations are in Chicago.

Unilever, **Nautica** sign contract

ROLLING MEADOWS - Unilever said Tuesday it signed a license agreement with **Nautica** Apparel Inc. that gives Unilever Home and Personal Care-North America the right to use the **Nautica** name to develop and sell new fragrance and beauty products. The **Nautica** business will enhance Unilever's global beauty product portfolio, which also includes Elizabeth Arden Co., said Robert M. Phillips, president of Unilever Home and Personal Care-North America. **Nautica,** which produces clothing and home furnishings, is a division of **Nautica** Enterprises Inc. of New York. Unilever is the parent company of Helene Curtis, which has operations in Rolling Meadows.

LOAD-DATE: April 2, 1999

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The Wet Set; Brief Article Town & Country April 1, 1999

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Town & Country

April 1, 1999

SECTION: No. 5227, Vol. 153; Pg. 63 ; ISSN: 0040-9952

IAC-ACC-NO: 55250046

LENGTH: 112 words

HEADLINE: The Wet Set; Brief Article

BODY:
April showers? Who really cares? Brighten those soggy afternoons a weatherproof jacket and puddle-stomping boots. Top, from left: "Windrider" jacket ($ 105) from **NAUTICA** BY DAVID CHU; at Kaufmann's and Dayton's. "Masters" microfiber jacket ($ 200) from the BOSS HUGO BOSS GOLF collection; call (888) 3FAIRWAY. "Typhoon 20,000" jacket ($ 577) by PAUL & SHARK; call (877) 990-6900. Yellow and green Wellington boots ($ 62) from GARDENER'S EDEN; cam (800) 822-1214. Bottom: EDDIE BAUER's navy chukkas ($ 38); call (800) 426-8020. On the laddie: Wellipets duck boots ($ 26); PUNCH, (516) 329-3897. Boy's yellow raincoat ($ 24) from WIPPETTE KIDS; call (212) 695-6735.

IAC-CREATE-DATE: July 30, 1999

LOAD-DATE: August 03, 1999

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Paul Sebastian Inc. Soap & Cosmetics April 1, 1999

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Soap & Cosmetics

April 1, 1999

SECTION: No. 4, Vol. 75; Pg. 67

IAC-ACC-NO: 54397168

LENGTH: 58 words

HEADLINE: Paul Sebastian Inc.

BODY:
Women's Wear Daily disclosed the purchase by French Fragrances of the principal assets of Paul Sebastian Inc., including rights to the PS Fine Cologne for Men, Design and Design for Men, Casual and Casual for Men and Cigar Aficionado. The group also has attained distribution rights and inventory of the **Nautica** and Mark Cross fragrance brands.

IAC-CREATE-DATE: April 28, 1999

LOAD-DATE: April 29, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
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Children Mimic Parental Style Cargoes, capris and cardigans abound, and butterflies and bees adorn Omaha World Herald (Nebraska) April 1, 1999, Thursday

Copyright 1999 The Omaha World-Herald Company
Omaha World Herald (Nebraska)

April 1, 1999, Thursday SUNRISE EDITION

SECTION: ;FASHION; Pg. 40

LENGTH: 257 words

HEADLINE: Children Mimic Parental Style Cargoes, capris and cardigans abound, and butterflies and bees adorn

BYLINE: DONNETTE DUNBAR

SOURCE: WORLD-HERALD STAFF WRITER

BODY:
The children's fashion trend is a hybrid of pillowy pastels, simple shapes and all-American chic showcased in fabrics that float in the breeze.

Children's Place calls this season's trends "spring dreams" because of their ethereal quality.

Once again, clothing for tykes mimics that of adults. From toddlers to teens, boys and girls are taking styling cues from their parents.

Must-haves include cargo skirts and slacks, halter dresses and capri pants. Cargo pockets, logos, butterflies and bees adorn everything from hair accessories to bags and shoes.

"We're seeing lots of butterfly prints, daisy flowers, anything with embroidery" for girls, says Melanie Rusche, an assistant area sales manager for Von Maur.

Boucle cardigan twinsets abound, as do long, georgette skirts with multiple sheer underlayers.

Dresses come in beautiful floral prints with fancy embroidery and exquisite detailing such as lace-edged necklines and Empire waists and hems.

Boys are comfortable in cargoes and chinos, which look best in colors called sand, khaki, cement and gray - the newest neutrals.

"It seems like there's a big sailor theme, but in bright colors and cotton fabrics," says Rusche.

While the color is rich, it's not overpowering. Shirts, slacks and skirts come in sky blues, peachy pinks and dewy daffodils. Fabrications are a mix of linen, cotton and denim with a touch of Lycra.

"Lycra gives movement and freedom to everyday wear," says Donna Karan for DKNY kids in a recent newsletter.

GRAPHIC: B&W Photos/3 FRESH AS A FLOWER: Savanna Keene shows off a Hartstrings yellow floral-print peasant dress, $ 90 from Von Maur, at Harveys Casino & Hotel. PEEK-A-BOO: Savanna's sky blue jumper, $ 58, carries the **Nautica** label. The hat, by Hartstrings, is $ 16. The items come from Von Maur. JUNGLE GYM: Donelle Stokes and her daughter, Symone, are utility chic in Fitigues fashions at Henry Doorly Zoo's Lied Jungle. Symone is dressed in lima thermal shorts, $ 35, and a hooded top, $ 54. The North America bear, $ 23, is from the Village Toymaker. Mom models a sand-colored jersey dress, $ 132, and black cardigan, $ 68. -PHID- 857669, 857907, 843292

LOAD-DATE: April 1, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Style: Table Toppers; Brief Article Good Housekeeping April 1, 1999

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Good Housekeeping

April 1, 1999

SECTION: No. 4, Vol. 228; Pg. BIH12; ISSN: 0017-209X

IAC-ACC-NO: 54153131

LENGTH: 633 words

HEADLINE: Style: Table Toppers; Brief Article

BYLINE: Sims, Amy C.

BODY:
What's new in dinnerware, glassware, and flatware? We visited the New York Tabletop Market show and spotted five noteworthy trends that could spark your imagination--and put fresh dazzle in your dining.

MIX & MATCH Forget about identical plates and cups on every placemat. In several collections, patterns, colors, and textures are meant to be combined any way you want. Comingware Dinnerware takes this swap factor to the max with five patterns featuring geometric, floral, and cresting-wave designs on dusty-green, indigo-blue, or buttery-gold backgrounds.

Other mix-and-match examples include Pfaltzgraff's **Nautica** Bermuda Tableware collection in which textures, tones, stripes, and flowers are combined on stoneware, glass, faux-ivory, and wood. Royal Doulton's Japora offers matchmaker possibilities, too, with mosaic patterns in rich garnet, green, aqua, and gold-no two pieces are exactly alike. Also able to blend beautifully with a variety of casual table settings is Oneida's Squeeze stainless flatware. Get a grip on the bright-as-bubblegum colored handles.

METALLICA Platinum is the newest rage in jewelry, and now it's showing up in table decor. Trimming the rim of a glass or rounding the edges of plates, it mirrors and reflects light. Lenox's Diamond Solitaire line is classic white dinnerware wrapped in a thick band of platinum.

The lines of Wilton Armetale's new metal serving pieces were inspired by Mission-style furniture. Sleek and handsome serving pieces, bowls, chip-and-dip trays, and wine-bottle coasters have etched and raised borders with terra-cotta insets.

MEADOWLAND Dense, busy florals once ruled tableware, but this season delicate botanicals look fresh on fine white porcelain or on creamy earthenware.

Sarah's Garden from Wedgwood captures the heart of the English countryside with drawing fruit and sweet wildflowers. Horse nettle, wild garlic, Johnny-jump-up, bellwort, and sweet pea are some of the flowers in the Philanthia porcelain collection from Fitz and Floyd Guild, designed from original paintings of North American botanicals.

WHIMSY A spirit of fun and adventure is being brought to the table by American and European artists and designers. The Essex Collection of Gloucester, MA, has a witty assortment of hand-decorated pottery and accessories in sophisticated color combinations including Splash pottery with trout, sunfish, feathers, lures, bobbers, and dragonflies. From Milan, the Poi ti spiego ... (translation: "I'll explain later") collection from FrancisFrancis! reflects the work of several Italian artists. In Dances, small figures waltz or flamenco around bright borders.

MILLENNIUM-INSPIRED Think blue, for serenity, wellness, and inner peace-what we all want to cultivate as the new century approaches. The color blue is symbolic of tranquillity--and suddenly, strikingly prevalent in tableware.

In the Scheiner glass collection from Dansk, the clean, stylized lines of a vase, bowl, and platter are enhanced by bonded layers of blue and green glass that suggest a horizon. From Pfaltzgraff, Ocean Breeze glass collection contains sleekly modern tableware banded at the base in Lagoon Blue and Seafoam Green. Barossa glassware from Royal Doulton places clear goblets on stems of bright blue and brilliant green suitable for both formal and casual occasions.

The countdown to the year 2000 continues at Waterford Crystal, which is issuing The Millennium Collection, a series of slender limited-edition toasting flutes. (The company is also supplying the crystal ball that will drop in New York City's Times Square on New Year's Eve 1999.) Pieces are cut in five decorative designs that symbolize happiness, love, health, prosperity, and peace-fitting sentiments for the start of the millennium.

IAC-CREATE-DATE: March 22, 1999

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THE WINDS OF WAR; men's clothes; Brief Article; Buyers Guide Esquire April 1, 1999

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Esquire

April 1, 1999

SECTION: No. 4, Vol. 131; Pg. 106; ISSN: 0194-9535

IAC-ACC-NO: 54309273

LENGTH: 867 words

HEADLINE: THE WINDS OF WAR; men's clothes; Brief Article; Buyers Guide

BODY:
... may have grown calm, but servicemen still stand at the ready--except when they're on furlough. Esquire travels to San Diego and outfits off-duty sailor and marines with civilian weekend clothes that have a decidedly military edge.

This sailor is one of a crew of sixty-two hundred who man the USS John C, Stennis, America's newest nuclear-powered aircraft carrier, The ship and its two nuclear reactors can take him and his crewmates anywhere in the world at up to thirty knots, which--though not speedboat-fast--is pretty impressive for sixty thousand tons of steel. Rayon shirt ($ 250) and nylon zip-front jacket ($ 250) by CK Calvin Klein.

THIS PAGE: One of these things is not like the others; one of these things is, in fact, a marine, On liberty weekends, fraternizing is not unheard of, and this group of sailors manages to tolerate the company of a jarhead. when the time comes for them to ship out, they share quarters for six months at a time, so getting beyond the interservice rivalry isn't such a bad idea From left: Cotton T-shirt ($ 65) and cotton cargo pants ($ 190) by Helmut Lang Cotton patch-pocket shirt ($ 68) and cotton cargo pants ($ 65) by Tommy Hilfiger; leather belt ($ 90) by John Bartlett: leather boots ($ 180) by Chippewa. Cotton- and elastin shirt ($ 250) by John Bartlett; flat-front cotton trousers ($ 221) by Costume National Homme; belt ($ 120) and leather boots I)y Helmut Lang, OPPOSITE PAGE: Not what you'd likely find in a bunk on the Stennis, though surely what these guys wish they'd find. Bikini by Jean Paul Gaultier.

Weekend leave: a chance to blow off steam in civilian territory. At a bar in San Diego, they mix it up with a few locals, who can't resist a man in uniform--or, for that matter, uniform-inspired casual wear. Far left, center. Cotton T-shirt ($ 30) by Emporio Armani; wool trousers ($ 550) by Giorgio Armani. Near left, from left: Cotton T-shirt ($ 222) and flat-front cotton trousers ($ 233) by Dolce & Gabbana. Cotton shirt ($,50) and cotton trousers ($ 68), **Nautica** by David Chu. Her outfit by Futura Ozbek.

Above left: Cotton jacket ($ 285) and cotton shirt ($ 110) by Richard Edwards. Her tank top by Moschino. Above: Cotton-and-elastin shirt ($ 233) by Dolce & Gabbana. Left: Cotton tank top ($ 90) by Jean Paul Gaultier; flat-front cotton trousers ($ 240) by Moschino Uomo. Her dress by Jussara.

Marine Corps boot camp: twelve weeks of grueling training and zero contact with family or fiancee. Then, five weeks of infantry training, Now the trooper is awaiting orders to ship out, though six months on a float doesn't intimidate him; when he's in port and on liberty, he'll get off the ship and into some of the most

exotic places he's ever been which IS why he joined in the first place: to see the world. Cotton patch-pocket shirt ($ 68) by Tommy Hilfiger.

It took a journey of thirteen hundred miles and a handful of life-changing events for this man to become a U.S. Navy seaman. For enlisted seamen, basic training lasts about fifty-four days, during which students are prepared for the chaos of battle as well as the Isolation of peacetime aboard the ship. Graduates then choose a specialty and attend school to learn anything from Arabic to aviation ordinance. Cotton camp jacket ($ 510) and flat-front cotton trousers ($ 350) by Gucci, naval-issue cap.

Thanks to basic, squadronmates are like brothers, except that most brothers aren't this close. Near right, from left: Cotton tank top ($ 57) and cotton cargo pants ($ 190) by Helmut Lang; leather boots ($ 73) by Timberland. Mesh-cotton tank top ($ 38) and cotton cargo pants ($ 58) by Polo Jeans Co.; leather boots ($ 160) by Chippewa. Far right., In background: Cotton T-shirt ($ 24) by Polo Mans Co., cotton trousers ($ 55), Polo by Ralph Lauren; leather boots ($ 150) by Kenneth Cole.

Despite their obvious affinity for the water, naval enlisted men will often go on a float for months at a time without once spending time topside--especially those working deep inside a carrier. So they still relish a visit to Breaker's Beach, part of the North Island base. Near right, from left: Long-sleeved cotton shirt ($ 70) and flat-front cotton trousers ($ 55), Polo by Ralph Lauren. Cotton T-shirt ($ 55) and cotton trousers ($ 55), Polo by Ralph Lauren. Cotton T-shirt ($ 36) and cotton trousers ($ 68) by Polo Jeans Co.

The Stennis rises 244 feet from keel to mst (about as high as a twenty-four-story building) from the signal bridge, the view spans the 4.5-acre flight deck, where Tomcats are among the eighty combat and tactical aircraft assigned to the ship's eight squadrons. Four catapults and four arresting-gear engines enable her to launch and recover aircraft simultaneously. The Stennis operates as the centerpiece of a carrier battle group of four to six other ships. THIS PAGE, from left: Cotton camp jacket ($ 510) and flat-front cotton trousers ($ 350) by Gucci. Cotton-and-elastin camp shirt ($ 233) and flat-front cotton-blend trousers ($ 469) by Dolce & Gabbana OPPOSITE PAGE: Cotton shirt ($ 50) and flat-front cotton trousers ($ 63), **Nautica** by David Chu; leather boots ($ 73) by Timberland; naval-issue belt.

IAC-CREATE-DATE: May 17, 1999

LOAD-DATE: May 18, 1999

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EASTER IS A FASHION PARADE;BONNETS ASIDE, IT'S MORE CASUAL Times-Picayune (New Orleans, LA) April 2, 1999 Friday, EAST JEFFERSON

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April 2, 1999 Friday, EAST JEFFERSON

SECTION: METRO; Pg. B1

LENGTH: 664 words

HEADLINE: EASTER IS A FASHION PARADE;
BONNETS ASIDE, IT'S MORE CASUAL

BYLINE: By NATALIE POMPILIO East Jefferson bureau

BODY:
Maureen Nelson remembers taking the bus downtown to Canal Street with her four siblings and mother to shop for their Easter ensembles. The D.H. Holmes department store was always their destination, where Nelson would choose a pastel dress with a full can-can petticoat, white shoes and a hat.

"It was a tradition," the Metairie resident said.

Among Al Philips' Easter memories are the special times he spent with his father before the holiday.

"My dad used to take me to get a suit," said Philips, a Lakeview resident. "You knew, come Easter, it was time to get your suit for the year."

For Christians, Easter symbolizes new life, new hope and in modern times, a new outfit.

As the holiday approaches and the retail world's spring selling season begins, stores have been crammed with shoppers looking for the perfect thing for their children to wear. Prosperous times mean children now get clothing more than once a year, but parents said they were willing to spend as much as $100 to make their children look nice on the holiest of holidays.

"It's a time of year they're outgrowing all of their old clothes anyway," Nelson said.

Of course, times have changed. When D.H. Holmes closed, the Nelson family began shopping at Canal Street's Maison Blanche. With Maison Blanche gone, Nelson took her own two daughters, ages 9 and 12, through a Dillard's in Metairie.

Styles have changed, too. When Philips was a boy, buying that one Easter suit meant the world. Nowadays, the fancy wear is usually reserved for girls.

"You don't see too many suits anymore," said Linda Malek, manager of Kids Concepts in Clearview Mall.

Most of today's boys, she said, "are very preppy." The tidy conductor's cap is out, but a pair of slacks with a nice shirt and tie are in. Also popular: the loose, more casual clothing designed by Tommy Hilfiger, **Nautica** and Polo. She's seen boys negotiate with their parents for an outfit that's suitable for church on Sunday and hanging out during the week.

"It's more casual and dressy at the same time," Malek said.

LaRose resident Joan LeBouef would like to see her daughter wear something traditional on Easter, including a full slip, a straw hat and white stockings, with a dainty purse and matching shoes.

Renee LeBouef, 10, disagrees. Strongly.

"It's too 1800s," Renee said when her mother held up a simple sailor-style dress."That is gross. Put that down."

Renee's ideal dress has no bows, no ribbons and no frills. Something lime green and shiny would be preferable. Joan LeBouef grimaced at that description, then began searching the racks at Kids Concepts in Clearview Mall again.

"There's nothing here I call 'traditional,'" she said.

"There's nothing here I call 'cool,'" Renee countered.

For girls in some circles, the frilly bonnet is still fashionable. Malek said she still sells her share of can-can slips, but the older girls, ages 7 to 14, now wear simpler outfits.

They're "more trendy and more casual than what I did, not at all frilly," said Nelson, another Easter outfit traditionalist. She and preteen Victoria were having a hard time agreeing on a suitable ensemble.

Easter shopping, Nelson said, "isn't as much fun with a 12-year-old." Vanessa, standing behind her mother, rolled her eyes.

But the younger ones, those who still believe in the Easter Bunny, are easier to persuade. Victoria Vinnett proudly displayed the floor-length yellow dress her 8-year-old daughter Jasmine Dorsey would be wearing Easter Sunday.

Vinnett carefully chose a white headband with a bow, short white gloves and lacy white anklets to accompany the dress. Total cost: about $65, but Vinnett said she made it a point to save up to buy her three daughters special outfits every Easter. Vinnett's oldest daughter is in college, but she, too, got a new suit, stockings and shoes.

"It's just a traditional thing and you just keep it going," said Vinnett, a St. Rose resident. "That's what we save up for: Easter and Christmas."

GRAPHIC: Victoria Vinnett tries an Easter headband on her reluctant daughter Jasmine Dorsey, 8, while shopping at Kids Concepts in Metairie. The St. Rose pair were shopping for Jasmine's Easter outfit. STAFF PHOTO BY JOHN McCUSKER

LOAD-DATE: April 2, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Thursday, April 27, 2006 - 10:21 AM EDT

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Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)

Select for FOCUS™ or Delivery

Sneaker Savvy;Marketing wizard hired to take Footaction USA on different path Fort Worth Star-Telegram (Texas) April 5, 1999, Monday

Copyright 1999 Star-Telegram Newspaper, Inc.
Fort Worth Star-Telegram (Texas)

April 5, 1999, Monday FINAL AM EDITION

SECTION: TARRANT BUSINESS; Pg. 7

LENGTH: 835 words

HEADLINE: Sneaker Savvy;
Marketing wizard hired to take Footaction USA on different path

BYLINE: Bill Bowen, Star-Telegram Writer

BODY:
IRVING - John Lauck's new employer has a problem.

For years, Footaction USA's sales - and those of the $ 14.73 billion athletic footwear industry as a whole - rode a wave of athletic fashion driven by Michael Jordan's popularity and a teen-age market enthralled by the colors and name recognition of professional basketball.

But Jordan has retired. The NBA lockout has dampened market enthusiasm. "Brown shoes," such as Doc Marten's and Timberland, have become hipper than tennis shoes among some segments of Footaction's market. And department stores are peddling designer athletic shoes created by the likes of Tommy Hilfiger and **Nautica.**

Athletic footwear sales in 1998 declined by 8 percent to 10 percent, according to the Athletic Footwear Association. Volume was off by as much as 15 percent.

Footaction's operating profit for 1998 was off $ 13.4 million to $ 39.4 million for the year.

Worst of all, Footaction USA, in name, store locations and merchandising approach, is barely discernible from Foot Locker, the industry leader, Finish Line, Athletes Foot and Just for Feet, all competitors - with too many stores, according to industry analysts - scrambling for a dwindling market.

While Footaction, with 572 mall-based stores, and others have helped Nike and Reebok create brand names for their shoes, they have done little to create brand identity for their own stores, analysts say and company officials concede.

"They all have similar stores, similar names, similar approaches

and the same market," says Mark Tedeschi, footwear editor for Sporting Goods Business magazine, a trade publication. "The challenge for Footaction is to set themselves apart. "

Enter Lauck.

A marathon runner with a track record in corporate marketing, Lauck has created campaigns to brand products during stints at General Mills, Pizza Hut and Blockbuster Video.

At General Mills, he helped launch campaigns for Yoplait "breakfast yogurt" and Honey Nut Cheerios. At Pizza Hut, he marketed cheese-stuffed pizza crust. Aimed at different market sectors, that campaign featured Dennis Rodman, Rush Limbaugh, Donald Trump and Ringo Starr eating their pizza slices crust side first.

"We created a whole new pizza," Lauck says, adding that it is still on the menu and a good seller for the chain.

He also developed marketing tie-ins with Nickelodeon and The Land Before Time animated movie series to appeal to younger dinner deciders.

Now he must create a brand identity for Footaction.

"To me, branding is about standing for something," Lauck says.

"Who are we? "

The one part of that definition that Lauck knows, so far, is that Footaction is a retailer for "kids," who represent half of mall traffic and about half of the company's sales.

And Footaction, in ninth place with sales of $ 608 million in 1998, has already taken steps to halt the market slide, Lauck says.

Hiring Lauck was one. The company's marketing department reported to the general merchandising department before. Lauck's arrival - and title as senior vice president - puts the focus on creating brand identity, company officers say.

The company has also added brown shoes to its line, including Ann One Apparel and Footwear, and in the past two weeks brought in designer lines of athletic shoes produced by **Nautica** and Polo.

The company also has a strong reputation among its teen-age clientele with its FATV, Footaction television, which runs music programming on televisions placed in the store.

"They want the hottest shoes and are only going to shop in the coolest stores," Lauck says of teens.

Lauck points to Abercrombie & Fitch as a retailer that remade itself to appeal to a new audience and created a brand identity in the process.

"They were an old-men's store that had been around forever," Lauck says. "They were kind of stuffy. "

But the company brought in new clothing lines, created A&F caps and jackets and created a hip catalog that was so edgy that some people found it offensive.

"Kids loved it, though," he hastens to add. "Now it's cool for kids just to have one of the catalogs. "
Lauck's first job is conducting extensive marketing surveys to unravel what goes into a footwear or apparel "purchasing occasion. " At Pizza Hut, research showed that the decision wasn't "Hey, let's have pizza," Lauck says, but rather, "I don't want to cook tonight. "

It was driven behavior rather than purchase dynamics, Lauck says.

That resulted in a campaign aimed at moms, and packaging pizza, salad and soft drinks delivered at a single price.

But the surveys and consumer tryouts won't be completed at Footaction until late summer. Consumers won't see a campaign until early fall or later, Lauck says.

That may be too late for back-to-school shopping, one of the industry's prime seasons.

"The main thing is to do it right," he says.

Bill Bowen, (817) 685-3809
bbowen@star-telegram.com

PHOTO(S): Kelley Chinn

LOAD-DATE: April 6, 1999

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ADWEEK APRIL 05, 1999; Midwest Edition

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ADWEEK

APRIL 05, 1999; Midwest Edition

SECTION: hotline

LENGTH: 461 words

BODY:

GM Dealers Seeking an Injunction

DETROIT--A group of Illinois General Motors dealers that are suing the automaker to block its new field marketing program have requested a preliminary injunction to temporarily stall the implementation of the new system until the lawsuit can be decided. The request was filed in Cook County Circuit Court on March 25, and the two parties are scheduled to be back before

the judge April 6. GM's program, which took effect April 1, replaces a previous marketing arrangement under which money collected from dealers was returned to dealer marketing groups [Adweek, Dec. 21]. The new guidelines call for those marketing dollars to remain in GM's hands to fund local programs, with GM's Local Communications unit handling local media buying. The lawsuit, filed by the dealers and their trade associations, alleges GM's new program violates the Illinois Motor Vehicle Franchise Act.

Colle & McVoy Shareholders Approve Sale

CHICAGO--Shareholders of Colle & McVoy overwhelmingly accepted a buyout offer from Toronto-based MDC Communications. Nearly 85 percent of the Minneapolis agency's direct shareholders and those in the employee stock ownership plan approved the merger. Under terms of the agreement, MDC will own an 80 percent share, with agency management owning the remaining 20 percent.

3 In Stretch Run for Bluegrass Tourism

ATLANTA--After hearing presentations from eight in-state agencies last week, the Kentucky Tourism Development Cabinet has reduced the field to three finalists for its $ 3.5 million ad account. The remaining shops, all based in Louisville, are incumbent Creative Alliance, Paul Schultz Advertising and Ott Communications. Ousted were The Beam Group, Doe-Anderson, Power Creative and Sheehy & Associates, all Louisville; and Ad-Success of Lexington.

M/W Furnished With New Account

CHICAGO--Martin/Williams in Minneapolis picked up advertising duties for Lexington Furniture, agency officials said. The Lexington, N.C.-based company markets furniture licensed by **Nautica** and Arnold Palmer. Billings were estimated at $ 5 million.

Cleveland Dental Group Rinses Agency Search

ATLANTA--Crittenden Advertising of Raleigh, N.C., won a shootout against Cleveland's Liggett-Stashower

to land advertising and marketing on the estimated

$ 4 million account of DentalCare Partners, Cleveland.

Accounts Roundup ... Aeropostale Taps Bozell

Bozell Chicago was named agency of record for retail clothing company Aeropostale. The agency's first task will be a back-to-school campaign. ... Beltone Electronics Corp., which manufactures hearing aids, turned to Euro RSCG Tatham here to handle its estimated $ 3 million account following a review that included Laughlin/

Constable, Chicago.

LOAD-DATE: April 7, 1999

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Digests Marketing Week April 8, 1999

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Marketing Week

April 8, 1999

SECTION: News; Pg. 9

LENGTH: 359 words

HEADLINE: Digests

BODY:
AT&T unit Liberty Media is to buy eight per cent of global media giant News Corporation in a $ 2.1bn (£1.3bn) deal. Liberty holds interests in networks such as the Discovery Channel and has assets in telephony and video distribution.

Barclaycard is to test a new credit card in Leeds, which allows holders to download and store money and to access account information using a mobile phone. The trial, which is being run with Cellnet, combines two existing tests in Leeds...

...Barclaycard will broadcast its first TV and press advertising campaign since reappointing BMP DDB to the account last November. The push launches at the end of April.

Eastern Electricity, Eastern Natural Retail and Eastern Electricity & Natural Gas are all being renamed Eastern Energy.

Lloyds Bank Insurance Direct will be renamed 'insuredirect from Lloyds TSB' from this week.

Budgens, the high street supermarket chain, is to ban genetically modified ingredients from its own-label range by the end of the year.

Mars Confectionery has entered a licensing deal with McVitie's, which is to produce Galaxy and Milky Way cake bars.

PPP Healthcare and Lloyds Pharmacy have linked with BBC TV Airport star Jeremy Spake, who will front the launch of a new range of travel insurance products.

Sharwood's and Sun Valley Foods will launch co-branded chilled meals, called the Stir-Fry Chicken range, which consist of three stir-fry flavours, Peking, Malaysian and Thai sweet chilli.

Ladbrokes is launching a new poster campaign through Peter Kane & Co for its betting shop windows to highlight the main events of the sporting calendar.

Trebor Bassett has launched Bassett's Fundays, a 25-strong confectionery range, branded by design agency Wickens Tutt Southgate.

Unilever has signed a licensing deal with **Nautica** Apparel to market a global portfolio of fragrance and beauty products.

Costa Coffee, the Whitbread-owned coffee chain, is planning to open 50 new outlets in the coming year.

Scoot, the telephone and Internet directory, will supply interactive services to Cable & Wireless Communications' digital TV platform.

LOAD-DATE: April 14, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
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Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)

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Nautica links up with Unilever for beauty products Marketing April 8, 1999

Copyright 1999 Haymarket Publishing Services Ltd
Marketing

April 8, 1999

LENGTH: 96 words

HEADLINE: **Nautica** links up with Unilever for beauty products

BODY:
Nautica, the US sportswear brand, is to launch its own fragrance and beauty products range through Unilever.

Unilever will develop and market **Nautica** fragrances and beauty products on a global basis. The move follows several successful fragrance launches by other sportswear brands licensing their brand names to large toiletries firms.

These include Adidas toiletries, which are licensed through Coty, and Tommy Hilfiger fragrance, through Estee Lauder. Unilever holds the licence for beauty brands including Calvin Klein Cosmetics and Elizabeth Arden.

LOAD-DATE: October 5, 2000

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COMING UP Newsday (New York) April 15, 1999, Thursday,

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Newsday

Newsday (New York)

April 15, 1999, Thursday, NASSAU EDITION

SECTION: HOME & GARDENS; Page B19

LENGTH: 196 words

HEADLINE: COMING UP

BYLINE: COMPILED BY LEIGH A. FIELDS

BODY:
FASHION SHOW. The 1999 Master Apprentice Collection showcases the latest trends in fashion, with one-of-a-kind garments by Nicole Miller, Betsey Johnson, Tommy Hilfiger, Vera Wang and **Nautica** by David Chu. The garments are made from Wellman's Fortrel EcoSpun, a new fiber made from recycled plastic bottles. It's at 1 p.m. April 22. "The Master Apprentice Sketch Exhibit" of more than 100 original fashion illusrations will be on view through April 26. Both are at Citicorp Center, Atrium, 53rd Street and Lexington Avenue, Manhattan, free, 212-559-6758. ARTS AND CRAFTS SPRING FAIR. More than 100 exhibitors will show ceramics, wood, leather, glass, jewelry and more from 11 a.m. to 6 p.m. Saturday and Sunday. It's at the YMCA, Main Street and Park Avenue, Huntington, free admission, 516-681-1176. JAPANESE IKEBANA BASKETS REVISITED. Exhibit featuring 60 late 19thand early 20th-Century works from private collections is on view through May 1, from 10:30 a.m. to 6 p.m. Mondays through Saturdays, from noon to 6 p.m. Sundays. It's at The Manhattan Art and Antiques Center, Gallery 58, 1050 Second Ave. between 55th and 56th Street, Manhattan. Call 212-223-4600.

LOAD-DATE: April 15, 1999

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Naturally noteworthy THE BALTIMORE SUN April 18, 1999, Sunday

Copyright 1999 The Baltimore Sun Company
THE BALTIMORE SUN

April 18, 1999, Sunday ,FINAL

SECTION: HOME & FAMILY ,3M HOME FRONT

LENGTH: 486 words

HEADLINE: Naturally noteworthy

BYLINE: Karol V. Menzie

SOURCE: Sun Staff

BODY:
A frog table, an angel table and a desk whose drawer pulls are a frog and three bugs are among the whimsical creations of Berlin artist Patti Baltrotsky, who embellishes odd pieces of furniture with lively motifs from the natural world.

Baltrotsky's work is on view this month at the Art League of Ocean City. It includes furniture, decorative items and mosaic wall paintings. Half of the proceeds from each sale will ben-efit the Worcester County Humane Society and the Art League of Ocean City. The gallery is open from 1 p.m. to 4 p.m. Thursday through Sunday. For more information, call 410- 524-9433.

Collaborative effort comes to the table

A collaboration between Pfaltzgraff, the York, Pa.-based producer of tablewares, and **Nautica,** the clothing design firm associated with classic fashions, has produced **Nautica** tableware. There are two collections. Signature includes stoneware, wood and glass accessories in cheerful red, white and blue. The other collection is called Bermuda, and features mix-and-match patterns called Calico, Indigo Rose and Rattan. For more information, call Pfaltzgraff at 800- 999-2811. -- K. M.

Gardening Stewart style

Martha Stewart, style maven and indefatigable marketer, wants to move into your garden. She has introduced a new line of outdoor furniture, tools and planters, called Martha Stewart Everyday Garden. The line, available at Kmart, includes tables, chairs and patio umbrellas, a hammock, long- and short-handled tools, terra- cotta planters and garden-storage containers. Additionally, Stewart plans to add seeds and bulbs to the line. Prices range from $1.49 (for a ball of jute twine) to $799 (for a five-piece, cast-iron-look aluminum dining set in the Southampton collection). -- K. M.

EVENTS:

* You can still catch the stunning display of quilts made by members of the Baltimore Heritage Quilting Guild from 10 a.m. to 5 p.m. today at the gymnasium at Friends School, 5114 N. Charles St. There will be more than 200 quilts on display, and a large merchant mall. Chances can be bought to win a quilt designed

and stitched by guild members. Refreshments will be available. Admission is $5.

* Pottery, prints, paintings, sculpture, stained glass and jewelry are among the items by artists of the Mill Centre Association that will be on display this coming Saturday and Sunday. The event is part of the 11th annual Baltimore Open Studio Tour, sponsored by the Mayor's Advisory Committee on Art and Culture and the Friends of School 33 Art Center. Studios will be open from noon to 5 p.m. both days. Admission is free, and there is ample parking. The Mill Centre is at 3000 Chestnut Ave. For more information, call 410-467-4038. --K.M.

Home Front welcomes interesting home and garden news. Please send suggestions to Karol V. Menzie, Home Front, The Sun, 501 N. Calvert St., Baltimore, Md. 21278, or fax to 410-783-2519.

GRAPHIC: Photo(s) 1. (Frog table)
2. (Tableware)
3. (Martha Stewart)
4. (Quilt)

LOAD-DATE: April 28, 1999

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Nautica Apparel HFN April 19, 1999

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Business and Industry
HFN

April 19, 1999

SECTION: Vol. 73, No. 16; Pg. 18; ISSN: 1082-0310

RDS-ACC-NO: 1933518

LENGTH: 135 words

HEADLINE: Nautica Apparel

HIGHLIGHT:
Nautica Apparel has signed a deal with American Pacific as its licensee for bedding

BODY:
* **Nautica** Apparel signed a new licensing agreement with American Pacific as its licensee for bedding, ending a two-year relationship with Dan River.

The launch this market was quite impressive, incorporating apparel fabrications --such as corduroy and menswear looks, as well as sewing details--into the various collections. Standout ensembles included Boardroom, a menswear look with velvet duvet or comforter and coordinating pillows and throw, and Blackwatch, a corduroy duvet with leather trim and buttons.

photo omitted

Nautica is also offering five styles of patchwork quilts at an opening price point of $69.99Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc..Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc..89

TYPE: Journal; Fulltext

JOURNAL-CODE: HFN

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PFALTZGRAFF FOCUSES ON FINE TUNING: CEO OUTLINES SECOND-QUARTER GOALS; FOCUSES ON SERVICE. HFN The Weekly Newspaper for the Home Furnishing Network April 19, 1999

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HFN The Weekly Newspaper for the Home Furnishing Network

April 19, 1999

SECTION: Pg. 46

IAC-ACC-NO: 54531617

LENGTH: 469 words

HEADLINE: PFALTZGRAFF FOCUSES ON FINE TUNING: CEO OUTLINES SECOND-QUARTER GOALS; FOCUSES ON SERVICE.

BYLINE: Zisko, Allison

BODY:
YORK, Pa.-Booming business brings good news and bad news, a paradox that leading tabletop manufacturer Pfaltzgraff is quickly addressing in the second quarter.

Pfaltzgraff had a strong, "very gratifying" fall selling season, according to chief executive officer Bill Simpson.

Its **Nautica** brand has taken off on the West Coast and has been receiving promising reviews elsewhere. Naturewood is now the company's top-selling pattern, outranking Tea Rose, its number-one pattern at mass. And a 10 percent increase has been planned into sales goals this year, an objective Pfaltzgraff has a good chance of meeting since the strength of the brand is good, according to Joseph D'Alessandro, vice president, wholesale sales.

All this good news means the company must work harder to meet customer demand, strengthen retail partnerships and improve its distribution services, Simpson said.

Pfaltzgraff had difficulty meeting demand last summer due to snags in new product development and other areas. "We are working very hard on the issue of service," Simpson said. "That's our main goal for '99."

Filling orders completely and on time is another objective, one in which Simpson believes his company is making progress.

The recent move into a new distribution facility at its headquarters here will provide better service and lower costs, Simpson said. In the second quarter, Pfaltzgraff will install automated systems -- that can sort product by branch store, for example -- to improve efficiency and accuracy. "We want to maintain a leadership role in that area [of distribution]."

Machines can do a better job than humans in this area, but the move to automation will not put Pfaltzgraff employees out of work, according to Simpson. The company is continually looking for new employees in a

tight labor market, he said.

Simpson said Pfaltzgraff will continue to service several channels of distribution, including the mass market, specialty stores and department stores. "There needs to be a constant flow of ideas and product."

Considering opportunities in non-traditional retailing, Pfaltzgraff maintains a Web site, but customers who want to purchase catalog items featured on the Web must order via phone. When asked if the company plans to sell over the Internet, Simpson replied, "This is coming. We have to determine how Pfaltzgraff will address Internet retailing. I think everyone has to address that."

Consumer Web behavior is "fascinating and challenging," he added. "We have to figure out what our role is in that direct-customer channel." Pfaltzgraff, like every other vendor, must deal with changes in the industry. "We ultimately have to go where consumers are," Simpson said. "It provides a constant challenge for us to work through this changing landscape."

IAC-CREATE-DATE: June 18, 1999

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Daily News Record

April 19, 1999

SECTION: Pg. 18; ISSN: 1041-1119

IAC-ACC-NO: 54427398

LENGTH: 677 words

HEADLINE: HEADS UP AT HAMPTON INDUSTRIES.

BODY:
AS PRODUCTION HOUSE TAKES ON BIG NAMES, SALES, PROFITS RISE

NEW YORK -- Hampton Industries is embarking on one of the scariest projects ever: upping its image.

Like Supreme International and Capital Mercury Group, Hampton Industries is shifting from a private-label and volume-based production house to a player in branded and licensed merchandise. Adding names -- like **Nautica** Boys, Joe Boxer, Dickies, Looney Tunes, Justin, Top Flite, Rawlings and Spalding -- to its fold has greatly increased the 73-year-old company's bottom line. Numbers, now in the black for the past year, have fueled Hampton's desire to do more in men's wear.

In the last three months, Hampton has signed licensing agreements with Joe Boxer for boys' and girls' sleepwear and underwear, and with Top Flite for men's and boys' activewear. Within the next year, the company wants to purchase a mid- sized ($ 25 to $ 50 million) brand for its stable in either boys' or men's casual, active or loungewear, according to Steven Fuchs, the third generation of his family to serve as president. Also, Hampton plans to pay more attention to Flipbox, its own young men's brand.

"It's often like having the sizzle, without any steak," said Fuchs of lifestyle marketing. "While that sounds like fun, it wouldn't be what we do. We want to be the steak. It's appropriate for product and our ability to get it to market to speak for itself."

And product has spoken loudly and clearly. Boosted by higher sales and margin improvement, the company returned to profitability in the fourth quarter. Profits for the period ending Dec. 26 rose to $ 803,000, from a loss of $ 244,000 a year ago. In the last quarter of 1998, sales rose to $ 61.4 million from $ 54 million and gross margins increased by 30 percent margins in 1998.

For the year, earnings doubled to $ 2.4 million and sales to $ 190.3 million. According to market sources, Hampton Industries is on track to top the $ 275 million sales mark for the year 2000.

Branded apparel is clearly becoming the company's cash cow. While Fuchs describes private-label business as Hampton's steady foundation, brand performance is where it finds growth. Branded apparel accounted for 15 percent of Hampton's sales in 1996; last year branded products accounted for $ 26.6 million of a $ 27.3 million increase in sales.

"I think of our relationship as a win-win situation for both companies," said David Chu, CEO, president and designer of **Nautica** International Inc., who signed Hampton as a licensee for **Nautica** Boys in 1994. "I've seen tremendous progress in the way they do business and the way the whole organization is put together.

"The [**Nautica** Boys] product is getting better every season, because they are executing well," he said.

Last summer, the company also installed a video-conferencing system linked with offices in Kingston, N.C., and in Asia. The system is expected to slash the company's travel budget "substantially" in the next year as executives telecommute, rather than travel, to company meetings. Camera mechanics are so advanced, Fuchs said, it can focus closely enough on a product to show a fabric's weave. The company also installed a state of the art, $ 1.5 million computer system last year, the technology will improve margin tracking by line- item accounting to identify expenses in every aspect of operations. "Hampton has become very modern in their thinking," said Chu. "[Fuchs] is a focused type of a guy. If he looks at an idea and he believes in an idea, he drives the idea."

Each of the company's divisions is required to perform like its own company. Division heads from Dickies to private label to mass brands, like Le Tigre, navigate their own businesses -- complete with business plans and design teams through production, distribution and market. Only **Nautica** Boys is marketed by its parent company, **Nautica** International.

"By operating individually, we are working together," said Fuchs. "It cuts down on bureaucracy. It allows us to be product and customer driven."

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OPTIONAL UNIFORM PROGRAM WEARING WELL AT CHALKLEY Richmond Times Dispatch (Virginia) April 21, 1999, Wednesday,

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April 21, 1999, Wednesday, CITY EDITION

SECTION: CHESTERFIELD PLUS, Pg. M-4

LENGTH: 668 words

HEADLINE: OPTIONAL UNIFORM PROGRAM WEARING WELL AT CHALKLEY

BYLINE: Kristen Noz; Times-Dispatch Staff Writer

BODY:

Five-year-old Cherise Jackson likes her school uniform. Her blue jumper and white shirt make her feel pretty.

About half of the 820 students at Chalkley Elementary School agree with Cherise and participate in the school's optional uniform program. Pupils wear khaki or navy pants and shorts, red, navy or white shirts, and navy or red sweaters. Girls also may wear navy or khaki skirts and jumpers. There are special "denim days" twice a month for jeans.

Chalkley first considered a uniform program during the 1996-97 school year because of an increasing number of fights over clothing, said Jill Waldrop, a teacher and chairwoman of the school uniform committee.

Chalkley implemented the optional uniform program in September 1997. A public school cannot require uniforms without School Board approval, said Gale Cushing, director of elementary education.

Chalkley's committee chose a color scheme instead of a specific brand or style to keep the uniforms affordable and accessible. The cost varies, but approved clothing is available at Target, J.C. Penney Co., Wal-Mart and Kids 'R' Us, said Principal Judith Johnston. The school also has money available to help families buy the uniforms.

More than 50 percent of the pupils participated the first year, Waldrop said. "Parents who use the uniform love it. Even though we ask [pupils] to wear navy and white, there is such a variety you can wear. You can still be an individual."

Pupils who wear the uniforms agree the choices make them more appealing.

"The colors and the styles make them better than other school uniforms," said 9-year-old Arielle Cutler, a fourth-grader. Arielle wears the school uniform about three times a week.

School administrators and teachers believe the uniforms improve behavior. Assistant Principal John Olson, who oversees discipline for grades three through five, estimates that only 15 percent of his office referrals are pupils who wear uniforms.

Children seem more focused in the classroom, said Sheila Tapscott, a second-grade teacher. And they are

more aware of their behavior and appearance during school field trips, she added.

Most pupils who wear the uniforms are in the lower grades and close to 60 percent of those participate at the beginning of the year, said Martha Carter, a second-grade teacher. Participation usually wanes after the semester break because children receive new clothes during the holidays. It also has been hard to sustain parental commitment.

"The fact that it's not mandatory keeps a lot of parents from doing it," she said. Many parents worry that their children will stand out since not all of the children wear uniforms, Carter said.

In November 1998, Chalkley surveyed parents and asked for feedback on a number of school-related issues, but very few discussed the school clothing program, Johnston said. The school plans to survey parents again this spring.

Harrowgate Elementary School encountered a similar problem. Harrowgate introduced an optional uniform program in the fall 1995. The school eliminated the uniforms midway through the second year because of lack of interest, said Dale Holt, Harrowgate's principal.

"With the amount of energy we were putting into it, it could have been real easy for parents, but it didn't catch on," Holt said.

Holt supports the research that school uniforms reduce discipline problems, but he does not think an optional program can work.

"I can see where there would be benefits to a uniform program if it were mandated," Holt said. "But too many of our kids want to wear Hilfiger, **Nautica** and Ralph Lauren."

Cushing agreed, but she believes Chalkley is off to a good start.

"There is so much peer pressure to identify who you are by what you wear, it's not perceived as being really cool [to wear the uniform], particularly in upper grades. If it was mandated that would remove all of that, but I think it's really difficult on an optional basis to get the children to completely buy into it."

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Nautica and ATDC part ways DNR April 30, 1999

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April 30, 1999

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LENGTH: 155 words

HEADLINE: **Nautica** and ATDC part ways

HIGHLIGHT:
Nautica International ended its relationship with in-house ad agency Anne Taylor Davis Communications firm is expected to hire Toth Brand Imaging

BODY:
Nautica International has ended its 12-year relationship with Anne Taylor Davis Communications, the in-house agency that handled advertising, media placement, public relations, sports sponsorships and special events for the sportswear company. The contract will expire at the end of May.

Nautica is expected to name Toth Brand Imaging to handle creative responsibilities for its **Nautica** brand. This complete shifting of the business to Toth, Tommy Hilfiger's former agency, comes as little surprise as **Nautica** hired Toth earlier this year to handle creative responsibilities for **Nautica** Jeans Co. and NST.

"Our positioning will not change," **Nautica's** David Chu said of the sportswear collection. "But the execution will evolve and change."Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.107

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No longer strange bedfellows: Department stores and young men's collections DNR April 30, 1999

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April 30, 1999

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HEADLINE: No longer strange bedfellows: Department stores and young men's collections

HIGHLIGHT:
The upswing in the young men's clothing business has been spurred by young men's stores, but some breakout brands are appearing in department stores

BODY:
The upswing in the young men's clothing business has been spurred by young men's stores, but some breakout brands are appearing in department stores. Brands such as **Nautica** and Polo Ralph Lauren have secured fixed in-store ships and control substantial blocks of space in department stores. However, breakout brands like Fubu are continuing to gain more space in department stores based on productivity per square foot. For at least two years, specialty stores have outperformed department stores in sales of young men's clothing. Three representatives from young men's clothing brands discuss their expectations regarding the marketing of young men's wear and anticipated changes in the department store sector.

NEW YORK -- Is the future of young men's in the department stores? That question was hotly debated at DNR's roundtable forum on financing the new young men's market.

The recent surge in young men's business has been fueled by young men's stores such as Seattle-based Mr. Rags and New York City's Jimmy Jazz, and specialty and athletic chains, but many feel that the department store channel is next.

Fubu is among the first breakout brands in department stores, and continues to gain larger amounts of space based on its productivity per square foot. For the time, however, Fubu and other young men's brands can only hope to emulate the models established by Polo Ralph Lauren, Tommy Hilfiger and **Nautica** who have secured fixed in-store shops and control large amounts of prime department store real estate, especially in men's sportswear.

In addition, there are still skeptics who are wondering whether young men's in all its forms, urban, skate, beach, etc., can sustain itself and whether it will be embraced by suburbia and middle America.

Most believe the department store channel will be friendlier to these young men's brand simply because many are red hot sellers and department stores are desperate for anything that will pep up their merchandise and sales per square foot. Specialty stores have been outperforming department stores for at least the last two years.

"I think department stores will start taking on these young men's brands as they get recognition," said

CIT's John Daly. "As they see their names in the papers or on TV, or even when a buyer notices her son wearing one of these brands, the department stores will snap it up."

"I think it's going to change," concurs Sterling's Stanley Officina. "These chains require new merchandising and require new looks and as these designs have taken hold in specialty stores and independent retailers, the chains will be forced to take notice. It's absolutely going to happen. You can't go into a suburban mall without seeing these lines."

Eynce's Evan Davis said entry into the department store channel has so far been largely and effectively blocked by the old guard -- mainly Hilfiger, Polo and **Nautica,** who are there because they perform.

"The totally frustrating part of it is when you go into a Bloomingdale's or a Macy's and you see the presentation that Tommy and **Nautica** are given," Davis said. "They're given such a superior advantage. We're in the back section and maybe if someone happens to walk by they see it. It's not to the point that I want to be them and be that popular, but I just want to see my stuff presented well."

Davis also said he believes that even if some of the major brands are "losing street credibility," back-room maneuvers such as providing markdown money after the selling season will allow the majors to maintain their real estate on the selling floor.

On the other hand, the specialty store channel is likely to keep their edge in young men's in the future because they are better able to showcase not only the young's men merchandise, but the attitude, according to Davis.

"Specialty stores are finding a way, even in places like Iowa, to make their store not just an apparel store, but an environment for kids to come through," Davis said. "It's a social activity."

Isaac "West" Rubinstein of the young men's sportswear brand PNB concurred. "It's creating that vibe, that atmosphere and that lifestyle. The kids see the sales people, they hear the music, and there saying: 'I want to be a part of that.' That environment is critical."

Rubinstein believes PNB's future has to include department stores.

"As our business grows, we will have to take that real estate," Rubinstein said. "I remember the time when we were fighting with Macy's to even get an audience to show them product so I really feel that we are in the infant stages now. I think a lot of people are really questioning how far this is going to develop and how long."

photos omitted

Encye's Shellman believes the Internet will provide vendors a great marketing tool to reach the end consumer.

"The reality of it is the kids are really out there," Shellman said. "They're jumping on the Web. They can't touch our product but we're hoping we can get them from there and point them to the store."

Heller Financial's Craig Goldstein also agreed that the major brands won't be easily shifted aside, but he believes strong sell-throughs on new young men's lines will open doors.

"You're now seeing the Fubus become more mainstream in Macy's," Goldstein said. "Retailers want new products because they're getting tired of seeing Polo, Tommy, Calvin dominating the selling floor. These urban brands bring a freshness that they are looking for, and if they can agree on an arrangement where both parties are making money on the deal, I'm sure more of these deals will be consummated."

The whole panel foresees rapid changes in the hot young men's market. These should include shakeups in management, with both PNB and Enyce noting that they get constant calls each week from headhunters

working for major men's players trying to raid their employees.

Rubinstein also sees a fall out among young men's lines.

"It's not just two players in this market, but hundreds who are trying to get in and as time passes and as our brands become stronger, there has to be a fallout," Rubinstein said. "The strong will rise."

However, Rubinstein believes that the new young men's trend, which he describes as a "multi-cultural lifestyle" is not a fad, and will continue to expand.

"I think what we are doing is redefining the market itself and the kind of parameters that says what is skate/surf, or hip-hop, or urban and Tommy/Polo. We're blurring the lines and redefining everything. The truth is there is there is no urban or suburban anymore." -- THOMAS J. RYANCopyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.969

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ACTIVE APPAREL. SportStyle May 1, 1999

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SportStyle

May 1, 1999

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HEADLINE: ACTIVE APPAREL.

BYLINE: WEEDE, JENNIFER

AUTHOR-ABSTRACT:
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BODY:
Marketscope

Apparel, the largest segment of the sporting goods industry, grew 5 percent in 1998, to $ 34.7 billion at retail, compared to footwear's 2.4 percent decline and equipment's 1.7 percent growth, according to the SGMA's 1999 State of the Industry Report.

Sizing up this $ 19.55 billion wholesale sports apparel market in 1998, however, requires going to extremes. In fact, those playing far left or right of center were the high scorers last year and will continue to dominate into 2000. While mainstays Reebok and Fila both saw sales slip, and Nike hardly reached its apparel aspirations, some strong fringe players are taking charge of the activewear arena, and are likely to keep running with it.

For instance, from opposite coasts, California surf/lifestyle brand Quiksilver and New York City urban brand Fubu conquered their respective targets with about $ 200 million each in sales last year. Indeed, they could rank number 6 and number 7 behind the above five leaders in total revenue in this category, ahead of Fila, Champion and Danskin. A mere two years ago, Quiksilver was a $ 115 million business, and Fubu about $ 40 million. Such is the dramatic ascent of certain niche brands, with surf and urban leading the trend in young men's and junior's activewear and sportswear.

Here's a sure thing if ever there was one for 1999-2000: Overwhelmingly, brands associated with music, entertainment and the sports formerly known as "alternative" will rule the youth game. Puma and Mecca are on the rise here, with Adidas entering the realm for Spring 2000.

At the other end of the spectrum, megabrands, both athletic and designer, are stepping up their quest to dress active Americans on and off the field. As fashion-conscious consumers continue to embrace sporty looks, Nike and Adidas have been busy earning more style points; and designer labels such as Ralph Lauren's RLX and **Nautica's** NST are proving they can take sport more seriously. The result is fierce

competition, with players now going head-to-head in the same retail stores. Perhaps not so surprisingly for these "3D" brands, Nike's Jordan label and Fubu will soon offer tailored menswear.

And unquestionably, the women's market is proving to be the shining star in true performance sport apparel. Adidas and Russell both saw double-digit growth in their women's lines this past year. While traditional women's activewear manufacturers, such as Danskin, Active Apparel Group, and Marika have been rethinking their businesses, athletic footwear brands including Nike, Adidas, Brooks and New Balance are finding substantial success in targeting women with performance apparel.

But this is only the beginning. Adidas is further committing to the female consumer with a new junior's collection, sized and styled for the teenage girl, in addition to its successful women's offerings. "Women's has been extremely successful," says Gary Peck, director of apparel for Adidas. "We will continue to put an emphasis on the women's business."

Thus, the trend triad -- the under-developed women's market, individual and lifestyle sports, and "3D" lifestyle megabrands -- will contribute to the mid-single-digit growth in sports apparel that the SGMA State of the Industry Report predicts for the year ahead. Although the soft goods side of business was, and still is, a hard sell for traditional athletic apparel makers, those who offer a contemporary point of view have tremendous opportunities.

Scouting Report

Lifestyle: In 1998, consumers spent $ 34.7 billion specifically on sports apparel, reports SGMA. Watch for sports apparel to continue its fashion function as a lifestyle, rather than as a fad.

"New Sports": Previously known as "alternative sports," this is one of the most promising growth categories, especially for the youth market.

Big Brands: Wall Street will continue to expect megabrands to live up to their long-term promise; thus, look for big brands to keep expanding their product offerings.

Niche Brands: Bet on the hot, authentic niche brands -- Fubu and Quiksilver are quintessential examples -- to strengthen their hold on their respective markets and jockey for position in some other games.

Adidas: Keep an eye on this company as well for similar reasons. "For us, growth doesn't mean doing more of the same. We'll be moving into new businesses," promises Gary Peck, director of apparel.

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THE PERFECT COVER-UP. Redbook May 1, 1999

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Redbook

May 1, 1999

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LENGTH: 165 words

HEADLINE: THE PERFECT COVER-UP.

BODY:
A great suit deserves an equally gorgeous companion. Here, four hot combos that will keep you looking cool.

The perfect pairing for a spritzer at sunset:

Silver tankini, Liz Claiborne, $ 72; gray sarong, Freepeople, $ 44; straw hat with fringe, American Eagle Outfitters, $ 12.50; dark gray slides, Banana Republic, $ 68.

Afternoon errand attire:

Navy swimsuit, **Nautica,** $ 50; burgundy drawstring skirt, Guess Collection, $ 78; black flip-flops, Esprit, $ 20; straw basket, Helen Kaminski, $ 105; black sunglasses, Beausoleil, $ 215.

Steal his shirt and block sun in style:

Red swimsuit, OMO Norma Kamali, $ 125; men's blue button-down, Banana Republic, $ 58; striped knit bag, Gap, $ 14.50; black leather sandals, Bisou Bisou, $ 35; red sunglasses, Beausoleil, $ 215.

Funky, fun, and sport-friendly:

Navy tankini, Jantzen, $ 66; clam diggers, Liz Sport by Liz Claiborne, $ 59; striped cap, Princess Foufou, $ 75; yellow sneakers, Tommy Hilfiger, $ 86.

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THE BOYS OF SUMMER; famous aging surfers; Illustration; Brief Article Esquire May 1, 1999

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Esquire

May 1, 1999

SECTION: No. 5, Vol. 131; Pg. 92; ISSN: 0194-9535

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LENGTH: 997 words

HEADLINE: THE BOYS OF SUMMER; famous aging surfers; Illustration; Brief Article

BODY:
ON A TRIP TO THE LEFT COAST, ESQUIRE FINDS A CLAN OF CALIFORNIA SURFERS WHO PROVE THE ADAGE THAT--AT LEAST WHEN YOU'VE GOT A PAIR OF BAGGIES AND A BOARD--YOU'RE ONLY AS OLD AS YOU FEEL

THIS PAGE: When these long-board legends began, they were among perhaps only five hundred surfers along the coast from San Diego to San Francisco. Today, tens of thousands of young surfers know these guys' names and accomplishments by heart. Eldest of elders LeRoy Grannis, famous surf photographer, first stood on a board in 1931. Now eighty-one, Grannis spends at least an hour in the surf every morning. He's joined here by L. J. Richards, who won the U. S. Championships in '61 and is still surfing; Herble Fletcher, long-boarding hero and now a surfing-equipment manufacturer; and Donald Takayama, who learned to surf in his home state of Hawaii close to fifty years ago and now designs and shapes surfboards in California. Cotton shirt ($ 52) by Polo Jeans Co.; cotton cargo pants ($ 85), Polo by Ralph Lauren. Cotton shirt ($ 80) and cotton drawstring pants ($ 70), Polo by Ralph Lauren. Cotton T-shirt ($ 70), Polo by Ralph Lauren. Cotton shirt ($ 80), Polo by Ralph Lauren; cotton cargo pants ($ 68) by Polo Jeans Co. OPPOSITE PAGE: A younger surfer, Moshe Tarter, with what, in surfer parlance, is known as a betty: Karine Langlois. Rayon pareu ($ 90) by Emporio Armani. Her bathing suit by Zimmermann.

THIS PAGE: When three generations of the first family of surfing have a reunion, the waves come before the reacquainting. Below are fifty-year-old Herble Fletcher; his famous uncle-in-law, Phillip Hoffman, a pioneer of big-wave riding in Hawaii in the fifties; and Herbie's son Christian Fletcher, a pro surfer and father of presumably more pro surfers, all on their way to take to the tubes. Cotton T-shirt ($ 12) by Tommy Hilfiger; cotton pants ($ 125) by Hilfiger Collection. Cotton shirt ($ 54) by Tommy Hilfiger. Cotton shirt ($ 54) and nylon shorts ($ 52) by Tommy Hilfiger. OPPOSITE PAGE: The guys relax with Dibi Fletcher, Walter Hoffman (Phillip's brother and business partner), and Walter's wife, Trisha--though you can be sure someone has one eye on the swells. Cotton T-shirt ($ 12) by Tommy Hilfiger; cotton pants ($ 125) by Hilfiger Collection. Her shirt by Ghost; tank top by Helmut Lang; leggings by Lawrence Steele. Cotton corduroy trousers ($ 125) by Hilfiger Collection. Her tank top by J. Crew; skirt by Ghost. Nylon shorts ($ 52) by Tommy Hilfiger.

Spending all day trying to fight your way into the watery rush of the green room requires strength and stamina. Onshore workouts include running from trains and getting beaten on by little surfer girls. Cotton T-shirt ($ 58) by Richard Edwards; cotton pants ($ 165) by Cynthia Rowley; suede slides ($ 104) by

Birkenstock. Cotton T-shirt ($ 75) and denim jacket ($ 305) by Helmut Lang; cotton pants ($ 340) by Prada; sneakers ($ 38) by Converse. Cotton T-shirt ($ 135) by Dries Van Noten; treated-cotton pants ($ 250) by Prada; sneakers ($ 38) by Converse. Cotton T-shirt ($ 72) and cotton drawstring pants ($ 78), **Nautica** by David Chu; sneakers ($ 69) by Superga. Her bathing suit by Zimmermann; sweatpants vintage. Neoprene jacket ($ 800) by Romeo Gigli; cotton shorts ($ 32) by O. P.; flip-flops ($ 30) by Vans.

Blair Marlin, twenty, who went pro two years ago, first rode a board when he was seven years old, under the expert tutelage of his idol, his dad. Cotton-blend zip-front jacket ($ 550) by Prada. Left: Another of Marlin's idols, LeRoy Grannis didn't get started until he was thirteen, when he could finally lift the nine-foot, hundred-pound mahogany long board of the thirties. Rayon shirt ($ 72) by Lucky Brand; khaki pants ($ 52) by Dockers Khakis; nylon raincoat ($ 595) by Emporio Armani.

Phillip Hoffman, known to most paddlers as Flippy, designs and prints textiles for the surfwear industry. Flippy was the first long-boarder to live on Oahu's famous North Shore and the first to navigate the waves at Kaena Point, in the seventies--a favorite among surfers ever since. Cotton shirt ($ 54) by Tommy Hilfiger; cotton shorts ($ 32) by O. R

Cotton shirt ($ 295) by John Bartlett; nylon swim trunks ($ 40) by Birdwell Beach Britches. Her sweatshirt and tank top by J. Crew. Her jacket by Helmut Lang; tank top by John Bartlett; skirt by DKNY. Cotton sweater ($ 610) by Hermes; cotton pants ($ 245) by Michael Kors. Cotton shirt ($ 98) by CK Calvin Klein; cotton drawstring pants ($ 350) by John Bartlett. Above, Jonathan Tarter, six, takes a cue from his older brother Moshe, a twenty-year-old amateur who rarely competes (because of a torn ligament in his knee) but still surfs every day--carefully. Neoprene pants ($ 525) by Gucci.

THIS PAGE: Rod Brewster took second in the U. S. Nationals just before going pro two years ago. At the ripe old age of twenty, Brewster says he surfs not for glory or money (there's not much of either to be had, really) but mostly because he just wants some time--as much as four hours a day--alone, when he has "complete control of everything." Silk shirt ($ 350) and cotton pants ($ 630) by Gucci; leather sandals ($ 104) by Birkenstock. OPPOSITE PAGE, Cotton shirt ($ 250) by Sandy Dalal. Her halter top by J. Crew; skirt by Mossimo. Cotton shirt ($ 180) by Sandy Dalal. Cotton shirt ($ 125) by Hilfiger Collection; cotton pants ($ 245) by Michael Kors.

THIS PAGE: Cotton-blend hooded jacket ($ 130), cotton T-shirt ($ 29), and cotton swim trunks ($ 38), **Nautica** by David Chu; tennis shoes ($ 215) by Yohji Yamamoto. Her bathing suit by Zimmermann; skirt and flip-flops vintage. OPPOSITE PAGE: Eric McHenry was the top U. S. amateur before he went pro two years ago. If the waves are good, he's out paddling up to six hours a day; if not, he's onshore building and selling both long and short boards. Cashmere-and-silk crewneck sweater ($ 635) by Missoni; cotton shorts ($ 56) by Lucky Brand. For store information see page 143.

IAC-CREATE-DATE: June 15, 1999

LOAD-DATE: June 28, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
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MATERIAL MAN. Esquire May 1, 1999

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Esquire

May 1, 1999

SECTION: No. 5, Vol. 131; Pg. 30; ISSN: 0194-9535

IAC-ACC-NO: 54467500

LENGTH: 103 words

HEADLINE: MATERIAL MAN.

BODY:

1 Two-button-collar cotton polo ($ 69) by Lacoste.

2 Three-button-collar rayon-knit polo ($ 550) by Missoni.

3 Three-button-collar cotton-knit polo ($ 575) by Giorgio Armani

4 Two-button-collar cotton polo with pocket ($ 60), Polo by Ralph Lauren.

5 Camp-collar cotton polo ($ 58) by DKNY.

6 Two-button-collar cotton polo with striped placket ($ 54) by Tommy Hilfiger.

7 Lapel-collar cotton polo ($ 65), **Nautica** by David Chu.

8 V-neck-collar cotton-blend polo ($ 118) by CK Calvin Klein.

9 Lapel-collar cotton polo ($ 115) by Nicole Farhi Jeans. For store information see page 143.

IAC-CREATE-DATE: June 15, 1999

LOAD-DATE: June 28, 1999

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Brands come to women's swimwear Orange County Business Journal May 3, 1999

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Orange County Business Journal

May 3, 1999

SECTION: Vol 22; No 18; pg 3

LENGTH: 1007 words

HEADLINE: Brands come to women's swimwear

BYLINE: Susan Deemer

DATELINE: CA; US; Pacific

BODY:
Headnote:

Local Makers Seeking Licenses; Raj Lands Guess? Contract

Swimsuits leave little to the imagination. There's absolutely nowhere to hide and every woman knows it. So that's why designers of women's swimwear say it is crucial that the suits fit well and look great.

"We like to say it's a very small canvas but it's a very important painting," said swimwear designer Susan Crank, CEO of Anaheim-based Lunada Bay Corporation.

But over the past five years, another element has muddied the waters of the $ 1 .4 billion U.S. swimwear industry and driven manufacturers to change the way they do business: brand.

"I always said it's not the name on the swimsuit that sells it, but that's changed. ... Now it's 'brand wars,'"said Howard A. Greller, president of Carsonbased Beach Patrol Inc., a swimwear designer and manufacturer whose brands include Esprit Beach.

OC swimsuit makers seeking brand licenses include Lunada Bay and Tustin-base Raj Manufacturing Inc., which said last week it signed with LA-based Guess? Inc. In response, other makers, such as Rancho Santa Margaritabased Point Conception Inc., have tried to build their own brands, while OC's swimwear powerhouses, such as Costa Mesa-based Quiksilver Inc.,continue their in-house efforts.

Typically, these branded swimsuits, whose labels are as much a part of the design as the suit itself, average $ 90 retail compared with $ 50 to $ 60 for a swimsuit without a popular label.

"If a customer is going to spend that kind of money for a suit they want you to know what brand it is," said Lisa Bhathal, marketing director for Raj.

"Manufacturing companies that have a designer brand are doing well with it -the Anne Kleins, Anne Coles, Polo Ralph Laurens, Calvin Kleins and **Nautica,**" said Karen Capone, swimwear marketing manager for Lycra division of Wilmington, Del.-based Dupont Company. "Ralph, Calvin and **Nautica** are making the most noise."

Retail analyst Nate Franke of Deloitte & Touche said retailers place heavier emphasis on branded products because they are more reliable in terms of delivery and quality and consumers tend to buy labels that are familiar.

"Once you have brand loyalty, it's worth a lot in the marketplace so you can attach it to different products," Franke said.

"Our customer is very brand conscious," said Anne Spangenberg, a buyer for swim and active wear for 85 stores operated by San Francisco-based Macy's West. "Fashion in readyto-wear translates well into swim. Customers who are comfortable in ready-to-wearbrands will look for the same label in swimwear."

But, Greller said, the brands are looking for "the licensee who is best equipped to design and deliver the product with the right fashion and fit. The name alone won't do it."

Lunada Bay, with licenses from Mossimo, GirlStar and XOXO, and Raj, which does BCBG as well as Guess? swimwear, are among the nation's top swimwear designers and manufacturers who have signed brand contracts.

"We don't have any brands of our own," Lunada's Crank said. "We believe in designing recognizable names and have stayed with that philosophy. We are not actively seeking new licenses at this time, but we have been approached by a lot of viable names that would transfer well into swimwear and are worthy of consideration."

Raj Manufacturing had built its 30-year-old swimwear business on its own labels- Athena Collection, Beach Lingo, Beach Lingo Girls, Barefoot Miss and Rajman -but two years ago it became a player in the branded swimwear industry when it signed to design and manufacture the BCBG Max Azria Swim brand. The two companies' design teams meet weekly in Los Angeles to discuss product details and fine-tune their work.

"The trend started about five years ago," said CEO Raj Bhathal. "These mega-brands such as Calvin Klein, if you are not one of them it's harder to do business. Department stores want these mega-labels."

Raj reinforced its position this year with a license to design and manufacture swimwear for Los Angeles-based Guess? Inc. The $ 472 million company, whose marketing campaigns are adorned by supermodels such as Claudia Schiffer and Naomi Campbell, will launch its first swimwear line in July for the 2000 season.

With branded swimwear fast becoming the retailer's best friend, other swimwear labels are feeling the heat.

Rancho Santa Margarita-based Point Conception Inc. has maintained its $ 7 million in annual sales the past two years, but it has taken several steps to avoid drowning in a sea of brand labels.

The 21-year-old company, owned by siblings Jamie and Jeff Jung, manufactures and designs its own labels: Point Conception, Kechika and Point Sol. "Competition has gotten stiffer and that has forced us to stay more on our toes and to stay abreast of what is going on as well as make a better product year after year," Jamie Jung said. "We have done more in-store point of purchase ... to build more brand recognition for us. We started that last year first for Ron Jon's in Florida. We built a section there and now we have done about 20 so far."

Point Conception has added 12 private label brands-including Local Motion in Hawaii-and two years ago it added its first branded label: OC-based Toes on the Nose.

Surfwear brands such as Quiksilver Inc. and Rusty Apparel have established in-house swimwear departments under their women's divisions. But Billabong USA, Irvine, has yet to dip its foot into the swimwear product category in the United States.

"Billabong does produce ladies swimsuits in Europe and Australia and has done so for quite some time,"said Paul Naude, president Billabong USA. "It's not on our calendar immediately, but in the future."

Naude added that Billabong likely would handle design in-house.

Meanwhile, the swimwear industry is competing for two other fashion labels seeking swimwear licensees: Tommy Hilfiger and Donna Karan. Both companies have attempted swimwear lines in-house, but have since been seeking specialists to design and manufacture their swimwear, industry insiders say.

GRAPHIC: Photo

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LOAD-DATE: June 1, 1999

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TODAY IN NEW YORK Daily News (New York) May 06, 1999, Thursday

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Daily News (New York)

May 06, 1999, Thursday

SECTION: News; Pg. 17

LENGTH: 1120 words

HEADLINE: TODAY IN NEW YORK

BYLINE: BY SHARON KING

BODY:
New York is the Emerald City, with "The Wizard of Oz" opening today at Madison Square Garden - and a tree planting at the Queens Botanical Garden. Other gems in town include a lecture on Sigmund Freud at the 92nd Street Y, a blues festival in Long Island City, a new club opening in Times Square and a food sampling festival at Chelsea Market. Check out swimsuit fashions at Macy's and a chocolate giveaway at Bloomingdale's. Make it a 24-karat day.

CLICK YOUR RUBY SLIPPERS

Mickey Rooney plays the Wizard and Jo Anne Worley is the Wicked Witch in Radio City Entertainment's 90-minute production of "The Wizard of Oz." 7:30 p.m., $ 29-$ 59. Madison Square Garden, Seventh Ave. at 33rd St., via 1,2,3,9 to 34th St.;

(212) 465-6771.

A TRIP ON A TRAIN

"Train Stories," a play about encounters during a 1930s transcontinental voyage, is based on short stories by Mary McCarthy, Ring Lardner and John O'Hara. Leslie Browne and Mark Zeisler star. 8 p.m., $ 15. Sanford Meisner Theatre, 164 11th Ave., via C,E to 23rd St.; (212) 714-8127.

FREUD ON THE COUCH

The 92nd Street Y celebrates Sigmund Freud's 143rd birthday today with a panel discussing his impact and changing theories. 8 p.m., $ 18. 92nd St. at Lexington Ave., via 6 to 96th St., (212) 996-1100. Plus, take in the Jewish Museum's ongoing exhibit "Sigmund Freud: Conflict and Culture." 11 a.m.-5:45 p.m., $ 5.50-$ 8. 1109 Fifth Ave., via 4,5,6 to 86th St.; (212) 423-3200.

JOIN THE CLUB

Club New York officially opens its doors with a live Brazilian band and belly dancers. Deejay Mark Ronson spins hip hop and house. 9-midnight, $ 20, $ 10 with this page, 252 W. 43rd St., via 1,2,3,7,9,N,R,S,A,C,E to Times Square/42nd St.; (212) 997-9510.

HOME COOKING

Joyce White, author of "Soul Food: Recipes and Reflections from African-American Churches," signs books and discusses Our Mothers, Our Memories at Eastchester Branch Library. 5 p.m., free. 1385 Gunn Hill Road, the Bronx, via 5 to Gun Hill Road; (718) 653-3292.

SAMPLER SMORGASBORD

All the stores in Chelsea Market plus restaurants Le Madri, Murray's Cheese Shop, Good and Plenty to Go and the Brooklyn Brewery serve samples, in an Evening at Chelsea Market to benefit the National Multiple Sclerosis Society. There also will be bands and a cooking demonstration. 7-10 p.m., $ 90. 75 Ninth Ave., via A,C,E to 14th St.; (212) 463-7787, ext. 3016.

BORO BLUES

The first Queens Blues Festival has a lineup featuring Tutu Jones, Roxy Perry and the Dave Rubin Acoustic Trio, with Mel Hood as emcee. 7 p.m., $ 10. LaGuardia Performing Arts Center, City U, at 47th Ave. and Van Dam St., Long Island City, via 7 to 33rd St., or E,F,G,R to Queens Plaza; (718) 482-5151.

CALLING ALL GOLDBERGS

The Miranda Theater Company presents Marcy Kahan's bittersweet comedy "The Goldberg Variations." Folks named Goldberg can get two $ 15 tickets for the price of one. 8 p.m., $ 10-$ 15. Miranda Theatre, 259 W. 30th St., via 1,9 to 28th St; (212) 268-9829, ext. 1.

PEARL JAM

Today through Sunday, customers who spend $ 300 or more at J&R Music and Computer World receive a free 16-inch fresh-water pearl necklace. One per customer while supplies last. 9 a.m.-7:30 p.m., Park Row, via 4,5,6,N,R to City Hall; (212) 238-9000.

CAN'T STOP THE MUSIC

Two years after their town was devastated by flooding, the Grand Forks, N.D., Red River High School band performs an open-air concert in the Plaza at Lincoln Center. 2 p.m., free, via 1,9 to 66th St.; (212) 875-5388.

SWEET ON MOM

Bloomingdale's chocolate expert Clem Butts passes out samples of Mother's Day chocolates by Godiva, Laderach and Perugina. 1 p.m., free. Candy on the Balcony, 59th at Lexington Ave., via 4,5,6,N,R to 59th/Lexington; (212) 705-2769.

RISE AND SHINE

Warner Brothers recording artist Citizen King plays hip hop; followed by lower East Side electronic music troupe Dangerman. 8:30 p.m., $ 10. Shine, 285 West Broadway, via A,C,E,1,9 to Canal St.; (212) 941-0900.

BLOSSOM BIRTHDAY

The Queens Botanical Garden celebrates the 60th anniversary of its origination as part of the 1939 World's Fair with a tree adoption ceremony and benefit luncheon. Noon, $ 100-$ 125. 43-50 Main Street,Flushing, via 7 to Main St., (718) 886-3800 ext. 213.

BEAT POEMS

John Hollander discusses the varieties and functions of rhythm in poetry in a seminar at the National Arts

Club. 6:30 p.m., $ 75. 15 Gramercy Park S., via 6 to 23rd St.; (212) 254-9628.

MAMA'S BOYS

After a brief reading, author Madeleine L'Engle signs copies of her books, including her most recent, "Mothers and Sons." 6 p.m., free. Books of Wonder, 16 W. 18th St., via 4,5,6,L,N,R to 14th St.; (212) 989-3270.

COMPUTER DISPLAY

School of Visual Arts computer art students show off their projects in digital video, interactive media, computer animation, digital fine art & installations. 6:30-8:30 p.m. opening reception, free. Westside Gallery and Computer Labs, 141 W. 21st St., via F to 14th St.; (212) 592-2011.

IN THE SWIM

Macy's and InStyle magazine co-host a runway fashion show of **Nautica** swimwear and give out a free black mesh beach tote with any **Nautica** swimwear purchase. 6 p.m., free but call to reserve. Swimwear on 4, Herald Sq., via B,D,F,Q,N,R to 34th St.; (212) 522-4128.

NOVEL PLAY

John Irving's "The Cider House Rules" is the inspiration for the Atlantic Theater Co.'s "Part I: Here in St. Cloud's," directed by Tom Hulce and Jane Jones. 8 p.m., $ 39. Atlantic Theater, 336 W. 20th St., via C,E to 23rd St., (212) 239-6200.

TWO NICE GUYS

Oscar de la Renta is honored and Julio Iglesias entertains at a benefit for New Yorkers for Children. 7 p.m., $ 250-$ 500. Pier 60 at Chelsea Piers, Hudson River at 23rd St., via C,E to 23rd; (212) 899-5436.

UPSTAIRS, DOWNSTAIRS

Deejay Louie Passion and Timothy Leary play high-energy dance music and house, while downstairs deejay Rio sets the mood for the Soul Circuit party hosted by Joe Tourri and Eric Festo. Ohm, 16 W. 22nd St., via F,N,R to 23rd; (212) 229-2000.

A LONG WAY BABY

The World Policy Institute at the New School sponsors a panel of three lawyers discussing progress on securing international human rights for women. 6 p.m., free, but reservation required. Wolff Conference Room #242, 65 Fifth Ave., via F to 14th St.; (212) 229-5808.

GROOVY EVENING

Groove Collective, a 10-man acid jazz group, blends funk, soul, Latin, drum and bass. The Odyssey revs up Wetlands every Thursday in May. 8 p.m., $ 10. 161 Hudson St., via 1,9 to Canal St.; (212) 966-4225.

BIRTHDAYS

Out-of-the-ballpark birthday greetings to Willie Mays (68), and to Tony Blair (46), George Clooney (38), Roma Downey (35) and Gerald Levin (60).

GRAPHIC: Sigmund Freud

LOAD-DATE: May 06, 1999

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NAUTICA'S NEW NICHE. Daily News Record May 10, 1999

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Daily News Record

May 10, 1999

SECTION: Pg. 1; ISSN: 1041-1119

IAC-ACC-NO: 54634908

LENGTH: 28 words

HEADLINE: NAUTICA'S NEW NICHE.

BODY:
Nautica moves to a mature, sophisticated perspective in its Northern Lights grouping for holiday '99 with supple leathers, rich tweeds and silk/cashmere blends.

IAC-CREATE-DATE: May 19, 1999

LOAD-DATE: May 20, 1999

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Unilever joins with Nautica; Unilever Home and Personal Care North America and Nautica Apparel Inc. to develop beauty products for international markets Cosmetics International May 10, 1999

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May 10, 1999

SECTION: No. 520, Vol. 23; Pg. 4 ; ISSN: 0963-6137

IAC-ACC-NO: 54775138

LENGTH: 112 words

HEADLINE: Unilever joins with **Nautica;** Unilever Home and Personal Care North America and **Nautica** Apparel Inc. to develop beauty products for international markets

BODY:
Nautica Apparel Inc has signed an agreement with Unilever Home and Personal Care North America for the development and marketing of new fragrance and beauty products for the global marketplace.

Unilever could not put a date on when the first products would reach the market, but said it would be a matter of months rather than weeks. The company's global portfolio of prestige fragrance and beauty brands already includes the Calvin Klein Cosmetics Company and Elizabeth Arden Company.

Nautica Apparel is a division of **Nautica** Enterprises Inc and has a diverse portfolio offering men's, women's and children's clothing, accessories and home furnishings.

IAC-CREATE-DATE: June 16, 1999

LOAD-DATE: June 17, 1999

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OUTDOOR DECOR / TODAY'S PATIO FURNITURE IS SO SLEEK AND SOPHISTICATED YOU MAY WANT TO CALL AN EXTERIOR DESIGNER. TAKE CARE (.) Newsday (New York) May 13, 1999, Thursday,

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Newsday

Newsday (New York)

May 13, 1999, Thursday, ALL EDITIONS

SECTION: HOME & GARDENS; Page B14

LENGTH: 1341 words

HEADLINE: OUTDOOR DECOR / TODAY'S PATIO FURNITURE IS SO SLEEK AND SOPHISTICATED YOU MAY WANT TO CALL AN EXTERIOR DESIGNER. TAKE CARE (.)

BYLINE: By Michele Ingrassia. STAFF WRITER

BODY:

BACK WHEN the suburbs were new, patio furniture consisted of a heavy metal chair here, a painted wood table there - a hodgepodge of shapes and sizes done in any color you wanted, as long as it was green. Even in the 50s and 60s, when the notion of California living swept the country and the outdoors became a lifestyle, not a place, there wasn't much style in lifestyle furniture. For decades the options ranged from the ugly to the uninspired.

Well, you can finally toss those clunky redwood benches. Spurred by a booming economy and ever-more-casual lives, more and more homeowners are treating the outdoors as an extension of their indoors, furnishing pool, porch and patio as lavishly as they would a living room or kitchen. And with the price of a chaise often rivaling that of a sofa, some are even asking decorators to outfit the deck as well as the den.

"Outdoor furniture has gone from total function to total form," says Locust Valley designer Greg Lanza. "It's gone from people wanting beautiful benches to wanting beautiful lounge chairs to wanting things that give the yard a beautiful, sculptural look. It's not like the days when you plopped down a picnic table and a few benches."

That is, not unless they're sporting a designer label. The white-hot outdoor market has already drawn several high-profile names into the field - Martha Stewart at K mart, Michael Graves at Target, **Nautica** and Southern Living at Lexington, among the newest. Under the hangtags, the changes are even more profound. In the last few years, manufacturers have perfected extruded vinyls, enabling them to turn out furniture with the look and texture of wicker but none of the maintenance headaches. At the same time, major fabric companies like Waverly and Covington have also gotten bolder, producing what many consider the most adventurous colors and patterns yet for outdoor cushions.

"Fashion is driving the market," says Michael Foster, vice president of Lexington's casual-furniture division. "We're treating the furniture business the way the apparel business treats clothing: We want to create a desire to buy instead of an, 'Oh-my-god-I-gotta-go-buy. "

And that's likely to be just the beginning. Furniture analyst Britt Beemer says that between 25 and 40 percent of the households he's surveyed report spending more on outdoor furniture in the last four years. "I don't think the casual-furniture market is doing even 50 percent of its potential," says Beemer, chairman of America's Research Group, a Charleston, S.C., market-research firm.

What's behind the boom has less to do with a soaring economy than changing lifestyles. With more people working - and playing - at home, they've begun to demand the same sort of form and function from their outdoor pieces as they do from their indoor furniture. Among the strongest signs of the lifestyle-driven market: the my-barbecue-is-bigger-than-your-barbecue syndrome. Over the last three years, Beemer says, Americans have become as fixated on extravagant grills for their patios as they are on massive industrial stoves for their kitchens - and they're plunking down serious money for all the trappings. "When you start seeing people spend $ 3,000, $ 4,000, $ 5,000, $ 10,000 on a grill, it's not surprising that they look at their outdoor furniture and say, 'Hey, it's not keeping up with the grill. "

It doesn't stop there. Fortunoff spokeswoman Arlene Putterman says the hottest tables these days aren't petite 48-inch rounds, but vast 98or even 118-inch expanses. "People are planning more for parties and for company," she says.

The biggest surprise in outdoor furniture is how sophisticated it's become, from **Nautica's** Hamptons-worthy teaks to Brown Jordan's millennial-chic cast-aluminum pieces to Martha Stewart's mass-appeal wood-and-metal combinations. Clearly, designers have been attracted by the wide-open market and the challenge of producing something fresher than yet another oversized, overstuffed patio chair. "Ten years ago, there was no one in the hard-goods area challenging the design of what was out there," says Terry Sutton, director of merchandising and design for the Martha Stewart Everyday garden collection. "They would do indoor furniture, but the outdoor area was not something anyone wanted to do."

Fueling much of the outdoor revolution, experts agree, is the advent of lighter, more pliable, more durable materials, particularly extruded vinyls. Introduced four years ago, the vinyls - also known as woven resins - are woven in flat or round bands over an aluminum frame, creating an alternative to wicker that actually looks as good as the real thing - or just about. Brown Jordan, for one, uses wide resin bands for an Old World look in its "Havana" collection; Lane Venture, by contrast, used slivers of white woven resin to create its classically New England "Bar Harbor" group.

Aluminum remains the outdoor workhorse - for good reason. "It offers lightweight, rust-free, long-lasting shapes that you can't get any other way," says veteran designer Richard Frinier, executive vice president of Brown Jordan International. Indeed, in his millennial collection, "Aero," Frinier treats aluminum almost like a Moblus strip, twisting the plane of the metal as it moves from the arm to foot of a chair. The flip side: the growing use of mixed media, combining, say, cast aluminum with cushions (for a traditional English-garden look) or teak with cast aluminum (for a sleek Euro-style).

Still, for some designers, wood remains the top of the heap. "Wicker is functional, but teak is something very luxurious to me," says **Nautica** president and chief designer David Chu, whose Lexington collections include indoor and outdoor furniture. "The nature of the wood is so high quality, and it's the best material you can use for outdoors - remember, boat decks use teak, and they're constantly assaulted by salt water and bad weather."

The point, designers say, is that customers are demanding luxury, as well as comfort. "Companies are engineering the seat construction under the cushions so that it's outdoor-friendly, so that it gives a ride like indoor upholstery," says Foster. "This furniture is different. It's not like the days when you had a teak bench that you'd sit on for 15 minutes and you couldn't wait to get up." TAKE CARE CARING for outdoor furniture should be a day at the beach, not a substitute for one. Here are some tips from Fortunoff's maintenance guide for battling routine wearandtear: -- Aluminum: Clean the frames with a mild non-abrasive cleaner; never use wax on textured finishes. Vinyl straps on the frame can be washed with mild soap and water. -- Cast aluminum: Opt for a periodic sponging with a non-abrasive household cleaning fluid. -- Resin-weave wicker: Never use abrasive powders, chlorine bleaches or silicone cleaners on all-

weather wicker furniture. Mild soap and water will do the job. The same is true for solid resin furniture. -- Wood: Most wood furniture will eventually weather to a soft gray and will develop small cracks or splits known as "checks," which don't affect the integrity of the piece. Do not use polyurethane products, which will seal the pores and cause blistering or warping. To retard weatherization, apply a stain or oil periodically: teak oil for teak furniture; tung oil for jarrah wood; teak or linseed oil for nyatoh wood and balau wood. -- Cushions: Cotton cushions should be vacuumed periodically and spot-cleaned with soap and water. Because they are more delicate than synthetics, cotton pieces should be covered or stored indoors when not in use. More durable acrylic and polyester cushions can be washed with a soapy solution of liquid dish detergent and lukewarm water, followed by a clear-water rinse. -- Covers: Though outdoor furniture is built to withstand the elements, you should still consider a little TLC. The best solution: vinyl covers, which can even protect your investment from a winter blizzard.

- Ingrassia

GRAPHIC: 1) Photo Courtesy of Fortunoff - Mallin's Sunset Terrace grouping combines the high style of aluminum and the easy-maintenance of mesh sling back seats; the set, with 48-inch table, is $ 1,5000 at Fortunoff. Photos - 2) "Teak is something very luxurious to me," says **Nautica** president and chief designer David Chu, whose outdoor collection for Lexington includes this teak bench with herringbone back; $ 1,200. 3) Brown Jordan's new Aero lone hs a millennial feel. "It takes almost a mathematical approach to form," says desinger Richard Frinier, who aimed for practicality as well: The cast aluminum arms and legs are tapered so that moisture runs off. Suggested retail: $ 859 a chair; $ 1, 500 for the 48-inch-round table. 4) Martha Stewart's new K mart outdoor designs include the Key West Collection, right, inspired by reed furniture popular in the 1920s. The four-piece rattan seating set retails for $ 329; cushions range from $ 10 to $ 35. 5) Michael Graves, who revolutionized the shape of small appliances in the 80s, brings the same spirit to his Target home collection. The Indonesian hardwood patio set with four chairs retails for $ 480.

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Old-New Granny Chic Is Rocking the Home The New York Times May 13, 1999, Thursday, Late Edition - Final

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View Related Topics

May 13, 1999, Thursday, Late Edition - Final

SECTION: Section F; Page 1; Column 1; House & Home/Style Desk

LENGTH: 1042 words

HEADLINE: Old-New Granny Chic Is Rocking the Home

BYLINE: By WILLIAM L. HAMILTON

BODY:
HOME furnishing design is having a senior moment.

Knitted afghan throws, crocheted pillows, chenille spreads and tufted pompom quilts are appearing like silver hairs in youthful catalogues like Garnet Hill, stores like Pottery Barn and Crate and Barrel and collections like Ralph Lauren Home and **Nautica.** There are also rag rugs, rocking chairs, ginghams and gussied floral prints that are blooming on everything from bedding to china.

To grandmother's house we go: it is being stripped faster than a sample sale by home retailers looking for the next fresh thing. The next fresh thing was very recently musty -- the attic outcasts and flea market-foraged handiwork of several generations ago.

The less-is-more of modern design may be making itself disappear, as consumers realize that the style can be as unsympathetic to live with as it is stunning and spare.

"My guess is that we're at the peak of that look," Warren Shoulberg, editor of Home Textiles Today, said of the esthetic exemplified by the Calvin Klein home collections. (Maybe Mr. Klein's grandmother was a rock gardener.) "Craftsy is hot property right now -- more color, more surface interest," he added.

Your grandmother may never have threaded a needle, but the associations with her generation are sewing up the market for a kinder, comforting version of contemporary design. The look is as personal as heirlooms, as handcrafted as folk Americana.

"I'm a lover of clean and modern," said Gregory Covell, the creative director of Garnet Hill, who helped bring Charles Eames tables and Arne Jacobsen chairs into the catalogue. "But when I'm sick and I want to wrap up in something, I want something else."

Mr. Covell, who lives in Vermont in the house his grandmother lived in, is now selling the gentle hand on the brow -- items like a sofa throw based on knitted mittens.

Fashion-watchers first spotted grandmother at shows by Anna Sui, Veronique Branquinho and Stella McCartney for Chloe that featured the crochets, embroideries and laces found in vintage clothing. Now it has its knitting hooks in home furnishings.

"It's gone full circle," Ms. Sui said. "I was inspired by the crocheted throws and pillows I found in flea markets. The only thing that was going to look radical and fresh was almost fussy, old-fashioned. Homey, like home cooking."

The interest from younger customers may stem from the revival of the fashions of the 1960's, the decade that last initiated the "granny" look.

"It's the completely groovy thing for an age group that didn't live through it," said Diane Brush, the director of merchandising for Garnet Hill. "They find it funny to mix nostalgic and sweet with new and modern."

Nancy Vignola, the senior vice president of home design for Ralph Lauren Polo, thinks that novelty more than quaint associations will drive Summer Porch, a new "vintage inspired" collection of bedding knits, embroidery and needlework.

"We'd like to think of it as something new for young people," Ms. Vignola said of its counterpoint to the dry stylishness of modern design. "It was important to Ralph to do some pretty collections."

The home furnishings market is having a memory lapse about grandmother's taste, though. The bottom of the sewing basket didn't uniformly produce the most brilliant products. Reproducing them hasn't helped.

Mr. Lauren's white-on-white quilting, based on an American vernacular candlewick pattern, is as safe as the snow of a grandmother's head. Pottery Barn's pompom quilt, also a time-honored technique, looks like a blanket with hives. Garnet Hill's crocheted pillow looks like a yarn Brillo. Ms. Brush was quick to say that the pillow's lack of suavity was the larger part of its appeal -- a kind of outsider art in design.

"Good luck to them if they can sell it," Laura Fisher, an antique textiles dealer on the Upper East Side, said of the pillows. "They're not so gorgeous."

Ms. Fisher, who showed original candlewick quilts to Ralph Lauren's team, is also doing a brisk trade in hooked rugs, to interior designers like Mariette Himes Gomez, and Naomi Leff, who used them in a house for Steven Spellberg.

The grandmother look could be the resurfacing of a deeper cultural mood that has had an underlying continuity through the century, despite modernism.

Robbie Sumberg, a design marketing consultant in Westport, Conn., said the heartland look of another era was at the root of what makes Americans feel most at home.

"Every season, 'retro country' is the big part of the trend report," Ms. Sumberg said. "Country is what America wants. It's an antidote to hustle and bustle and change."

There is poetry in handiwork's sense of tradition, as well as power in its sentiment.

"They're like folk stories," Ms. Sui said of the intricate throws and pillows she has collected to live with at home. "All these stitches and patterns, handed down, are something that one generation gives another. It's an art that's almost lost."

Ms. Sui need not worry for now. Knitting is also enjoying a resurgence.

The National Needlework Association, which represents yarn manufacturers and knitting and needlepoint craft stores, reported a 25-percent increase in yarn sales over the last year, which Barry Klein, its president, attributes also to the fashion cross-over from Seventh Avenue.

"People are making heirloom stuff, but the image is not Grandma," Mr. Klein said. He mentioned high-profile knitters like Juliana Margolies and Monica Lewinsky.

John Buscaglia, a New York psychotherapist, has knitted the pillows for his office, after taking classes at Gotta Knit, a Greenwich Village knitting-supply store.

"My office is furnished like a living room, with Stickley mission," he said. "The pillows give that sense of being at home." Dr. Buscaglia knits between patients. "It's a great way to clear my mind," he said.

For their part, grandmothers may not want much to do with the home fashion that bears their signature, like the potholders photographed like prize roses for May's Martha Stewart Living magazine.

Ms. Sumberg said: "Both my grandmothers lived into their 90's. They looked at this stuff and threw it away. It was eating-in-the-kitchen -- it was Depression.

"They wanted Belgian linens."

http://www.nytimes.com

GRAPHIC: Photos: GRANDMODERN -- Ginghams, braided rugs and crocheted pillows. (Pottery Barn, above; right: Raul Vega for The New York Times; Richard Owings, sytlist; Anna Sui, clothes)(pg. F1); FASHION ATTIC -- Saks Fifth Avenue windows, left, recently featured Anna Sui clothing and her collection of vintage throws and pillows that inspired it. Below, a Pottery Barn quilt in a tufted pompom pattern; a knitted parlor throw from Garnet Hill, below left. (Raul Vega for The New York Times; Richard Owings, stylist; Pottery Barn (right))(pg. F4)

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BEDS YOU CAN BET ON; DESIGNERS DOMINATE AT RETAIL. HFN The Weekly Newspaper for the Home Furnishing Network May 24, 1999

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HFN The Weekly Newspaper for the Home Furnishing Network

May 24, 1999

SECTION: Pg. 6S

IAC-ACC-NO: 54802431

LENGTH: 501 words

HEADLINE: BEDS YOU CAN BET ON; DESIGNERS DOMINATE AT RETAIL.

BODY:
NEW YORK-It was a brand name bonanza for bedding this market. Surprise, surprise!

With today's brand-oriented society, could there have been any doubt that designers like Tommy Hilfiger, Ralph Lauren, Calvin Klein and **Nautica** were the most frequently mentioned bedding when buyers were asked, "What did you see at market that you simply loved?"

Not that it's a bad thing. It just reconfirms something that most every manufacturer and retailer already knows: Creating a brand name for any product being offered is of paramount importance.

At the consumer level, people will almost always opt for a name they already know and trust. "If you are going to offer a consumer a brand name item and a no name item," said one department store buyer, "both equally beautiful and at a similar price point, she is going to go with a name she knows."

Especially if the same consumer wears that designer's apparel too. It's more than just familiarity; it's a way of life. And right now, it's all about lifestyle. And each designer collection reaches out to a slightly different customer, perhaps one reason many big retailers feel more comfortable with such ensembles.

Space limitations are another factor. Many retailers feel confident that branded products will sell. And with real estate at such a premium, often there aren't many options. "There are a lot of great new lines I'd like to try," said one East coast-based department store buyer, "but there's only so much shelf space in my store."

So, are retailers settling? No. Actually, this market there was a lot of excitement about name brand collections. "I really liked Calvin, Ralph and Tommy," said Nancy Katz, senior vice president and general merchandise manager for Home Stores at Burdines. Other comments such as "Tommy's line looked great," "Calvin's Khaki collection was wonderful" and "Ralph Lauren bed -- and bath -- was outstanding" were made with genuine enthusiasm. And Ralph's line did look great. The showroom was merchandised with great care and creativity and the product followed suit.

At **Nautica,** with it's apparel-driven fabrics and menswear influence, "the look and feel was on the money," was another repeated line. "And considering it was the first line with Dan River," said one department store

divisional merchandise manager, "they didn't miss a beat."

Other notable collections from apparel designers who've ventured into home fashion came from Joe Boxer and Joseph Abboud, manufactured by recently formed Davidson Cotton.

Structure, by Croscill, was singled out by Carson Pirie Scott's fashion bedding buyer, Elissa Vogt. "We were very interested in Structure. It fits into a more casual look. It has texture in a ribbed, woven fabric, and it's in tones of gray."

Overall, it was a great market. Creativity was way up, as was quality. One retailer said it all when she said, "I couldn't even direct my divisions to buy everything we wanted because there was so much great product out there."

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ADVERTISING / MARKETING / EYEWEAR MAKER PROVES AGENCIES DON'T HAVE A MONOPOLY Newsday (New York) May 24, 1999, Monday,

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Newsday (New York)

May 24, 1999, Monday, NASSAU AND SUFFOLK EDITION

SECTION: EXECUTIVE EDITION; Page 05

LENGTH: 555 words

HEADLINE: ADVERTISING / MARKETING / EYEWEAR MAKER PROVES AGENCIES DON'T HAVE A MONOPOLY

BYLINE: Jamie Martorana

BODY:

MARCHON EYEWEAR, as the name implies, makes glasses. But it also makes ads, and its 30-person in-house agency has caught the attention of the advertising community on Long Island and beyond.

Just glance over the names of the winners of this year's Best of Long Island Awards. You'll notice most of the players are traditional advertising and marketing agencies like Greenstone Roberts and Rabasca & Company.

Take a closer look and you'll see Marchon's name represented 6 times, in various categories.

"In talent and equipment we're the best," said Donna Rollins, vice president of Marchon Creative Services.

Marchon is the licensee for Calvin Klein and CK eyewear, Disney children's frames, **Nautica** eyewear and Fendi eyewear, working cooperatively with their in-house ad agencies. It also holds the patent for Flexon, the manufacturer's bendable metal frames.

The ads that were in the running for campaign of the year were created for both CK, the designer's mass market brand, and Calvin Klein, the high end brand.

CRK, Calvin Klein's in-house ad agency, provided the models and images and Marchon created the displays, posters and other materials, according to Rollins. For its Flexon brand, Marchon handles all of the creative. The company recently held a photo shoot for Flexon in Huntington Harbor and its newest campaign is centered on the 1960's song "Bend me, Shape me, Anyway you want me." The in-house agency, which was started 11 years ago, has won more than 50 BOLI awards including advertising campaign of the year for five straight years, from 1992 1997, says Rollins. Marchon Creative Services has estimated billings of $ 13 million.

So how do ad execs generally feel about in-house ad agencies? "If you mean do we as ad agencies look at

them in-house agencies as fellow ad agencies, we generally don't," said Mark Preiser, president of the Ad Agency Council of Long Island and a partner and senior vice president at Walter F.

Cameron Advetising Inc. "We look at them as marketing and creative entities, but they're strictly corporate." As the health care field becomes increasingly competitive, hospitals, a group that traditionally didn't worry about self promotion, have turned to advertising.

Winthrop University Hospital, a tertiary care teaching hospital in Mineola, is set to launch a branding campaign with the help of Hauppauge-based Kopf Zimmermann Schultheis.

"This area is a very crowded health care market," said Kim Lockerbie of Kopf Zimmermann Schultheis. "There's a lot more competition." Plus the hospital has a new president at its helm, Daniel P. Walsh, formerly of Good Samaritan Hospital Medical Center in West Islip.

"He brings a fresh look to marketing," said John Broder, Winthrop's vice president of external affairs.

The branding campaign, which will roll out within the next 40 to 60 days, will include newspaper, magazine, radio, TV and out-of-home media with a series of ads under the banner theme "Care Without Compromise." "Hospitals are advertising because the way people choose their hospitals have changed, and consumers are much more sophisticated," said Richard Klarberg, senior vice president of external affairs for the North Shore-LIJ Health System, which recently launched a campaign crafted by Manhattan-based Della Femina/Jeary agency.

GRAPHIC: Photos -1-2) The ads Marchon's in-house agency has created, some together with Calvin Klein, have been catching the eye of the traditional advertising community.

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THE BON-TON BOTTOMS OUT SLOWS SALES BLAMED ON FIERCE COMPETITION The Post-Standard (Syracuse, NY) May 24, 1999 Monday Final Edition

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The Post-Standard

The Post-Standard (Syracuse, NY)

May 24, 1999 Monday Final Edition

SECTION: MONEYWISE; Stock watch; Pg. 11

LENGTH: 565 words

HEADLINE: THE BON-TON BOTTOMS OUT SLOWS SALES BLAMED ON FIERCE COMPETITION

BYLINE: James T. Mulder Staff writer

BODY:
There's a heck of an unadvertised sale going on at The Bon-Ton Stores.

The retailer's stock has been marked down dramatically over the past year. The stock was priced at more than $17 a share a year ago, but lately has been trading in the $6 range.

Cash registers at The Bon-Ton, a 66-store department store chain which took over Syracuse-based C.E. Chappell & Sons five years ago, are ringing a little too slowly to suit investors.

Same store sales in the first quarter of fiscal 1999 fell 1.8 percent compared to the same period a year ago. The sales erosion began in the second half of last year.

The slump comes just when it looked like The Bon-Ton was turning the corner. Three years ago, the company lured Heywood Wilansky away from May Department Stores to serve as its president and chief executive officer. The Bon-Ton had lost $9.2 million in 1995.

Most of its stores are in smaller secondary markets in Pennsylvania and New York. It also has a handful of stores in Maryland, Massachusetts, New Jersey and West Virginia.

Wilansky's prescription for the ailing chain involved stocking the shelves with more profitable, higher-quality brand name goods like Ralph Lauren, Tommy Hilfiger, **Nautica,** Liz Claiborne and Calvin Klein.

The idea was to deliver upscale merchandise in smaller markets where the top brand names are often hard to find.

The strategy paid off almost immediately. Same store sales began growing in early 1997 and the company returned to profitability. The company posted profits of $6.8 million in 1996, $9.2 million in 1997 and $11.2 million in 1998.

The bloom, however, began to wilt last year when department stores in general began losing business to specialty stores, according to Stacey L. Stichter, an analyst who follows The Bon-Ton's stock for Emerald Research.

The problem was compounded for The Bon-Ton by fierce competition from J.C. Penney, May Department Stores Co. (Kaufmann's and Lord & Taylor) and Boscov's.

"J.C. Penney was very aggressive on pricing over the holiday and that hurt them," Stichter said. Sales have also been hurt as Boscov's, a competitor in many Pennsylvania markets, introduced many of the brand names that previously had been available only through The Bon-Ton, she said.

"They've done the right things as far as merchandising goes and the consumer responded very positively to those changes initially," she said. "But now they are fighting the issue of competition with companies that are more well-known and established in some markets."

She said the company also has been trying to figure out how to improve the performance of its New York stores, where sales have been lagging.

The Bon-Ton has been around since 1898, when it was founded in York, Pa. as S. Grumbacher & Son. The company went public in 1991. The Grumbacher family, however, still owns about 64 percent of the stock, making it unlikely the chain will be acquired by another retailer in the near future, Stichter said.

Earlier in the 1990s, The Bon-Ton went on an acquisition spree, doubling its chain of stores in three years time. Stichter said she doesn't expect to see the company resume an aggressive acquisition strategy until it improves performance at its Upstate New York stores.

"You may see them buy a couple stores here and there, but I don't expect to see them acquire a chain," she said.

GRAPHIC: The Bon-Ton Stores. Syracuse Newspapers

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"Inis" Are In;Bikini's little sisters have their moment in the sun The San Francisco Chronicle MAY 18, 1999, TUESDAY,

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The San Francisco Chronicle

MAY 18, 1999, TUESDAY, FINAL EDITION

SECTION: DAILY DATEBOOK; Pg. E6

LENGTH: 589 words

HEADLINE: "Inis" Are In;

Bikini's little sisters have their moment in the sun

BYLINE: TRISH DONNALLY

BODY:
The buzz on the beach this summer will be about the tankini, camikini and bandini.

Translation:

-- A tankini is a two-piece swim suit with a tank top and bikini bottoms.

-- A camikini is a tankini with camisole straps.

-- A bandini is a tankini with no straps -- a bandeau top with bikini bottoms.

"We call them the ini' sisters," swimwear designer Anne Cole says. "And when all else fails, there's always the martini."

Tankini tops can hit anywhere from midtorso to below the navel.

"We call them meet and greet' when the tanks actually touch bikini bottoms," says Anne Spangenberg, Macy's swimwear buyer.

"Tankinis are for somebody who doesn't want to wear a bikini, but feels too confined in a one-piece. It gives you that freedom and sexiness of a bikini, but the coverage of a one-piece," says Elaine Farley, fashion director of Cosmopolitan.

SILVER STREAKS

Gray, the hue of the year in ready-to-wear, also is coloring swimwear. That's gray as in silver, pewter, mercury or shots of metallic thread.

"For a lot of customers, silver is replacing black this year," Spangenberg says. "Gray shows the cut of a suit almost better than black."

Of course black is classic and a favorite color for many women, but not necessarily most. Blue outsells black at Macy's.

This year, blues from china blue to turquoise and pinks from petal to quince blossom will make a poolside splash, especially when set against a white background.

"There's an easiness about these colors that means beach and vacation," Spangenberg says.

Watch for lots of muck and yuck offbeat hues, too: mauves, olives and khakis.

Ralph Lauren just launched his premiere swimwear collection under his Polo Sport label this spring. It includes a khaki bikini with mini-cargo pockets on the front of the bikini pants. It's all part of the utility-sport trend that's so big in fashion. The pockets are perfect for hitting the surf, where one wouldn't want to risk leaving a key on the beach.

HIGH-TECH FABRICS

Fabrics one might not expect in swimwear -- denims, suedes and knits -- now contain enough Lycra to prevent them from sagging. Mossimo has created a charcoal gray suit with a hand almost as soft as cashmere. It's actually brushed Lycra. Lauren has designed a stretch denim bikini.

All-American denim, gingham checks and bandanna prints, which are especially popular in junior swimwear, will look great at Fourth of July pool parties.

THE GREAT COVERUP

At clubs and resorts or anyplace where one is trying to command a bit of respect while wearing less than a yard of Lycra, coverups come to the rescue. This year's crop of coverups is more extensive than usual. Coverups that complement and in many cases match swimsuits, look especially good. Sarongs, pareos or surf-inspired board shorts all will look better than a boyfriend's big T-shirt.

Waterlilies, a swimwear store in Mill Valley, makes coverups, including pareos, palazzo pants and short robes, by special order. Available in 100 percent hand-washable silk or cotton, French terry or viscose, they cost from $100 to $200.

GET FIT

Having trouble finding a swimsuit that fits? Swimwear designer Anne Cole will give personal consultations from 1 to 3 p.m. Friday, at Nordstrom in Stanford Shopping Center, Palo Alto. Advance reservations are recommended. Call (650) 323-5111, ext. 1560. On Saturday from 1 to 3, she'll be at Nordstrom in Broadway Plaza, Walnut Creek. Call (925) 930-7959, ext. 1560.

GRAPHIC: PHOTO (4), (1) TANKINI: Anne Cole's tankini, $80, features four shades of pink. At Macy's. Washable silk pareo, $110. At Waterlilies in Mill Valley., (2) SHADOW PLAY: Mesh can conceal as well as reveal, as it does in this black Miraclesuit, $110. At Macy's., (3) SPLASH FASHION: This **Nautica** suit, $82, features a photo print of water. At Macy's., (4) HIDE-A-KEY: This Polo Sport bikini, $130, has mini cargo pockets. / At Macy's. / Photos by Liz Hafalia/The Chronicle. Photographed at St. IgnatiusCollege Preparatory School.

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CATCHING A WAVE;RIDE THE EXCITEMENT OF SURFER CHIC Times-Picayune (New Orleans, LA) May 26, 1999 Wednesday, ORLEANS

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Times-Picayune (New Orleans, LA)

May 26, 1999 Wednesday, ORLEANS

SECTION: LIVING; Pg. E1

LENGTH: 755 words

HEADLINE: CATCHING A WAVE;
RIDE THE EXCITEMENT OF SURFER CHIC

BYLINE: By CHRIS BYNUM Fashion writer

BODY:
An alien from another planet who lands in Any Mall, USA, might assume everyone lives near the ocean. An Earthling movie buff would sense that "Jaws V" is in the making. A music aficionado will find himself wishing for a Beach Boys concert. Even the trendoids will forsake their $300 Prada slides for a $4 pair of Old Navy beach thongs before summer is over.

If you find yourself humming the Ba-Ba-Baas to "Barbara Ann," you're onto the next wave in fashion -- surfer chic. Board shorts, tie-dye and tropical-print shirts, bucket hats, brightly colored tank tops and anything Moondoggie or Gidget might wear going Hawaiian. Some of the modern versions are surfer-print boxer shorts, wildly colored bandannas, and backpacks and handbags in vivid floral prints. The look covers both sexes and all ages.

"The Hawaiian look blew out of the store during Jazzfest," says Helene Canovsky of the Gap store in Lakeside Shopping Center. "But an older man walking in the park might buy that red (floral print bucket-style) hat. And a woman might want those drawstring shorts (a cross between cargo shorts and jams). You can stay cool in them more ways than one (weatherwise and fashionwise)."

Throughout the Gap store and the adjoining Gap Kids are signs of a fashion tidal wave, even down to child-size wet suits of neoprene. Tiny T-shirts for infants say Surf Baby. The accessory racks are filled with sunglasses in vividly colored frames, neoprene holders for sunglasses and notions that easily attach to board shorts, and visors in flower prints.

"Young girls like the Hawaiian shirt because it's so cute with capris and tube or tank tops. And the older guys like them much more than the young guys," says Jo Ann Chechowski of JC Penney.

All through the malls, the tropical fever pops up in such specialty shops as Buckles and American Eagle Outfitters.

No one really knows why the surfing fever is as hot in Cincinnati as it is in Big Sur. But it is haute enough to invade the women's wear collections of Tom Ford for Gucci and the men's sportswear lines of Ralph Lauren, Tommy Hilfiger and **Nautica.** At Dillard's the Tahitian prints for men with these labels look more resort than cabana boy.

The appeal of tropical prints comes from its universal symbolism, says Robert Wolfe of **Nautica.** "For David

Chu, who designs a global collection, the theme is universally understood, and people gravitate to it." That theme is one of relaxation, a favorite summer pastime.

"Fashion comes from the street," says trend forecaster David Wolfe of the New York-based Doneger Group. But in this case, it's coming from the beach. Wolfe credits Albercrombie and Fitch for being the first on the block to catch the wave. The firm's magazine-style catalog photographed by Bruce Weber features surfer styles alongside articles and information on the sport.

"It's a cool and sexy look," he says.

And while kids may be hanging 10 on this trend, Wolfe agrees that the style covers a wide age range.

"There's no such thing as children's wear trends anymore. Kids imitate their older brothers and sisters."

"We saw board shorts as a fun fashion opportunity for the whole family," says Joe Enos of Old Navy.

Dash Wasserman, 9, isn't sure why he likes his bucket hat with the palm-tree motif from Old Navy or his Hawaiian shirt from the Gap. He just does. And he's not a surfer, but he knows who the Beach Boys are.

"I just know 'cause my dad puts on music, and he tests me. He says, 'OK, which band?' And I know it's either the Beach Boys or the Beatles."

There is plenty of nostalgia for parents or grandparents who grew up on "Beach Blanket Bingo" with Annette Funicello and Frankie Avalon (1965) ; their offspring are donning the look. Fathers who bypass the Tahitian-print shirts can choose neckties with a tropical theme from Tommy Bahama (a sportswear company billed as "the original purveyors of island style"). And moms can find simple sun dresses in island prints.

How the surfer look is worn is a matter of individual style. One can go all out, down to the neon sunscreen across the nose, or just add a Hawaiian shirt to the season's minimalist white pants and sleek slides. A fashion magazine layout pairs tropical prints with camouflage patterns as in a flowered shirt over fatigue-print bikini bottoms, and a tie-dye T-shirt or floral-banded shirt over camouflage cargo pants.

But where do we go when the surf's no longer up?

"For fall '99, varsity is the thing, even for those who never finished high school," says Wolfe.

GRAPHIC: Life's beach: Aloha-style shirt, beach thongs and waterproof pouch for glasses On the flip side: (far left) Underwater gear, tank top and tropical shorts. Pouch, shoes, tank top and shorts from the Gap fins and goggles from Old Navy Hawaiian shirt by My Michelle from JC Penney [COLOR] Riding the fashion wave: Board shorts, surfing shirt, cool shades and bucket that are summer fare. Hat, shirt, sunglasses and bandana from the Gap, shorts from Old Navy [COLOR] Hang ten trend Flowered visor, Hawaiian shirt and jams Shirt from Old Navy, shorts and visor from the Gap [COLOR] In the swim: Two-piece bathing suit in tropical print Swimsuit by Sunbelt Beach from JC Penney 5 STAFF PHOTOS BY KATHY ANDERSON MODEL: JOHN DORSEY

LOAD-DATE: May 26, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
View: Full
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Tie-ins: Yo-Yos, Nintendo Anchor Clothiers' BTS Efforts BRANDWEEK formerly Adweek Marketing Week MAY 24, 1999

Copyright 1999 A/S/M Communications, Inc.
BRANDWEEK formerly Adweek Marketing Week

MAY 24, 1999

LENGTH: 471 words

HEADLINE: Tie-ins: Yo-Yos, Nintendo Anchor Clothiers' BTS Efforts

BYLINE: Terry Lefton and Becky Ebenkamp

BODY:
Continuing the growing trend of using entertainment to lure shopaphobic boys into department store apparel floors, clothing brands **Nautica** and Tommy Hilfiger are tying in with Yomega yo-yos and Nintendo videogames, respectively, to juice retail activity for the crucial back-to-school selling season.

Hampton Industries will dangle Yomega yo-yos as a trendy fashion accessory for its licensed **Nautica** Boys apparel, to be supplemented with in-store clinics and demos, a dedicated Web site, direct mail and newspaper ads. The promo taps into a surging pastime that yo-yo magazine Fiend projects will generate $ 500 million in sales this year.

Through the Yo **Nautica!** promo via agency Renegade Marketing Group, N.Y., customers who purchase $ 50 of **Nautica** Boys apparel at 175 department stores nationwide will receive a co-branded **Nautica**/Yomega yo-yo and holster, a $ 25 retail value. Additionally, 10 markets will run "Yo-off" events where yo-yo pros teach tricks and attempt to break world's records.

Print ads will run in local newspapers in event markets, while direct mail culled from store databases heralds events and the GWP offer. Some retailers will dedicate a section of their BTS catalogs to the program.

Meanwhile, Nintendo and TH will reprise their Super Reggie award-winning promo of last year starting with a staged rollout in mid-July of Nintendo-branded kiosks in more than 1,200 stores, where teens and pre-teens can sample its N64 hardware, this year loaded with Nintendo's new Star Wars: Racer game. While last year's Nintendo/TH promo featured a coupon good for a $ 20 discount on selected N64 sports games with a $ 50 purchase of TH goods, the '99 version offers a yellow (matching a primary color scheme for TH back-to-school apparel this year) Game Boy Color handheld system bearing the ubiquitous TH flag logo as a purchase-with-purchase offer. Nintendo marketing vp George Harrison said he expects the $ 70-79 retail unit to sell for under $ 60 with a $ 75 TH purchase. TH and the retailers involved, which include the Dayton Hudson, May and Federated chains, are expected to support with around $ 8 million in newspaper, radio, direct mail and POP.

To further support the promo, which runs through Labor Day, a Game Boy demo unit using the PWP item has been added to the retail environment.

"With a Game Boy, we're offering kids and teens a badge product with a very strong brand on it in Tommy Hilfiger," said Erick Soderstrom, director of advertising and promotion. "Sampling to that target is really important, but we also like that we can connect to a teen icon brand and increase the relevance of our brand to their core consumer."

With Hilfiger moving aggressively into girls apparel this summer, the promo will be supported in both the boys and girls departments.

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YOUNG MEN'S CHAINS STILL SIZZLING IN 1ST QUARTER; THE BUCKLE, HOT TOPIC, MR. RAGS AND URBAN OUTFITTERS ALL SHOW STRENGTH. Daily News Record May 24, 1999

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Daily News Record

May 24, 1999

SECTION: Pg. 7 ; ISSN: 1041-1119

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LENGTH: 464 words

HEADLINE: YOUNG MEN'S CHAINS STILL SIZZLING IN 1ST QUARTER; THE BUCKLE, HOT TOPIC, MR. RAGS AND URBAN OUTFITTERS ALL SHOW STRENGTH.

BODY:

NEW YORK -- The young men's business continued to soar in the first quarter with several of the top players posting significant increases in the period.

The Buckle Inc. reported first-quarter earnings climbed 29 percent to $ 6.5 million, or 29 cents a share, from $ 5 million, or 23 cents, a year ago. Results were a penny above Wall Street estimates. Sales advanced 18.9 percent to $ 79.8 million from $ 67 million, with same-store sales ahead 6.9 percent.

Karen Rhoads, CFO of the 231-unit, Kearney, Neb.-based chain, said, "Our bottoms as well as knits and woven shirts did well on both the guys and gals side. Key brands right now are Dr. Martin, Lucky Brand and Tommy and West Coast athletic/beach brands, Quiksilver and O'Neal."

Claire's Stores, which owns the Mr. Rags urban young men's chain, said first-quarter profits jumped 38.8 percent to $ 13.8 million, or 27 cents, from $ 9.9 million, or 20 cents, a year ago. Sales rose 26.7 percent to $ 170.5 million from $ 131.5 million. Same-store sales increased 13 percent.

At Mr. Rags, urban brands such as Fubu, Ecko, Mecca and Wu Wear are driving sales, with **Nautica,** Polo and Chaps also performing well. Top categories are carpenter and cargo pants, short-sleeved plaid shirts, logo-driven T-shirts, nylon pants, club shirts and body-conscious shirts, the company said.

Citing careful expense control and robust sales gains, Pomona, Calif.-based Hot Topic Inc. said first-quarter earnings surged to $ 635,000, or 13 cents, from $ 45,000, or 1 cent, a year ago. Sales in the quarter ended May 1 roared ahead 63.4 percent to $ 28.3 million from $ 17.3 million, and same-store sales climbed 15.3 percent.

According to Orv Madden, president and CEO: "New stores continue to perform very well. Ten new stores were opened in the quarter, including our first store in Idaho. Each of these stores exceeded its initial sales plan."

Hot Topic, which sells primarily music-licensed and music-influenced apparel, currently operates 168 stores, and is on target to open 45 new stores this year, Madden noted.

Aided by higher margins, Urban Outfitters steamed ahead in the first quarter with a 40.5 percent surge in earnings on a 47 percent gain in sales. Profits climbed to $ 3 million, or 17 cents, from $ 2.1 million, or 12 cents, a year ago, in the quarter ended April 30.

The youth-oriented retailer's total sales gained to $ 58 million from $ 39.4 million, and same-store sales climbed 17 percent.

Among its divisions, retail store sales were $ 48.7 million; wholesale, $ 5.5 million; and its direct unit, which includes catalog and e-commerce operations, $ 3.7 million.

The company opened three new stores in the quarter. It operates 34 Urban Outfitters stores and 15 Anthropologie units.

IAC-CREATE-DATE: June 2, 1999

LOAD-DATE: June 03, 1999

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BIG APPLE STYLE;NYC LOOK A BIG HIT WITH TEEN-AGERS Sun-Sentinel (Fort Lauderdale, FL) May 26, 1999, Wednesday,

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May 26, 1999, Wednesday, South Broward Edition EDITION

SECTION: COMMUNITY CLOSE-UP, Pg. 18, NEXT GENERATION

LENGTH: 272 words

HEADLINE: BIG APPLE STYLE;
NYC LOOK A BIG HIT WITH TEEN-AGERS

BYLINE: BRIAN SHEPPARD ; Deerfield Beach High School

BODY:
One of the hottest trends in clubs, schools and streets of South Florida is clothes with a New York City twist.

The clothes aren't literally made in the Big Apple but are designed with Manhattan in mind. South Florida teens love them.

No one is sure where the trend started, but a good source would be in the success of Tommy Hilfiger and **Nautica** clothing lines.

The fact that people were willing to pay for clothing that looked so basic -- you could find the same thing at discount stores such as Kmart -- led to other clothing lines finding success in the high-priced fashion market.

Since those days, the market for teen fashion has been opened to hundreds of lines. The most successful lines are targeting a generation of hip-hop, R&B and reggae fans.

One of the first lines to target the hip-hop generation was the L.L. Cool J-endorsed FUBU line. Since starting out by selling shirts and jeans, the line has expanded to casual boots, gloves, goggles, hats, sweaters, jackets and even a backpack.

Thriving on the success of FUBU are companies such as Enyce (note the New York link), Mecca USA and Timberland.

Mecca prides itself as a trendsetter.

"(Mecca USA's) eminence can be seen on the backs of (moneymakers) everywhere in the music, sports and entertainment industries," according to the company.

Timberland shoes, which markets to all age groups, has been a part of the hip-hop community since Tupac Shakur sported "Timbos" after leaving a New York City courthouse.

Since then, Timberland has begun manufacturing its famous 6-inch suede boots in all colors in hopes of attracting new fans.

LOAD-DATE: May 27, 1999

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Swimwear trends include tankinis, mix-and-match, two-piece suits San Jose Mercury News May 27, 1999, Thursday

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Knight Ridder/Tribune News Service
San Jose Mercury News

May 27, 1999, Thursday

SECTION: LIFESTYLE

KR-ACC-NO: K7070

LENGTH: 425 words

HEADLINE: Swimwear trends include tankinis, mix-and-match, two-piece suits

BYLINE: By Mary Gottschalk

BODY:
For once, there's something more to swimsuits than a choice of one piece or two.

It's the tankini _ a bikini bottom with a camisole top. It offers the look of a one-piece or a two-piece suit, depending on the length of the top and how you wear it. Let the top hang down for maximum coverage; twist or tie it up for more exposure.

Like many fashion trends, the tankini has actually been around for a season, with its popularity moving from cutting edge to mainstream. It's the trend most often mentioned this year by designers, manufacturers and retailers. You'll find a version of it in most collections.

Another "not new, but now hot" idea is selling swimwear tops and bottoms separately. Aside from the obvious plus of accommodating women who aren't a uniform size, it also offers the opportunity to customize your look by mixing and matching colors and patterns. Target stores have been offering this option for a couple of years and other retailers, including Mervyn's, are starting to follow. Among designers, Anne Cole and **Nautica** both have a line specifically for mixing and matching.

For those who spend serious time in a pool, there's some good technical news _ new chlorine-resistant fabrics. One is Glospan spandex Type S-17B, designed to protect suits from damage caused by chlorine, ultraviolet rays, suntan oils and perspiration. The other is from DuPont, which is marketing a chlorine-resistant spandex using its Lycra trademark name. DuPont's claims are confined to chlorine. Suits made with either of these chlorine-resistant fibers carry special tags; most major manufacturers are using one or the other.

Solid colors continue to be more popular than prints. Fashion's love affair with gray this past year has translated into metallic tones for swimwear, along with the always popular bright colors and classic white, navy or black. Gideon Oberson believes so strongly in the classic "little black suit" that they've designed five groups in black, including some with velvet flockings, embroidered trim, mesh and jewel accents.

Animal prints and perennial-favorite florals remain strong. You'll also find athletic-inspired suits with logos and color blocking details.

There's plenty of variety in colors and shapes, so no matter what your personal preferences and needs, there's a suit there for you.

PHOTO will be available from KRT Photo Service, 202-383-6099.

(c) 1999, San Jose Mercury News (San Jose, Calif.).

Visit Mercury Center, the World Wide Web site of the Mercury News, at http://www.sjmercury.com/

JOURNAL-CODE: SJ

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BARBADOS HEART TO HEART Essence June, 1999

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Essence

June, 1999

SECTION: Pg. 102

HEADLINE: BARBADOS HEART TO HEART

HIGHLIGHT:
With clear blue-green waters and long stretches of fine white sand, the beaches in Barbados are among the most magnificent in the world. After saying 'I do, our honeymooners steal away to replenish mind, body and soul in this tranquil tropic paradise.

GRAPHIC: Photo 1, Caribbean rendezvous Beginning life anew with her beloved. Blue bikini, $ 277 (top not shown), Anna Club. Blue and white printed pareo, $ 138, Anna Club. Ring and bracelet, Hilary Druxman at notanonymous. White linen drawstring pants, $ 210, Shaka King Menswear; Photo 2, no caption, HAIR, JEFFREY WOODLEY, MAKEUP, GREGG BROCKINGTON FOR GB<2>, MARKET EDITORS, JOAN VAN HEES AND ELAINE WALLACE FOR ZOLI STYLE COORIDINATOR, SANDRA MARTIN; Photo 3, Color splash with more than 16 beautiful beaches in Barbados to choose from, there are plenty of places to play. Green and blue racer-back mesh suit; $ 149, Keiko, New York. Yellow and red briefs, $ 117, Keiko Men, New York. Bronze print bikini, $ 110, Gideon Oberson. Photo 4, Silver shadow The pair found the privacy they sought on one of the island's windswept west-coast beaches. Silver racer-back maillot, $ 180, OMO Norma Kamali. Black and white briefs, $ 110, Keiko Men, New York; Photo 5, Some like it hot It's blissful on a Bajan beach. White one-shoulder suit, $ 167, Keiko, New York. Belted trunks, $ 55, **Nautica.** (Right) Metallic gold bikini with belted bottom, $ 305, Keiko, New York; Photo 6, no caption; Photos 1 through 6, PHOTOGRAPHY BY CHRISTOPHER KOLK

LOAD-DATE: May 21, 1999

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MADE WITH THE SHADES; sunglasses for men; Brief Article Esquire June 1, 1999

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Esquire

June 1, 1999

SECTION: No. 6, Vol. 131; Pg. 28 ; ISSN: 0194-9535

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LENGTH: 238 words

HEADLINE: MADE WITH THE SHADES; sunglasses for men; Brief Article

BODY:
A LITTLE STORY ON THE VIRTUES OF SUNGLASSES

They are hot in the looking-cool marketplace, the wire-framed shades Esquire's fashion editors have showcased at right. Think of them as modern, trimmed-down versions of the all-American aviators Paul Newman wore on the set of The Stripper, above. (Turns out old Paul was watching his wife, Joanne Woodward, rehearse the title role/act.) Anyway, the new sunglasses are a little leaner, the lenses less amoebically distended. And the tint colors--grays, I greens, browns, yellows--are new, too, with no southern-sheriff mirroring to be found. Of course, they're still dark enough, which means you, like Mr. Newman, can let your eyes linger where you like with no one ever being the wiser.

1. Metal frames with plastic bar ($ 119) by Ray-Ban. 2. Nickel-alloy frames ($ 180) by Cutler and Gross. 3. Nickel-alloy frames ($ 223) by Giorgio Armani. 4. Nickel-copper frames ($ 145), Polo by Ralph Lauren. 5. Nickel-alloy frames ($ 180) by Edward Beiner. 6. Metal frames ($ 195) by Calvin Klein. 7. Gunmetal frames ($ 55) by Tommy Hilfiger. 8. Metal frames ($ 160) by Gucci. 9. Nickel-alloy frames ($ 230) by Web. 10. Titanium frames ($ 455) by KieselsteinCord. 11. Titanium frames ($ 220) by Helmut Lang. 12. Stainless-steel-alloy frames ($ 185), **Nautica** by David Chu. 13. Metal frames ($ 210) by Dolce & Gabbana. 14. Nickel-steel-silver frames ($ 175) by Salvatore Ferragamo.

IAC-CREATE-DATE: February 14, 2000

LOAD-DATE: February 15, 2000

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Wellman Offers a Taste of the Future; Brief Article Children's Business June 1, 1999

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Children's Business

June 1, 1999

SECTION: No. 6, Vol. 14; Pg. 8 ; ISSN: 0884-2280

IAC-ACC-NO: 55241489

LENGTH: 179 words

HEADLINE: Wellman Offers a Taste of the Future; Brief Article

BYLINE: Dubb, C. J.

BODY:
The children's creations featured in Wellman's Fourth Annual Master Apprentice Collection drew an enthusiastic response from the lunch-hour crowd viewing the runway show held recently in New York City at the Citicorp Center. Designed by **Nautica's** David Chu and his apprentice Amanda Schramm, the hip 'tween looks were futuristic in feeling and the only kids' items in the show. Chu's ensemble featured cropped pants with cargo pockets and a Fortrel EcoSpun dualtexture sweater and hat, which were re-knitted from shredded Colville, Inc. and Malden Mills fabrics. Schramm showcased an ultra cool school uniform, worn with a fleece EcoSpun jacket and hat.

The Earth Day event was a showcase for one-of-a kind garments created with Wellman's Fortrel EcoSpun fabrics--the environmentally-correct, high performance polyester fiber made from 100 percent plastic bottles--and Fortrel polyester fibers. For the past three years, the Master Apprentice Collection has toured the U.S., merging fashion and recycling against the backdrop of premier retail environments.

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STYLE FILE / TANKS A LOT / THE SEASON'S HOT SWIMSUIT - THE TANKINI - IS A KINDER, GENTLER TWO PIECE A FIT ON THE INTERNET Newsday (New York) June 3, 1999, Thursday,

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Newsday

Newsday (New York)

June 3, 1999, Thursday, NASSAU EDITION

SECTION: PART II; Page B27

LENGTH: 802 words

HEADLINE: STYLE FILE / TANKS A LOT / THE SEASON'S HOT SWIMSUIT - THE TANKINI - IS A KINDER, GENTLER TWO PIECE A FIT ON THE INTERNET

BYLINE: By Anne Bratskeir. Anne Bratskeir frequently writes about fashion for Newsday.

BODY:
THIS YEAR, in swimsuits, the customer decides how much she wants to show.

Swimwear manufacturers are offering women a broad range of silhouettes, from the scantiest bikinis to suits with substantial coverage featuring short-style bottoms and tops of different lengths. Prices are equally varied. There are utilitarian suits, starting at $ 60, for those of us who really like to swim and true designer swimsuits that will cost you more than $ 250 (which you may want to keep away from the water).

Making the biggest splash this season is the tankini, a two-piece number with a form-fitting tank top and matching bottom. "I hear ladies in their forties saying, 'I haven't worn a two-piece bathing suit in years, " says swimsuit designer Anne Cole, who is widely credited with bringing the tankini to market last spring and who says it has bumped up her overall sales by 30 percent. This year Cole has added a sister act to her company's "ini" family. It now includes the camikini (camisole top) and bandikini (tube top).

There are several different bottom options, too - the granny pant, which comes up to the waist and is a bit longer in the leg, a full two-piece that goes to the waist, a scooped bottom and, of course, the bare-all bikini. "You kind of split your body in two and maybe you cover what you think are your bad parts," says Cole, though she adds, "most of women's figure problems are from the neck up."

At Macy's, the tankini is going gangbusters. "If a woman is going to buy a new suit this season, it's going to be a tankini," predicts Carolyn Moss, Macy's New York fashion director. "It's huge for everybody. It started in the missy department rather than juniors and trickled all over the map into all ends of the spectrum. For some customers, it's a more modest approach to the bikini."

Other key trends, says Moss, include serious, athletic-looking swimsuits, with racing stripes and backs and broader shoulders "to take care of the real swimmer." Brands such as **Nautica,** Jones and Calvin Klein are showing these streamlined suits that are fashionable and functional. As for color, the swimsuit market

mirrors ready-to-wear, says Moss. "Gray is so important for sportswear and we're seeing it in swimsuits, and blue is very hot, too."

General manager JoAnn Karabag of Saks Fifth Avenue at the Walt Whitman Mall in Huntington sees a big designer thrust in the swimwear arena. "Today, a swim line is a natural extension of a designer's line. Most major designers do show swim in their collections," she says, referring to the likes of Gucci, Dolce and Gabbana and Gaultier. You will pay dearly for these. A Dolce and Gabbana bikini is $ 172 and the matching skirt, a whopping $ 286. A floral bikini with a skirted bottom from Gaultier costs $ 275.

Aside from the tankini, which is selling quite well, according to Karabag, one of the most popular suits of the season is Ralph Lauren's cargo suit. This two-piece features militaristic shorts with detachable pockets. This season marks the launch for the Ralph Lauren swim collection, which also includes a fast-selling denim bikini.

As for color, the racks are filled with pinks and big hippiestyle prints. A solid staple for the season, says Karabag, is silver. "We're seeing more of silver as we approach the millennium in general, and it's almost a basic in swimwear."

Anne Slowey, Elle magazine's fashion news director, points to prairieand farm-girl chic and a little bit of the 50s as inspirations for this season's swim designs. "The fabrics have gotten better and much more fashionable," she says. "There are patchworks, checks, ginghams and florals. It's very flirtatious." A FIT ON THE INTERNET

Most Women view buying a swimsuit with some dread. That wriggling in-and-out struggle in the dressing room, and those glaring figure flaws enhanced by the (gasp) three-way mirror. Oh, the horro.

Designer Norma Kamali, through her new Web site, www.omo-norma-kamali.com, is striving to alleviate some of the pressure. The site offers a detailed description of each of the suits in her line and how they fit. An example: "String Bikini. Great for boyish figure, for everyone who is firm-breasted of any size. Answer this question: Do you feel totally comfortable absolutely nude? Then you will be confident enough to look good in this suit."

And if you visit the site, feel free to ask questions. One customer wrote in, "I am 5-foot-6 and 130 pounds. I am fairly average except my stomach looks as though I drink a six-pack a day. Any Suggestions?"

Kamali says she created the site because she gets so many swimsuit questions; she reades the e-mail herself and has sales associates respond to customers. "It's a blast communicating with pen pals everywher," she says. - Bratskeir

GRAPHIC: 1) Photographed exclusively for Saks Fifth Avenue by Tom Clayton - Anne Cole's nylon/spandex tankini is $ 78 at Saks Fifth Avenue 2) The one-piece by Miracle Suit, above, $ 98, at Bloomingdale's, Macy's and Saks. 3) Ralph Lauren's cargo suit, left, $ 130, at Bloomingdale's, Saks and Jerrie Shop, Cedarhurst.

LOAD-DATE: June 3, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
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LIFE'S A BEACH; beach towels HFN The Weekly Newspaper for the Home Furnishing Network June 7, 1999

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HFN The Weekly Newspaper for the Home Furnishing Network

June 7, 1999

SECTION: Pg. 20

IAC-ACC-NO: 54932774

LENGTH: 630 words

HEADLINE: LIFE'S A BEACH; beach towels

BYLINE: Musselman, Faye

BODY:
ATLANTA--Beach towels are evolving from a summertime accessory to a fashion staple.

"Retailers are starting to focus [not just on] how many are bought for the beach, but how many are purchased for pools, spas, just relaxing and working out," said Jeff Gregg, vice president of sales and marketing at Santens of America Inc., which manufactures jacquard beach towels.

"Beach is a growing category. We're getting more year-round demand from buyers who are selling bathing suits all year and need to coordinate towels with them," said Rae Blum, vice president of sales at Cobra Trading Co., an importer.

To extend the traditional February-August selling season, beach towels are being resized, renamed, repackaged and cross-merchandised.

Larger sizes, ranging up to 72- x 72-inch "beach blankets" or "towels for two" are also a growth area. "They've been very successful in the last couple of years, and we continue to grow the business," said Dan Harris, vice president of marketing and product development at Revere Mills, which makes terry jacquard and striped styles in the oversized niche.

Cecil Saydah Co., which earns approximately 20 percent of its sales through 100 SKUs of beach towels, is coordinating and packaging them with other categories, such as patio sets that include towels and kitchen coordinates for a complete outdoor/poolside decorating scheme. It is also promoting the product as a spa towel or bath sheet, to be marketed in the bath department. "People are trying to find ways to make the season last longer, because a big portion of their manufacturing efforts are in the category," said Caroline Katz, Saydah's creative director.

These changes have broadened the range of styles and designs in the category. Patterns such as dragonflies, bees, ladybugs and butterflies are popular because of their crossover into kitchen coordinates, and stripes and textures go well with the bath lines, said Katz.

At Cobra Trading Co., which specializes in fiber-reactive print velour towels designed in France and

manufactured in Brazil, artistic renderings of birds, fish and shells in the company's signature series sell especially well. "They are unusual, and nobody else has them," said Blum.

Favorites at TerriSol, whose collection includes 300 SKUs, are realistic images of animals and ocean life that utilize a photographic screenprinting process on velour. "The technique makes it possible for towels to truly look like a nature poster," said Michele Sinai, creative director. Velour, she added, "brings an extra sharpness to the design and sheen to the product that is not available in terry."

"One strong direction we see is less attention to beach looks and more to upscale looks, with a lot of variations of stripes, swirls and color blocks," said Santen's Gregg, adding that double jacquards now account for approximately 90 percent of the company's line.

The beach-towel category is expanding enough that both major designers and mills made major statements at April's New York Home Textiles Market.

Joseph Abboud launched an eclectic collection of fiber reactive prints and woven yarn-dyed towels. Approximately 25 patterns -- including simulated kilim rugs, paisley shawls and zebra skins -- complemented solids, stripes, checks and plaids.

WestPoint Stevens' new Joe Boxer collection included humorous goldfish, sharks and the brand's signature Mr. Licky designs. At Pillowtex Corp., Alexander Julian's line included chevron and color block patterns; **Nautica** added an N2000 millennium towel.

Pillowtex also introduced a new collection that includes 67 patterns and prints. "We gave a lot of choices, and we got great reaction for the designs," said Patricia Felwel, design director for beach towels.

IAC-CREATE-DATE: August 6, 1999

LOAD-DATE: August 07, 1999

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A New Approach. Delaney Report June 7, 1999

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Delaney Report

June 7, 1999

SECTION: No. 22, Vol. 10; Pg. 3

IAC-ACC-NO: 54842264

LENGTH: 166 words

HEADLINE: A New Approach.

AUTHOR-ABSTRACT:
THIS IS THE FULL TEXT: COPYRIGHT 1999 Informed Communications, Inc. Subscription: $ 265 per year as of 1/97. Published weekly. Contact Informed Communications, Inc., 149 Fifth Avenue, New York, NY 10010. Phone (212) 979-7881. Fax (212) 979-0691.

BODY:
Apparel marketer **Nautica** International is boosting its new product efforts to build its business. NI, for example, will introduce a new sportswear line called NST (**Nautica** Sports Tech) designed to appeal to a consumer (teens, etc.) who's younger than the traditional NI shopper. "(NST) will be 'streetwear' meeting athletic wear. There will be themes (skateboarding, snowboarding, etc.), cool graphics and lots of color," said NI marketing head Dee Slattery. NI also will be launching in the fall a new **Nautica** jeans line. "We'll position (jeans) as authentic workwear," said Slattery. And NI will be marketing in the fall a new line of women's sleepwear.

In addition, NI plans to remain busy on the licensing front (NI already has licensing deals in shoes, home furnishings, etc.). Said Slattery, "'new connections' is the theme around here. New distribution channels and new consumers." On agenda: refreshening of menswear. Under study: launch of a new **Nautica** 'megastore' concept.

IAC-CREATE-DATE: June 14, 1999

LOAD-DATE: June 15, 1999

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Shady looks; Sunglasses are sleek for '99 season Knoxville News-Sentinel (Tennessee) June 10, 1999, Thursday

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Knoxville News-Sentinel (Tennessee)

June 10, 1999, Thursday

SECTION: Living; Pg. B1

LENGTH: 573 words

HEADLINE: Shady looks; Sunglasses are sleek for '99 season

BYLINE: By Rebecca Simmons, News-Sentinel staff writer

BODY:
Summer's outlook is so bright you've got to wear shades.

To look cool while beating the heat remember that thin is 'in' for sunglass styles this season. Spring and summer eye wear is slender and sleek with predominantly oval and rectangular styling.

"Aviators right now are a really strong style," says Roxanne St. Claire, a spokesperson for Sunglass Hut International. "It's updated from the days of 'Top Gun.' "

You remember the aviator craze in the mid-'80s. It was spawned by the movie featuring Tom Cruise as a maverick fighter pilot. His character's military-issue shades sparked a trend that resulted in a boon for sunglasses made by Ray Ban.

The new generation of aviators are rectangular in shape and do not have the old gold accents. One example is **Nautica's** updated aviator ($ 185) in metals with shiny brown, satin black or chrome finishes. Tommy Hilfiger's Warwick ($ 64.99) and Maui Jim's Kahuna ($ 228.99) styles are also reminiscent of the look, according to St. Claire.

Performance styling is influencing eye wear in a big way. Modified wraps inspired by the protective swim goggle look are interpreted for sunglasses.

"Sunglasses are really part of the whole fashion, entertainment, sports world," says St. Claire. "Sports specific eye wear is a very strong area of sales."

For example, many sunglass designers are using "polarized" lenses, which reportedly decrease glare reflected off water and snow. The feature is popular with enthusiasts of water sports and snow skiing. Performance sunglasses are an increasingly popular niche among sports equipment manufacturers. Bolle eye wear introduced tennis glasses with Competivision lenses at March's 1999 Lipton Championship Tennis Tournament in Key Biscayne, Fla. The teal-colored lenses are designed to enhance the yellow tennis ball and make it easier for players to see it, while also offering UV protection. The sunglasses retail for more than $ 100.

According to Accessories magazine, sunglasses featuring transparent plastics and fashion colors like pearl gray, pink and white are also fashion forward frame looks. Metal and plastic combinations are also directional. If you see life through rose colored glasses, then you're in luck because the color is fashionable

In tinted lenses this season.

Yellow, blue and purple lenses are also hip and trendy according to Bill Potts, vice president of marketing for Foster Grant sunglasses. Also popular are the Ironman Triathlon sunglasses from Foster Grant which feature sports styling in thin silver and copper metals.

Foster Grant sunglasses range in price from $ 4.99 to $ 25 and are available in discount department stores and drug stores. Foster Grant is celebrating 70 years of making sunglasses.

According to Potts, the company was founded in 1929 by Sam Foster, who is credited with making the first mass-produced sunglasses of a simple black plastic design. The eye wear was a hit that summer in Atlantic City, N.J., and the concept took off.

"Who's that behind those Foster Grants," was a popular advertising campaign for the sunglasses in 1965. The campaign featured screen stars like Anthony Quinn, Jason Robards and Mia Farrow.

In honor of the landmark anniversary, the company will re-institute the campaign with supermodel Cindy Crawford behind a pair of Foster Grants.

Rebecca Simmons can be contacted by calling 521-1893 or by e-mail at simmonsb@knews.com.

GRAPHIC: (Color) The aviator is summer's hottest style. This version from **Nautica** is an update of the classic.; PHOTO NOT RETAINED IN LIBRARY

(Color) Calvin Klein sunglasses feature sports-inspired wrap styles.; PHOTO NOT RETAINED IN LIBRARY

LOAD-DATE: June 15, 1999

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GLOBAL COSMETIC INDUSTRY- Nautica and Unilever launch global fragrance business Copyright 1999 CHEMICAL BUSINESS NEWSBASE June 10, 1999

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June 10, 1999

SECTION: Business

LENGTH: 62 words

HEADLINE: GLOBAL COSMETIC INDUSTRY- **Nautica** and Unilever launch global fragrance business

BODY:
A new **Nautica** fragrance is to be launched late in 2000 by Unilever Home and Personal Care North America, which has just become a licensee for **Nautica's** fragrance and beauty products.

The new fragrance will be launched initially in the US with global marketing later.

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LOAD-DATE: June 22, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
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THE FINISH LINE'S COMP SALES SLIDE 5%. Footwear News June 14, 1999

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Footwear News

June 14, 1999

SECTION: Pg. 17 ; ISSN: 0162-914X

IAC-ACC-NO: 54936709

LENGTH: 211 words

HEADLINE: THE FINISH LINE'S COMP SALES SLIDE 5%.

BODY:
With footwear sales flat and apparel taking a nosedive, The Finish Line Inc. reported same store sales down by 5 percent for its first quarter ended May 29.

The Indianapolis-based retailer's sales rose 13 percent to $ 132.3 million from $ 116.6 million. But comps fell each month of the quarter, skidding 5 percent in March and another 10 percent in April, before slipping 1 percent in May. Footwear sales came in flat, while apparel and accessories sales were off by 21 percent.

"Footwear for the quarter performed above plan," said CEO Alan Cohen. But, he added, the store was hurt by a shift from athletic brands to lifestyle brands at retailers such as Old Navy, Abercrombie & Fitch and Gap.

Cohen said that for spring, The Finish Line is bringing in **Nautica** NST and Polo RLX. And the Finish Line launched its own private-label product, which he said was selling well.

"During this down apparel cycle, we will continue to strengthen our emphasis on footwear, including inventory investment and product presentation," Cohen said. Jordan basketball product sales were softer than last year, he noted.

The Finish Line opened 14 stores and closed one during the quarter; this year the company expects to expand to its 40th state, Oregon.

IAC-CREATE-DATE: August 13, 1999

LOAD-DATE: August 14, 1999

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Toth Walks Away From London Fog Fashion Specialty Shop Sees Opportunity With Competing Brand
ADWEEK JUNE 14, 1999; New England Edition

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ADWEEK

JUNE 14, 1999; New England Edition

LENGTH: 362 words

HEADLINE: Toth Walks Away From London Fog Fashion Specialty Shop Sees Opportunity With Competing Brand

BYLINE: Judy Warner

DATELINE: BOSTON

BODY:
A lifestyle-oriented campaign targeting wholesale buyers will be the last ads from Toth Brand Imaging for London Fog.

The Concord, Mass., shop, which handled London Fog for the last seven years and endured various changes in client management, resigned the estimated $ 2 million fashion account when its contract came up for renewal.

One factor in the decision is Toth's growing relationship with New York-based **Nautica** International, which has apparel that competes directly with London Fog.

Toth recently completed a print campaign positioning the **Nautica** Sport Tech product line to young athletes with the tagline, "Never stop trying." Toth also will help introduce **Nautica** jeans this fall, said client representative Sara Morris.

London Fog is now in the process of evaluating three shops: DiMassimo Brand Advertising, New York; Crispin Porter & Bogusky, Miami; and Sasquatch, Portland, Ore., said Melissa Merlino, director of marketing at London Fog. The client expects to have a final decision within the next few weeks. Sasquatch already handles London Fog's Pacific Trail brand, based in Seattle.

Toth's final London Fog campaign targets wholesale buyers now shopping for fall lineups. The executions broke in New York on bus shelters and kiosks. They will begin appearing outside the Big Apple this fall primarily in outdoor venues in Atlanta, Boston, Chicago, Minneapolis, Pittsburgh, San Francisco and Seattle, Merlino said.

A print schedule is under consideration but few commitments have been made, she said.

Merlino described the new campaign as "transitional," intended to broaden the brand's appeal by featuring younger men and women in contemporary settings. "These ads bring the product into focus," she said.

The ads were photographed by Kenneth Willardt. A strobe light was used in the photo shoots to accentuate the stylish dresswear and casualwear featured on the models. The ads highlight men's and ladies' rain gear and outerwear available in department stores come September.

The current effort has no tagline, a departure from previous campaigns. Toth originally wrote the line, "Weather or not," for the brand in 1994.

LOAD-DATE: June 17, 1999

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Original Zinn;NAMES & FACES ;Material from wire services and other sources is used as well. Names & Faces can be reached by electronic mail at names(at sign)globe.com. The Boston Globe June 16, 1999, Wednesday

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The Boston Globe

June 16, 1999, Wednesday ,City Edition

SECTION: LIVING; Pg. E2

LENGTH: 1017 words

HEADLINE: Original Zinn;
NAMES & FACES ;
Material from wire services and other sources is used as well. Names & Faces can be reached by electronic mail at names(at sign)globe.com.

BYLINE: By Carol Beggy, Globe Correspondent and Beth Carney, Globe Correspondent

BODY:

Radical social historian Howard Zinn will be toasted at a Beverly Hills, Calif., gala next week by two of his most famous fans, Ben Affleck and Matt Damon. The longtime BU prof is being given the Upton Sinclair Award by the Liberty Hill Foundation, a group that funds grass-roots community programs near Los Angeles. Affleck and Damon, who are working with the Fox network to turn Zinn's "A People's History of the United States" into a TV miniseries, are chairing the event and will be on hand to present the award June 24 to their friend. Also being honored that night is Dan Pallotta, the Melrose-turned-LA activist who created the AIDS fund-raising bike ride.

Keeping up with Jones's voice

Mayor Tom Menino introduced actor James Earl Jones to a room of schoolchildren yesterday in terms they could understand: He's the voice of Mufasa in "The Lion King" and of Darth Vader in "Star Wars." Jones was in town at the Boston Public Library and the Boston Medical Center, promoting a literacy campaign. Library officials handed him "Curious George and the Hot Air Balloon" to read, a strategic choice, since the classic's co-creator Margret Rey left the BPL $1 million before her death to improve its children's room.

In line to make 'Rent'

"Rent" hasn't lost its groupies. Yesterday was the musical's first Boston performance in a planned four-week run at the Shubert Theatre. By Tuesday at 8 a.m., a few people had already lined up for the 20 20-dollar orchestra-row tickets that did not go on sale until 6 p.m. "It didn't surprise me," said theater manager Michael Szczepkowski, who sent away people at the end of the line. "The people who wait in these lines are really into the show." . . . The Broadway revival of "The Sound of Music" is going on the road in August after its New York run ends this month. The touring company with Richard Chamberlain plans a stop in Boston.

A man of vision

"Law & Order" star Sam Waterston will be in town tomorrow announcing the creation of the Visionaries Institute of Suffolk University. Waterston hosts the PBS series "The Visionaries," which highlights the work of people and nonprofit groups working for social change. Its producer, Bill Mosher, is a Suffolk grad. The new institute will offer the country's first master of science degree in philanthropy and media, and a new fellowship for students who excel in this field is named after Waterston.

Reuniting and it feels so good

Some of Boston's best-known and recently reunited R & B rockers are planning a surprise concert Saturday night at the Paradise. The veteran group is going by the name Juke Joint Jimmy and plans to play after the scheduled group, the Box Tops. Let's just say it's expected to be a beguiling show.

Betty and Rita go to JP

Dogs and other pets were welcome at the Rhythm & Muse bookstore in Jamaica Plain last night for a party celebrating the release of "Betty and Rita Go to Paris," a book by local photographer Michael Malyszko and his partner, Judith Hughes. The couple's two Labrador retrievers are the stars of the book, which features shots of the pups acting like tourists in Paris, accompanied by rhyming couplets. Among the more challenging shots to get, Hughes said, was the one of the dogs near Jim Morrison's grave. "It was illegal," she said. "We had to talk our way into that."

Brown to leave Boston Ballet

D. David Brown, executive director of the Boston Ballet, will leave the company at the end of the month. Brown came to the ballet as a dancer in 1971 and served as general manager for 18 years before taking over as executive director a year ago. He said his plan was to see the organization through the transition from former artistic director Bruce Marks to current general director and CEO Jeffrey Babcock.

Film fest's low celeb quotient

NANTUCKET - Things should really be cranking with the opening of the Nantucket Film Festival. There've been plenty of chats on the business of making and writing movies, in coffee shops and inns and along the island's streets.

Yet there's something missing. Something big for this kind of event: celebrities. Even on Nantucket - which has a much different sense of star power than neighboring Martha's Vineyard - we're a little low on our quotient of Who's Who.

They're coming, or promised, but they aren't here yet. The recently ubiquitous John Shea, the local actor and a founding board member of the festival, was to arrive last night. (Tonight, Shea will face the tough choice of picking which screening to attend of the two movies he appears in - they're playing simultaneously.) Headliner Ali McGraw was rumored to be on the island yesterday but hadn't been spotted. We're still awaiting the arrival of Ben Stiller and his comedic parents, Jerry Stiller and Anne Meara, who have a house on Nantucket.

Checking in with the festival's publicist yields little glamour. "Kelly Curtis will be here." Kelly Curtis? "Jamie Lee's sister. She's coming in for one of the readings." Is she here? "Not yet." Let's check the list again. "Kathryn Grody." OK, we'll bite. "She's Mandy Patinkin's wife." (Again for one of the readings, the first of which is tonight.) But guess what? Not here yet.

By Friday's tribute to screenwriter Jay Presson Allen, all of the heavier hitters are expected to be on the island: Wellesley College alum McGraw of "Love Story," who will give Allen an award; Jerry Orbach, best known for TV's "Law & Order"; and Oscar-winning screenwriter Ernest Thompson ("On Golden Pond").

Yesterday's panel discussion "Surviving the Sophomore Effort" might just as easily have been applied to the festival itself. Now in its fourth year, this event - billed as the screenwriters' fest - does have an impressive

lineup of films and the enviable backing of big-time sponsors such as Showtime, **Nautica,** and NBC.

But, compared with earlier years, when Winona Ryder, Anne Heche, and Brooke Shields were around and parties played out through the week, this gathering is slow to take off. "It'll pick up," said an organizer. "We'll be swamped with people soon."

GRAPHIC: PHOTO, 1. JUST CLOWNING AROUND - Members of the Kenyan Black Wizards from the UniverSoul Circus teach youngsters the art of the pyramid at the Lee School in Dorchester yesterday. GLOBE STAFF/FRANK O'BRIEN
2. Producer Sarah Green (far left) moderates a talk with (from left) independent producer Peter Newman, producer Jean Paul Ouellette, and author Larry Maness yesterday at the Nantucket Film Festival. Newman's son, James, is on the floor.
PHOTO/ROB BENCHLEY

LOAD-DATE: June 16, 1999

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FASHION CALENDAR The Toronto Star June 17, 1999, Thursday, Edition 1

Copyright 1999 Toronto Star Newspapers, Ltd.
The Toronto Star

June 17, 1999, Thursday, Edition 1

SECTION: LIFE

LENGTH: 455 words

HEADLINE: FASHION CALENDAR

BODY:
Designer Annie Thompson celebrates the first anniverary of her boutique at 674 Queen St. W. (west of Bathurst St.) all week through to June 20.

STYLE STILIFE Fashion show today at the Guvernment Nightclub, 132 Queen's Quay W. (at Jarvis St.) features work of Canadian designers Wayne Box, Serena De Paris, Crystal Siemens, David Dixon and Daemon Girl. Reception at 8 p.m., show at 10 p.m. Admission at door $10. Event is a charity benefit for Ernestine's Women's Centre.

UNDERWEAR SHOW On Friday, The Bay, Queen St. holds a fashion show for men and women on Queen St. on sidewalk in front of the Bay at 12:30 p.m. Underwear by Jockey.

DADS IN DESIGNER FASHIONS The Bay, Queen St. stages a show Saturday at 2 p.m. in the menswear dept., second floor, with summer looks by Polo, Gant, **Nautica,** Chaps, Claiborne, North 44 and Tommy Hilfiger.

TORONTO TIES ONE ON Exhibition celebrating the one colourful accessory of a gentleman's attire, his tie, opens at The Museum For Textiles, 55 Centre Ave. on Father's Day, Sunday. Curated by Max Allen and Marijke Kerkhoven. Opening reception on Sunday from 2:30 to 5 p.m. All welcome. Runs to Oct. 3. For details, call (416) 599-5515. Opening reception for Rugs And Robes From Tibet And Bhutan running to Oct. 14, is also being held Sunday from 2:30 to 5 p.m.

CANADIAN HAIR SHOW Sunday at 8 p.m. at the Guvernment Nightclub, 132 Queens Quay E. Show with work or 40 professionals from from 14 salons. Tickets at door $45. Fashion show by Boxxe by Wayne Box, D.U.B.U.C Mode de Vie, Marie Saint Pierre, David Dixon, Comrags and Serena De Paris. Part of proceeds to be donated to Casey House Hospice.

MAKEUP APPLICATIONS BY CLINIQUE From Sunday, June 21 to Thursday, June 24, 11:30 a.m. to 2:30 p.m. the Bay, Queen St. presents lunchtime jazz performance and Clinique Cosmetics offers complimentary makeup applications at the same time. Event takes place outdoors at corner of Queen and Yonge Sts. and all performances are free. For details, call (416) 861-4215.

STRATORD FESTIVAL'S COSTUME TOURS Tours of costumes and properties at Stratford Festival's Warehouse begin every half hour from 9:30 a.m. to 11 a.m. at 359 Burritt St., Stratford, on Wednesday and Saturday mornings to November 8. Tours last 45 minutes. Admission is $3.50 per person. Tickets can be ordered in advance through Festival box office. Same-day tickets, if available, may be purchased at the door. To order, call 1-800-567-1600.

Fashion Calendar, compiled by Mary McGrath, is a free weekly listing of events. Write: Toronto Star, Fashion Section, One Yonge St., Toronto, Ont. M5E 1E6. Fax: (416) 869-4410.

LOAD-DATE: June 18, 1999

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Digest Marketing Week June 17, 1999

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Marketing Week

June 17, 1999

SECTION: News; Pg. 9

LENGTH: 370 words

HEADLINE: Digest

BODY:
Nick Scheele, Ford's European senior vice-president of marketing, sales and service has been promoted to succeed Jim Donaldson, president of Ford Europe, who returns to Ford in the US, as first predicted in Marketing Week (March 25). Scheele was previously chairman and chief executive of Jaguar Cars. Ex -BMW product development chief Wolfgang Reitzle has since become chairman of Jaguar and group vice-president in charge of the Premier Automotive Group (News story, page 7).

Reckitt & Colman is closing its European head office in Chiswick, and relocating much of its European operation to Massey outside Paris in France.

Scottish Provident, the savings, mortgages and investment company, has appointed former financial services consultant Robert Greenshields as head of marketing communications and research.

Nautica, the US sportswear company, has appointed former Speedo International president Mark Hammersley as managing director in Europe.

Mars is launching a special 2kg pack for its Celebrations brand in the shape of the Millennium Dome.

Foster's (right) is launching 1 million special edition 'Grand Prix' cans to celebrate its sponsorship of the British Grand Prix on July 11. The cans will be available from Sainsbury's, First Quench and Alldays from the end of June.

Asda has donated £22,000 to the British Nutrition Foundation. It had been set aside to pay the £90 levy per outlet on food retailers funding the Food Standards Agency, but plans for the levy have been scrapped.

Office World, the office supplies retailer, has appointed Roger Goodwin, former visual merchandising manager, as retail marketing controller.

Iceland, the frozen food supermarket chain, has been awarded a Global Corporate Conscience Award for its anti-GM foods stance at an awards ceremony in New York.

Britvic Soft Drinks is launching a £2m TV ad campaign for its Robinsons High Juice brand through HHCL.

SmithKline Beecham has launched a Website www.lucozade.com with information about Lucozade carbonated energy drink brands. It features cyber-babe Lara Croft.

Arcadia Group has launched Zoom, a free Internet Service Provider as part of its online shopping business.

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Riverview Plaza to fill empty storefront Times Herald (Port Huron, MI) June 20, 1999 Sunday

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Times Herald (Port Huron, MI)

June 20, 1999 Sunday

SECTION: LOCAL; Pg. 1B

LENGTH: 405 words

HEADLINE: Riverview Plaza to fill empty storefront

BYLINE: Deanna Weniger, Staff

BODY:
By DEANNA WENIGER

Times Herald

ST. CLAIR - The Riverview Plaza has snagged a clothing store to fill the 5,600-square-foot vacancy left by Dancers Fashions last year.

Glik Co., a retailer offering men's, women's and children's clothing, has made a verbal agreement with the plaza to open Oct. 1. Both plan to sign a lease this week. The store is expected to fill about two dozen jobs.

"This is the huge turnaround we've been looking for," said Pat Coughlin, president of the plaza's co-owners' association.

Since Dancers Fashions went out of business, the mall fell into a slump, losing other retailers and failing to attract new business. Mr. Coughlin said there will be only three vacancies left in the mall once Glik moves in. Other stores, such as Payless Shoe Source, have told Mr. Coughlin they have been waiting for a high-traffic store like Glik to commit first, he said.

"How exciting!" said Carol Hines, mother of four in St. Clair Township. "They really need something here for kids."

This is the 12th Dancers store Glik has moved into since Dancers closed. Another store in the Kmart plaza in Richmond is scheduled to open in August. Glik, a fourth-generation family business based in Granite City, Ill., hired Dancers owner Doug Dancer as its real estate agent for Michigan.

"We have been very successful over the years catering to towns like St. Clair," said owner Jeff Glik. "Our niche is really being the hometown apparel store."

The company, in business since 1897, has 56 stores in Michigan, Missouri, Illinois and Indiana. Mr. Glik estimated the store could bring in as much as $750,000 a year in St. Clair. Both the St. Clair store and the Richmond store will be hiring up to 24 people for sales clerk and managerial positions.

The store will offer name brands such as Polo, **Nautica,** Dockers, Nike and Adidas at market value. "We're

not a discount store nor are we a high-end store. We're right-priced," Mr. Glik said.

That is good news for Rhonda Maitland, 37, of St. Clair, who has dreaded the long drives to Port Huron for simple needs such as socks.

"I used to buy socks at Dancers," she said. "There's not a place to buy socks anywhere in town. My kids love going to the mall, but it's such a long trip."

GLIK'S

NEW STORE: The Glik Co. has 56 stores in Michigan, Missouri, Illinois and Indiana. The Riverview Plaza in St. Clair has an agreement for a Glik store to open by Oct. 1.

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GETTING A TAN IN THE TANKINI: IT'S NOT THE ITSY-BITSY, TEENY-WEENY KIND / A BIKINI HYBRID IS THE HOTTEST SWIMSUIT. OTHER TRENDS: METALLIC-GRAY FABRIC, THE CLASSIC LITTLE BLACK SUIT.
The Philadelphia Inquirer JUNE 20, 1999 Sunday D EDITION

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JUNE 20, 1999 Sunday D EDITION

SECTION: FEATURES LIFESTYLE; Pg. G01

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HEADLINE: GETTING A TAN IN THE TANKINI: IT'S NOT THE ITSY-BITSY, TEENY-WEENY KIND / A BIKINI HYBRID IS THE HOTTEST SWIMSUIT. OTHER TRENDS: METALLIC-GRAY FABRIC, THE CLASSIC LITTLE BLACK SUIT.

BYLINE: Mary Gottschalk, KNIGHT RIDDER NEWS SERVICE

BODY:
For once, there's something more to swimsuits than a choice of one piece or two.

It's the tankini - a bikini bottom with a camisole top. It offers the look of a one-piece or a two-piece suit, depending on the length of the top and how you wear it. Let the top hang down for maximum coverage; twist or tie it up for more exposure.

Like many fashion trends, the tankini has actually been around for a season, with its popularity moving from cutting edge to mainstream.

It's the trend most often mentioned this year by designers, manufacturers and retailers. You'll find a version of it in most collections.

Another "not new, but now hot" idea is selling swimwear tops and bottoms separately. Aside from the obvious plus of accommodating women who aren't a uniform size, it also offers the opportunity to customize your look by mixing and matching colors and patterns. Target stores have been offering this option for a couple of years, and other retailers, including Mervyn's, are starting to follow. Among designers, Anne Cole and **Nautica** both have a line specifically for mixing and matching.

For those who spend serious time in a pool, there's some good technical news - new chlorine-resistant fabrics. One is Glospan spandex Type S-17B, designed to protect suits from damage caused by chlorine, ultraviolet rays, suntan oils and perspiration. The other is from DuPont, which is marketing a chlorine-resistant spandex using its Lycra trademark name. DuPont's claims are confined to chlorine. Suits made with either of these chlorine-resistant fibers carry special tags; most major manufacturers are using one or the other.

Solid colors continue to be more popular than prints. Fashion's love affair with gray this last year has

translated into metallic tones for swimwear, along with the always popular bright colors and classic white, navy or black. Gideon Oberson believes so strongly in the classic "little black suit" that they've designed five groups in black, including some with velvet flockings, embroidered trim, mesh and jewel accents.

Animal prints and perennial-favorite florals remain strong. You'll also find athletic-inspired suits with logos and color blocking details.

There's plenty of variety in colors and shapes, so no matter what your personal preferences and needs, there's a suit there for you.

GRAPHIC: PHOTO;
PHOTO
The tankini - bikini bottom, camisole top - allows for adjustment in coverage. (AKIRA SUWA, Inquirer Staff Photographer)
Daniela Joseph of Fair Lawn, N.J., hits the Atlantic City beach in a child-sized tankini. (SARAH J. GLOVER, Inquirer Suburban Staff)

LOAD-DATE: October 22, 2002

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Aloha shirt returns to fashionHawaiian wear a hit in area stores South Bend Tribune (Indiana) June 20, 1999, Sunday

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South Bend Tribune (Indiana)

June 20, 1999, Sunday INDIANA, MICHIGAN, MISHAWAKA, PHM, TRIBUNE

SECTION: STYLE, Pg. f5

LENGTH: 577 words

HEADLINE: Aloha shirt returns to fashion
Hawaiian wear a hit in area stores

BYLINE: ILIA QUINONES; Tribune Staff Writer

BODY: Palm trees blowing in the breezes. A blazing yellow sun high in the sky.

Surfers riding the waves.

Cool, turquoise waters and white, sandy beaches as far as the eye can see.

Aloha, baby. We're in a Hawaiian state of mind and it's showing up all over our summer clothes.

The Hawaiian shirt -- or, to be exact, the Aloha shirt -- is back stronger than ever this summer.

"They have never really gone out of style," says Scott Holmlund, men's clothing manager at University Park mall's Marshall Field's. "There's been peaks and valleys, but we've always carried some kind of Hawaiian print."

But no one argues that the Hawaiian shirt hasn't become a little more popular this year.

When J.C. Penney introduced them in February, "we had 300 to 400 of them," says Kevin DeFrain, manager of the University Park store's men's department. "Now we have a little over 100, and we might not make it through Father's Day."

Father's Day sales on Hawaiian shirts in the past few weeks have added to the craze. Marshall Field's has select styles in its store label Oxford and Fulham as low as $19.99. Gadzooks also has its Pineapple Connection brand on sale for $19.99. J.C. Penney's Towncraft brand is on sale for $17.99. Even Target is getting in on the sales with its Father's Day special of $12.88, down from $14.99.

The flashy designs can be found in higher-priced lines as well, with Aloha shirts from Tommy Hilfiger, **Nautica,** Polo and even Land's End all starting around $65.

So who's buying these shirts?

"Everybody," says Annmarie Paquin, manager of Gadzooks. "Kids, adults, men and women."

Although Gadzooks and other stores such as J.C. Penney have Hawaiian shirts for girls, Paquin says that the girls are wearing the guy's shirts.

"It's age-genderless," Holmlund says.

"It's a conversation piece," DeFrain says. "People will wonder where you got it."

Michael Boyce, 15, plans to buy a royal blue and white Hawaiian shirt. "I like the way it looks, its different," he says.

"It's something cool to wear on the beach," says 17-year-old Chris Zeiger.

Not bad for a shirt that's been around since the early 1920s.

The original Aloha shirt, made of cotton, silk or rayon fabrics printed in Japan, appeared in small tailor shops in Hawaii, according to officials at Land's End.

Aloha shirt lore has it that one tailor's designs became very popular in the mid-1930s with the increased arrival of Navy vessels and tourists alike. And when these tourists all wanted to take a piece of the island home with them, the big demand for the Aloha shirt was born.

In 1936, Ellery Chun, the shirtmaker, registered the trademark for Aloha sportswear. Soon after, the shirts were being made in factories.

Over the years, Hawaiian-print shirts enjoyed brief spans of popularity. In the 1950s, Hawaiian shirt admirers included Hollywood stars Elvis Presley, Frank Sinatra, Bing Crosby and even President Harry Truman, who sported one on the cover of Life Magazine.

In the 1960s, they were part of the surfing uniform. Television shows like "Hawaii Five-O" and, later, "Magnum, P.I." didn't hurt, either. More recently, stars such as Robin Williams, Quincy Jones and Bruce Willis have been spotted with Hawaiian-print shirts.

No matter who you associate them with, Aloha shirts are in, but they won't be in stores for very long. Most stores plan to ship the shirts out at the end of July or early fall.

GRAPHIC: Tribune Photo/SANTIAGO FLORES
Nothing says summer like a Hawaiian-print shirt. Shown here are a toned-down neutral print for men by Ralph Lauren and a bright turquoise spaghetti-strap dress by Rampage. Both are available at Marshall Field's.

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SPORTSWEAR GIVES FATHER'S DAY SALES A BOOST FOR RETAILERS AROUND THE COUNTRY; EVERYTHING FROM SHORTS AND KHAKIS TO KNIT SPORT SHIRTS AND SWIMWEAR PERFORMS WELL FOR DEPARTMENT AND SPECIALTY STORES. Daily News Record June 23, 1999

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BYLINE: LLOYD, BRENDA; VARGO, JULIE; PALMIERI, JEAN E.; BRUMBACK, NANCY; COURTAY, ROMY de

BODY:
SOUTHEAST

ATLANTA -- Father's Day was a special opportunity for major stores, who reported sales up in the low-single digits to as much as 29 percent with promotions and price cuts that were no worse than a year ago.

According to Tom Foster, GMM of Proffitt's, the Knoxville, Tenn., division of Saks Incorporated, "We'd like to think that we had more values and more focused key items compared to the previous [Father's Day], but we didn't run price cuts or percentages off any deeper."

And Richard Dawahare, men's merchandise manager of Dawahare's in Lexington, Ky., said his department had a sales increase of about 5 percent, despite intense promoting by major store competitors. "I'm happy considering the relatively low amount of advertising we did and the unbelievable amount our competition did," he said.

Ernest Brown, GMM of Parisian, the Birmingham, Ala.-based Saks Incorporated division, said his sportswear comp-store sales on Friday and Saturday increased 29 percent over last year. For the month, traditional apparel sales are up 4 percent; sales of updated lines are up 40 percent (because of the business-casual trend, Brown said); denim, 38 percent; and mainfloor, 10 percent. Only career is down around 6 percent, which is still 1 percent above plan, Brown pointed out.

Upscale men's wear specialty stores did well, too. David Rubenstein, president of Rubenstein Brothers in New Orleans, said his sales were up more than 10 percent and volume at his All American Jeans division more than doubled.

Scott Morgan, partner at Taylor, Richards & Conger in Charlotte, N.C., said sales were up in the single digits for the week and in the mid-single digits for the month. Short-sleeved sport shirts, both woven and

knits, were the big winner for the week. Shorts sold briskly, too, along with better collections, such as Tommy Hilfiger, **Nautica,** Chaps and Polo.

Proffitt's Foster said men's made plan, which was 6 to 8 percent above last year. "However, it cost us some promotional dollars, but that's part of the retail scene today. It's expensive to get customers into the retail store." Hot items for Father's Day included Savane Deep Dye shorts, Chaps, **Nautica,** Izod, and knit and woven tops in Consensus, a private brand positioned as a moderate collection. Tommy Hilfiger and Polo also did well because of permanent markdowns.

Dawahare said Tommy Hilfiger sportswear was "terrific" over the selling period. Other top sellers were short-sleeved knit tops and woven shirts in textured solids and neutral tones, **Nautica** and collection T-shirts. "Each day was bigger [during the week], but the big day was Saturday," he said. "It's always a last-minute thing."

Parisian's Brown said his top sellers were knit tops, T-shirts, and shorts -- "your basic wear-now merchandise." All collections were strong, whether updated, traditional, denim or moderate mainfloor. Also, Parisian did not exceed its markdown plan, and even eliminated a day from its promotional calendar versus a year ago.

Rubenstein said sales of short-sleeved shirts, from piques to T's, were even stronger than expected. Button-front shirts also performed well, as did shorts. Business was good all week, he said, but "Saturday went crazy," he said. Rubenstein's started its summer sportswear sale on June 19, which helped.

Taylor, Richards & Conger's Morgan said his top items included better dress shirts from Zegna, Lorenzini and Borrelli, and coordinated furnishings from Robert Talbot. Other hot items were knitwear by John Snedley and sport shirts from Zegna and Lorenzini. The two Taylor, Richards & Conger units had no promotions.

SOUTHWEST

DALLAS -- Short-sleeved shirts, shorts and the traditional tie topped the list of gifts given to dear old dads in the Southwest this Father's Day. "Seasonal products, particularly shorts and swimwear, did very well," said Jack Fleischer, president of the men's division for Plano, Texas-based J.C. Penney. "Our short-sleeved shirt business was very good." The retailer also did a strong business in suits, driven by super 100s and super 120s. And while ties sold rapidly, dress shirts did not. "Normally ties and dress shirts go hand in hand," said Fleischer. "We had a lot of press and advertising on our spotless tie and the Christopher Reeve neckwear collection. It's odd that the neckwear business would be so good, though, and dress shirts not follow."

St. John's Bay, one of Penney's private, power brands, saw "huge increases" for the month, according to Fleischer. "The gains were nothing short of magnificent," he added. However, sales in St. John's Bay adversely impacted other lifestyle brands. Dockers, normally a strong seller for Penney's, was particularly hard hit.

The retailer also saw slower sales in its licensed sports apparel business. At Neiman Marcus, Father's Day business was particularly good in the "Toys for Boys" category. "Personal entertainment items like the Panasonic DVD player for $ 1,000 and the Sharper Image travel CD-radio have done exceptionally well," said Colby McWilliams, vice-president and men's fashion director for the Dallas-based specialty chain.

Short-sleeved shirts in vacation prints were also important, as were young, modern looks from Prada Sport and DKNY. In dress furnishings, "very special things" such as Brioni printed neckwear, Emporio watches and "anything by John Hardy" walked out the door with customers. Cuff links, studs and formalwear also ranked as top gift items, as did shoes. "Shoes continue to be our hot business driven by the sport category and fueled by lines like Prada," said McWilliams. "We also saw a shift toward sport coats, particularly anything linen and cotton.

"Business seems to be much better. I'm not sure if it's Father's Day or the warmer weather encouraging people to buy clothes they can wear now."

Business was also good at Keepers, a men's specialty store in Austin, Texas. "We saw a little more early shopping the first couple weeks of June this year, before the panic of last week," said manager Chuck Haidet.

Sport shirts set the selling pace, both silk and knit varieties. A $ 235 watercolor silk with pearl buttons by Dallas designer Stubbs Davis got a thumbs-up from shoppers.

Silk pique shorts by Axis priced at $ 65 were also popular, along with Zegna's casual, three-ply cotton pants at $ 190. "Of course, we always do a good tie business," said Haidet.

According to owner Morris Penner, Father's Day foot traffic resulted in an excellent sport coat week at specialty retailer M. Penner in Houston. "Super-lightweight worsted cashmeres did amazingly well," he told DNR.

"They're pricy, but lightweight luxury fabrics are selling. "Business in sport shirts and ties, the traditional gifts, were also good," said Penner, who cited Zegna neckwear as a top seller.

NORTHEAST

NEW YORK -- Sportswear ruled the roost for retailers in the Northeast this Father's Day. Instead of the traditional dress shirts and ties, it was collections, shorts, swimwear and sport shirts that tempted shoppers.

David Fisher, executive vice-president and GMM of men's for Bloomingdale's, said: "It was a fantastic Father's Day for us. We posted very high double-digit increases for the entire month, especially last week. It was just out of sight."

Among the top-performing businesses were sport furnishings, Fisher reported, especially commodity items such as knit and woven shirts, shorts, khakis and printed camp shirts from Tommy Bahama and Bloomingdale's private label. "Shorts were unbelievable," he said.

"Our collections business was also great," he added. "Polo was sensational and **Nautica** was very good. Updated collections were also strong." So was golfwear, led by Lacoste, as well as jeans from Hilfiger, Polo and DKNY.

Dress shirts and neckwear were "not extraordinary," he said, noting it was a good tailored clothing month, especially for sport coats and slacks.

Overall, "we couldn't be happier. It was a gratifying comeback, which bodes well for the third quarter."

Kevin Morrissey, executive vice-president and GMM of Macy's East, characterized business as good -- up over last year. "It was a sportswear year," he said, noting that businesses ranging from updated collections to denim did well. T-shirts, shorts and activewear were all top sellers. "The increases were driven by casualwear," he said. Furnishings business was flat, Morrissey said. "It wasn't a dress furnishings year."

For fall, Morrissey expects the sportswear trend to continue, "which will be very good for us."

Wayne Meichner, executive vice-president of merchandising for Saks Fifth Avenue, also said the strength of the business was sportswear -- both bridge and collections, full-price and clearance. Knitwear continued to be important, he said, along with drawstring shorts, linen pants, swimwear and other casual items. Golfwear, which is on a "downward trend, was still a volume item," Meichner noted.

Furnishings as a whole were soft, but millennium pieces were strong. Novelty jewelry, formalwear

accessories and casual footwear were also hot.

"Sportswear is firing on all cylinders," he said. "It will continue to be the growth engine this fall. We're also expecting some uptick in clothing."

Margaret Spaniolo, senior vice-president and GMM for Bergdorf Goodman Men, was also pleased with the results. "We had a nice increase over last year," she said. Best sellers included mainfloor sportswear and furnishings, categories that have been strong all year. Charvet was especially robust, both shirts and ties; Loro Piana was also popular.

Other items that did well included high-end jewelry, alligator belts and small leather goods, a private-label calfskin travel wallet and a kaleidoscope. Dress shirts, with the exception of Charvet, weren't great, she said, but "we sold a lot of ties."

Looking ahead, Spaniolo expects furnishings and classification sportswear to continue to do well. "That's been the trend for the last five to six months. Clothing, especially suits, will remain challenging," she predicted, "but sport coats are good. And I'm selling fall Kiton, Zegna, Canali and Armani, so I'm optimistic."

Michael Gleim, vice-chairman of Bon-Ton Stores Inc., said that although men's had been "tracking behind the company as a whole, as we got closer to Father's Day, it perked up."

Among the top performers were young men's and collection sportswear, which "led the entire men's complex." Classification sportswear was decent, he said, denim collections were "just okay," and furnishings and accessories were "lackluster."

Gleim said men's had experienced "explosive growth in 1998, so we were up against that. But the better businesses are doing well and we're changing where we invest our resources to capitalize on that," he said.

He's optimistic that men's wear will "come back in the fall. We've made some adjustments and we think it will be better than it has been the past nine months."

MIDWEST

CHICAGO -- From private-label tropical print shirts at Kmart to $ 115 knit shirts at specialty shops, casual sportswear led Father's Day sales for Midwest retailers. Business for the holiday ran ahead of last year, retailers reported, continuing early June's strong performance.

A Kmart spokesperson at Troy, Mich., headquarters noted the discount giant had "a very good Father's Day and exceeded our plan." In the wake of the early June heat wave, shorts were particularly strong, led by cargo styles. "Woven shirts in general, but especially the tropical theme from our Route 66 collection," were also best sellers for dads, the Kmart spokesperson said.

At Lands' End, Hawaiian print shirts and pinpoint dress shirts, particularly in french blue, showed strong sales for the past two weeks, both through the catalog and on the retailer's Web site, said a spokesperson. In addition, "polo shirts in any fabric -- mesh, interlock and henley styles," have been selling well.

The Oxford Express section on the Web site, which lets customers view their shirt options by size, color and features, "has continued to be strong and we are looking to extend it into other products," she said.

"We've had a good June and are not yet promoting," commented Tim Ryan, president of Harleys, a Milwaukee specialty retailer. Better sportswear was strong for Father's Day, with Jhane Barnes and Tommy Bahama leading the way, along with Lipson sport shirts. Ballin microfiber trousers "continue to sell very strongly, and we added a Tencel/cotton pant for spring that has done very well," Ryan added.

That perennial favorite, ties, were also selling well at Harleys, especially from Jhane Barnes, XMI, Tino

Cosma, Format and Audrey Buckner.

Harleys has "drastically cut our promotion schedule this year," said Ryan, so "the dollars aren't the same as last year, but our margins are much stronger." He does not plan to break price until after July 4.

At David's Men's Clothiers, a specialty shop in Valparaiso, Ind., owner David Shurr reported, "Father's Day was better than last year and June is way ahead" after a slow May. Better sportswear was strong there as well, led by Tommy Bahama and cotton knit polos from Robert Barakett, Axis and Jhane Barnes, at price points topping $ 100. Short-sleeved woven dress shirts from Haupt were also good sellers. "And I've had to reorder a knit, loose-fit nylon/Lycra T-shirt from Raffi almost every week," said Shurr.

Microfiber slacks from Burrough and Riviera are selling well, along with lighter-weight dress slacks. David's is also seeing some pickup in clothing sales. "We're seeing a lot of customers who haven't been wearing suits coming in when they find their old suit doesn't fit anymore. People who wear a lot of suits are buying lighter-color suits," Shurr said. They are also buying white dress shirts and new ties to wear with those lighter colors.

At Mark Shale in Chicago, "We had a pretty good week," said Scott Baskin, president. "It was very much sportswear-driven." Cut-and-sewn shirts and casual trousers continued to lead sales.

WEST COAST

LOS ANGELES -- Driven by a growing trend toward casual dressing on the West Coast, Father's Day business ranged from fair to excellent in the region's department stores and prestige boutiques. Moderately promotional, sales centered around woven and knit tops from a variety of designers and brand names.

At Macy's West's 85 stores, Father's Day business was only "fair," posting mid-single-digit increases "or perhaps a bit better" over the same time last year, according to chairman and CEO Michael Steinberg, who said it was "no more promotional than last year" and that no coupons were given.

The classifications business, led by sportswear and dress shirts, went on sale eight or nine days before Father's Day. But collections such as Polo, **Nautica** and others didn't break price until after Father's Day. "We are long past the time where everything before Father's Day was full price and everything after Father's Day went on sale," said Steinberg. "I don't think we'll ever get back to that."

In the "mixed bag" of top sellers, sportswear posted double-digit increases, thanks to contemporary knits; Hawaiian tops spurred high double-digit growth in wovens; and men's collections were very strong. Less successful was the young men's business, even though status vendors such as Polo Jeans and Tommy Jeans held their own. Dress shirts and ties were quite weak, "possibly influenced by the trend toward casual dressing," said Steinberg.

At Gottschalks, Father's Day business saw high-single-digit year-to-date increases in the company's 32 stores. "Promotional activity was slightly less than last year and we did not send out coupons," said Gary Gladding, executive vice-president of merchandising of the Fresno, Calif.-based chain, which purchased eight Harris stores last summer not included in the results.

On sale one week prior to Father's Day, Hawaiian shirts, U-neck T-shirts, logo T-shirts by Tommy Hilfiger, private-label yarn-dyed camp shirts, cargo shorts, and wovens and knits by Chaps did particularly well. Key vendors included Claiborne For Men, which soared 80 percent over last year, and Tommy Hilfiger, up 30 percent. In the young men's category, beachwear showed strong momentum, led by 60 percent increases for Quiksilver and Ocean Pacific. Microfiber "was an excellent category" in suits, suits separates, sport coats, dress shirts, sport shirts and pants, said Gladding.

"It was a very good Father's Day -- I think the fathers were happy," he concluded.

At Scott Hill, the company saw "increases in the area of 15 to 20 percent in the three weeks prior to

Father's Day," according to vice-president and buyer Jeff Fox.

Sport shirts, wovens, cotton sweaters, fine-gauge cotton polos and V-necks, and lightweight outerwear from Allegri, Luciano Barbera, Malo and Luigi Borrelli were strong.

For Sharham Mousazadeh, president and owner of Oliver & Co., Father's Day business was "better than we expected." All three stores of his stores started a 30 percent-off "End of the Season Sale" five days before Father's Day promoted via direct mail.

While the sartorial store in Beverly Hills did "very good business" in the last two weeks, casualwear was definitely the driving influence. At the store on Beverly Boulevard, Giorgio Armani drove the sportswear category. "We've been selling a lot of T-shirts and knitwear, compared with ties and dressier items last year," said Mousazadeh. "People in California don't want to dress up anymore." In the same vein, the Hugo Hugo Boss store across the street in the Beverly Center "was up 100 percent over last year," he said.

At Neiman Marcus Beverly Hills, "We broke our men's furnishings sale early, concurrent with the traditional sale time of clothing and sportswear," said general manager John Martens. "It worked in our favor," he said, noting that men's furnishings saw a double-digit increase over the same time last year.

Lorenzini dress shirts, Charvet ties, shirts and ties by Turnbull & Asser and Ermenegildo Zegna and cashmeres by Loro Piano were strong sellers, as were gift items such as Franck Muller watches, Baccarat martini glasses, David Linley desk accessories, and Estee Lauder spa certificates for men's treatments. "Overall, Father's Day was very successful, with a particularly strong weekend," Martens concluded.

IAC-CREATE-DATE: June 30, 1999

LOAD-DATE: July 01, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Thursday, April 27, 2006 - 8:42 AM EDT

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Mossimo teams with Italian sunglasses firm Orange County Register (California) June 25, 1999 Friday

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Orange County Register (California)

June 25, 1999 Friday MORNING EDITION

SECTION: BUSINESS; Pg. C02

LENGTH: 185 words

HEADLINE: Mossimo teams with Italian sunglasses firm

BYLINE: HEATHER MacDONALD, The Orange County Register

DATELINE: IRVINE, CA

BODY:
Mossimo Inc. announced plans Thursday to beef up its sunglasses line as part of its effort to right itself after losses in the past two years.

The sunglasses for men and women will be produced and distributed by Italian eyewear company Marcolin. They will be introduced in the spring, first in the United States and later in international markets.

The company gave few details about the venture.

Mossimo, based in Irvine, sells its own brand of sunglasses in its stores, like the one at South Coast Plaza in Costa Mesa. But it has stopped production on its line to implement the four-year agreement with Marcolin.

Mossimo established itself with T-shirts and volleyball shorts, but problems arose after the company expanded into other, more-upscale fashions.

"This is the first of many steps in the restructuring and rebuilding of the Mossimo brand," said CEO Edwin Lewis.

With new top managers and a leaner operation, Mossimo is retooling in hopes of becoming the next big designer thing in department stores _ stomping grounds for giants such as **Nautica** and Tommy Hilfiger.

LOAD-DATE: June 30, 1999

Joe Boxer Expands Business Into Japan DNR June 25, 1999

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Business and Industry
DNR

June 25, 1999

SECTION: Vol. 29, No. 75; Pg. 13; ISSN: 1092-5511

RDS-ACC-NO: 2037915

LENGTH: 164 words

HEADLINE: Joe Boxer Expands Business Into Japan

HIGHLIGHT:
Joe Boxer signs licensing agreement with Itochu Corp to distribute Joe Boxer underwear and lounge-wear in Japan starting in spring of 2000

BODY:
In a move to expand the Joe Boxer brand globally, Joe Boxer Corp. has signed a licensing agreement with Itochu Corp. of Japan for men's underwear and loungewear. Itochu Corp. is one of the largest trading companies in the world and a leader of the brand business in Japan. Itochu is also the master licensor and/or distributor for Guess, **Nautica,** Giorgio Armani, Vivienne Tam, Airwalk, Tommy Hilfiger and others.

Joe Boxer founder and chairman Nicholas Graham said in a release that he felt the time was right to take the brand to the next level. "Our essence has always been about humor and fun, which works in every language," he said.

Product distribution in Japan will consist of department and specialty stores throughout the country and should be in stores for spring 2000. --MELONEE McKINNEYCopyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.133

TYPE: Journal; Fulltext

JOURNAL-CODE: DNR

LOAD-DATE: January 14, 2005

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Source: News & Business > Combined Sources > News, All (English, Full Text)
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Spend a few hours shopping downtown or at nearby outlets Pensacola News Journal (Pensacola, FL) June 27, 1999 Sunday

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Pensacola News Journal (Pensacola, FL)

June 27, 1999 Sunday

SECTION: EXPLORER; Pg. 15H

LENGTH: 730 words

HEADLINE: Spend a few hours shopping downtown or at nearby outlets

BYLINE: Sonja Lewis, Staff

BODY:
By Sonja Lewis

News Journal staff writer

Some place - a treasure of finds and deals - is not going to be mentioned here.

It's impossible. There are just too many eclectic places to shop in Escambia and Santa Rosa counties.

The best advice to visitors is to ask around if there's something particular you're looking for. Chances are, it's here.

Downtown Pensacola, which over the past year has added several new shops, is a good place to start.

Among the new additions: The Front Room, 106 Palafox Place, which is the retail front room of the design-firm J G Interiors; and Curve for the Body and Soul, 280 N. Palafox St., which specializes in men's and women's dressy to casual clothing.

Downtown also boasts shops such as Liza and Ethereal women's casual clothing boutiques; Iron Gate Gallery, which carries unique gifts and collectibles; and Ordon's and Broadway Menswear, both of which are Pensacola fixtures.

Come downtown and spend a few hours.

"At least that much," said Steve Kling, administrative assistant for the Downtown Improvement Board. "Between the museums and the galleries, it would really take more hours than in a day."

Downtown Pensacola is becoming a magnet for art galleries, and this year, two more opened: Twelve South Palafox Gallery and Furnishings, 12 S. Palafox Place, and Interiors and Fattahi Fine Art, 43 S. Palafox St.

"I would say that 90 percent of the galleries are located centrally downtown," said Anthony Kelly, owner of SOHO Gallery, 29 S. Palafox St. "They're all within walking distance, and each gallery is unique and different from the other."

Malls

For one-stop shopping, Pensacola has two malls.

Cordova Mall, at Ninth Avenue and Bayou Boulevard, features three major department stores, a movie theater with seven screens and a large food court.

"The thing that makes Cordova stand out is the strong fashion stores," said Tim Nolan, the mall's general manager.

University Mall is on Davis Highway near the Interstate 10/Interstate 110 interchange. This mall has three major department stores, a food court and the city's largest movie theater.

During the past year, Bugle Boy has opened, and accessory-shop Claire's Boutique will be opening soon. Waldenbooks has been remodeled and there's still the specialty shops such as Heart Dance Christian Music and Victoria's Secret.

While not in Escambia or Santa Rosa counties, many Navarre residents and visitors find it more convenient to go to movies or shopping at Santa Rosa Mall in Fort Walton Beach. The mall offers major department stores, specialty shops and a food court.

Outlet shopping

No major outlet malls have locations in extreme Northwest Florida, but less than an hour away in Foley, Ala., is the Riviera Centre Factory Stores.

There are more than 120 outlet shops ranging from Polo, Coach, Waterford and Wedgewood to Nine West Shoes and Nike Factory Store. Among its new stores are: Pacific Sunwear, Zale's Outlet, Hoover and Tommy Jeans.

To the east, Silver Sands Outlet Center in Destin has more than 100 merchants. A new addition was completed Memorial Day weekend. Recently opened stores include Nike, Naturalizer, Fossil and Polo Jeans Co. Other longtime tenants are **Nautica,** Anne Klein, Dansk, Ann Taylor, Oneida, Tommy Hilfiger, Calvin Klein, Lenox and Kenneth Cole.

"The savings are anywhere from 20 to 70 percent," said Myra Williams, Silver Sands' marketing director. "We have a lot of convenient parking. And the kids can play at Morgan's while their parents shop for a few hours."

Morgan's is a family dining and entertainment center. Children can explore Morgan's upper floor, where there are more than 170 futuristic games.

The first floor features a pizza and pasta kitchen, and a sports bar and brew pub.

PHOTO

Cordova Mall features three major department stores, a movie theater with seven screens and a large food court.

Tony Giberson/News Journal

Lang Tieu Petritsch highlights the hair of Lorien Althar,12, at the Looking Good Salon in Pace. Looking Good Salon is one of several day spas in the area.

INSIDER'S TIP: Pensacola is a hotbed for secondhand and consignment shops. Check out Secondhand Rose, 207 E. Main St., Pensacola (phone: 434-0160); Pinky Goes Platinum, 2904 N. 12th St., Pensacola

(phone: 436-8592; or Years A Go-Go, 4165 Barrancas Ave., Pensacola (phone: 458-9777).

SEE GRAPHIC ON MICROFILM

LOAD-DATE: June 11, 2002

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
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Study looks at trends among retailers Lexington Herald-Leader June 29, 1999, Tuesday

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Knight Ridder/Tribune News Service
Lexington Herald-Leader

June 29, 1999, Tuesday

SECTION: BUSINESS AND FINANCIAL NEWS

KR-ACC-NO: K2851

LENGTH: 533 words

HEADLINE: Study looks at trends among retailers

BYLINE: By Amy Baldwin

BODY:
Draw-string pants for the whole family are in. Bridal gowns are out.

Accent lamps might be hot, but toys are not.

That's the skinny on retail trends, according to a study released this month by a consulting business in Denver.

Thanks to the success of such chains as The Gap's Old Navy division, Abercrombie & Fitch and American Eagle Outfitters, family clothing is the fastest-growing sector of the retail apparel business, says the report, Retail Trends 1999 by G.A. Wright Inc. The International Council of Shopping last year reported a 7.5 percent sales increase for retailers that sell to mom, dad and children.

But family-owned family apparel stores had better watch out, because they often don't appeal to trendy 20-somethings: "Like, y'know, they wouldn't be found dead there," the study says.

That's not true of all family-run clothiers _ not Lexington, Ky.-based Dawahare's, for example, said Michael Dawahare, merchandising manager of the 22-store family clothing chain.

"It's a valid point, but we have been able to combat it by doing two things. No. 1, those kids still want status brands like Tommy (Hilfiger), **Nautica** and Polo. So we carry a very deep penetration in the status brands," Dawahare said. "Second, we are an item-intensive company."

Being "item-intensive" means carrying the hottest fashion trends, he said. Dawahare's, he said, was the first retailer in town to advertise capri pants, which they stock heavily.

"The typical mom-and-pop (retailer) is a dinosaur and cannot compete with Old Navy and Abercrombie," Dawahare said. "We are always going to have the hot items and that's how we compete."

Here's what else the study said:

_Fewer nuptials has created a lull in the bridal industry. The average marrying age is 25, but the number of 25-year-olds is at a 30-year low.

But at least one Lexington bridal shop owner said she hasn't noticed a decline.

"The brides do seem to be getting older," said Vicki Ball, owner of Alter Ego of Lexington on Pasadena Drive. "But I have not noticed a decline in the amount of weddings I'm doing."

_Home furnishing and home repair retail sales will continue to be strong as the home sale industry continues to boom. Upscale merchants will do the best.

The owner of one high-end Lexington home furnishings store said her customers are buying rugs, mirrors and paintings before she can get them into the store.

"People are buying the upper end furnishings sight unseen," said Andra Gyor, owner of The Salt Box. "It is linked to the economy. Everybody is doing well in the stock market and everybody is working. They have more discretionary money and want to fix their houses up and have nice things."

Annual sales through February were up 20 percent over sales the year before, Gyor said.

_Larger discount shoe stores, which are often found in strip centers, are taking sales away from smaller mall specialty shoe stores.

_Toy stores can expect fewer sales of Lego sets and Lincoln Logs until children of baby boomers start families of their own.

(c) 1999, Lexington Herald-Leader (Lexington, Ky.).

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http://www.kentuckyconnect.com/

JOURNAL-CODE: LX

LOAD-DATE: October 11, 1999

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Unilever; Brief Article Soap & Cosmetics July 1, 1999

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Soap & Cosmetics

July 1, 1999

SECTION: No. 7, Vol. 75; Pg. 59

IAC-ACC-NO: 55360896

LENGTH: 57 words

HEADLINE: Unilever; Brief Article

BODY:
The **Nautica** designer license will join Calvin Klein and Elizabeth Arden as a member of Unilever's prestige fragrance and cosmetics brands, according to The Rose Sheet. Unilever has acquired **Nautica** fragrance and beauty product global license and plans to put its new product development under Unilever's Home and Personal Care division.

IAC-CREATE-DATE: August 30, 1999

LOAD-DATE: August 31, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
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French Fragrances Inc happi-Household & Personal Products Industry July 1999

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Business and Industry
happi-Household & Personal Products Industry

July 1999

SECTION: Vol. 36, No. 7; Pg. 146; ISSN: 0090-8878

RDS-ACC-NO: 2056663

LENGTH: 444 words

HEADLINE: French Fragrances Inc

HIGHLIGHT:
French Fragrances, ranked number 30 on 'Happi's' Top 50 List, posted sales of $309 mil for the end ended January 3, 1999

BODY:
French Fragrances, Inc.

14100 N.W. 60th Avenue

Miami Lakes, FL 33014

Tel: (305) 818-8000

Web site: www.frenchfragrances.com

Sales: $309 million

SALES: $309 million. Net income: $12 million for the year ended January 31, 1999.

photo omitted

KEY PERSONNEL: E. Scott Beattie, president and chief executive officer Gretchen Goslin, senior vice president-marketing Paul West, senior vice president, sales management and planning Oscar E. Marina, vice president, general counsel and secretary William J. Mueller, vice president, chief financial officer and treasurer.

MAJOR PRODUCTS: Prestige fragrances including Geoffrey Beene (Grey Flannel, Eau de Grey Flannel and Bowling Green), Halston (Halston, Sheer Halston, Catalyst, Z-14, Halston Z and 1-12), Paul Sebastian, Inc. (PS Fine Cologne for Men, Design for Women, Design for Men, Casual for Women and Casual for Men) and several individual brands such as **Nautica** for Men, **Nautica** for Women, Competition, Wings by Giorgio Beverly Hills, Cigar Aficionado, Colors of Benetton, Hot and Cold, Tribu, Ombre Rose, Ombre D'or Faconnable, Salvador Dali, Salvador, Lagua, Dalissime, Dalimix, Cafe, Taxi, Watt, Balenciaga, Rumba, Lapidus, Creation, Fantasme and Chevignon. Also, Galenic Elancyl skin care products.

photo omitted

NEW PRODUCTS: PSI (Paul Sebastian, Inc.) fragrances (acquired January, 1999).

COMMENTS: Sales jumped 44% due to an increase in net sales of company distributed brands, primarily to mass market retailers. Like many other fragrance companies, French Fragrances relies on a strong holiday selling period. Last year, 65% of sales were made in the second half of the year.

For the first quarter ended April 30, sales rose 24% to $57.5 million, but the company reported a net loss of $1.4 million, compared to net income of $304,000 during last year's quarter.

"We are pleased with our continued sales growth across our business and that we have attained results consistent with analysts' expectations," said E. Scott Beattie, president and chief executive officer. "We also are satisfied with our continued progress in working capital utilization. The integration of the Paul Sebastian business is complete, and we are very excited about the contribution this acquisition will have on our business, both in terms of financial results for the balance of the year and in positioning the company to continue to acquire additional brands and distribution relationships."

Chairman Rafael Kravec stepped down during the year and now serves as non-executive chairman of the board.Copyright 1999 Rodman Publishing Corp.Copyright 1999 Rodman Publishing Corp.367

TYPE: Journal; Ranking; Fulltext

JOURNAL-CODE: HAPPIFT

LOAD-DATE: January 14, 2005

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
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fashion forecast; children's wear Children's Business July 1, 1999

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Children's Business

July 1, 1999

SECTION: No. 7, Vol. 14; Pg. 120 ; ISSN: 0884-2280

IAC-ACC-NO: 55369624

LENGTH: 687 words

HEADLINE: fashion forecast; children's wear

BODY:
Several style innovators look into the future and predict what kids will be wearing in 10 years.

"Of course kids' fashions will evolve in the new millennium, but some things will never change, and that's comfort, the freedom of expression and, most importantly, being cool. You'll always see a classic twist in each new collection I design for **Nautica** Kids, yet the quality, functional fabrics and styles will keep them looking very modern and up-to-date whatever year it happens to be."--David Chu, **Nautica** Kids

"As Cozy Toes approaches the millennium, we are focusing on a global approach to dressing; clothing that is versatile in various climates and suitable for many occasions. We are also looking forward to new technological advances in the textile industry, exploring not only new finishes for natural fibers but new synthetic blends as well."--Deborah Schoch and LeeAnn Stover, Cozy Toes

"In a society that has become so used to disposable products, there will be a greater turn towards buying quality craftsmanship and top fabrics. Things handmade will also play an important role--We will continue to see a lot of embroidery detailing. Zutano's trademark fine combed interlock cotton and unique prints will be even more sought out by this new sensualist movement.

Fashion savvy 'Generation X' is also coming into the baby age. These non-traditionalists will be looking for original, quality clothing for their infants--again uniqueness will be key. New modern colors will continue to play important roles in infant and toddler wear, such as oranges and lime. For Baby, these colors mixed with pastels create a new, fresh look." --Uli Belenky, Zutano

"Nonconformity ... as with the mind so goes style." --Sindy Bang, Bang!

"My super-duper crystal ball (driven by a special Yak-chip inside) tells me that in 10 years Mak the Yak kids will be wearing clothing made of extremely thin, yet dense, maxi-lightweight high-performance fabrics. These fabrics will be made in a heat-and-pressure process similar to felting. Traditional woven and knit fabrics will be nostalgia and novelty items, while most kids will wear felted microfiber blends to play in. Not only will these fabrics breathe well, but because different blends will be possible, fabric colors will be mixed right within the fabric rather than in dyeing, and more complex brights and shinies (sic) will be big. I also see added fibers that can change color with heat or light, just like a chameleon. Because the fabrics are felted, cut fabric edges will be left as is. These fabrics will be much easier to mold into fun, airy shapes."--

Eve Bohlin, Mak the Yak

"Mission--To define Rocket Girl's vision for the future: As technology advances so does fashion. We at Rocket Girl are working around the clock in our secret laboratory developing super fabola cool stuff. Incorporating the latest electronic devices into our homogeneous creations is our current top secret project (so don't tell anyone). We are hoping for a collaboration with N.A.S.A. to develop some space suits that are a little more, shall we say, fashion forward. Peace, love, drink milk ..." --R.G.S.L (Rocket Girl Secret Lab)

"In 10 years, kids will be as informed, if not more informed, about fashion and fabrics as their parents. Crisp white nylon outerwear will be laser cut and sealed, not sewn. Kids will understand sleekness. Denim will be infused with nylon, and it will have futuristic quilting. High pile polyester will sparkle with aluminum fiber, and knit tops will be rayon high rib."--Tommy Hilfiger, Tommy Hilfiger Kids

"I am always inspired by how children express their own sense of style. In many ways, they know what 'works' naturally. There will always be traditional elements to any collection of clothing that I design ... but there also needs to be a spirited, fun and spontaneous aspect that reflects the kids who wear them. As we move into the millennium ... fabric innovations, fewer 'rules,' and the way that kids, themselves, change ... will lead to more options ... and new modern looks."--Ralph Lauren, Ralph Lauren Kids

IAC-CREATE-DATE: September 17, 1999

LOAD-DATE: September 18, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
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Stein Mart offers pocket-size replicas of hit fragrances The News-Press (Fort Myers, FL) July 3, 1999 Saturday

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The News-Press (Fort Myers, FL)

July 3, 1999 Saturday

SECTION: BONITA EXTRA; Pg. 1J

LENGTH: 573 words

HEADLINE: Stein Mart offers pocket-size replicas of hit fragrances

BYLINE: Anne Mitchell, Staff

BODY:
ANNE MITCHELL Artful shopper

Perfume bottles are often miniworks of art, not the shape or size to slip easily into your purse. But you can buy pocket-size versions of some of your favorites at Stein Mart, 8815 N. Ta-miami Trail, Naples.

Fendi, Poison, Anais Anais, Amarige, Chloe, L'Air du Temps, and Tresor are just a few of the many fragrances available.

There are even colognes for men, including Boss, Michael Jordan, Perry Ellis, **Nautica,** Claiborne Sport and Polo Sport.

The miniatures sell for $6.97.

Stein Mart has a collection of Liz golf separates at discount prices, including women's zipper-neck, collared polo shirts ($32.97) and coordinating T-shirts ($24.97) and golf parkas ($49.97).

And while you're there, check out the shoes: you'll find strappy 9 West sandals and Bandolino pumps at $19, plus Capezio Lites, those handy dandy soft suede sandals that go with just about everything, from dresses to jeans to shorts. And they come in many pastel and neutral colors.

n n

The gift shop at Caribbean Gardens, Naples, is a good place to shop for a special gift for a child. As you'd imagine, it's a virtual menagerie, filled with creatures great and small, some cuddly, others less so.

Remember the hobby horse, a toy horse's head on a stick that children can "ride"? The modern version makes a galloping and whinnying sound when you press its ear ($19.99); fuzzy green gatorhead purse with zipper fits on a kid's belt ($6.95), and Wristies, cuddly animal playmates with a band that fits on the wrist ($4.99-$6.48); rubber snake puppet ($9.99); spoof yellow crossing signs warning of mosquitoes, ducks, turtles, gators and such ($10.99).

Caribbean Gardens is at 1590 Goodlette Road, just east of the Coastland Center mall.

n n

Feeling the heat a little? Pottery Barn in Waterside Shops, Naples, has Silver Swan fans, replicas of those robust, old-fashioned table fans that did such good service before air conditioning. In gleaming chrome, they're as decorative as they are functional. They're priced at $169, but this week there's a 20 percent discount.

n n

Breezing through Jacobsons in Waterside Shops, what seemed to be a set of heavy bottomed, expensive crystal glasses and matching bowl caught my eye. The bowl was engraved with the year 2000 and the glasses were tastefully engraved with numbers 1-10. But on closer inspection, they turned out to be made from acrylic - and priced at $89 for the 11-piece set.

n n

The Gap store in Waterside Shops, one of the few I have encountered that sells women's underwear, has quite a wide selection of panties from skimpy to full-coverage in cotton or nylon/Lycra. They sell at four for about $20 and three for about $20, respectively.

One of their best sellers is a double-layer cotton underwire bra, perfect for wearing under clingy tops and T-shirts, at $20.

There's also a line of cotton camisoles with adjustable straps at $9.50 each.

n n

Tropical Republic Fine Cigars does business from a handsome, free-standing humidor in the same shopping center, selling fine cigars individually or by the handful, mostly in the $6-$11 range, though there are some, like the super-long Montecristo, that sell for $25. Popular brands include Ashton, AVO and La Gloria Cubana.

- Anne Mitchell can be contacted at 335-0440; or write: News-Press, P.O. Box 10, Fort Myers, FL 33902.

GRAPHIC: FAUX FRUIT: Shiny red apples made in Mexico from a marblelike substance can make an eyecatching centerpiece for a dining table or coffee table. They cost $2.50 a piece at Caribbean Gardens. BABY SITTING: These gorillas are part of a menagerie of stuffed toys in the gift shop at Caribbean Gardens, Naples. This winsome twosome sells for $31.99. ANNE MITCHELL , News-Press

LOAD-DATE: September 4, 2003

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
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COUNTERFEIT-BRAND CLOTHES ORDERED GIVEN TO CHARITY; JUDGE TELLS OWNERS OF EX-PALMER PARK MALL STORE TO DONATE SHIRTS AND PANTS;TO CHILDREN'S HOME OF EASTON AND OTHER GROUPS. Morning Call (Allentown, PA) July 3, 1999, Saturday,*

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Morning Call (Allentown, PA)

July 3, 1999, Saturday, SECOND EDITION

SECTION: LOCAL/REGION, Pg. B9

LENGTH: 253 words

HEADLINE: COUNTERFEIT-BRAND CLOTHES ORDERED GIVEN TO CHARITY;
* JUDGE TELLS OWNERS OF EX-PALMER PARK MALL STORE TO DONATE SHIRTS AND PANTS;
TO CHILDREN'S HOME OF EASTON AND OTHER GROUPS.

BYLINE: The Morning Call

BODY:
More than a thousand pieces of counterfeit brand-name clothing confiscated last year from a Palmer Park Mall store will be donated to charity.

On Friday, Northampton County Judge F.P. Kimberly McFadden ordered that half of the 1,300 shirts, shorts, jackets, jeans, sweat pants, socks, hats and other items go to the Children's Home of Easton, and the other half to various other organizations and church groups.

The clothing, mostly children's items bearing such designer names as **Nautica,** Tommy Hilfiger, Fubu and Nike, was seized from the former Raves store in November after it was discovered to be bogus.

Two Allentown men who operated the store, Samir H. Azer, 40, of 1204 Livingston St., and Aghason A. Hasballa, 28, of 963 W. Erie St., were charged with trademark counterfeiting. They were recently admitted into a the Accelerated Rehabilitative Disposition program, a special probation program for first offenders.

Assistant District Attorney Steven Goudsouzian said the original labels removed from the clothes and replaced with designer labels, then sold at Raves at a profit. The clothing is valued at $ 25,000.

But Azer and Hasballa dispute the allegation that about 100 other items, mostly key chains, are counterfeit.

"If they can prove that they legally bought them, then, they're theirs," said Goudsouzian.

No representatives of the authentic manufacturers showed up to contest the disposition of the clothing, but have said they would not object if the clothing went to charity.

LOAD-DATE: July 4, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)

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GRANNY CHIC GETS INTERIORS COMFORTABLE Chicago Tribune July 4, 1999 Sunday, WEST FINAL EDITION

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Chicago Tribune

July 4, 1999 Sunday, WEST FINAL EDITION

SECTION: HOME & GARDEN; Pg. 3; ZONE: D

LENGTH: 821 words

HEADLINE: GRANNY CHIC GETS INTERIORS COMFORTABLE

BYLINE: By William L. Hamilton, New York Times News Service.

BODY:
Home furnishing design is having a senior moment. Knitted afghan throws, crocheted pillows, chenille spreads and tufted pompom quilts are appearing like silver hairs in catalogs such as Garnet Hill, stores like Pottery Barn and Crate & Barrel and collections like Ralph Lauren Home and **Nautica.** There also are rag rugs, rocking chairs, ginghams and gussied floral prints blooming on everything from bedding to china.

Grandmother's house is being stripped faster than a sample sale by home retailers looking for the next fresh thing. As it turns out, the next fresh thing recently was very musty--the attic outcasts and flea market-foraged handiwork of several generations past.

Less-is-more design seems to be fading into disappearance, as consumers find such interiors don't suit their need for overstuffed comfort.

"My guess is we're at the peak of that look," said Warren Shoulberg, editor of Home Textiles Today. "Craftsy is hot property right now--more color, more surface interest."

Your grandmother may never have threaded a needle, but the associations with her generation are sewing up the market for a kinder, comforting version of contemporary design. The look is as personal as heirlooms, as handcrafted as folk Americana.

"I'm a lover of clean and modern," said Gregory Covell, the creative director of Garnet Hill, who helped bring Charles Eames tables and Arne Jacobsen chairs into the catalog. "But when I'm sick and I want to wrap up in something, I want something else."

Fashion first spotted grandmother at shows by Anna Sui, Veronique Branquinho and Stella McCartney for Chloe which featured the crochets, embroideries and laces found in vintage clothing. Now it has its knitting hooks in home furnishings.

"It's gone full circle," Sui said. "I was inspired by the crocheted throws and pillows I found in flea markets. The only thing that was going to look radical and fresh was almost fussy, old-fashioned. Homey, like home cooking."

The interest from younger customers may stem from the revival of the fashions of the 1960s, the decade that last initiated the granny look.

"It's the completely groovy thing for an age group that didn't live through it," said Diane Brush, director of merchandising for Garnet Hill. "They find it funny to mix nostalgic and sweet with new and modern."

Nancy Vignola, a senior vice president of home design for Ralph Lauren Polo, thinks novelty more than quaint associations will drive Summer Porch, a new vintage-inspired collection of bedding knits, embroidery and needlework.

"We'd like to think of it as something new for young people," Vignola said of its counterpoint to the dry stylishness of modern design. "It was important to Ralph to do some pretty collections."

The home furnishings market, however, is having a memory lapse about grandmother's taste. The bottom of the sewing basket didn't uniformly produce the most brilliant products. Reproducing it hasn't helped.

Lauren's white-on-white quilting, based on an American vernacular candlewick pattern, is as safe as the snow of a grandmother's head. Pottery Barn's pompom quilt, also a time-honored technique, looks like a blanket with hives. Garnet Hill's crocheted pillow looks like a yarn Brillo. Brush was quick to say the pillow's lack of suavity is the larger part of its appeal--a kind of Outsider art in design.

"Good luck to them if they can sell it," Laura Fisher, an antique textiles dealer in New York, said of the pillows. "They're not so gorgeous."

Fisher, who showed original candlewick quilts to Ralph Lauren's team, also is doing a brisk trade in hooked rugs, to interior designers such as Mariette Himes Gomez, and Naomi Leff, who used them in a house for Steven Spielberg.

The grandmother look could be the resurfacing of a deeper cultural mood that has had an underlying continuity through the century, despite Modernism.

Robbie Sumberg, a design marketing consultant in Westport, Conn., said the heartland look of another era was at the root of what makes Americans feel most at home.

"Every season, 'retro country' is the big part of the trend report," Sumberg said. "Country is what America wants. It's an antidote to hustle and bustle and change."

There is poetry in handiwork's sense of tradition, as well as power in its sentiment.

"They're like folk stories," Sui said of the intricate throws and pillows she has collected for her own home. "All these stitches and patterns, handed down, are something that one generation gives another."

For their part, grandmothers may not want much to do with the home fashion that bears their signature, such as the potholders photographed like prize roses for a recent issue of Martha Stewart Living magazine.

"Both my grandmothers lived into their 90s. They looked at this stuff and threw it away. It was eating-in-the-kitchen--it was Depression," Sumberg said.

"What they really wanted were Belgian linens."

GRAPHIC: PHOTOPHOTO: Associations with the senior generation are sewing up the market for a kinder, comforting version of contemporary design. The look, such as this vignette from Pottery Barn, is as personal as heirlooms, as handcrafted as folk Americana. New York Times photo.

LOAD-DATE: July 4, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)

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SPORTS PROMOTER HELPS ATHLETES HELP CHARITIES The Daily News of Los Angeles July 5, 1999, Monday,

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The Daily News of Los Angeles

July 5, 1999, Monday,

SECTION: NEWS,

LENGTH: 754 words

HEADLINE: SPORTS PROMOTER HELPS ATHLETES HELP CHARITIES

BYLINE: David Greenberg Staff Writer

DATELINE: AGOURA HILLS

BODY:
Michael Epstein knew he wanted to promote triathlons for a living when organizers of a Boston event he competed in lost his running shoes, forcing him to sprint six miles on blistering hot concrete.

He finished the race with feet full of calluses, minor stress fractures and an ear-to-ear grin.

"That experience really inspired me to get involved," Epstein said. "It felt awesome. There were 2,000 people in the race. I got comments from fellow racers along the way. They thought I was some kook from California."

Now the 39-year-old president of Agoura Hills-based Michael Epstein Sports Productions Inc. promotes triathlon and similar events across the nation, including an annual star-studded race in Malibu this fall to benefit AIDS research.

"What's amazing to see is the struggle while they are racing, to the elation once they cross the finish line," Epstein said. "They are impressed that they finished. I get satisfaction out of helping people achieve their goals."

Born and raised in Philadelphia, Epstein shunned organized competitive sports in favor of neighborhood pickup games until he found his passion in motocross racing in his late teens.

He earned a bachelor's degree in operations management from Drexel University in Philadelphia in 1983, and immediately moved to the Los Angeles area.

For the next six years, he worked a range of jobs - off-shore drilling, record company work and electronics - while formulating the vision of his own sports production company.

"All the time, I was working out a lot and competing in triathlons," said Epstein, who took up the sport with his move out West. "I was trying to figure out a way to turn my hobby into a career."

In the year following the Boston triathlon in August 1986, he volunteered to help organize about 20 triathlons in the Los Angeles area, to learn the production side of the business.

He put on his first event in Malibu in 1987, followed by two more there in 1988, and five in Malibu and Canoga Park in 1989, when he left his last outside job to concentrate full-time on his company.

The organizer has come a long way since he produced his first triathlon in 1987 - when only 300 athletes entered.

This fall, the third annual **Nautica** Malibu Triathlon is expected to attract 1,800 athletes to the Zuma Beach course, in hopes of surpassing last year's total of $ 50,000 for the Elizabeth Glaser Pediatric AIDS Foundation.

Some 40 celebrities, including Robin Williams and numerous television stars, took part in portions of last year's event - the celebs often competed in one of the three legs while friends or trainers handled the rest.

Competitors take three to seven hours to complete the triathlon, which entails swimming a half-mile in the Pacific Ocean, an 18-mile bicycle ride along Pacific Coast Highway and running four miles on the Zuma Beach walkway.

"I want to do something to give more back to the community," Epstein said. "Obviously, AIDS is a very predominant issue. This is a great event in terms of the location, the quality of the course and how scenic and safe it is."

The foundation, named after its founder, who died of AIDS in 1994, has raised $ 75 million since its inception a decade ago. Each year it awards grants to approximately 200 organizations conducting research into treatment and cure of pediatric AIDS.

"We're always pleased when people involve us," said Kelli O'Reilly, foundation spokeswoman. "These events really make a difference in what we're able to fund each year. And this event also generates a lot of awareness. . . . That is as important as the money the event raises."

This year, the six-employee company will also put on:

Five California State Cross Country Series mountain bike races, including two at Castaic Lake.

Day at the Beach Triathlon Series events at Huntington Beach and Hermosa Beach.

Ten Hi-Tec Adventure Racing Series events across the nation, where athletes run five to eight miles, kayak one or two miles and mountain bike 10 to 15 miles. The courses also include as many as 10 "mystery tests" that range from mud pits and obstacle courses to climbing walls greased with vegetable oil or made from cargo nets.

"It's growing quickly," Adam Fell, the company's publicity director, said of the HI-Tec events. "They're having a blast doing this. It's the sense of adventure that they have. It only takes a day at a time to do our events. They don't have to give up their jobs and bank accounts to compete."

EDITOR-NOTE:
Shorter version ran in Simi Edition

GRAPHIC: Photo;

PHOTO: (Color) Michael Epstein, center, and employees Jonathan Denison, left, Tracey Croughwell, Joel Griesbach, Tiffani Thorpe and Adam Fell promote adventure races.;

Eric Grigorian/Special to the Daily News

LOAD-DATE: July 7, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
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Saks Incorporated Announces Plans for a New Carson Pirie Scott Store in Schaumburg, Illinois Business Wire July 7, 1999, Wednesday

Copyright 1999 Business Wire, Inc.
Business Wire

July 7, 1999, Wednesday

DISTRIBUTION: Business Editors

LENGTH: 400 words

HEADLINE: Saks Incorporated Announces Plans for a New Carson Pirie Scott Store in Schaumburg, Illinois

DATELINE: BIRMINGHAM, Ala.

BODY:
July 7, 1999--Saks Incorporated (NYSE:SKS) (the "Company") today announced that the Company plans to open a new 144,000 square foot Carson Pirie Scott department store in Schaumburg, Illinois in April 2000. The store will be located in the Streets of Woodfield, a "lifestyle shopping center" designed as an open-air village where visitors can shop in a pedestrian friendly, park-like setting. The newly announced two-level store will extend Carson Pirie Scott's strong presence in metropolitan Chicago to twenty-four department stores. The store's location will complement Carson Pirie Scott's Furniture Gallery, situated approximately one mile away. Carson Pirie Scott currently operates three free-standing Furniture Galleries in the Chicago area and is scheduled to open a fourth furniture store this month in Fox Valley, Illinois. Mike MacDonald, Chairman and Chief Executive Officer of Carson Pirie Scott, stated, "We are very excited to expand our presence in the metropolitan Chicago area, offering our customers a new venue to enjoy Carson's shopping environment. This new and innovative center will offer an exciting opportunity to extend our presence in the important Chicago area and bring our Schaumburg customers the outstanding merchandise assortments and premier customer service that are traditions at Carson Pirie Scott." Carson Pirie Scott stores feature a wide selection of fashion apparel, shoes and accessories for the entire family, as well as cosmetics. Key brands typically carried by a Carson Pirie Scott store include Liz Claiborne, Jones New York, Tommy Hilfiger, **Nautica,** Nine West, Estee Lauder, Lancome, and Clinique.

Saks Incorporated operates 353 stores in 38 states under the names of Saks Fifth Avenue, Proffitt's, McRae's, Younkers, Parisian, Herberger's, Carson Pirie Scott, Bergner's, Boston Store and Off 5th. The Company also operates two direct mail businesses, Folio and Bullock & Jones.

CONTACT: Saks Incorporated
Julia Bentley, 423/981-6243 (Investors)
or
Jennifer Mann, 212/940-4259 (Media)

Today's News On The Net - Business Wire's full file on the Internet

with Hyperlinks to your home page.

URL: http://www.businesswire.com

LOAD-DATE: July 8, 1999

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SCENE. WWD July 8, 1999

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WWD

July 8, 1999

SECTION: Pg. 6S ; ISSN: 0149-5380

IAC-ACC-NO: 55169219

LENGTH: 72 words

HEADLINE: SCENE.

BODY:
Gone Techie

Utility chic has hit the beach. Here are some of this summer's must-have beach accessories for the cyber crowd. They range from RLX Polo Sport's gorge hikers to utility belts from **Nautica's** NST line, which offer individual pouches for such items as a cell phone, checkbook and a palm pilot. Then, there's Omron's portable body fat analyzer -- for those who must have access to their fat count every minute.

IAC-CREATE-DATE: July 26, 1999

LOAD-DATE: July 27, 1999

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AN ICON OF STYLE / AS TIMELESS AS SHE WAS 40 YEARS AGO, AUDREY HEPBURN IS STILL AFFECTING FASHION IN 1999 Newsday (New York) July 12, 1999, Monday,

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Newsday

Newsday (New York)

July 12, 1999, Monday, ALL EDITIONS

SECTION: PART II; Page B06

LENGTH: 1294 words

HEADLINE: AN ICON OF STYLE / AS TIMELESS AS SHE WAS 40 YEARS AGO, AUDREY HEPBURN IS STILL AFFECTING FASHION IN 1999

BYLINE: By Michele Ingrassia. STAFF WRITER

BODY:

AUDREY HEPBURN may have died six years ago, but don't tell that to all the sweet young mall things sporting Audrey-esque capri pants and bobbing ponytails. Don't tell it to all the chic women walking down Fifth Avenue, where Bergdorf Goodman recently turned its windows into an Audrey-fest and Ferragamo routinely sends women out of its store toting Audrey ballerina flats in Audrey-emblazoned shopping bags. And certainly don't tell it to the zeitgeisters at ABC, which is planning to air a two-hour Audrey-biopic (starring Audrey-wannabe Jennifer Love Hewitt) this fall.

In fashion circles, there's no doubt: Audrey lives. "The remarkable thing about Audrey Hepburn is that, as timeless as she was 40 years ago when we saw her in Roman Holiday, she's still affecting fashion in 1999," says writer Pamela Clarke Keogh. "As shoe designer Manolo Blahnik said, she and Coco Chanel were the two greatest fashion influences of the 20th Century - they taught women how to dress.

Keogh should know a thing or two about this Audrey-mania. As author of the wildly celebratory new book "Audrey Style" (Harper Collins, $ 40), the 34-year-old native of Old Brookville has become Hepburn's chronicler- (and cheerleader-) in-chief, determined to persuade even the most fashion-victimized that, even in an age of Gucci's hippie-chic and Helmut Lang's stark millennium madness, true style - or, at least fashion kismet - lies in Hepburn's pared-down sophistication. Think capri pants. Think ballet slippers. Think sheath dresses and jackets with three-quarter sleeves. Think Sabrina's wit and Holly Golightly's whimsy.

Of course, had the 5-foot-7-inch, 110-pound Hepburn been starting out today, the tabs would have dismissed her as another Calista Flockhart, flogging her for being, if not too rich, then surely too thin. But back in 1953, when "Roman Holiday" hit the screens, the unknown Belgian-born actress was a style revolution waiting to happen: In the big-haired, big-bosomed age of Marilyn Monroe and Jane Russell, Hepburn was slim (her waist measured 20 inches), flat-chested and brunette, with almond-shaped eyes and an impossibly long neck, her teeth slightly too crooked for her smile, her nose slightly too large for her face. She chopped off her hair, refused to wear stiletto heels and turned the simplest white shirt into the epitome of chic. Women loved it.

"She was definitely in the right place at the right time, just as America was ready to move out of the extreme formality that existed before World War II," Keogh said over a recent lunch at Mi- chael's, as she scarfed down shrimp salad, decaf cappuccino and sugar cookies with the clean-plate abandon of Hepburn, who loved chocolate, pasta and cigarettes with equal passion. "Her look was about motion. She moved, she revealed herself, she embodied American sportswear - khakis, capris, turtlenecks."

For all her Audrey-zeal, Keogh suffers not a trace of Sabrina-envy. Though she grew up on Nassau's Gold Coast - barely three miles from the Glen Cove railroad station where "Sabrina" was filmed - she says she was too busy playing tennis, riding horses and building forts as a child to notice Hepburn. "I wasn't raised to have obsessions with actresses," she says with a laugh. "I was a tomboy." In fact, she adds, the idea for the book began as a broader look at women of style. "But after one day of research, I realized she was it."

Admittedly, "Audrey Style" - which coincided with what would have been Hepburn's 70th birthday on May 4 - is, at times, dizzier than Holly before breakfast at Tiffany's: Did Audrey - who thought her feet too large - wear a size 81/2 shoe? Or a size 10? (Keogh, sloppily, records both.) Was she really "one of us?" Or truly the most singular creation of the century? (Yes, yes, she says, ignoring all contradiction.) But whatever the confusion, there is one matter on which the book is utterly clear: that Hepburn irrevocably changed our definition of femininity. Keogh likes to quote the actor Roger Moore: "Audrey gave beauty a new concept. Movie stars in the 50s looked like Lana Turner and Ava Gardner. Then along came this waif-like creature with these doe eyes. But what made her different was her honesty, sincerity and sense of fun."

Not bad for an insecure girl named Edda Kathleen van Heemstra Hepburn-Ruston, whose baroness mother dreamed of becoming an actress and whose businessman father walked out when his daughter was only 6. Growing up in Nazi-occupied Holland, there was no such thing as style, and Hepburn, like everyone else, wore homemade dresses. It was her "Sabrina" wardrobe that launched her fashion-icon status - and her lifelong devotion to Hubert de Givenchy, whose simplest confections, even in the 50s, cost thousands.

There are those, of course, who believe Hepburn was Givenchy's ultimate creation. Though they met by coincidence - Hepburn arrived at Givenchy's atelier in 1953 to pick out a suit, evening gown and little black dress for "Sabrina" - Keogh says their partnership "changed the course" of each of their lives. "In Audrey, Givenchy found his perfect muse," she says, wondering aloud how many of his non-Audrey designs anyone can recall. "And in Givenchy, she found a man who could bring her fashion desires to life." But Hepburn's genius, Keogh says, was less about clothes than style. "You need to be born with an eye. And she had an interest. She was also fortunate enough to work with the best designers and costumers; she went to the wonderful university of Paramount."

Even in the more formal 50s, she had no rival. Not Katharine Hepburn (the "Miss Hepburn" Givenchy thought he would be dressing for "Sabrina"). Not Grace Kelly (whom Keogh calls the "Ice Princess"). The only woman who has ever come close, Keogh posits, is Jacqueline Kennedy, who was still an unknown Inquiring Photographer when Hepburn was racking up magazine covers (though she quickly caught up and, arguably, surpassed her). As for contemporary celebrities, Keogh believes actress Nicole Kidman is one of the few with the fashion intelligence and knowledge to occupy an Audrey-universe. "She's willing to take risks - she'll wear Galliano - and it matters to her what she looks like."

So what are the lessons of Audrey - besides walking softly and carrying a big credit card? First, says Keogh, there's honesty. "She instinctively knew what suited her and rigorously discarded what didn't work, " she writes. "Just as Joan Crawford wore broad shoulders to balance her wide hips, Hepburn exploited her strong points to maximum advantage." Just as important, Keogh says, is simplicity. "When we think of Hepburn," Keogh writes, "there are no sequins and spangles. Instead, there is the graceful curve of a bare arm, an evening dress cut on the bias, a perfectly tailored suit."

Of course, that's easy when you're a woman who looks as fabulous in a nun's habit as a Givenchy gown. Even Keogh doesn't dispute that. Instead, she paraphrases Truman Capote describing Babe Paley, that other never-too-rich-or-too-thin icon: "She had only one fault: She was perfect. Otherwise, she was perfect." HOW TO GET THE LOOK What do you need to pull off Audrey Style? Keogh's essentials: The little

black dress A sleeveless sheath A white shirt A "jazzy" suit-"a nubby material, sized to within an inch of your life" Capri pants A dark turtleneck One "what-the-hell" item (Audrey's was a mink pullover) One killer dress (think Sabrina showing up at the Larrabees party) Jeans, polo shirt, sneakers Ballerina flats The Sabrina heel (for that "princess" look) A scarf (preferably Hermes) Dark sunglasses Small-dog-with-wry-name (Audrey called her Yorkie "Famous") Gregory Peck (in which case, forget all of the above)

GRAPHIC: Chart - HOW TO GET THE LOOK. (See end of text.) 1) Magnum Cover Photo / Dennis Stock - Hepburn filming "Sabrina" at Glen Cove railroad station; she called her Givenchy suit "jazzy." Photos Courtesy of The Kobal Collection - 2) The dress that launched a million wannabes (and Hepburn's lifelong with Givenchy): the "Sabrina" gown worn for "the best Cinderella moment in cinematic history." 3) Top, Hepburn with Bogey in "Sabrina"; she chose a black Givenchy cocktail dress with a fitted waist, deeply cut armholes and a high neckline. 4) (Cover of 'Audrey Style.) 5) Newsday Photo / Ken Spencer - (Bag with picture of Audrey Hepburn.) Photos - 6) Capris and a crisp white shirt by Gap look as cool in the 90s as when Hepburn wore them in the 50s. 7) This Badgley Mischka ballgown is a variation on Hepburn's white "killer" gown by Givenchy. 8) AFP Photo - A "what-the-hell" item of the Audrey variety - a mink pullover, this from Narciso Rodriguez. Photos - 9) She was rarely sans gunglasses, like these from **Nautica.** 10) Ferragamo reintroduced these shoes in May. 11) Hepburn had a turtleneck for every occasion. At left, BCBG's nubby take; 12) Photo by Corina Lecca - at right: designer Cynthia Rowley reinterpreted the Audrey princess dress.

LOAD-DATE: July 12, 1999

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OXFORD INDUSTRIES NET OFF SLIGHTLY IN FOURTH QUARTER; 1999; Brief Article Daily News Record July 14, 1999

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Daily News Record

July 14, 1999

SECTION: Pg. 2 ; ISSN: 1041-1119

IAC-ACC-NO: 55169410

LENGTH: 306 words

HEADLINE: OXFORD INDUSTRIES NET OFF SLIGHTLY IN FOURTH QUARTER; 1999; Brief Article

BODY:
NEW YORK -- Oxford Industries Inc. said earnings in the fourth quarter ended May 3 dipped 0.3 percent, but predicted solid earnings increases this year.

In the fourth quarter, earnings fell to $ 6.01 million from $ 6.04 million. Earnings per share grew to 74 cents from 67 cents due to a share-repurchase program. Sales gained 15.8 percent to $ 225.3 million from $ 194.5 million.

For the full year, earnings gained 7.2 percent to $ 26.4 million, or $ 3.11 a diluted share, from $ 24.6 million, or $ 2.75, a year ago, as strength in its women's wear group offset weakness in men's wear. Sales gained 11.4 percent to $ 862.4 million from $ 774.5 million.

Commenting on the year, J. Hicks Lanier, chairman and president, said in a statement: "We spent heavily this year to establish four new plants in Mexico, the Dominican Republic and Honduras. While this investment negatively impacted margins this year, cost-competitive manufacturing around the globe is critical to our long-term success."

By division, the shirt group's earnings dipped to $ 20.4 million from $ 20.9 million; sales inched ahead 0.9 percent to $ 313.2 million. An Oxford spokesman cited strong sales gains last year at Tommy Hilfiger dress shirts, Ell Walker and OxSport, its private-label sport shirt division. However, declines were seen in Tommy Hilfiger golfwear, which is being repositioned to focus on golf country clubs and resorts, and Oxford private-label dress shirts. Polo boys' wear also gained but, as reported, the license expired in May.

Lanier Clothes' operating profits slid 20.4 percent to $ 9.1 million, but sales gained 6.3 percent to $ 173.9 million. Notable gains were seen in **Nautica** tailored clothing. Oscar de la Renta and Geoffrey Beene tailored clothing, which was launched last year, also generated higher sales.

IAC-CREATE-DATE: July 23, 1999

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Daily Briefing; A quick look at today's business news.; Intel's outlook fuels Nasdaq record; Dow slips The Atlanta Journal and Constitution July 15, 1999, Thursday,

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The Atlanta Journal and Constitution

July 15, 1999, Thursday, Home Edition

SECTION: Business; Pg. 1C

LENGTH: 392 words

HEADLINE: Daily Briefing;
A quick look at today's business news.;
Intel's outlook fuels Nasdaq record; Dow slips

BYLINE: Staff reports and news services

SOURCE: Constitution

BODY:
Technology stocks responded to an optimistic outlook from semiconductor giant Intel, pushing the Nasdaq composite up 1.44 percent to another record Wednesday. But blue chip stocks again drew a lukewarm response to generally favorable second-quarter profits, and the Dow Jones Industrial average slipped 0.24 percent.

The latest economic news didn't appear to help or hurt stocks, but it did leave analysts divided over the question of another interest rate boost by the Federal Reserve.

The government said wholesale prices declined 0.1 percent in June, the first drop in four months, while retail sales rose just 0.1 percent in the same month.
--- News services

CSX, Norfolk Southern say they're back on track

CSX Corp. and Norfolk Southern Corp., the third- and fourth-largest U.S. railroads, told rail regulators that congestion is clearing, six weeks after they took over their respective portions of Conrail.

Both railroads have benefited from a midyear shipping lull that has allowed them to clear their lines. Automakers stop production for the first half of July, and coal miners take a break during the same period. The railroads' filings with the Surface Transportation Board showed train speeds rising and congestion easing.

"Complaints have slowed considerably for both. A number of shippers have volunteered that things are improving rapidly," said Ed Rastatter of the National Industrial Transportation League.

Norfolk, Va.-based Norfolk Southern has a major presence in Atlanta.
--- Bloomberg News

Wal-Mart to settle, pay Tommy Hilfiger

Wal-Mart Stores Inc. has agreed to pay $ 6.4 million to Tommy Hilfiger to settle claims that the retailer sold counterfeit clothes, the companies said Wednesday.

In the settlement, Wal-Mart also agreed to donate its remaining imitation merchandise to Third World countries as requested by Tommy Hilfiger U.S.A. Inc.

Wal-Mart recently settled charges that it sold knockoff Teletubbies, the popular children's characters, and still faces a lawsuit charging that it sold fake Polo Ralph Lauren, **Nautica** and Fubu clothing.
--- Associated Press

Check in twice daily for the latest updates

Each weekday, biz@tlanta at www.ajc.com provides updates of local business and technology news produced by the Journal-Constitution staff. Check in at 11 a.m. and 4 p.m.

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IT'S YOUR CALL;FOR FALL, A CHECKLIST TO VALIDATE YOUR WARDROBE Chicago Tribune July 25, 1999 Sunday, CHICAGOLAND FINAL EDITION

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July 25, 1999 Sunday, CHICAGOLAND FINAL EDITION

SECTION: MAGAZINE; Pg. 22; ZONE: C; FASHION/REPORTER'S NOTEBOOK.

LENGTH: 195 words

HEADLINE: IT'S YOUR CALL;
FOR FALL, A CHECKLIST TO VALIDATE YOUR WARDROBE

BYLINE: By Marisa Fox.

BODY:
It's hard to assess the spirit of a time by the cut of a jacket or the popularity of a garment, but men's clothes this fall certainly point to a new era. Gone are the days of stodgy suits, confining business attire and an all-too serious color palette. For the new millennium, men are allowed to feel comfortable during the business day and even show a bit of whimsy.

Chalk it up to our more flexible workplace, technology shifting the emphasis from the boardroom to the living-room office and making business more about individuals and less about monoliths. This informal attitude is coupled with a renewed interest in luxury goods and sportswear.

There's more money to spend on high-quality fabrics and more emphasis on leisure wear. Urban wear has become increasingly athletic in spirit. "We're seeing an increased demand for functional clothes," says Dan McCampbell, men's fashion director for Saks Fifth Avenue, which is about to open a men's store in Chicago across the street from its current Michigan Avenue location. "Men want outfits that can take them from the streets of New York or Chicago to the slopes of Colorado, without having to change."

GRAPHIC: PHOTOS 27PHOTOS (color): JOHN BARTLETT, SANDY DALLAL, DKNY, JEAN PAUL GAULTIER; SWEATERS, FITTED AND BULKY: Along with the deconstructed suit and more casual pants, knits are an important item for fall. Fitted sweaters can be worn under a blazer as an alternative to a button-down shirt and tie. Or you can forgo the jacket entirely--if it's a dress-down Friday, of course--and opt for a chunky turtleneck instead.; PHOTOS (color): NICOLE FARHI, PERRY ELLIS, GENE MEYER; CASUAL OUTERWEAR: Protection is a big theme for the millennium, from hooded jackets you can hide in to unstructured outerwear, such as ponchos shown by Perry Ellis and Anna Sui that feel as loose and cozy as a blanket. Not surprisingly, the duffel coat, with its trademark hood, clasp enclosures and soft silhouette, has made a comeback just in time for winter 2000.; PHOTOS (color): **NAUTICA,** MAURICE MALONE, KENNETH COLE; Denim (top): One of the most enduring fibers of the 20th Century, denim will continue to be popular into the 21st. From jumpsuits made of a starchy jeans fabric to high-tech denim appearing on snowboarding jackets (Ralph Lauren), from wide-leg and cuffed jeans to super-roomy carpenter-cut pants, denim is an all-American classic.; PHOTOS (color): CYNTHIA ROWLEY, JOHN BARTLETT; Wide legs: The relaxed fit is the idea behind this current crop of trousers, which--no longer relegated to weekends--can also be worn to work.; PHOTOS (color): ENRICO COVERI, JOSEPH ABBOUD, JOSEPH ABBOUD; Men of leisure: Taking their cues from women's fashion, many men's designers showed clothes made of high-luxe fabrics. Sandy Dallal is partial to double-faced cashmeres, while Joseph Abboud seems to fancy velvet robes, suede treatments on shirts and fine Scottish wool blends suited to James Bond.; PHOTO (color): KENNETH COLE, NICOLE

FARHI, HUGO BOSS, JOHN BARTLETT; Men's uniforms: Last year's utilitarian rage is still going strong with cropped, boxy jackets and tapered trousers that evoke military surplus and UPS uniforms. Designers such as Kenneth Cole and **Nautica** pushed the workmen's envelope even further by showing twill jumpsuits in gray and navy that seemed fitting for an auto mechanic.; PHOTOS (color): JOSEPH ABBOUD, GENE MEYER, CERRUTI; Deluxe tuxes: With a season's worth of millennium parties ahead, you might find your old tux in need of some refurbishing. The new tux follows the lead of the fall suit with narrower lapels, a more fitted silhouette and softer shoulders. Look to colorful shirts, bow-ties and vests to render your tux less formal and more festive.; PHOTOS (color): YVES SAINT LAURENT, BYBLOS, EMPORIO ARMANI; Men in black: Though color has definitely been making a splash lately, some men always will feel more comfortable in black. And for them, there are plenty of monochromatic outfits available. Ralph Lauren was one of the first to show black shirts with black three-piece suits, reflecting a look plucked straight from "The Godfather." On a more casual level, Kenneth Cole paired trousers with knit tops that ranged from deep charcoal to onyx.; PHOTOS (color): **NAUTICA,** MAURICE MALONE; Athletic dressing: Action sports, from snowboarding to mountain biking, continue to cast an exciting spell over fashion. For fall, Ralph Lauren introduces his RLX line of performance athletic wear such as techno-fleeces, padded jackets and fuller trousers that are armed with pockets and can be adjusted lengthwise. Other designers, such as Nova USA, Avirex and **Nautica** feature clothes that are made for the serious athlete but are also slick enough to fit into an urban environment in colors such as nuclear orange, space-age blue and solar-powered yellow. And of course, Miu Miu's high-tech sport shoes are still a top look, inspiring numerous imitators. Photos by Maria Chandoha Valentino.

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Forbes July 26, 1999

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Forbes

July 26, 1999

SECTION: Management, Strategies, Trends; Companies

LENGTH: 316 words

BYLINE: Kelly Barron

BODY:

Sporting goods chains More square footage doesn't appear to be the answer to a fat and happy country's exhaustion with participant sports. Add the general boredom with themed retail and you've got special trouble for Oshman's Sporting Goods. The company replaced traditional units with gym-like superstores where shoppers could play before they paid. Consumer response: Save the sweat for later (if ever). Same-store sales dipped 6.1% in fiscal 1998.

Equipment makers Maybe it's the disapproval of fussy USGA rule-keepers, maybe it's the many competing makers, or maybe golfers have simply filled their bags with too many expensive toys. Whatever, Callaway Golf, which led the equipment industry's recent boom with its Big Bertha club, has lost distance off the tee. It looks to regain ground with superperformance golf balls. But nobody in the business can like this number: Rounds played fell 3.4% last year, according to the Sporting Goods Manufacturers Association.

Athletic shoe stores / apparel makers Jaded about jerseys? The sporty look from Polo Ralph Lauren and Tommy Hilfiger is in; licensed sports clothing and many brands of athletic shoes are out. (Maybe backwards ball caps will be next to go.) It didn't help that merchandise icon Michael Jordan of the NBA's Chicago Bulls quit the hoops game. All of that shows up in Finish Line's results. The chain, suffering from flight to stores such as Old Navy and Abercrombie & Fitch, is trying a comeback by carrying new brands like **Nautica** NST.

All results are for first-quarter 1999 except the following: Results for First Team Sports are for fiscal 1999; results for Rawlings are second quarter; results for Cannondale are third quarter. Earnings declines or increases are from the year prior. Stock percentages represent declines from 52-week highs. Results for Russell include an $18 million restructuring charge.

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Nautica Signs License For Girlswear DNR July 26, 1999

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Business and Industry
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July 26, 1999

SECTION: Vol. 29, No. 87; Pg. 28; ISSN: 1092-5511

RDS-ACC-NO: 2068446

LENGTH: 84 words

HEADLINE: **Nautica** Signs License For Girlswear

HIGHLIGHT:
Nautica Apparel and Hampton Industries sign licensing agreement for girls' sportswear and swimwear

BODY:
NEW YORK -- **Nautica** Apparel signed a licensing agreement last week with Hampton Industries to make and market girls' sportswear and swimwear for spring 2000, said David Chu, **Nautica's** CEO, founder and designer. Bob Reid, president of **Nautica** boys', has been named president of the Hampton's new **Nautica** Children division.Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.50

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Internet Users' Confidence Grows for On-Line Purchases JOURNAL STAR July 28, 1999, Wednesday

Copyright 1999 Knight Ridder/Tribune Business News
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JOURNAL STAR

July 28, 1999, Wednesday

KR-ACC-NO: PE-E-COMMERCE

LENGTH: 1709 words

HEADLINE: Internet Users' Confidence Grows for On-Line Purchases

BYLINE: By Valerie Lilley

BODY:
PEORIA, Ill.--Whenever Becky Dieffenbach drives around, she usually plunks in her favorite kind of jazz and funk she can't find on Peoria's radio stations.

Her kind of music CD can usually be found in giant multi-level stores in larger cities, such as Chicago or Nashville.

Not a problem to get it in Peoria. She buys them on-line.

The Internet as we know it is only three years old, yet this year consumers gained enough confidence to bring e-commerce into common use. Besides the click-n-buy convenience, Web merchants bring home more selection, comparable prices, and some of the same old problems of getting a lemon.

"Today we're at the real dawn of consumer shopping on-line," said Jeff Richards, executive director of the Internet Alliance, an industry association dedicated to building the confidence and trust necessary for the Internet to become the global mass market medium of the 21st century. "We're at the beginning because last Christmas consumers embraced it."

That's also around the same time small technology companies began to offer e-commerce solutions at reasonable prices to retailers, he said.

The on-line shopping crowd is predicted to grow to 128 million people in the next three years, according to eMarketer, a Web publication.

Shopping on-line was easy for Dieffenbach, a graphic designer at Cyberdesic who is on the Internet everyday. "It's part of my job to know what different companies are doing," she said. "I need to know what's out there on the Net."

E-commerce shoppers used to be mostly white men. Now, 21 percent of them are affluent females who make an average of $ 60,000 a year and are an average age of 37.3 years old, according to eMarketer.

The average male shopper, on the other hand, made $ 76,000, and was 38.9 years old.

The new mix erupted the Net's potential last year. While $ 3 billion was spent in 1997, $ 9 billion was spent on-line last year, according to the U.S. Department of Commerce.

In the first half of this year, more than 83 million adults, or 40 percent of the U.S. population age 16 or older were using the Internet. And 70 percent of those on-line, or 56 million, shopped with 28 percent following through with a purchase, according to a recent study by IntelliQuest Research's Worldwide Internet/Online Tracking Service.

The number of people making a purchase isn't higher because for now it's another means of looking at what's out there as far as selection.

"We don't feel comfortable with this new medium yet," said Steve Jones, head of communications at University of Illinois at Chicago. "We've only had the Internet as we know it for three years. We've had the telephone for 100."

But the Net is slowly proving easier than the phone.

Colleen Klescewski of Peoria likes to browse around Lands End and L.L. Bean sites for clothing. If she sees something in their mail-order catalogue, she prefers to buy it on-line.

"It's just easier," she said. No telephone-recording hassles, no wait.

North America comprises a little more than half of the world's Net users, according to eMarketer's recently released eGlobal Report.

In three years, North America's share will shrink to just 34.8 percent, Europe will be home to 84 million users, or 29.9 percent of the world; Asia will have nearly 60 million users, or 21.5 percent; Latin America will hold 26.6 million, or 9.4 percent, and the rest of the world will have 12 million, or 4.4 percent, the report said.

Name a product or service and someone is selling it on-line. Columbia House merged with CDNow to offer a powerhouse of music, and Amazon.com sells toys and games, electronics, as well as books.

Any portal sites such as Lycos, Yahoo!, About.com or ZDNet, offer their own versions of a virtual mall and let you search multiple stores at once. There are sites such as www.bottomdollar.com that simply exist to search many e-merchants for you.

And its not just computer stuff, CDs and books anymore. There are currently 400,000 Web sites with something to sell, according to Information Week magazine.

The on-line option has become so prevalent consumers have come to expect every store to have a Web presence.

Klescewski thought she could just order her favorite candle off Pier 1 Imports Web site after she didn't find it in Peoria's new store.

But the site doesn't have the shopping option. "I was kinda disappointed," she said.

The niche market on-line is booming.

Furniture.com has more than 50,000 items, www.pantyhose.com carries all L'eggs products, and even clothing designers Tommy Hilfiger and **Nautica** are selling on-line.

Farmbid.com created the first global market for farm equipment and products, and Talbots Inc., which sells women's apparel through catalogues and 653 retail stores, announced it is launching a Web site this fall at www.talbots.com.

Talbots is joining the likes of catalogue merchant Land's End, which developed a Web site that recommends

bathing suits likely to fit women who pick their body type from an array of choices.

Many first time or conservative on-line shoppers gravitate to the larger, well-know places. And with good reason.

"You know you're not going to get screwed over because they wouldn't be in business if they did that," Dieffenbach said.

That concern is what keeps some people from buying anything more than a CD or book.

Brick-and-mortar merchants are just as careful about their on-line reputations as they are in the real world. Internet-exclusive merchants are especially sensitive.

"I got a miss-picked item and I was sent the wrong stuff," said Jones, who is also founder of the Association of Internet Researchers. "They shipped out an empty box with a return authorization and the correct CD."

If you want to buy something from a lesser-known site, post a message to a usegroup or listserv. Within 24 hours, your mail box will be flooded with answers, Jones said.

"Con artists have been around longer than computers," Jones said. "Are we somehow to believe that we are more gullible on-line? That's strange."

The Internet industry is making strides to respect consumer's privacy and doesn't need government intervention at this time, the Federal Trade Commission found in its July report to Congress.

A year ago, the FTC found that only 14 percent of the Web sites had posted privacy policies but that has since gone up to 66 percent, Chairman Robert Pitofsky said in the report.

More Web sites are carrying privacy and business seals like the Better Business Bureau and Internet Alliance. "Being on-line heightens everyone's sensitivity to how the information is used," Richards said.

A BBBOnLine seal indicates the business is a member of the Better Business Bureau and has agreed to abide by its standards, including truthful advertising and fair and prompt resolution of complaints.

The generally accepted practice among e-merchants is to send you a quick e-mail confirmation of your order. It acts like your receipt, Jones said.

If you don't get one, it could be the merchant just wasn't prepared for the massive amount of business a Web site can bring or it could be simply a sloppy operation.

What happens if you get ripped off on an on-line purchase?

Basically, the same laws of mail-order catalogues and telephone ordering apply to shopping on-line, said Michael Epstein, a partner at the international law firm Weil, Gotshal & Manges in New York and a nationally recognized expert in intellectual property law and e-commerce issues.

"It's highly unlikely that most major companies would give you trouble if you wanted to return the item for a refund," said Margaret Stewart, a professor at Chicago-Kent College of Law who heads the American Bar Association's Internet Jurisdiction Initiative. "Because it's bad for business. You're going to lose all kinds of good will."

If you buy something from an on-line store targeting your state or the nation, you can sue for damages in your state, Stewart and Epstein agree.

That is expensive for you and the merchant. At a minimum, the merchant would have to hire a lawyer in

Illinois either to defend himself or to argue you should have filed somewhere else, Epstein said.

The expenses can motivate a merchant to settle the problem before it gets to this stage. On the other hand, if the merchant simply doesn't show up, you have to go chase him or her, Epstein said. That increases your expenses.

Before you go to that extreme, the Better Business Bureau has an on-line complaint form at www.bbb.org. One of the bureau's purposes is to facilitate a resolution.

Common sense says the hassle isn't worth it for a $ 20 teddy bear that arrives with an arm torn off. "Unless you're a law student with nothing else to do, you're not going to sue. You're going to sew the arm back on the teddy bear," Stewart said.

It may be worth it if you buy software and it comes with a virus that destroys your computer. "Nine times out of 10, the seller will be subject to jurisdiction in the buyer's home," she said.

The twist comes when the merchant is located overseas.

With the Internet, you don't have to be in Frankfort, Germany, to buy a diamond ring. You can buy it from the Web site, Stewart said.

What if it turns out to be glass? You could sue the merchant in German courts. Laws are still being written as to whether you could file the papers in Illinois.

"Does it really help you much?" Stewart said. "After all, this German merchant probably doesn't have any property in the United States."

For any purchase on-line, use your regular, old-fashioned consumer savvy.

For large purchases, e-Bay provides an escrow account where the buyer places the money. The money is sent to the seller when the seller sends the product, Stewart said.

Many sites carry software where a receipt is automatically sent via e-mail as soon as you place you order.

If a site does something different than others, ask the site's administrator about it in an e-mail. "I'm always suspicious about people who aren't willing to cough up information," she said.

It's also in your best interest to use a credit card because it brings an intermediary company into the equation.

Visit the Journal Star on the World Wide Web at http://www.pjstar.com

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Taste of Summer; summer decorating House Beautiful August 1, 1999

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House Beautiful

August 1, 1999

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LENGTH: 297 words

HEADLINE: Taste of Summer; summer decorating

BYLINE: WILSON, B. CHRISTINA

BODY:
House Beautiful has searched out breezy new tableware for vacation days. See how pure washes of color and a mixture of touchable shapes and textures set the tone for an intimate sit-down dinner or an impromptu lunch on the deck

A perfect lunchtime setting (opposite): white ceramic plates by Aero; Pierre Deux pitcher; flatware and chargers by Source Perrier Collection; tumblers by Vietri; wineglasses by Iittala; Christofle napkins; Bernardaud vases; candlesticks at Takashimaya. Top left: Villeroy & Boch sauceboat; rattan-covered pitcher from Ad Hoc; butter dish at ABC Carpet & Home. Top right: Lavender bowls at Bergdorf Goodman; wooden charger from Interieurs. Above: Seguso Viro vase with Tiffany & Co. glasses. Right: Tall pitchers, Global Table; hurricanes by Iittala.

Bright white and blue, opposite: Jonathan Adler round plates at Ad Hoc; square plates at ABC Carpet & Home; Calvin Klein Home wineglasses; flatware from Couzon. Top left: Cup fits snugly in Rosenthal plate; Ralph Lauren glasses and napkins; Nambe bowl. Top right: St. Louis pitcher and glasses; hurricane lantern from MoMA Design Store; Royal Copenhagen vase. Above: Milan tea setting from Royal Worcester. Left: White opaque glasses from Aero; J.G. Durand white striped glasses; small glasses at ABC Carpet & Home.

Tropical paradise, opposite: Felissimo teak bowls; square plates and green glasses at Barneys New York; brown dinner plate by Dansk; wood chargers by Pfaltzgraff for **Nautica;** flatware at Takashimaya. Left: Dishes at Bergdorf Goodman. Below: Baccarat glasses. Bottom left: Dishes at ABC Carpet & Home; Dansk sugar and creamer; thermos at Ad Hoc; Global Table tray. Bottom right: Footed teak bowl at Felissimo; Ralph Lauren glasses; Couzon tray; ice bucket by Pulforcat.

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411; numerous brief articles Children's Business August 1, 1999

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August 1, 1999

SECTION: No. 8, Vol. 14; Pg. S6 ; ISSN: 0884-2280

IAC-ACC-NO: 55543647

LENGTH: 906 words

HEADLINE: 411; numerous brief articles

BYLINE: Mitchell, Tracy R.

BODY:
shoe firms target trendy 'tweens

Nine West Kids has added an extra dose of fashion flare to its Fall/Holiday '99 line "geared to the tastes of style-conscious girls ages 8 to 12." According to the company, "current trendy looks sourced on the runway" dominate the size 12.5-5 collection. Wedged heels, plush colors, innovative fabrics and contemporary closures are designed to attract the fashion-savvy girl. Look for platform loafers in shimmering fabrics, modern Mary Janes with utilitarian closures, trendy slides and more.

For Spring 2000, G.H. Bass is heading down a new fashion path. The manufacturer of the basic loafer and other such classics is marching to a remarkably different beat. After sending kids' designer Sean Gayle on a whirlwind trendspotting tour to college campuses and popular shopping spots, the company is making a fresh statement for spring.

Its classic sneakers--Cosby and Carvey--have been born again in prewashed heavy canvas on thick rubber soles. Another sneaker--the platform sole Kele--uses cool upper materials, such as sweatshirt knits and nylon mesh. The Spice collection offers a sophisticated flavor via microfiber uppers on cushioned footbeds. Designed to appeal to the 'tween boy, the Peace group features indigo denim trim on sandalized versions of Bass' workman shoe and boot story. For dressing up, Bass expects boys to appreciate its "smokin'" Bird group offering squared toes on welted, beefy black outsoles. Girls getting dressed to impress can go for the company's faux-faille mini platforms.

Brand relaunch includes 'tweens

Harvey Entertainment Corp.'s stuff brand campaign is heating up. Unveiled in March, the brand, which originated 30 years ago, initially targeted juniors' with a full fashion and accessories collection from more than 20 licensees. A recently announced joint venture with denim and sportswear maker Azteca Production will add 'tween girls to the mix. Set to launch for Spring 2000, the line will offer denim sportswear and knit and woven tops.

barbie befriends new generation

Popular fashion doll Barbie is hanging with an older crowd. In an effort to attract the older girl, Mattel has launched Generation Girl, a new lifestyle sub-brand centered around characters with personalities and aspirations that mirror those of teen girls today. The Generation Girl friends include Barbie, an aspiring actress from L.A.; Chelsie, an spiring singer from london; Lara, a hip artist from Paris; Nichelle, a New Yorker pursuing a modeling career; Tori, an extreme sport-enthusiast from Australia; and Ana, a competitive swimmer of Latin-American heritage. The girls all attend International High and meet while working on the school newspaper.

Mattel's fashion dolls and Gotta Groove CD-Rom are joined by a series of chapter books from Golden Books, fashion bags from Pyramid Accessories, headwear and cold weather items from Elegant Headwear, room decor, gifts and health and beauty aids from Capelli New York, bikes from Rand International and stationery from Impact.

"We are targeting an older, more media savvy generation of girls. Our campaign will actually involve girls rather than just talking at them. With the ads and the website, we will encourage girls to provide feedback and interact with us." says Anne Parducci, sr. vp of Barbie Marketing.

The website, www.genrationgirl.com, contains articles, games and quizzes, such as a test to see which Generation Girl personality a girl most closely relates to, and polls about what's hot. Girls will able to receive e-mail from Generation the Generation Girls, provide feedback about Girl bag by the brand and preview the latest products.

cool gear for american girls

Pleasant Co., known for its wholesome dolls, books, costumes and activity kits celebrating the American Girl, has retooled its direct-mail clothing line to better reflect the lifestyle of the modern girl. Hipper, trendier and more casual than the previous American Girl Gear collections, the line appeals to the style-conscious 'tween. Says Pleasant Co. founder Pleasant Rowland: "For more than a decade, American Girl products have embodied age-appropriate, wholesome values that serve a critical stage in the intellectual and emotional development of girls ages 7 and up. Understanding that this is also a period when a girl's self-concept is most a risk, we applied these values to our new line of gear."

nautica launches school campaign

NAUTICA BOYS, produced and distributed by Hampton Industries, has teamed up with Yomega Corp., maker of performance yo-yos, for a Back-to-School '99 gift-with-purchase and event program. Tagged Yo **Nautica!**, the program began rolling out last month. Ten selected retail markets, including New York, San Francisco, Detroit, Minneapolis, Chicago, Miami and New Jersey, will host Yo-Offs, where boys can gear up in **Nautica** for fall and learn the latest yo-yo tricks from world class Yomega yo pros. Two-hundred particpating stores will offer the gift-with-purchase program in which kids will receive a customized Yomega yo-yo and holster as a special gift with any $ 50 regular price purchase of **Nautica** Boys. Designed to bring boys in grades three through seven the coolest styles and yo-yo tun, the campaign is backed by regional outdoor ads, website and on-line marketing, and co-op newspaper, TV, radio and direct-mail advertising with select retailers.

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ocean pacific. Children's Business August 1, 1999

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August 1, 1999

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LENGTH: 916 words

HEADLINE: ocean pacific.

BYLINE: Azoulay, Julia Fein

BODY:
A FEW YEARS BACK, California lifestyle brand Ocean Pacific had a problem. "Different licensees were interpreting the brand differently," recalls ceo Dick Baker, while others "weren't a key factor in the distribution channel we were seeking." Perhaps even more frustrating was the overarching fact that "the traditional category of licensing hasn't had a good name because it usually involved a brand that had seen its day and was now going to be licensed into a lower distribution channel." Fortunately for OP and other image-based brands, Baker says, "the major power brands--Tommy, Ralph and **Nautica**--have begun to give licensing a whole new arena to play in because it's become for them a new opportunity for brand extension and revenue growth." Taking the bull by the horns, and with power brands opening doors to new horizons for licensed product, Ocean Pacific restructured in 1997--setting out "to create licensing partners that were first and foremost experts in their category" and to "create an infrastructure that was correct in terms of the single biggest consideration: product execution."

Step one was Rays Apparel; over the past two years, OP has licensed toddlers through 8-20 to Rays, a partnership, according to Baker, "that has led to significant growth." OP is now producing boys' 4-7, boys' 8-20, young men's, girls' 2T-4T and girls' 4-6X through Rays. Launching this month, the Rays Group girls' collections will hit retail in January 2000.

Step two was hooking up with licensees Trends and Apparel Ventures. Trends, which also handles such brands as B.U.M. Equipment and private labels for Target, manufactures OP juniors and girls' 7-16. There's a solid reason for this, explains sales vp Jim Wright: "4 to 6X made older doesn't work as well as junior made smaller and younger. Girls want to look like their older sisters, and we're giving them a hipper, more sophisticated look." Seventeen Magazine isn't really read by 17 year-olds, Wright points out; "the 'tween is reading Seventeen ... and she's watching MTV and 'Beverly Hills 90210.' These little girls in the 7-16 category have a lot of money to spend, and the clothing they wear is a high priority in their lives. And the girl in Iowa isn't so far behind the girl in California, anymore--she sees the trends much quicker, today." Adding that OP has taken on a girls' vp who comes from Guess Girls, Wright assures that OP intends to "focus specifically on that 7-16 customer and not treat her as a secondary concern."

Apparel Ventures is going into its third season manufacturing the swimsuit category for OR According to sales and marketing vp Brenda Blackman, "there's a lot of 'newness' in the way OP is interpreting what's

happening in the surf-shop world into swimwear and creating that authentic suffer look"--thanks, in part, to OP's "fabulous designer." Swimsuits for girls are selling strong in airbrush hibiscus and tie-dye prints, denim, logo-based fabric and hand-painted scenics featuring such images as tropical seascapes.

Blackman reports that 75 percent of OP's swimsuit sales this past year has been in two-pieces, including the tankini and boy-leg style suits, as opposed to 40 percent last year. "Two-piece OP swimwear is a definite trend, which isn't necessarily the case for other labels," she adds.

"Our entire kids' business is now wrapped into three major licensees, and that allows the retailer a much easier way to deal with the brand in the category. All three licensees are very respected companies in their categories," says Baker, "and we're enjoying great success."

"Our goal as a branded company is to run the business like these power brands [Tommy, Ralph and **Nautica**] are run, by controlling the marketing, advertising, design and branding for the licensee," reveals Baker. "Their expertise is in manufacturing the product. And our reason to exist is to communicate the process to the retailer and the consumer," he says clearly.

Getting involved with the appropriate licensees didn't finish the task at hand, however: the company also had to take a long, hard look at product design. "The market has swung from polycotton sets and surfing dinosaurs to classification sets; the taste level has changed, as well as the amount of sophistication. We've had to focus on correcting our young men's and redesign--we had a definite problem in that it wasn't trend correct or hip enough," Baker shares. "Then we brought it down. We've reinterpreted OP, made it modern and relevant, increased the quality and kept the price point acceptable."

Proud of its new interpretation, OP is currently running a $ 4 million advertising campaign featuring "everyday beach kids" doing what they do best--"hanging out"; the tagline for the campaign reads 'Op: 100% original." In addition, a new OP website brings web-suffers "the latest information on the active/surf lifestyle culture"; OP is also sponsoring the hip Spin "On Line Summer Entertainment Guide," and is co-sponsoring a one-hour Spin TV music video show on cable television.

"The design element was our most important issue," Baker says candidly. "We were making ugly product at an affordable price point ... and now, we're making great-looking product at an affordable price point!"

With the three right licensees firmly in place, a hip new look, and the OP design, marketing, advertising and branding teams at the helm, Ocean Pacific is looking forward to smooth sailing for the seasons ahead.

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CONDE NAST, HACHETTE COURT THE AUTO-AFFLUENT: 'ELLE,' 'AD' SPECIAL ISSUES FOCUS ON LOVE OF DRIVING Advertising Age August 02, 1999

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August 02, 1999

SECTION: News; Pg. 14

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HEADLINE: CONDE NAST, HACHETTE COURT THE AUTO-AFFLUENT: 'ELLE,' 'AD' SPECIAL ISSUES FOCUS ON LOVE OF DRIVING

BYLINE: Rebecca Gardyn

BODY:
Beginning this fall, two magazine publishers will attempt to drive home the idea that a car is more than just a vehicle.

Conde Nast Publications, parent of Architectural Digest and Vogue, in October will launch Architectural Digest Motoring, a regular special issue dedicated to drivers' love affairs with their cars. The following month, Hachette Filipacchi Magazines, publisher of Elle and George, will debut Elle Ultimate Road Trips, offering new road rules for the fashion-forward.

"There are magazines for food, travel, home, even cigars," said Architectural Digest Motoring Publisher Peter Hunsinger, "but there's nothing that celebrates the automobile from the upscale-lifestyle point of view."

With the economy still humming and consumer confidence still seemingly strong, the birth of high-end niche magazines was only a matter of time. Newsstands may be cluttered with titles, but the car category apparently isn't.

LUXURY MORE ACCESSIBLE

Dominated by Hachette's Car & Driver and Road & Track, auto publications' content has been typically confined to what's under the hood. The most recent crop of titles attempts to concentrate on the experience of being behind the wheel. In part, that's because luxury is more accessible than ever before.

U.S. market share for European luxury vehicles is projected to rise to 39% by yearend, from 23% in 1990, according to J.D. Power & Associates. Total sales of luxury vehicles in 1998 reached an estimated $41 billion, up from $33.5 billion in 1995.

"As larger chunks of the population gain more disposable income, they will be buying more luxury cars," said Greg Kagay, auto analyst for Arnhold & S. Bleichroeder.

Lifestyle magazines centered around single subjects weren't popular twenty or thirty years ago because they didn't have adequate ad support, said Jim Hall, an analyst at consultancy Auto Pacific. But with baby boomers in their peak earning years, more advertisers are competing for a share of their money.

Advertisers for the first issue of Architectural Digest Motoring include not only auto marques such as Porsche and Rolls-Royce's Bentley, but luxury goods and men's wear brands such as Cartier, Ralph Lauren, Rolex and **Nautica.**

The 160-page special issue will be polybagged with the October AD, going to its subscriber base of 665,000. An additional 60,000 copies will be available on newsstands, with a $4 cover price. The next issues will come in May and October 2000.

REACHES FOR NEW CUSTOMERS

Patricia Garcy-Gottfried, director of media for **Nautica** International, said she thinks the magazine will reach a customer base that other car books do not.

"Readers with taste, who are aspirational, who have an interest in cars and, of course, have high household income" will be attracted to the magazine, she said.

"Architectural Digest found a way for us to get into automobiles that is not about fuel injection and Turtle Wax," she said.

The first Architectural Digest Motoring features Kevin Costner on the cover and includes a piece by Pulitzer Prize-winning author John Updike detailing his first car and history with cars.

It also will tout special sections, such as "Mogul's Cars," complete with portraits of corporate VIPs and their personal wheels.

7 YEARS IN THE WORKS

Editor in Chief Paige Rense said she's been trying to produce the magazine for the past seven years, ever since she ran across an Italian consumer car magazine, Automobilia, that inspired her.

'ELLE' IS FOR WOMEN

Elle Ultimate Road Trips, meanwhile, will cater to its parent's predominantly female audience with columns such as "Great Style," a review of driving accessories, and "Trunk Show," highlighting distinctive fashions for road travel.

"Fashion has evolved to embody the fashionable lifestyle, including the kinds of trips people take," said Elle Editor in Chief Elaina Richardson. "We hope to bring the spirit of luxury to the road trip."

"Our magazine is not about what is under the hood of a Jaguar," said Publisher Carl Portale. "It is about selecting the right sunglasses, about what to do with your hair while you are driving in a convertible, what to pack in the glove compartment."

Like Motoring, the Hachette book initially will be a one-timer, distributed to 650,000 U.S. subscribers and an estimated 125,000 newsstand readers in Boston, Los Angeles and New York.

Elle Ultimate Road Trips is scheduled to appear again in the spring and fall of 2000.

GRAPHIC: Mustang love: AD Motoring's inaugural issue features coverboy Kevin Costner.

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YO-YOS BOUNCE BACK / AFTER SOME UP-AND-DOWN YEARS, A TOY RETURNS WITH A NEW ATTITUDE
Newsday (New York) August 3, 1999, Tuesday,

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August 3, 1999, Tuesday, ALL EDITIONS

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HEADLINE: YO-YOS BOUNCE BACK / AFTER SOME UP-AND-DOWN YEARS, A TOY RETURNS WITH A NEW ATTITUDE

BYLINE: By Carol Polsky. STAFF WRITER

BODY:
IT'S A YO-YO moment.

The little spinning plaything - with some high-tech innovations - is enjoying a resurgence of popularity that has seen yo-yo sales soar over the past three years. U.S. sales could reach the half-billion dollar level, an increase of 2,000 percent in the past five years, according to Gregory Cohen, publisher of Fiend Magazine, a Tallahassee, Fla.-based publication for yo-yo enthusiasts.

Playthings Magazine found Yomega yo-yo models among the top three selling toys in specialty stores this year, while Duncan, the longtime leader in the yo-yo world, says its sales are up 150 percent in each of the last three years.

The resilient yo-yo seems to swing back into favor every 10 years or so, according to those in the industry, and this time around it's doing it with technological flair. Innovations have made newer model yo-yos wild and fast, with longer spinning time at the bottom of the string - which means players now can do more intricate tricks, one after the other.

The past five years have seen the emergence of magazines and newsletters, like the quarterlies Fiend and Yo-Yo Times, clubs from Hilo, Hawaii, to Saint Albans, Vt., and thousands of Internet Web sites selling and promoting yo-yos (check out popular sites such as yoyoing.com; yo-yos.net for collectors; yo-yo.com, the Duncan site; Yomega.com; and ayya.pd.net for competitions.) All over the country hundreds of contestants compete in tournments where youngsters show off tricks from the basics like Walking the Dog to dazzling trapezes, loop combos, two-handed tricks and acrobatic maneuvers involving somersaults and cartwheels. And manufacturers - from the traditional market leader Duncan to the up-and-coming heavyweight Yomega and dozens of other contenders - are playing the high-tech aspects of their product for all they're worth, tapping into everything from vaguely rebellious teen sports like skateboarding and in-line skating, to the pop-culture, rock music and fashion scenes.

Tatooed yo-yo demonstrators are accompanying the rock musicians on the Vans Warped Tour, which is sponsored by a skateboarding sneaker manufacturer. Yomega is participating in a joint promotion campaign with **Nautica** boys apparel line, offering gift yo-yos with clothing purchases. Its ads for its newly formed yo-yo club say, "Meet us on the edge." "Yo-yos are very extreme," said Californian John Stangle, president of the American Yo-Yo Association, which sanctions numerous competitions. "In a three-minute freestyle to rock music, kids do tricks so fast you can't believe it - over their back, behind their back, lying on their backs, you name it. The new yo-yos are just phenomenal." The toy first made its appearance in the historical record thousands of years ago in China and Egypt, showing up later in India, Greece and then Europe before coming here with the colonists as a gyro, or spinning toy. It was introduced to the United States in its present basic form - two round halves connected by a fixed axle, with a string looped around the axle - by Pedro Flores, from the Philippines, where it was a national pastime.

Donald F. Duncan Sr. bought out Flores' company in the late '20s and proceeded to create a yo-yo craze with his traveling teams of professional demonstrators.

But the toy's appeal remains basic: "It's good clean fun," said Jeannette Triscuit, an employee in the Bakersfield, Calif., parks department, which recently sponsored a yo-yo tournament that drew 200 contestants and 500 spectators to that desert city. "There's no video machine killing," she said.

"It's eye-hand coordination, it's skill." Paul Adam Bernacchio, 12, who'll be entering seventh grade at the West Hempstead Middle School this fall, bought his first yo-yo last year. He'd gone to a hobby shop looking for something fun to do with his friends, then discovered afterward that several already had their own yo-yos.

He learned some tricks on his own, his friends taught him others and now he's hooked. "It feels good because it clears out my mind," he said. "If I get really mad, I can go out in my yard with my yo-yo, and I'm so concentrated on doing tricks and getting it right I just forget about other things." Perhaps the only thing extreme about Bernacchio and most other kids who've been taken by the yo-yo craze is their concentration, which is considerable.

Bernacchio says that the longest he's spent practicing was about six hours straight, although he eschews the colorful adhesive tape one company sells to protectively wrap around the finger where the yo-yo string goes. The string "cuts off the circulation to your finger. It hurts for a while and then it gets numb and you don't feel it," he shrugged. "You don't mind it after a while." Competitors may get fast and wild: At a recent Yomega-sponsored competition in Providence, R.I., a contestant won one category by doing 292 consecutive loops in less than five minutes, said Yomega marketing manager Jane Howes.

And, she said, a professional Yomega demonstrator, Chris Ciosek will appear in an upcoming edition of the Guinness World Book of Records with his record-breaking 30 tricks in a minute.

Bernacchio is content with his tricks: Walking the Dog, Round the World, the Elevator, and simply throwing the yo-yo into the air or up and down.

"I don't do it as much as I used to but I do it whenever there's an opportunity," he said. "I want to have fun with it."

GRAPHIC: Newsday Photos by Paul J. Bereswill - (1)(2)(3)(4) Paul Adam Bernacchio, who's heading into seventh grade at West Hempstead Middle School, performs a series of yo-yo tricks

LOAD-DATE: August 3, 1999

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Review/Fashion;Who Was That Man In the Dull Trousers? The New York Times August 3, 1999, Tuesday, Late Edition - Final

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August 3, 1999, Tuesday, Late Edition - Final

SECTION: Section B; Page 8; Column 1; Style Desk; Fashion Page

LENGTH: 1300 words

HEADLINE: Review/Fashion;
Who Was That Man In the Dull Trousers?

BYLINE: By CATHY HORYN

BODY:
As Marc Jacobs put it shortly before the first of his models ambled out in boyish T-shirts and dull brown trousers, "You don't really want to notice what a guy is wearing." But he was putting it mildly. By the time the New York spring men's wear shows had ended last week, you could scarcely remember what anybody was wearing, so banal were most of the collections.

Not every designer can afford to be as audacious as Tom Ford of Gucci or as tersely elegant as Hedi Slimane of Yves Saint Laurent. Nor are there enough male glamour pusses for their kind of drama. But the shows demonstrated such a mindless affection for the commonplace that they almost subverted interest in the clothes. How many designers does it take to create a pair of cotton and nylon trousers with that sporty edge? Answer: about 15.

The wonder of collections based on such generic street styles as sleeveless T-shirts and cropped nylon pants is not that their designers insist on putting them on a runway. That's anybody's game. Rather, it's that they actually think people will believe that these clothes are new or different just because they're now made of resinated cotton instead of plain old cotton. "It's all about fabrics," said David Chu, the **Nautica** designer, as he led reporters around his still-life presentation, pointing out such marginal details as orange piping on a khaki windbreaker or the tonal effect of white ribbing on a cream-colored sweater.

But that was the party line heard everywhere. If a collection wasn't all about comfort, it was all about individuality. At Donna Karan, where Ms. Karan personally presented selections from both her DKNY and her main lines while waiters served snacks, there was indeed a winning sense of comfort and individuality as models lounged around in brightly colored linen shirts, washed cotton trousers and what she called her shirt suit -- a kind of yogi ensemble in rumpled linen that might be said to be all about self-denial.

Biting into a canape, Ms. Karan paused reflectively and said of her collection, "It's all about what guys like to wear."

In other words, it's not about design.

At least Mr. Jacobs's show displayed a sense of confidence. Out came models dressed in caramel-brown leather jackets that looked worn and slightly offhand with green trousers that resembled rinsed denim. One can easily imagine Mr. Jacobs reacting in something like horror to anything that might strike a young man as fey or fake, and so his collection relied on low-key styling rather than obvious design. Classic elements

like glen plaid trousers were worn with gold knit pullovers, while baby-blue or gold corduroy trousers had a kind of geeky charm, especially with plain striped shirts. The models mostly wore sneakers, and many hadn't bothered to shave.

Cynthia Rowley's poolside review at a West Side hotel looked playful as models padded around the deck in her signature flower prints, with ruffled white shirts fanning open over bare chests. Some of the prints seemed to draw on Gucci's flower power, but this is Ms. Rowley's territory, too, and with hotter shades of orange and yellow a trend in the Italian men's wear shows last month, Ms. Rowley was smart to stage a riot of color. Indeed, many New York shows suffered from having too many bland pastels -- ice cream shades of peach and lemon -- that added to the "neither here nor there" quality of the week.

Afterward, Ms. Rowley's models jumped into the pool, agreeably splashing overheated guests, while the designer seemed to consider her diving form before taking the plunge herself.

Few American designers are as adept as Sandy Dalal at giving clothes an edge without making men look foolish or self-conscious. His show opened with white and pale-gray suits worn with Converse sneakers, and subtle glen plaid trousers, also shown with Converse, and high-neck windbreakers. Here and there were offbeat prints, like a zigzag pattern in navy and orange on cropped trousers, and a sweet but not unmanly daisy print on a pale blue background. But this collection lacked Mr. Dalal's usual verve, and he might have pushed some of his stronger details to the forefront. They seemed a little squandered amid many of the ubiquitous sportswear shapes.

Kenneth Cole opened his big show at the Manhattan Center Studios with a video montage that showed New Yorkers as fun-loving, politically tolerate, semi-adorable people. In each image, someone held up a placard displaying one of Mr. Cole's slogans, and there was even a shot of the shrine outside 20 North Moore Street, where John F. Kennedy Jr. and Carolyn Bessette Kennedy lived, that showed all the flowers and a placard placed by the video crew that said, a little cloyingly, "Remember Them."

Mr. Cole certainly knows how to pour on the sap. He played a lot of old Beatles and John Lennon numbers, like "Imagine," and eventually there were some clothes, too: nylon windbreakers and beach jams, crinkly cotton trousers and satchel bags, and jumpsuits and zip-front jackets that looked like filling station attire. There wasn't much new here, but it will look good on video, which is probably what Mr. Cole intended.

With Tommy Hilfiger and John Bartlett opting to show their spring men's clothes with their women's collections in September, and Ralph Lauren deciding not to make any presentation (Mr. Lauren has long maintained that there's something embarrassing about men's fashion shows, and he's not completely wrong), the New York collections seemed shy of big-league significance, to say nothing of real news. "Coming off the Paris and Milan shows, I did think those collections were more aggressive, especially with deeper colors," said Dan McCampbell, men's fashion director at Saks Fifth Avenue. Of the New York shows, he added, "There were good elements, but you have to be a good editor."

That might mean plucking from Joseph Abboud's trademark many-hues-of-beige collection a black unlined suit of narrow pinstripes, or perhaps a graphite-gray jacket worn with dove-gray trousers and a gray herringbone shirt. It could also mean John Scher's polished cotton tops and windbreakers with ruching down the side or tiny gathers at the hem, a not-too-veiled reference to Gucci but an intriguing counterbalance to ubiquitous nylon surfer pants.

At Perry Ellis, there were leather Indian slip-ons worn with suits of pale wrinkled cotton, as if the wearer had just alighted from a sleeping car in Delhi, and the usual file of men in filling station windbreakers, slouchy pants and the odd, vaguely appealing jacket in spearmint leather. Gene Meyer's collection was assuredly straightforward, with many fine knits and some vests, in vivid shapes of aqua and lavender, that were ventilated for sex appeal. They could be unzipped at the neck or discreetly over the abs, as one liked.

It fell to Nigel Curtiss, a British designer who used to work for Comme des Garcons and until this season was showing his own collections in Paris, to say something that, at least in this arena, seemed farsighted. Mr. Curtiss used color and pattern, like gingham checks, to convey his message. For instance, he mixed a

yellow and black flame-licked print shirt with pink-check baggy pants. A lot of the fabrics, like navy-stripe and brown-check cotton, looked homespun.

This idea, distilled from the Arts and Crafts style, turned up in March in the women's shows, notably at Marni and Fendi. Mr. Curtiss appeared to be equally touched by the guilelessness of the look, which, when his models wore white opaque knee socks, brought to mind an eccentric caretaker careening around a decrepit English estate.

"I just got fed up with this nylon futuristic fashion," he said backstage. "I wanted to make something that was a bit softer and more romantic."

http://www.nytimes.com

GRAPHIC: Photos: Kenneth Cole's show at the Manhattan Center Studios mixed big-screen images with clothes like these baggy shorts and nylon anorak. (Photographs by Marilynn K. Yee/The New York Times); Cynthia Rowley's poolside show at a West Side hotel became a watery romp. (Barbara Alper for The New York Times); From Donna Karan's main collection, a body-hugging suit in crinkled cotton and loose-knit top. From Gene Meyer, a nylon vest with peekaboo zippered vent at the side for sex appeal. Pale gray suit with red Converse sneakers and untucked shirt, from Sandy Dalal. (Barbara Alper for The New York Times); From Marc Jacobs, a reprise of the boyish windbreaker, with slacks and sneakers. (Barbara Alper for The New York Times)

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BACK-TO-SCHOOL COOLNESS Plain Dealer (Cleveland, Ohio) August 5, 1999 Thursday, FINAL / ALL

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August 5, 1999 Thursday, FINAL / ALL

SECTION: STYLE; Pg. 1F

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HEADLINE: BACK-TO-SCHOOL COOLNESS

BYLINE: By AMELIA JOHANSON

BODY:
They're not teens, they're "tweens" - boys and girls ages 8 to 12 who've grown too big for cutesy coordinates, but who are still too young to parade around in the street-wear and Lolita-esque styles favored by kids a few years older.

Their idols may be belly-baring Britney Spears or the Back Street Boys with their pierced ears, goatees, and yes, those are tattoos, but the reality is that mom and dad still foot the bill for their clothes.

Conscientious parents are in no hurry to see the speed at which their children mature increased by television, the media or the fashion industry. And it was the reluctance of parents to turn their kids into tiny sexpots that helped spark the whole tween movement. That, and the fact that kids are into clothes at an increasingly younger age.

"Some manufacturers were doing children's clothes, others were doing juniors, but now more companies are trying to come to a happy medium. They're starting to change the styles and sizing to offer an appropriate mix of childhood, tween and junior," says Tracy Mitchell, editor of Children's Business, a Fairchild publication in New York that tracks the children's-wear industry.

Tween interest has become so important that Children's Business premiered its first issue of Tween Business this month for the spring 2000 buying season. The special section will be published biannually - each August and February - to coincide with the markets.

According to the most recent Consumer Expenditure Survey conducted by the Bureau for Labor and Statistics, parents spend close to $600 a year on clothing for children between the ages of 2 to 15. This dollar amount is expected to rise significantly as children become more fashion savvy and retailers give them what they want.

"You have a lot of existing companies moving into the tween market," Mitchell says. "JNCO, which was very hot in young men's, went into boys and girls. Phat Farm, XOXO and dELIA's [a catalog that is really hot for juniors] added dot-dot-dash for girls."

Abercrombie & Fitch, a junior phenomenon in apparel, now reaches 7- to-14-year-olds in its growing chain of nationwide clothing stores for boys and girls. (A store will open in the Akron area this fall.)

But it's not only the junior market that is bending to meet the needs of younger customers. Established children's-wear companies are reaching up to get their share of the profits. By the end of this month, Gymboree will have opened 19 stores, called Zutopia, catering to the 6-to-12 crowd. Although there are no plans to open a Zutopia in the Cleveland area, parents of older children can find Gymboree quality in updated styles on the Zutopia Web site http://www.zutopia.comEven Pleasant Company, which has the line of American Girl Dolls, is revamping its Gear line of clothing to give it a hipper look for next spring. Tradition has given way to a trendier approach that attracts the tween consumer without alienating mothers.

One of the first retailers to zero in on tweens was retailing mogul Leslie Wexner who spotted this next big moneymaker before it went mainstream with Limited Too. Sales at these nationwide children's stores exceeded $375 million in 1998. Originally marketed as a store for toddlers to teens, the focus was narrowed in 1997 to appeal to the 6-to-14 age bracket, a response to the spending power of these little consumers.

The Limited Too people call the clothing "aspirational," which means it looks like what the teenagers are wearing but is cut for the younger girl - in general, more coverage. The atmosphere of the store is funky and mod; to say the merchandise is trendy would be an understatement. School-bus yellow nylon pants have a drawstring waist, flared leg and side stripes; blouses have three-quarter-length sleeves; T-shirts are hooded; long polyester skirts have contrast topstitching and cargo pockets; long-sleeved T's have attached shrugs; quilted jackets have detachable faux-fur trim. Clothes are coordinated but not canned. Carpenter pants, pocket details and technical fleece are all part the edgy, junior-inspired styles.

Not surprisingly, girls aren't the only ones taking an interest in their carefully constructed wardrobes. According to Mitchell, it's even easier for boys to mimic the dressing habits of big brother.

"With girls, we're talking about things being too short, to much midsection revealed, but with boys, it's not as much an issue of appropriateness; what they're looking for is the same detailing," Mitchell says.

Nautica, in particular, has made a huge commitment to tween boys, developing a back-to-school marketing program in partnership with Yomega yo-yo's called Yo **Nautica.** A brand synonymous with high quality and updated classic design, **Nautica** continues to infuse boys sportswear with hip details and modern style. Tops reflect current skateboard and snowboard trends, while logo pocket cargo jeans update denim for back to school.

When the older boy balked at shorts with elastic in the waist, **Nautica** responded by giving him a fully constructed waistband identical to that found on the young-mens version. Attention-getting graphics and a loose fit characterize **Nautica** clothing.

"It's the attitude of the child that makes the clothing so important; they're much more informed today and have a much stronger sense of their own style," says Bob Reid, president of **Nautica** Kids. "Much of the details we put on for fall like additional pockets, racing stripes and logos are what the bigger boys have seen in teenage wear, and it's what they want in their own clothing."

Like **Nautica,** Lands' End has targeted the older boy by introducing trendier details to its more classic pieces, but it's also relying on color to make a statement. Pewter, heather, olive heather, stone gray and deep rosewood provide easy matching options for boys with chino or cargo pants in neutral colors.

"Boys and parents together are embracing new things in the market this fall, such as new colors, active, rugged clothing and more versatile clothes that combine comfort and style with quality," says Lands' End spokesman Jay McLoughlin. "Boys are busy these days, but they are taking a more active role in what they're wearing."

Probably the strongest confirmation that tweens have come of age is the number of top-name designers throwing their wares into the mix. Tommy Hilfiger may be the most visible because of an unyielding media push, but quietly, Ralph Lauren is expanding his presence in the market by introducing a girls collection this

fall for ages 7 to 16. Heralded as "everything a young girl could want," styles include an ankle-length, fleece dress with hood, zip-up front and kangaroo pouch pocket; a modern version of the varsity-letter sweater; and denim ranging from dark and cuffed to weathered and finished with a frayed hem.

And, of course, Calvin Klein is courting tweens, setting aside the sexual innuendoes. In the August issue of W, stretched across a two-page spread, is a Calvin Klein advertisement. Only instead of his usually scantily clad models embracing on a desolate beach, there are three clean-cut children (two of them tweens) dressed in comfortable, classic Calvin Klein jeanswear.

GRAPHIC: PHOTO (COLOR): NO CREDIT; From Ralph Lauren's new line of girls clothes for sizes 7 to 16, from left: Mesh polo shirt ($32) and cuffed jeans ($42); layered dresses in stone denim ($33) over hooded cotton shirts ($48); lambswool Fair Isle vest ($66) with an antique denim skirt ($48) and cotton oxford shirt ($34); striped rugby shirt ($45) and stone-washed boot-cut jeans ($36); brushed cotton rugby dress ($44) and short denim jacket ($56).; PHOTO (COLOR): NO CREDIT; Flared jeans ($29.50) and channel-quilted vest ($24.50) are from GapKids, as are the accessories: a corduroy hat ($14.50), painted belt ($18) and lunch pack ($14.50).; PHOTO (COLOR): NO CREDIT; Embroidered flares ($39.50) and layered long-sleeved T-shirts ($15.50 and $19.50); GapKids.; PHOTO (COLOR): NO CREDIT (Page 2F); Dress-code coolness: Ralph Lauren's cotton fleece zip-front sweatshirt ($55) layered over a longer cotton oxford shirt ($32).; PHOTO (COLOR): NO CREDIT (Page 2F); Target's dark denim utility pants ($17.99) for boys.; PHOTO (COLOR): NO CREDIT (Page 2F); Three-quarter sleeves make this a trendy top; from Target's Xhilaration girls line ($9.99 to $11.99).; PHOTO (COLOR): NO CREDIT (Page 2F); Right, **Nautica's** White Rocket Ranger cotton T-shirt ($23) with blue chest stripes and sleeve logo and plaid cotton button-front shirt ($39).; PHOTO (COLOR): NO CREDIT (Page 2F); Long-sleeved cotton interlock polo ($14) with cotton twill cargo pants ($22), Walter hat ($10, all from the Children's Place.; PHOTO (COLOR): NO CREDIT (Page 2F); Corduroy cargo skirt ($22), ribbed knit cardigan ($18), knit crew ($16), waterproof puddle boots ($13.50) and reversible corduroy crusher hat ($15). All from Lands' End Kids.; PHOTO (COLOR): NO CREDIT (Page 2F); Plaid flannel shirt ($20) and twill cargo pants ($28); Lands' End Kids.

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STYLE FILE / A BRIGHT FUTURE / SPRING 2000 WILL BE A SEASON OF MANY COLORS, ACCORDING TO NEW YORK' MENSWEAR DESIGNERS Newsday (New York) August 5, 1999, Thursday

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HEADLINE: STYLE FILE / A BRIGHT FUTURE / SPRING 2000 WILL BE A SEASON OF MANY COLORS, ACCORDING TO NEW YORK' MENSWEAR DESIGNERS

BYLINE: By Marisa Fox. Marisa Fox is a freelance writer.

BODY:

DESIGNING A MEN'S line can be tricky. On the one hand, if you play it too safe and trot out the same old navy and gray suits and crisp white shirts, you're deemed too stodgy and out of touch with your times. On the other hand, if you're too fashion forward, you risk alienating your customers.

This quagmire was apparent at the spring 2000 menswear shows in New York last week.

Taking the lead from women's trends, some designers played around with hot colors and even hemlines, prompting many in the audience to wince. But designers who didn't take chances tended to fade into the background.

Color is always a good barometer of our times, and judging from the hues shown - icy blues to lemon yellows to serene whites - there's a tremendous amount of optimism about the 21st Century.

"One of the greatest things is the whole color spectrum, from whites to neutral to pastels to ocean blues, deep green and even more intense colors," says Dan McCampbell, vice president and men's fashion director at Saks Fifth Avenue.

"Absent were gray and dark gray. And that was a very refreshing change." Donna Karan, once considered the mistress of black, exhibited a truly breath-taking palette. Dyed and tie-dyed button-down shirts in her DKNY collection were done in colors from azure blue to pea green to salmon pink. In her higher-priced signature collection, a worn and weathered dark blue pin-striped suit was shown with a steel blue knit top.

"I have always loved the drama of black," says Karan. "But for spring 2000 I wanted to re-energize the wardrobe with bursts of vibrant color. Color is uplifting and it is an expression of how you feel. I wanted illuminating colors that create a spirit of absolute freedom and celebration." Each color range, she said, was explored and grounded in a neutral - her way of enticing men to explore hues they might never have considered before. Greens were paired with grays, yellows with khakis and pale blues with deep inks. To

make the transition even smoother, she kept the colors washed out, as if you had purchased these items at a thrift store and dyed them yourself in the rinse cycle.

For her suits, Karan experimented with crinkly, metallic-mesh fabrics and Mandarin collars, further deconstructing our stiff Western style with a touch of Eastern ease. Still, she hasn't totally done away with shoulder lines and tailored touches.

Other designers featured ensembles that made you wonder whether men make it into the office at all anymore.

"Serious playboys of the world unite," says Cynthia Rowley of her cabana boy-chic collection. And the rooftop pool area of the midtown Holiday Inn was an apt setting to showcase mouth-watering tropical prints in golds, fuchsias, acid greens and neon orange. And though there was a retro feel, she terms the line "bold school," perhaps a reference not only to the eye-popping palette but also to high-tech fabrics like waxed and glazed linens and razor cuts and odd pairings.

Pants were cropped above the ankle and worn low and loose and sometimes barely held together with drawstrings. Ruffled tuxedo shirts were dyed bright colors and matched mockingly with snug shorts. Models strutted about in mixes of funky florals and plaids, looking like fraternity boys on a permanent spring break.

Fittingly, everyone jumped into the pool at the show's conclusion.

Sandy Dalal, a young award-winning menswear designer, also paired florals and plaids, but the overall effect was somehow subdued and sophisticated - if that's imaginable. You could actually see some young entertainment executive waltzing into work in his windowpane plaid blue suit with his yellow button-down floral shirt underneath. Chalk it up to his immaculate, modern-dandy tailoring and sharp, slim silhouettes.

"Guys can be dressing the way they like with color and prints," says Dalal, who also showed his trademark paisley pattern on denim, in addition to a new Op Art-like geometric print on jeans, motorcycle jackets and board shorts. "But if you push them too hard and too fast, you'll lose them entirely. You don't want to lose that masculinity, but that doesn't mean you can't have fun with clothes, either." And fun was injected into most collections, though not always successfully.

Even the usually dour Marc Jacobs seemed to have a bit of a laugh. He built his collection around a whimsical character called "Stain Boy," created by film director Tim Burton. This anti-super hero's special power is to "leave a nasty stain." And indeed, Jacobs' assortment of loose and shlumpy shapes in a muted palette of browns, blues and maroons seemed just what a stain boy would wear. Items like baseball jerseys, corduroy pants and short, structured jackets, denim shirts and low-cut workman's trousers seemed the perfect merger of '70s Sears with a modern-day slacker attitude, even when the clothes were cut out of the finest cashmeres and cottons.

What Jacobs' collection lacked in imagination, it made up for in wearability.

Unlike many of the other designers who showed last week, Jacobs line was tailored with a man in mind - probably the designer, himself. Others seemed to take their cues from women's trends.

Capri-length pants were seen everwhere from Kenneth Cole, who featured wide-leg treated jeans, high-tech utility pants with drawstrings and even faded denim with bohemian embroidery, to Max Azria, whose first BCBG menswear collection offered cropped trousers in futuristic coated cottons and linens paired with fitted, body-conscious, three-quarter-length sleeve shirts, prompting some to wonder whether this was truly his men's line debut or a rehash of his women's collection.

The most alluring capris were a cross between cuffed pants and surfer shorts.

The most eyebrow-raising capris were slim fitting and slit up the sides and perhaps too cutesy for a man.

Perry Ellis showed drawstring shorts with a sheer button-down jacket made of a cotton-steel mesh.

Obviously, the impact of surfing, snowboarding and high-energy, extreme sports is still large. But is this what dress-down Fridays are coming to? "I don't think so," says Saks' McCampbell with a laugh. "Shorts with blazers are still too extreme for the office. But cropped trousers will be available in every length and silhouette. There is a demand for less rigid apparel as the dress code becomes more and more relaxed. But there will always be a need for suits, however unlined and softly shaped." Marisa Fox is a freelance writer.

GRAPHIC: Photos - 1) At left, Cynthia Rowley made a splash with her spring 2000 collection, combining a dazzling clash of floral prints in her hot, hot, hot poolside show. At far left, Kenneth Cole's spring line was built aroundd a few basic concepts: waxed papery cottons, treated translucent nylons and easy- fit cropped garments in a palette oof icy blues and ethereal whites. 2) Marc Jacobs summons the '70s in luxury with a leather jacket that makes the denim shirt and subtly striped trousers really pop. 3) Sandy Dalal played down his penchant for prints in his spring collection, but he did manage to sneak in this subtle daisy pattern. 4) The weather wasn't the only thing that sizzled last week. Cynthia Rowly was among the many designers who showed cropped pants, left, in an eye-popping floral print, no less. Others who went down that road: Sandy Dalal, whose unstructured garments included a tank top and loose cropped trousers, right, and Max Azria, who paired a waxed denilm canvas zip-front hoodie with white leather, wide leg capris, above, in his first menswear line for BCBG. 5) How long will the suit survive? Emanual Ungaro is betting well into the suit, at left, shown with the debut Emanuel men's collection last week. A leaf-print shirt adds a touch of relaxed elegance to white coated cotton pants in David Chu's **Nautica** - evocking '60s Brazil and the 21st Century simultaneously. Below, heavenly hues and a certain '60s vibe punctuate Donna Karan's vision for next spring. 6) Shirts have a faded and familiar feel, tops are tie-dyed, Nehru jackets add a decidedly groovy cover to simple linen slacks and pinstripes are as laundered and loose as a pair of pajama pants.

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FEDERATED PROFITS UP 28% MACY'S, STERN'S, BLOOMIE'S BOOST SALES Daily News (New York) August 12, 1999, Thursday

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August 12, 1999, Thursday

SECTION: Business; Pg. 37

LENGTH: 489 words

HEADLINE: FEDERATED PROFITS UP 28% MACY'S, STERN'S, BLOOMIE'S BOOST SALES

BYLINE: By JUDITH SCHOOLMAN DAILY NEWS BUSINESS WRITER

BODY:
Shoppers were two-deep at the Polo Ralph Lauren counter and hip-hop teens swarmed the **Nautica** and Tommy Hilfiger departments at Macy's in Herald Square.

This wasn't Christmas, this was yesterday.

The storm of buying is nothing new, Federated Department Stores the parent of Macy's, Bloomingdale's and Stern's said yesterday.

The company reported a better-than-expected 28% jump in second-quarter profits. Sales rose 17% to $ 4.1 billion.

With the summer weather blistering hot, shoppers flooded Federated's stores, with coupons and one-day sales prompting them to buy everything from housewares to beachware.

"Consumers have money, jobs and confidence they want stuff," said Jeffrey Edelman, a retail stock analyst at PaineWebber.

Indeed, heavy shopping helped the retail chain top Wall Street expectations.

"This is the best start to a year that any of us can remember, and we obviously are very pleased with the company's performance in the first half," said Federated chairman James Zimmerman.

Federated stock gained more than 2% yesterday, adding 1 1/8 to $ 50.12 well above its 52-week low of $ 32.81 and near its 52-week high of $ 57.06.

"Federated's strong sales and earnings can be attributed at least in part to an economy that continues to outperform expectations. As always, however, the real test will come in the second half, particularly in the fourth quarter," the three-month period that includes Thanksgiving, Hanukkah and Christmas, Zimmerman said.

Macy's execs expect a strong holiday season and are looking to hire staff. "We're in an open-to-hire mode," said Hal Kahn, chairman of Macy's East division, but "we're having a tough time" because the strong economy has produced a tight labor market.

Federated doesn't break out the performance of individual stores, but if yesterday was any indication, midtown Manhattan shoppers are hot for bedding, back-to-school clothes and anything else that's marked 25% off.

Macy's at Herald Square continues to lure heavy numbers of tourists, making it one of Federated's top stores, drawing the likes of Alexis and Tim Ames of London, England.

"We came for good prices, variety and styles," Alexis Ames said yesterday, who with her husband bought about $ 300 worth of clothes by such makers as Polo Ralph Lauren.

Upper Manhattan resident Travon Fox bought a winter comforter and towels.

"They are cheaper now," Fox said, referring to sales and coupons.

Federated, which also owns The Bon Marche, had profits of $ 137 million, or 61 cents a share, topping Wall Street estimates of 57 cents a share. A year earlier it earned $ 107 million, or 47 cents a share.

Looking ahead, Kahn said consumers will continue to have something they want to buy. Already planning for next spring, he said "expect color, prints and stretch fabrics" to be a big draw.

GRAPHIC: CASH REGISTERS ARE RINGING

Notes: Graphic not available electronically

GRAPHIC: James Zimmerman, Federated chief, optimistic for rest of '99 after strong first-half.

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Athletes and Celebrities Team Up at the 13th Annual Nautica Malibu Triathlon Sept. 19 Business Wire August 12, 1999, Thursday

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HEADLINE: Athletes and Celebrities Team Up at the 13th Annual **Nautica** Malibu Triathlon Sept. 19

DATELINE: MALIBU, Calif.

BODY:
Aug. 12, 1999--

More than 1,500 Participants Will Help Raise Money to Benefit the Elizabeth Glaser Pediatric AIDS Foundation

More than 1,500 athletes, celebrities, musicians and weekend warriors will hit the beach in Malibu on Sunday, Sept. 19, to participate in the 13th Annual **Nautica** Malibu Triathlon. The race will begin at 7:15 a.m. Competitors will challenge themselves as well as each other while benefiting children who face a greater battle -- pediatric AIDS. The **Nautica** Malibu Triathlon is a half-mile swim in the Pacific Ocean, an 18-mile bike ride along scenic Pacific Coast Highway and a four-mile run along Zuma Beach to Point Dume and back. All net proceeds from the event will benefit the Elizabeth Glaser Pediatric AIDS Foundation. The last two **Nautica** Malibu Triathlons raised nearly $ 100,000. Last year, Academy Award-winning actor/comedian Robin Williams headed a list of more than 100 celebrities, musicians and Olympians who participated. Other celebrities who competed in 1998 included Andy Lauer ("Caroline in the City"), Patrick Warburton ("Seinfeld"), the Goo Goo Dolls, Jose Solano ("Baywatch") and Sean Astin. Olympic Gold medal winners were in abundance as well, including Steve Hegg (cycling), Steve Scott (track and field), John Naber (swimming), Peter Vidmar (gymnastics) and Amanda Beard (swimming). 1999 Tour de France winner Lance Armstrong competed in the 1997 race, his first event following his fight with cancer. Husband/wife duo Darren and Jenny Wood of Carlsbad, Calif., won the male and female individual divisions of the 1998 **Nautica** Malibu Triathlon. Event producer Michael Epstein of Michael Epstein Sports Productions said, "The **Nautica** Malibu Triathlon is an event where everyone joins together to raise money for pediatric HIV/AIDS research. With the combination of exhilarating sports, dedicated athletes and high profile participants, we expect an energetic and rewarding day of competition." Other events taking place at the **Nautica** Malibu Triathlon include the **Nautica** "Tot Trot," a 50-100 yard beach run for children age 12 and under, and a sand castle building contest, which will showcase professional and amateur sand sculptors applying their craft on the shore. Registration for the triathlon is open to all. To pre-register, call 818/707-8867 or visit the Web site at www.mesp.com. Competitors may also register from 5:45 to 7 a.m. on Sept. 19 at the event site. The entry fee is $ 60 for TriFed members and $ 65 for non-TriFed members. Three-person relay teams are $ 90 per team for TriFed members and $ 95 per team for non-TriFed members. Spectators are welcome to root for their favorite athletes free of charge. The awards ceremony honoring top finishers in all 43 divisions will get underway at 10:20 a.m. Presenting sponsors of the 1999 **Nautica** Malibu Triathlon include PowerBar and "Men's Health" magazine. **Nautica** is a leading international fashion and lifestyle company with products ranging from men's, women's and children's sportswear and accessories to a complete home collection. Through charity outreach programs like the **Nautica** Malibu

Triathlon, the company continually strives to assist in raising awareness and funds for important causes and charities. The Elizabeth Glaser Pediatric AIDS Foundation is the leading national non-profit organization dedicated to funding and conducting research focused on pediatric HIV/AIDS. Over the past 10 years, the foundation has raised more than $ 80 million and maintained an administrative overhead of less than 6 percent.

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In the pocket; From tops to bottoms, designers have urban chic Chicago Sun-Times August 18, 1999, WEDNESDAY, Late Sports Final Edition

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From tops to bottoms, designers have urban chic

SOURCE: STUART RAMSON; ASSOCIATED PRESS ANTONIO CALANNI

BYLINE: BY LISA LENOIR

BODY:
Urbanities know all too well the challenges of daily survival.

One must constantly figure out solutions to a myriad of problems from what mode of transportation to take to where to buy lunch.

No one is more aware of these challenges than fashion designers. Instead of dictating trends, they are noting the problems of busy people and finding solutions.

They've become more aware that clothes must first and foremost "work."

Nothing can be fussy or flimsy. Everything has to be durable.

Enter utilitarian chic.

This movement -- which has its roots in military apparel -- has been gaining momentum for several seasons as clothing creators begin to respond to the hectic lifestyle patterns of their customers.

Teens, known for traveling from here to there, were the first to start wearing such functional clothing. The biggest wardrobe staple was the cargo pocket pants. Those deep, baggy pockets were able to hold everything from pencils to pagers to phones.

The pocket theme carried over onto dresses, tops and even shirts. Wearers could tuck a little lipstick into their pockets and not have to worry about carting them in their hands.

Ralph Lauren devoted most of his spring collection to cargo pocket pants in a variety of bright colors.

Now, many designers, including Carolina Herrera, have added them to their fall eveningwear.

And why not? What women doesn't want to simply put her compact inside her pocket, leaving her handbag at home?

Don't expect to see this whole form-follows-function movement dissipating anytime soon. Look for many more utilitarian elements to become part of your regular wardrobe.

They include:

Anything with drawstrings. Look for them on skirts, jackets and even sweaters.

Backpacks and body bags with multiple compartments.

Anything with hoods. Look for them on dresses, jackets and tops.

High-tech and natural textiles. Look for cashmere, quilted downs, breathable nylons, silk fleece and microfiber.

Neutral and bright tones. Watch for road-crew oranges, yellows, silvers and eye-catching reds.

GRAPHIC: Cargo pocket pants are the wardrobe basic in the whole utilitarian chic movement. A vest with pockets becomes even more functional to the wearer. Tuck a little lipstick or compact into your eveningwear trousers by Carolina Herrera. Beat the chill while showing urban flair in this orange hooded parka with green flight pants by **Nautica.** A waistcoat with pockets is useful to those who want function and fashion. The coat allows you to carry anything from pencils to your cell phone.

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HOT NEW JEANS WILL BE DOWN AND DIRTY AT MAGIC; FOR SPRING 2000, LIGHT WASHES ARE RE-CREATING THAT OLD, FRIENDLY, WORN BLUE DENIM LOOK. Daily News Record August 23, 1999

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HEADLINE: HOT NEW JEANS WILL BE DOWN AND DIRTY AT MAGIC; FOR SPRING 2000, LIGHT WASHES ARE RE-CREATING THAT OLD, FRIENDLY, WORN BLUE DENIM LOOK.

BYLINE: KNIGHT, MOLLY

BODY:
Spring may be the season for fresh, clean looks, but in the designer denim market, it's all about getting dirty. Not just dirty, but also destructed, worn, frayed and torn.

While dark, raw denim remains an important look for back-to-school, the hottest trend in denim at MAGIC will be jeans in light washes that are treated to create the appearance of your favorite old pair of blue jeans.

"The jeans washes have gotten lighter for spring," said Bob Cournoyer vice-president and GMM of US Male, a nine-unit operation in Chicago. "If they're dark, then they need to have a lot of surface texture with a dirty wash or distressed look that is old and beat-up."

Diesel, the Italian jeans maker that has championed dirty denim for several seasons, is expanding its offering for spring with several new dirty washes. One, called faded vintage #737, is an Australian double ring-spun denim in a gray/blue dirty finish. The jeans have the added touch of hand sanded whiskers on the thigh.

Diesel is also offering two new silhouettes for men for spring: the RAM, a loose-fit straight-leg, and the ZAPOX, a clean, modern jean fitted in the seat with a low, contoured waistband. Other jeans new to Diesel's collection include crinkled linen/cotton denim and a coated black jean that looks like leather. Diesel is increasing prices for spring with some of the double-ring spun jeans starting at $ 139 suggested retail price.

CK Jeans will also be showing dirty denim at MAGIC, and will be featuring dirt denim jeans and jackets in a global spring advertising campaign. "Dirty denim is really the big push for us for spring," said Pat Lawler, president of the cK men's jeans. "Everything that's happening right now in denim is in washes. Rinse is big for fall and for spring, it's dirty," he said.

CK Jeans will offer two silhouettes in a dirty wash for spring: a carpenter and an original fit. The original fit

jean is priced to retail at $ 78, and the carpenter style at $ 88.

Taking dirty denim and really destructing it, DKNY Jeans will show an innovative take on the dirty look at MAGIC. Highlights of the collection include jeans that are not only dirty, but frayed, patched and embellished with graffiti-like details. One pair, light wash jeans with words and numbers sketched on the leg, also come with a leather string of orange and yellow beads attached to the waist band. With a suggested retail price of $ 98, the jeans create a personalized look.

Other highlights of the denim in DKNY Jeans spring collection include jeans that are hand-patched (priced to sell at only $ 88 retail), brightly colored overdyed denim in shades of celery, red, orange and yellow and a limited edition jean in rinse denim.

Tommy Jeans will be showing some new, vintage-looking washes for spring at MAGIC. "We're doing some new washing techniques with our denim that range from slightly nicked to heavily destructed, frayed and paint-splattered," said John Kourakos, president of Tommy Jeans. One jean, called the Rigord Wash Trooper, is washed to create a look reminiscent of tie-die. The Rigord jean is priced to retail for $ 78.

Not only are designer jeans makers doing dirty washes for spring, but they're also experimenting with color.

"Color is really happening in denim," said Kurt Lester, vice-president of merchandising for **Nautica** Jeans. At MAGIC, **Nautica** will show a wide array of subtly colored denim in shades of green, khaki, gray, natural and blue that tie back to the knits in the collection. Not only is **Nautica** playing with denim colors for spring, but also sophisticated washing techniques for authentic-looking jeans. A crinkle jean that is treated so that permanent wrinkles form in the fabric is new to **Nautica's** denim with a suggested retail price of $ 68. It is made out of double ring-spun denim and has the look of your old, worn pair of jeans. At MAGIC, **Nautica** will also be introducing the initial products in a very unique denim collection in the works for holiday/spring. The jeans in this offering are a sophisticated mix of vintage-looking washes complete with wrinkles, frays, and even patches and areas of broken stitching. These jeans will retail for approximately $ 70.

Another designer jeans maker experimenting with color for spring is Girbaud. A new jean, developed by Francois Girbaud, is called Blue Eternal and is treated so that the rich indigo color of the denim will never fade. The Blue Eternal jeans have a suggested retail price of $ 70. There is also a new fashion silhouette in Girbaud's spring line called the Landslider that cinches at the waist with a drawstring.

While newness in designer denim in the men's market at MAGIC will be seen mostly in washes and fabrication, there will be a few new silhouettes for spring. Polo Jeans has a new jean called the R-1, an easy fit style available in three washes: rinse, medium stone and light wash. For spring, Polo Jeans will also offer a whole range of lightweight denim.

While old, vintage-looking denim may be the hottest trend for spring, another trend in denim fabrication will make its way to MAGIC - stretch. Although only a handful of designers are experimenting with stretch denim, it will be something to look out for at MAGIC.

In Kenneth Cole Reaction Jeans spring collection, there are two stretch jeans made with 2 percent Lycra spandex priced to retail at $ 70. In addition to stretch, Reaction Jeans will offer colored denim in heather, light stone and gray, and an array of spring-colored denim in white and neutral tones.

A designer denim maker showing men's for the first time at MAGIC will be Sergio Valente. Sergio Valente's spring collection will include a number of stretch jeans priced to retail at $ 74, made with 4 percent Lycra. Stretch selvage jeans by Sergio Valente will be priced higher at up to $ 125.

Another jeans player looking to expand its men's business at MAGIC is the Turkish jeans brand Mavi, according to Ron Gelfuso, director of sales and marketing for Mavi. Mavi's most popular silhouette for men is the Maxx, which will be offered in a new cotton/poly denim for spring.

If there's one booth denim aficionados should stop by at MAGIC, it's Japan-based Edwin Jeans. Edwin will be showing its premium Red Selvage denim with intricate, vintage details. The Red Selvage jeans are priced retail between $ 105 and $ 115.

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GETTING YOUR KIDS IN GEAR The New York Post August 28, 1999, Saturday

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The New York Post

August 28, 1999, Saturday

SECTION: All Editions; Pg. 022

LENGTH: 1222 words

HEADLINE: GETTING YOUR KIDS IN GEAR

BYLINE: FARRAH WEINSTEIN

BODY:
It's back-to-school time again (parents, try to control your glee). From now through Labor Day, it's also back-to-the-stores time as everyone tries to outfit their kids in the latest threads and knapsacks.

Naturally, what's cool and hip today can be stale tomorrow - so you don't want to spend a fortune on soon-to-fade fads. That's why The Post has scoured the city to find the hot, the cool . . . and the affordable.

Added bonus: Shop between Sept. 1-7 and you'll save 81/4 percent tax on all clothing and footwear items under $500.

WHAT'S HOT

From Vanessa Groce, editor in chief of the children's fashion monthly Earnshaw, comes this scoop on the fall's hottest clothing trends:

"We are noticing variations in child staples - classics with a funkier twist," she says. That means corduroys with fun embellishments, sweaters with sequin and button appliqus, tweeds with rich burgundys and dark maroons.

There's also a lot of fun stuff for the year 2000 - like feather collars and space-age designs, she says. And don't forget color: "There are lots of vivid, bright colors like magenta and yellow," says Groce. "Polo and Tommy Hilfiger are doing bright reds. And Fubu is doing bright orange."

Textures are just as important as color. Thermals and fleeces are hot - and so are pleats and long skirts. Heavy, quilted coats are back - though they're more tapered than last year, Groce says.

The cool brands, she notes, are Timberland, Woolrich, Flapdoodles and **Nautica** - but none of them are cheap. Still, you can outfit your kid to look just as hip for less, she says, by shopping at Old Navy, the Gap and Kmart.

As for the styles themselves, Elina Kazan of Macy's has three words to sum up the fall - active, techno and denim.

She says you can't go wrong with puffy, quilted vests, cargo pants and messenger bags for both sexes; striped pants for boys, and stretchy, three-quarter-sleeve shirts for girls.

VESTS

The key item this fall is a vest - be it cargo, leather, nylon, fleece or denim.

Vests are extremely versatile and are great layering pieces that can be worn through fall and winter and up to the spring, says Amy Maniatis, director of public relations at Gap Kids, whose billboards - featuring vests, incidentally - are all over the city.

Fashion pundits agree: Vests are also great for mixing and matching and tying it all together. They're priced anywhere from $17.50 up to $75.

PANTS AND SKIRTS

The cargo pant wins the "hottest trend of the season" award hands-down.

Mary Rose MacKinnon of L.L. Bean says that cargo pants have a lot of style "because they are tripped up with lots of pockets." Which makes them handy, too - especially when kids use the pockets for school supplies and granola bars.

Also cool, she says, are sports pants with stripes down the sides and fleeces - "especially because of the Millennium-type of feel to it," she says.

Puma and Adidas seem to have the market on sports pants (selling from about $25 to $38), but Kmart and Conway are selling them, too - for as low as $9.99. And embroidered flare jeans - a big favorite for fall - are selling at Kmart for $18.99.

SHOES

So what do kids want on their feet for fall?

According to the pros, you name it, they want it. That means platforms, Mary Janes, loafers, rugged boots and - that perennial pleaser - sneakers.

"Candies and Bongo did a lot of loafers, but with a twist, like gray flannel instead of standard leather - and they're quite popular," says Groce.

Over at Timberland, says company spokesman Tim Aberle, "the whole idea is to provide agility with stability. We offer a hip, urban shoe to wear and it's the coolest new thing designed for kids to run or walk through Central Park to get to school." The shoes come in gray suede leather, smoke suede, brown and black suede, and sell for $50.

Another hot sell is the drawstring toggle shoe by Steve Madden. It's called the "Broker" - and it's big because it's easy on the feet and stylish to boot.

"What we like about this shoe is the rubber bottoms with turned up toes because they are really funky looking," says Madden. "And the whole platform thing is still so big and they're really comfortable." Parents may feel a little less comfortable, though, about the price: Brokers go for $79 a pair.

Keep your eyes open - you may find something similar at Payless.

ACCESSORIES

The one great thing about being a kid is that you have so much time. Now, the watch companies are helping kids enjoy it in style.

G-Shock and its spinoff Baby-G have become a major fad, thanks to funky colors and interesting designs.

All their watches come equipped with a shock-resistant band (perfect for overly active kids), an electro-luminescent backlight and a surfer/dancer animated display that kids love to look at. The timepieces go for $79 and up.

If you don't want to spend that much, Swatch has a deal for you - two package deals, in fact. The Flik-Flak watch, for kids ages 4-9, teaches kids how to tell time. The girls' version comes in a transparent "lipstick kiss" purse with nail polish and a hot pink puffy heart. The boys' watch comes enclosed in a clear circular ball with a creepy tarantula webbed around it.

With a scratch-resistant lens, quartz movement and easy-change battery, they can be safely worn while kids run, jump and swim. The watch packages sell for $32.

BACKPACKS

"Fun" and "healthy" are the key words to describe this fall's backpacks. The traditional backpack with the two straps around the shoulders is still around, but it's not as hip as the single strap packs that fall across the chest and distribute weight easily.

The orange ergo (as in ergonomic) backpack from Old Navy - with buckle clip closures - goes around the chest; it sells for TK. The Gap also sells a bag with tons of clips and pockets for TK.

SCHOOL SUPPLIES

Pens, planners and notebooks have never been more colorful - or funky.

Look for things from Lisa Frank, including organizers with butterflies, puppies and other designs. Lisa Frank also makes a "World Organizer" - which doubles as a young girl's journal and calender, equipped as it is with a pen, photo sleeves, a mini-pencil pouch, address book, mirror and stickers. It sells for $12.

Another company, At-a-Glance, has a great Pro Line series of planners for boys, featuring race-car drivers Jeff Gordon and Dale Jarrett, and other sports stars. It also has a versatile Millennium Line with three-dimensional covers for both boys and girls, ranging from $1.79 for the two-pocket portfolio to $28.49 for the zipper binder.

Ask kids what they want to write with and they'll probably tell you "gelly pens." Not to be confused with peanut butter's best bud, these gellies are easy on the hands, less blotchy on paper and generally more fun to doodle with. They sell for $1.19 each.

Did anyone say lunch? You'll need something fun to pack it in. Lisa Frank makes a bunch of funky lunch bags for $9. Basic colored bags are selling for $4.99 at Duane Reade and Conway.

GRAPHIC: THE SMART LOOK IS AN ERGONOMIC KNAPSACK.

THIS SEASON'S STARS ARE STRIPES ON PANTS, FUN WATCHES AND VESTS. ADD A COLORFUL PALNNER AND A GELLY PEN AND YOU'RE SET.

HOT FOR FALL: FLARE JEANS WITH APPLIQUES, FURTRIMMED JACKETS AND COMFORTABLE SHOES, LIKE STEVE MADDEN'S BROKERS.

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PAGE 2 / NEWS, TRENDS, GOSSIP AND STUFF TO DO; GIVE IT UP FOR. . .; KCET HAS A VISION FOR AWARD Los Angeles Times August 30, 1999, Monday,

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Los Angeles Times

August 30, 1999, Monday, Home Edition

SECTION: Southern California Living; Part E; Page 2; View Desk

LENGTH: 432 words

HEADLINE: PAGE 2 / NEWS, TRENDS, GOSSIP AND STUFF TO DO;
GIVE IT UP FOR. . .;
KCET HAS A VISION FOR AWARD

BYLINE: CANDACE A. WEDLAN, TIMES STAFF WRITER

BODY:
Eli Broad, founding chairman of Kaufman & Broad Home Corp. and SunAmerica Inc., has been chosen to receive the first KCET Visionary Award.

The West Coast flagship PBS station's award recognizes those who have made outstanding contributions to culture, art and education in the community.

Broad, who revived the struggling Walt Disney Concert Hall project by raising $ 205 million, also headed the campaign to bring the Democratic National Convention to Los Angeles in 2000. He is the founding chairman of the Museum of Contemporary Art in Los Angeles, created the Broad Art Foundation to fund scholarships and exhibitions of contemporary art, and endowed the Broad Center for the Biological Sciences at Caltech.

"Eli Broad has initiated some of the most important cultural and civic projects in Los Angeles history," said Barry Munitz, president and chief executive of the J. Paul Getty Trust.

"He is a true Angeleno hero, and we are proud to pay tribute to him. What is even more remarkable, compared to most events like this, is that the two chairs are genuinely and joyfully two of his closest friends."

Munitz and his wife, Anne, and Mayor Richard Riordan and his wife, Nancy, are chairing the Sept. 13 awards and fund-raising dinner at the Regent Beverly Wilshire Hotel in Beverly Hills.

*

You will have to hit the beach early--7:15 a.m., to be exact--for the 13th annual **Nautica** Malibu Triathlon.

More than 1,500 celebrities and athletes are expected in Malibu Sept. 19 to support the Elizabeth Glaser Pediatric AIDS Foundation.

"It's a really fun family day everyone can get involved in, and we hope parents will bring their kids to enter the Tot Trot," said Susie Zeegen, the event's co-founder.

The triathlon is a half-mile swim, 18-mile bike ride along Pacific Coast Highway and 4-mile round-trip run between Zuma Beach and Point Dume. The Tot Trot is a 50- to 100-yard beach run for kids 12 and younger.

And for those who are better dreamers than runners, there's a sandcastle-building contest.

The last two triathlons raised $ 100,000 for the nonprofit foundation, which supports pediatric AIDS research and education programs.

Run, swim or bike to the phone, and call (818) 707-8867 for details.

"Give It Up for . . ." will report regularly on selected SoCal benefits, honors and activities--both planned and completed. Please send detailed information to "Give It . . ." Southern California Living, Los Angeles Times, Times Mirror Square, Los Angeles, CA 90053, or fax to (213) 237-4888. Photographs also may be sent but cannot be returned.

GRAPHIC: PHOTO: Eli Broad will receive a KCET honor.

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Furniture: Best Beds; Brief Article Good Housekeeping September 1, 1999

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Good Housekeeping

September 1, 1999

SECTION: No. 3, Vol. 229; Pg. BIH6 ; ISSN: 0017-209X

IAC-ACC-NO: 55467961

LENGTH: 497 words

HEADLINE: Furniture: Best Beds; Brief Article

BYLINE: Leung, Tisha

BODY:
Bored with your bedroom? There's no need to buy a new set of matching furniture. Invest in just a bed frame. With so many styles, materials, and finishes to choose from, it's easy to revamp an outdated room by coordinating a bed with your existing decor. What looks fresh: country-style whitewashed wood (Maine Cottage has a great example with a frame inspired by an antique brass bed); a mix of textures, like **Nautica** Home's Campaign bed, which features cherry wood with cane panels woven in a herringbone pattern; and classic iron and brass frames. Or, if you want to soften up the overall mood of the room, an upholstered headboard will do the trick.

Texture

A mix of materials and textures adds drama and interest to a bedroom set gone stale. Pier 1 Imports' Jamaica headboard (queen, $ 175) combines wood and whitewashed rattan in a contemporary, subtle way.

Metals

Brass and iron beds have wide appeal because they blend easily into both modern and traditional surroundings. A favorite: Charles P. Rogers' Fairfield wrought-iron bed(queen headboard, $ 729; complete bed, $ 1,199) with brass accents.

Pure White

White paint has surpassed clear, natural finishes in popularity for oak, pine, and other wood bedroom furniture. Thomasville's ornate Cordova four-poster bed (queen, $ 1,600) with acanthus-leaf and beaded details is finished in creamy vanilla.

Sleigh-Style

Streamlined and free of fussy details, the classic sleigh bed, here from Broyhill, in knotty oak (complete queen bed, $ 1,200) can give a sophisticated focus to a room. Choose a finish that matches your existing furniture.

Country Cottage

Pure and simple looks like The Lane Company's Biddeford Victorian bed (complete queen bed, $ 895), which was inspired by a white picket fence, lend a clean, crisp focal point to a big or small space.

Traditional

Strong, distinctive lines turn classic looks into real standouts. A prime example: the curvy headboard from the Eddie Bauer American Lifestyles collection by Lane (queen, $ 1,099).

Slipcovers

Upholstered beds soften the look of an entire room. Machine-washable slipcovers in natural or navy make Garnet Hill's Amsterdam bed (queen, $ 1,595) easy to clean, and its hardwood cherry legs and sideboards have a contemporary feel.

Vintage Touches

Headboards take a nostalgic turn with decorative details such as the row of tin ceiling tiles lining the top of Kincaid's Belle Maison collection's Chateau panel bed (queen, $ 1,399).

Prices are approximate. For more information: Broyhill Furniture Industries, 800-327-6944; Garnet Hill, 800-522-6216; Kincaid Furniture Company, a La-Z-Boy Company, 800-438-8207; The Lane Company, 800-750-LANE; Lexington Furniture Industries, 800-LEXINFO, www.lexington.com; Maine Cottage Furniture, 207-846-1430, www.mainecottage.com; Pier 1 Imports, 800-447-4371; Charles P. Rogers, 800-272-7726; Thomasville Furniture Industries: 800-225-0625, www.thomasville.com.

IAC-CREATE-DATE: October 18, 1999

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nautica girls joins hampton family. Children's Business September 1, 1999

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Children's Business

September 1, 1999

SECTION: No. 9, Vol. 14; Pg. 11 ; ISSN: 0884-2280

IAC-ACC-NO: 55822549

LENGTH: 251 words

HEADLINE: **nautica** girls joins hampton family.

BYLINE: Mitchell, Tracy R.

BODY:
Nautica Girls has a new home. The 4-16 swimwear and sportswear collection will now be produced by Hampton Industries, which has held the **Nautica** boys' license for the last five years. According to Robert Reid, formerly president of **Nautica** boys and now the new president of **Nautica** Children's, David Chu, **Nautica** CEO, founder and designer, looked at the success of the boys' label and envisioned similar growth for the girls' line.

"Our boys' business has really grown over the past two years. Last year it increased by 33 percent. This year we will see an increase of 38 percent. David is pleased with the direction our line is headed in, how we've really picked up on that 'tween look," explains Reid. The executive reports that he's already put together "an elite team of people" ready to take the girls' business to the next level--"a hipper level. It needs to be a little cooler. Right now the line is very safe--safe to the point that it hurts its potential."

The Eagle's Eye will complete all shipments and provide customer service for **Nautica** Girls orders through Holiday 1999. Eagle's Eye is working closely with Hampton to ensure a smooth transition to Spring 2000. Speaking of spring, Reid says the new swimwear collection is generating the most interest. Sold through 195 doors, the line is right on target in terms of color trends.

For Fall 2000, **Nautica** Girls will be completely under Hampton's reign. Reid says to expect a nice balance of "fashion and **Nautica** tradition."

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FESTIVAL FOCUS IS FAMILY FUN Orlando Sentinel (Florida) September 2, 1999 Thursday, METRO

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View Related Topics

September 2, 1999 Thursday, METRO

SECTION: ORANGE EXTRA 5; Pg. I1

LENGTH: 473 words

HEADLINE: FESTIVAL FOCUS IS FAMILY FUN

BODY:
You're invited to Celebrate the Family at the Orlando Junior Woman's Club festival on Saturday at the Walt Disney World Dolphin Hotel.

Area youngsters and their families can enjoy a day of activities and live entertainment from 10 a.m. to 5 p.m. at the Lake Buena Vista hotel.

There will be hands-on educational exhibits, Disney games, live animals, food, characters, goody bags and clowns.

Admission is free, but tickets are required for food purchases and certain activities.

Proceeds from Celebrate the Family will be used by the Orlando Junior Woman's Club for programs it supports.

Organizers expect more than 25,000 people to attend the festival. For more information, call (407) 426-9642.

FITNESS FOR FREE

Hey, seniors, lace up your sneakers, stretch your muscles and get ready to work out.

Health Central Park will offer free low-impact fitness classes each week at St. Paul's Presbyterian Church in west Orange County.

The sessions will begin Sept. 14 and will be from 9:30 to 10:15 a.m. each Tuesday and Friday at the church's fellowship hall, 1450 Citrus Oaks Drive, across from the West Oaks Mall. The program is open to any senior interested in a mild fitness program. For details, call Betty Carroll at (407) 296-1628.

FOR BOOKWORMS

Mothers and daughters who love to read are invited to join a special club at the Windermere Library.

The Mother/Daughter Book Club will meet at 3 p.m. Sept. 11 to read and to talk about participants' favorite books. The free program is designed for girls between 9 and 14 years old.

For more information, call (407) 876-3939. The library is at 530 Main St.

FASHION FIND

For tall and heavy men, finding clothes that fit can sometimes be difficult.

J. Baker Inc., the company that owns the Casual Male Big & Tall stores, recently started Repp Premier Big & Tall Shops.

The company opened one of its first stores last week at 7939 S. Orange Blossom Trail. Some of the designer lines include Ralph Lauren, Polo Jeans, **Nautica,** Tommy Hilfiger, Tommy Jeans and Perry Ellis.

NEW SHOPS

Look for a new shopping center and offices next year at Conroy-Windermere and Apopka-Vineland roads.

A Miami developer plans to build a 201,000-square-foot shopping center and 65,000 square feet of office space on 22.7 acres. It will be called Isleworth Promenade, and a supermarket would anchor the project. Groundbreaking should occur next spring.

BE AN ADVOCATE

The Florida Department of Children & Families is looking for new members to serve on its Human Rights Advocacy Committee, District 7.

The committee is made up of volunteers who review possible human-rights violations concerning department clients, such as individuals in foster homes, mental health facilities and group homes.

Those interested in volunteering can call Wendy Jordan at (407) 245-0400, Ext. 153.

COLUMN: Neighborhood News
SOUTHWEST ORANGE

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FOOTNOTES;Going to Extremes The New York Times September 12, 1999, Sunday, Late Edition - Final

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The New York Times

September 12, 1999, Sunday, Late Edition - Final

SECTION: Section 6; Part 2; Page 102; Column 3; Men's Fashions of The Times Magazine

LENGTH: 518 words

HEADLINE: FOOTNOTES;
Going to Extremes

BYLINE: By Penelope Green

BODY:
1. The Explorers Club was formed in 1905. Its members have included Admirals Robert Peary and Richard Byrd, Charles Lindbergh, Sir Edmund Hillary, Thor Heyerdahl, Chuck Yeager, Sally Ride and the oceanographer Sylvia Earle (pictured), though women weren't invited to join until 1981. The explorer Richard Wiese says the club still has an "alpha male mentality." "You get up to go to the bathroom," he says, "and when you come back, some 80-year-old coot who used to be King Kong is hitting on your girlfriend. But seriously, these guys have shaped the 20th century, which I say with some jealousy because they've all 'been there first."' 2. "I guess my image is sort of disheveled/ outdoorsy," says James Prosek, who wore a Burberrys sport coat during his book tour for "The Complete Angler" (Harper Collins, $30). As he fished his way through Britain, Prosek was astounded by the uniform of the gentry-fishermen: a tweed suit, a cap and a wool tie. 3. At the fall men's wear collections, Giorgio Armani, Gianfranco Ferre and **Nautica** (pictured) focused on extreme weather gear, thus the preponderance of enormous turtlenecks, cowl-neck parkas and fur-trimmed hoods. 4. Norman D. Vaughan says that besides his caribou parka, the most useful piece of clothing he wore on Byrd's 1928 expedition was long woolen underwear. "When you perspire in wool, it gets wet!" Vaughan says. "We'd change our underwear every three weeks, all at once. It was like a Saturday night bath. We'd make five more miles on the sleds, and I'd like to tell you, it was because of the underwear." Prada's silk and cashmere long underwear (pictured, $670 for a crew-neck top, $710 for a polo neck, and $600 for the bottoms) can be found at Prada, 841 Madison Avenue. 5. No styling products were used on this shoot, at the request of the photographer, Richard Burbridge, who wanted his subjects to "look like themselves." One product that explorers use is Dermatone, a frostbite/sunburn protector. 6. Fred McLaren was part of the first baseball game played at the North Pole. "It was late August in 1960," he says. "We took great care to make sure the pitcher's mound was on the Pole. If you hit a home run, you'd circumnavigate the globe; if you hit into right field, you'd hit into tomorrow, and if the right fielder caught the ball, he'd throw it back into yesterday. Sliding took on new meaning, and I'm still not sure what day the game ended." 7. Interest in adventure has inspired ideas for everything from books (like "The Perfect Storm" and "Into Thin Air") to cars. Detroit's contributions include the GMC Denali (the Indian name for Mount McKinley). 8. Marcelo Mendez has been on an expedition on Easter Island. "The island hasn't been contaminated," he says. "It's like a microcosm of Earth, and we can use what happened there to think about what the future holds." On an expedition, Mendez is most concerned with what goes on his feet. On Easter Island, he wore Teva-type sandals. "I'm more of a practical guy than a fashion guy," he says. An alternative might be these sandals ($140). At Kenneth Cole stores nationwide.

http://www.nytimes.com

GRAPHIC: Photos: (PHOTOGRAPHY BY: 1, ABC "20/20"; 2, 5, 8, Tony Cenicola for The New York Times; 3, Dan Lecca; 6, courtesy of the United States Navy.)

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BEST BETS: SUNDAY 9/19; 7 PM: POP MUSIC Los Angeles Times September 16, 1999, Thursday,

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Los Angeles Times

September 16, 1999, Thursday, Home Edition

SECTION: Calendar; Part F; Page 5; Entertainment Desk

LENGTH: 583 words

HEADLINE: BEST BETS: SUNDAY 9/19;
7 PM: POP MUSIC

BODY:
For fans of the extended instrumental jams that have earned Phish its loyal following, there's no more mind-bending a way to wrap up the summer's final weekend than with a dose of Phish under the Orange County stars.

* Phish, Irvine Meadows Amphitheatre, 8808 Irvine Center Drive, Irvine. 7 p.m. $ 23. (949) 855-2863.

noon: Festival

Everybody samba! It's Brazil's independence day, and that means it's time for a Brazilian Street Carnaval. Samba groups will perform all day at the Promenade Amphitheater in Long Beach--except for the break they'll take for a Rio-style parade. Performers include Super Sonic Samba School, Swing Brazil, Forro¬ for All and Lula Almeida.

* Brazilian Street Carnaval, Promenade Amphitheater, 100 Promenade (at 1st Street), downtown Long Beach, noon-8 p.m. Parade at 2 p.m. Free admission. (562) 438-3669.

all day: Festival

Renaissance performers, traditional music and folk dancing will help highlight the Scandinavian Autumn Festival at Vasa Park in Agoura. The celebration will also feature skilled artisans exhibiting and selling traditional Scandinavian arts and crafts, plus weaving, spinning and needlework demonstrations.

* Scandinavian Autumn Festival, Vasa Park, 2854 Triunfo Canyon Road, Agoura, 10 a.m.-4 p.m. (Breakfast will be offered beginning at 8 a.m.) $ 3 donation; kids under 12, free. (818) 360-6414.

7:15 am: Triathlon

Celebrities--they seem so cool. But Sunday at Zuma Beach, you can see them sweat at the **Nautica** Malibu Triathlon. The race includes a half-mile swim, 18-mile bike ride and four-mile run for individual competition in age/sex categories, or in three-person relays. Keep an eye out for the celebrity relay teams. Last year, Team **Nautica,** led by "Baywatch" actor Jose Solano, edged out Team Goo-Goo Dolls by only 38 seconds.

* **Nautica** Malibu Triathlon, Zuma Beach, 3/4 mile north of Kanan Road on Pacific Coast Highway, Malibu. Registration begins at 5:45 a.m.; race begins at 7:15 a.m. Awards ceremony, 10:20 a.m. $ 65 registration. Viewing, free. (818) 707-8867.

all day: Movies

If any film should be seen on the big screen it's David Lean's 1962 Oscar-laden epic "Lawrence of Arabia," and for three days the New Beverly is giving you that chance. Peter O'Toole stars as the enigmatic adventurer T.E. Lawrence, with Omar Sharif, Anthony Quinn, Alec Guinness, Jack Hawkins and Arthur Kennedy lending impeccable support. The beautiful photography is by Freddie Young and Nicolas Roeg. The film is literate, serious and full of sweep and action.

* "Lawrence of Arabia," New Beverly Cinema, 7165 Beverly Blvd. Sunday: 3:30 and 8 p.m. Monday and Tuesday: 8 p.m. $ 3 to $ 5. (323) 938-4038.

2 pm: Theater

Harold Gould headlines in the West Coast premiere of "Visiting Mr. Green," Jeff Baron's play about an irascible old widower whose life collides with the 29-year-old corporate executive who is assigned to assist him as part of a court-ordered community service.

* "Visiting Mr. Green," Pasadena Playhouse, 39 S. El Molino Ave. Sunday, 2 p.m. Regular schedule: Tuesdays-Fridays, 8 p.m.; Saturdays, 5 and 9 p.m.; Sundays, 2 and 7 p.m. Ends Oct. 24. $ 13.50 to $ 42.50. (800) 233-3123.

*

FREEBIES: This month's walk along the L.A. River tours Sherman Oaks Village Gardens. Meet on the northwest corner of Coldwater Canyon Avenue and Valley Heart Drive, 4:30 p.m. (213) 381-3570.

Open house of a Victorian home, George Anderson House, 215 E. Lime Ave., Monrovia. 1-4 p.m. (626) 358-0803.

GRAPHIC: PHOTO: Phish, with Jon Fishman, left, Mike Gordon, Page McConnell, Trey Anastasio, will perform in Irvine. PHOTOGRAPHER: DANNY CLINCH PHOTO: Omar Sharif, left, and Peter O'Toole star in "Lawrence of Arabia." The epic will play at the New Beverly. PHOTOGRAPHER: TNT PHOTO: Harold Gould, left, and Daniel Nathan star in "Visiting Mr. Green." PHOTOGRAPHER: LAWRENCE K. HO / Los Angeles Times PHOTO: Brent Imonen, left, Jose Solano and Steve Hegg won last year's Malibu Triathlon.

LOAD-DATE: September 17, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Thursday, April 20, 2006 - 10:20 AM EDT

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Stars final event The Capital (Annapolis, MD.) September 16, 1999, Thursday

Copyright 1999 Capital-Gazette Communications, Inc. The Capital (Annapolis, MD.)

September 16, 1999, Thursday

SECTION: sports; Pg. D6

LENGTH: 1023 words

HEADLINE: Stars final event

BYLINE: By JEFF NELSON Staff Writer

BODY:
Annapolis Yacht Club will host the 2000 Star Class World Championships next year, one that should enjoy a considerable boost in importance with the approach of the Sydney Olympics.

Far from just being another weekend regatta, the Worlds will be an 11-day extrava

ganza that has attracted top dollar sponsor

ship from **Nautica** clothing and lifestyle company.

Organizers are expecting more than 100 teams and the top race officials and logistical people are over in Punta Ala, Italy now observing the 1999 Worlds.

The regatta will hit Annapolis May 10 and is expected to be greeted with a welcome akin to that put out for the Whitbread (now Volvo) Ocean Race last year.

Eastport will be festooned with flags and volunteers are already laying out plantings of bulbs that will blossom in time for the spectacle.

Punta Ala is proving now that the Star Worlds are no ordinary high-visibility regatta. There are 150 boats on the line in Italy this week, making up a fleet so aggress

ive that it took four tries to get the first race started and more than 30 boats were DSQ'd for being early on the final attempt.

Jim Capron, Jack Lynch and Barbara Vosbury of AYC were in Punta Ala for the event and wound up getting drafted onto the race committee. The trio gave a presentation on Annapolis' plans for next year's Star Worlds prior to the awards ceremony.

For AYC, the regatta is a chance to show off the new Sailing Center, the vastly improved annex where small keelboats are stored and launched. It will also be a chance to feature prominently on the international stage.

"The Annapolis Yach Club has proven that we have the ability to produce top events both on and off the water and the Star class represents the pinnacle of one-design sailing competition," said AYC Commodore Karl von Schwarz.

Even greater stakes than normal will be riding on the regatta. This will be a qualifier for the Olympics, four slots in the Sydney games will be determined on the Chesapeake Bay.

"There could be more than 100 teams racing in the Worlds and we expect all 15 teams that will compete in Sydney to be on the line in Annapolis. The eyes of the sailing world will be on the Chesapeake during this regatta and we will not disappoint them," said Jim Capron, co-chairman of the organiz

ing committee.

Though still nine months away, the cel

ebration of the World's arrival has officially begun. Annapolis Mayor Dean Johnson and von Schwarz hoisted a Star Class flag at City Dock during Annapolis Race Week and for

mal announcement of **Nautica's** involvement came during Race Week's social on Saturday, around a fully rigged Star.

LOAD-DATE: September 16, 1999

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CyberShop.com Announces Exclusive Online Distribution With Designer Apparel Brands Business Wire September 16, 1999, Thursday

Copyright 1999 Business Wire, Inc.
Business Wire

September 16, 1999, Thursday

LENGTH: 587 words

HEADLINE: CyberShop.com Announces Exclusive Online Distribution With Designer Apparel Brands

DATELINE: JERSEY CITY, N.J.

BODY:
Sept. 16, 1999--

Off-price online retailer launches strategy to work with key manufacturers to support online branding objectives

CyberShop.com (R), Inc (Nasdaq:CYSP), the leading online retailer of designer apparel and home furnishings, today announced its strategy to lock up online distribution rights with top manufacturers by signing exclusive online distribution agreements with key designer apparel brands. In the agreements reached, Cybershop.com has secured the two-year exclusive rights to sell on the Internet these important brand's first quality, over-stock merchandise. We believe exclusive distribution should offer Cybershop.com higher gross margins while offering these prestigious brands more control over the marketing and distribution of their products on the Internet. The following manufacturers represent the first group of charter partners, participating in this program: August Silk, Harve Bernard, XOXO Essentials, New Frontier, A Gold E, Ronni Nicole, Touch Me, Zone One, Metrokane, Aziz, Patricia Jones and Central Park West. "Just as T.J. Maxx and Marshalls (NYSE:TJX) have become the dominant brick and mortar retailer for off-price brands, we are positioning CyberShop.com as the key Internet destination to purchase designer apparel and home furnishings," explains Jeff Tauber, CEO and Chairman. "Working with top brands to gain their support is critical in order to maintain a broad assortment of designer apparel. We expect to reach agreements with many more brands shortly." CyberShop.com is leveraging its experience as traditional merchants and its position as a pioneer in e-commerce, to purchase close-outs and over stocks directly from America's most prestigious manufacturers. "It's a business based on relationships and knowledge of the industry", explains CyberShop.com VP and General Merchandise Manager Ed Mufson. "My team of buyers and I are working in partnership with the same manufacturers we've worked with for years, in order to deliver top brands and great value to our customers". Currently, CyberShop.com also offers product from Ralph Lauren, Calvin Klein, Cartier, CHANEL, DKNY, Fendi, Perry Ellis, Guess, **Nautica,** Liz Claiborne and many others.

About CyberShop.com

CyberShop.com, a leading online retailer, operates two online stores. Our flagship store located at http://www.cybershop.com offers discounted designer and brand-name apparel, electronics, home accessories, toys, gifts and watches all at closeout prices. electronics.net, CyberShop.com's joint venture with Tops Appliance City (Nasdaq:TOPS), located at http://www.electronics.net offers a broad assortment of consumer electronics, appliances and home office equipment for sale online.

Safe Harbor

This announcement contains forward-looking statements that involve risks and uncertainties that include, among others, CyberShop.com's limited operating history, anticipated losses, unpredictability of future revenues, potential fluctuations in quarterly operating results, seasonality, competition, risks associated with system development and operation risks, management of potential growth and risks of new business areas, and strategic alliances.

CONTACT: CyberShop.com Inc.
Investor Relations, 201/234-5000
investors@cybershop.com

Today's News On The Net - Business Wire's full file on the Internet

with Hyperlinks to your home page.

URL: http://www.businesswire.com

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Second-generation Mercury Villager now showing Chicago Daily Herald September 18, 1999, Saturday, Lake

Copyright 1999 Paddock Publications, Inc.
Chicago Daily Herald

September 18, 1999, Saturday, Lake

SECTION: Auto Showcase; Drive-thru review; Pg. 1

LENGTH: 1663 words

HEADLINE: Second-generation Mercury Villager now showing

BYLINE: Dave Boe

BODY: Background: Mercury's front-wheel-drive Villager minivan receives its first major redesign in 1999 since it's 1993 debut. The all-new, second-generation Villager is longer, wider and includes a more powerful engine; yet delivers better fuel economy than its predecessor.

When Villager first appeared earlier this decade, it measured in as one of the shorter minivans available. It was the first minivan offered by Ford Motor Company's core Ford-Lincoln and Mercury trio. Ford's larger Windstar minivan debuted a couple of years later. Sales data points to a successful Villager relaunch. Sales skyrocketed 18 percent during the first eight months of 1999 compared with the same period one year earlier.

Ford Motor Co. assembles Villager and its automotive twin, the Nissan Quest (also redesigned for 1999) in Ohio at Ford's Avon Lake facility. Ford ranks as the world's second-largest auto manufacturer.

Trim levels: Villager again comes in three trim levels, but with different 1999 designations. Entry-level Base, Estate and Sport, replace first-generation identifications of GS, LS and **Nautica.** Each trim level features unique content, color and trim treatments. Three different options groups are available as well: Comfort, Convenience and Luxury, although the luxury group is not available in Base editions.

Safety features: Dual front air bags come standard. Antilock brakes , keyless remote entry, two integrated child seats and a theft deterrent system all are options. Daytime running lights are staples in uplevel Sport and Estate editions. Side air bags, a feature gaining popularity in vehicles, are not yet offered.

Standard equipment: All three editions include: four-speed automatic transmission; front air conditioning; tilt steering wheel; power steering; cruise control; AM/FM/Cassette stereo; power windows, locks and mirrors; rear defroster; intermittent rear wiper and washer; front intermittent wipers and roof racks. Up level Sport and Estate editions add steering wheel mounted radio controls, premium sound system, heated power mirrors, lighted vanity mirrors and upgraded handling and suspension.

Options: Power sunroofs ($ 775), electronic instrument clusters ($ 245), six-unit compact disc changer ($ 370) and automatic climate control ($ 775) are options

In Estate and Sport. The Comfort Group package, including rear ventilation controls, privacy glass and power drivers seat, is a $ 995 option. The $ 495 Convenience Group includes remote keyless entry and overhead console. The $ 995 Luxury Group, not available in Base, features leather seating surfaces, power passenger seat and 'TravelNote' tape-recording system built into the sun visor allowing drivers to leave audio messages to themselves.

Price: Ford Motor Co. provided the Daily Herald with a top-of-the-line Estate Villager with a manufacturer's suggested retail price of $ 25,015. With a truckload of options including a couple of convenience packages, anti-lock brakes and six-disc changer, the bottom line adds up to $ 30,605 including a $ 580 destination charge. This represents the most opulent Villager available. Base models start at $ 22,415 while Sport editions start at the same price as Estate: $ 25,015.

Engine: Mercury's Villager again returns with a V-6 engine, only this year, horsepower increases. The 3.0-liter engine from yesteryear has been upgraded to a 3.3-liter V-6 now delivering 170 horsepower, up 16 from 1998. It's the sole engine in all three offerings. By comparison, General Motors' trio of Chevrolet Venture, Pontiac Montana and Oldsmobile Silhouette offer V-6 engines with 185 horsepower; while Chrysler's Caravan, Town & Country and Voyager offer three different V-6 engines.

Interior: Villager's instrument panel is completely redesigned for a better ergonomic design benefiting both drivers and passengers. Our test-drive Estate included a mostly digital instrument panel with green illumination. Only the gear-shift indicator was of analog variety. The gear shift itself is located on the steering column's right side. Immediately right of the instrument panel was cluster of buttons, at a 45-degree angle, controlling the rear wiper and washer system and the hazard lights.

Secondary radio functions and several cruise control buttons are mounted on the steering wheel, although the cruse control turns on and off from a rectangular button left of the steering column, near a dial controlling headlights.

The stereo, positioned between front captain's chairs, included large preset buttons and a digital clock separate from the radio frequency display. Below sat the ventilation system, utilizing about a dozen buttons to control fan direction, speed, temperature and air conditioning. A rotary dial monitored fan speed. Far down the center console were a retractable ash tray and retractable dual cup holders. In addition, two permanently-molded cupholders are found in front of the central storage bin. The driver's door, home to power window, lock and mirror functions, also features two pockets for storing maps and other trinkets.

And the 1999 Villager has jumped on the video bandwagon with an offer families with young children may find hard to pass up. More and more minivans now feature in-van video systems allowing second and third row riders to watch video taped movies or play assorted video games. Villager is no exception. Through October 31, 1999 Villagers offer the Visteon in-van video system, a $ 2,000 value, at no extra charge in all trim levels throughout Ford's Chicago region.

The small, VCR unit is stored in the storage bin between front captains chairs. The screen flips up from the back end of the storage bin, out of sight for drivers but not middle row passengers. So far, Ford has sold 6,000 Visteon units.

Seating comfort: One noticeable difference between first and second generation Villagers is the latter includes considerably more room behind the third seat for storing groceries or golf clubs. A back shelf, capable of holding 30

pounds of stuff, also
doubles as a sun shield for items stowed there. Cloth seating comes standard while leather seating is available in the luxury group option package (available in Estate and Sport only.)

Seven-seat accommodations come standard. A two-person bench
seat is featured in Base models while middle row bucket seats rank as Estate and Sport staples. Middle seats are removable but the third-row bench seat is not. Instead, Villager incorporates
a track system along the floor that allows the third-row bench seat to easily move all the way up to front captains chairs once middle row seats are jettisoned. The third row seat also moves flush against second-row seating if more cargo room is desired without removing any seating.

Easing into front seats requires a sit down, rather than step-up motion found in some large sport utility vehicles. Maneuvering back into the third row is best accomplished from the right, where the right-side bucket seat inches up on a track providing a little more clearance leading to the rear. No track
exists on the left-side middle row bucket seat. Some competitors provide better clearance to the third row.

Exterior: All three trim levels include a sportier exterior
than the first generation. Villager's 112.2-inch wheelbase places the van at the shorter end of the spectrum, although its total length is more than four-and-a-half inches longer and 1.2 inches
wider than 1998. Unlike Chrysler's trio of Voyager, Town & Country and Caravan minivans which are available in two different wheelbase dimensions (short and long wheelbase), Villager's sold only in the one wheelbase. If your family craves a
longer-wheelbased minivan from Ford Motor Co., check out Ford's Windstar.

Villager now offers dual sliding side doors standard. But
power sliding side doors, which Chrysler and General Motors offer on their assortment of vans, is not part of Villager's design. Cupped door handles include a recessed back deep enough for large hands to easily grab and move the handle outward. The rear hatch door flips up high and out far enough, so most heads get spared the annoyance of bumping into the inside window when stowing items in back. The rear hatches glass window also opens on its own for quick trips into the back area.

The square, non-locking fuel door with tethered cap is found on the driver's side. Fifteen-inch tires, standard in Base editions get upgraded to 16-inch tires with alloy wheels in both Estate and Sport editions. Estate and Sport models include a two-tone color sequence with gold bottom trim featured on Estate.

Dimensions:

Wheelbase: 112.2 inches

Overall length: 194.7 inches

Overall width: 74.9 inches

Overall height: 70.1 inches

Curb weight: 3,854 pounds

Front headroom: 39.7 inches

Fuel economy: All Villagers include automatic transmission and fuel estimates of 17 miles per gallon in city driving and 24 m.p.g. highway; on par with most competitors. The fuel tank
holds 20 gallons of unleaded fuel.

Final thoughts: Mercury representatives boast Villager
responds and handles more like a car than a truck; and Villager delivers in this respect. It's shorter

dimensions make the van appealing for driver's who may shy away from larger-sized vehicles. The added horsepower, a welcome addition, keeps Villager in line with competitors.

Target customers for the upscale Villager include empty nesters and young families. Couples with children make up about
50 percent of purchasers. In addition to the no-charge Visteon video system, all 1999 Villagers currently offer $ 1,000 cash
back incentives.

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Trend-spotting St. Petersburg Times (Florida) September 20, 1999, Monday, 0 South Pinellas Edition

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St. Petersburg Times (Florida)

September 20, 1999, Monday, 0 South Pinellas Edition

SECTION: FLORIDIAN; HIGH SCHOOL; XPRESS; Pg. 3D

LENGTH: 584 words

HEADLINE: Trend-spotting

BYLINE: LAUREN SCHUMACHER

BODY:
What's hot this year? Earthy and jewel tones, neat supplies and more.

We're back to school already. Did you have fun shopping for school stuff, or do chills still run down your spine just thinking of the chore? If you're like me, shopping for the best items to wear and bear in the classroom is an ongoing process.

Shopping for school items also can be stressful because trends change every season and it's hard to know what's "in" and what's "out" for the new high school year. Well, we here at Xpress are here to help you solve the trend mystery.

For starters, backpacks are out. The hot new way to carry your stuff is either in a messenger bag or a no-hands purse. Messenger bags work for either guys or girls. Purses in faux fur, animal print, ethnic patterns and beading are also hot. The new colors for fall are earthy and jewel tones, including peach, plum, dandelion, orange, bright red and olive green.

Melissa Payne, 16, of Oldsmar says her favorite new trend is all the new colors. "A few years ago, all of the colors were black and brown, but now I like the pinks, yellows and blues."

For girls, three-quarter-sleeve shirts are in as well as shrugs, sweater sets, tube tops, boat neck tees and an updated version of the T-shirt, the split-crew tee. Pants this season are vintage jeans, windbreaker pants, capri pants and another new item, skants. A skant is a skirt (long or short) with pants attached underneath.

Angela Mawhir, a Burdine's associate at Citrus Park Town Center, says skants, metallic and bright colors as well as shrugs are big sellers. She also says that the brand X-O-X-O is in. Sixties-inspired clothing and accessories are also very popular, along with animal print, plaid print and anything that is embroidered. Also hot is anything denim, or that has a drawstring or is mohair.

Hair accessories in feathers, Asian-inspired prints, faux animal prints and rhinestones are in.

For guys, clothing inspired by rugged textures, uncomplicated tailoring and cool comfort are in. Cargo, nylon track pants and khaki pants are hot this season, as well as jeans in dark denim.

Earth tones and Hawaiian prints are in, as is the military influence, seen in dressier shirts of high-tech fabrics with snap pockets on the sleeves. The hot brands are Tommy and **Nautica.** All of these items can

be found at department and specialty stores.

Of course you don't just need clothes for school; you also need supplies. In this department I found some neat and practical items, including my favorite, a scribbler folder (59 cents at Hammett's Learning World in Countryside Mall). It's a white, two-pocket folder printed with a variety of designs you can color in. I thought it was cool because I know I can get bored in class and this would give me something to do.

Mechanical pencils have gotten face-lifts, many with soft, contoured rubber grips. A couple of examples are the Bic Matic Grip Mechanical pencils (five for $ 2.49) and Soft Sider Mechanical pencils (three for $ 2.99), available at many stores, including Office Depot and Target.

I also found some really wacky new pens: Milky Gel Rollers. They come eight to a pack, in cool and crazy colors, with a pad of black paper to write on, for $ 5.99 at Office Depot.

Another cool item I found is a magnetic brush at Limited Too for $ 4.50. It is a small hairbrush that has a magnet on the back, ideal for hanging in a locker.

Lauren Schumacher, 15, is a sophomore at East Lake High School in North Pinellas.

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Image maker wins with fashion ads of hip youth Ad man's life as laid-back as his ads USA TODAY
September 21, 1999, Tuesday,

Copyright 1999 Gannett Company, Inc.
USA TODAY

September 21, 1999, Tuesday, FINAL EDITION

SECTION: MONEY; Pg. 5B

LENGTH: 960 words

HEADLINE: Image maker wins with fashion ads of hip youth Ad man's life as laid-back as his ads

BYLINE: Melanie Wells

DATELINE: CONCORD, Mass.

BODY:
CONCORD, Mass. -- The man responsible for some of the most influential fashion advertising in recent years doesn't always wear black, doesn't live in New York and doesn't consider himself a snappy dresser.

Indeed, Mike Toth's view of the world looks like a page from the Tommy Hilfiger advertising he created for seven years, until 1998.

His office is in an old courthouse on the Concord green and his view is of trees and a church. It's like a movie set for a perfect American town, and it's a long way, physically and psychologically, from the edgy capital of the U.S. fashion industry.

"I wanted my kids to have a Huck Finn kind of life," Toth says, glancing out his office window.

And he sees business advantages, too. "My competition lives this 'downtown' life that only a few people know, when it's the average American who creates all the wealth for most fashion brands. I love going to county fairs and seeing Miss Potato crowned in Maine. These people are happy. They're not wearing black. I make my living being able to connect with them."

Toth is the founder of Toth Brand Imaging, a company that creates advertising and design for companies, particularly fashion clients. Toth creates everything from TV and print advertising to apparel hang tags and shopping bags for companies that include **Nautica,**

Union Bay and Kids R Us.

But because he makes money from the fashion business, Toth has to understand more than middle America. He has to speak to the urban trendsetters who help create the buzz around casual apparel.

"Have you heard Puff Daddy's new album?" Toth, 47, asks. "I don't think it's his best."

To be sure, Toth's personal taste is more Bruce Springsteen than rapper Jay-Z, but he knows it's important to keep up with what's happening in urban America.

"The other day I was coming from a Springsteen concert and in the elevator there were six black kids," Toth says. "I had an elevator ride that was eight floors, so I said to them, 'OK. Tommy Hilfiger: Thumbs up or down? **Nautica:** Cool or not cool?' I'm constantly asking questions. They said Tommy's 'down' -- they're over that -- and **Nautica's** 'up.' "

That's good news for Toth. **Nautica** is one of his newest clients. But he's still best known for his Hilfiger work. He helped make Hilfiger famous with ads playing up affluent, small-town Americana. Two of Toth's four children appeared in the ads.

"Hilfiger had the red, white and blue logo and we used that as a window to America," Toth says. "When I met Tommy, he handed me a book on Norman Rockwell and said 'This is who I am.' I thought that was a great thing. It might have sounded corny, but we added an element of mischievousness."

The result: Ads that featured freshly scrubbed, affluent-looking teens in handsome clothing.

"Everyone dreams of happiness and of having a good time," says Toth, who also has created Coach and J. Crew ads.

The aspirational feel of the Hilfiger ads appealed to suburban and urban teens alike, although Toth says Hilfiger really took off among inner-city kids when hip-hop artist Snoop Doggy Dog wore Hilfiger clothing on *Saturday Night Live*.

Other fashion companies have approached Toth and said, "Can you make us cool like Tommy?" But it was Toth who approached **Nautica** about handling its advertising, says David Chu, chief designer and founder of **Nautica.**

"I think Mike is interested in the culture and in young people's mentality," Chu says. "He's out there traveling and seeing things. Some people say to us 'Why go to an ad agency based in Concord? What do they have there?' "

Currently, Toth claims billings of $ 50 million. This fall he'll have ad campaigns on the air for **Nautica** Jeans, Union Bay, Esprit and Stride Rite. He's also busy trying to recruit nonfashion clients: He aims to double the size of his company.

The commercials for **Nautica** Jeans feature young men in a boot-camp-like setting. Ads for **Nautica** Sport Tech focus on young men who succeed despite early hardship.

That message may echo his own early life, growing up without a lot of money in San Antonio.

"I remember I only had a pair of Levi's and a pair of thin-cord Levi's in two colors -- navy and tan," he recalls. For his school uniform he recalls having to "buy khaki pants three sizes too big so I had room to grow. I looked so funny, and that's how kids wear them today."

He still favors khakis: His uniform for work is a wrinkled pair with a wrinkled white shirt.

Although Toth complains that "there are so many stupid ads out there," he's also quick to praise those he admires, including Abercrombie & Fitch and Gap.

He also has ads from Apple, Target and Banana Republic tacked to the wall in his office: "They have a clear idea of who they are."

TEXT OF BIO BOX BEGINS HERE

<>About Mike Toth<>

Age: 47.

Education: Bachelor's degree in fine arts, College of the Holy Cross in Worcester, Mass.; played varsity football.

Personal: Raised in San Antonio. He and his wife, Susan, have two sons and twin daughters.

Hobbies: Collects modern art and photographs, building a wine cellar in his Massachusetts home.

Interests: Inner-city youth (supports Fresh Air Fund); the environment (bikes around New York City instead of taking taxis or limos); Special Olympics.

Career: 1977-82, worked in ad department of New Orleans-based apparel maker Wembley Industries. 1982, opened design studio in New Orleans. Won national note with one of first clients, J. Crew (a name he suggested), by defining brand image with one of the first "lifestyle" catalogs. 1984, moved headquarters to Concord, Mass.

First job after college: Artist in Paris.

GRAPHIC: PHOTOS, Color, C.J. Gunther for USA TODAY (2); PHOTO, Color; PHOTO, B/W; Casual and cool: Current television ads from Toth Brand Imaging for Union Bay, above, and **Nautica.** Following the lead of the Tommy Hilfiger ads, which Toth also created, the spots focus on great-looking active youths.

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