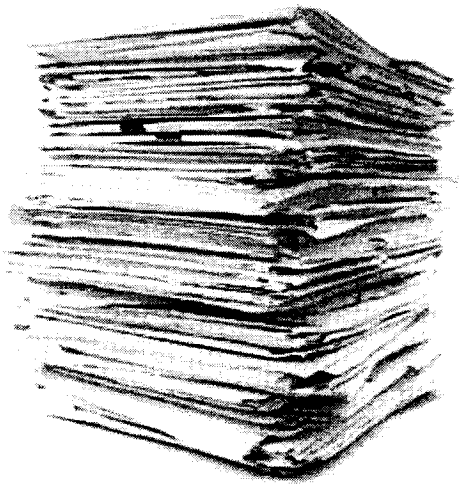

BULKY DOCUMENTS

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Holiday buying cautious; men's clothing buyers Daily News Record June 23, 1989

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June 23, 1989

SECTION: Vol. 19 ; No. 124 ; Pg. 1; ISSN: 0162-2161

LENGTH: 807 words

HEADLINE: Holiday buying cautious; men's clothing buyers

BYLINE: Orgel, David

BODY:
HOLIDAY BUYING CAUTIOUS

NEW YORK--Men's retailers are booking for holiday, but with caution: . Specialty stores, many of which will have buyers at next week's NAMSB Show, are either waiting on the sidelines after a tough Father's Day, or taking an early stand on select hot items to insure fashionable assortments. . Department stores, whose buyers are in town for market week, are keeping one eye on hot sportswear categories--from vests to shorts to leather outerwear--and the other on stock control.

The NAMSB Show runs June 25 to 27 at the Jacob Javits Convention Center here.

The common question for all retailers is: How to outdo last year's strong holiday?

Some specialty store representatives expressed concern about this holiday season following a difficult Father's Day.

"Holiday is like Father's Day because it depends on furnishings and sportswear items, but because Father's Day was difficult for stores, there is now concern about holiday," said Gary Loewy, general merchandise manager of Field Brothers, the six-store chain in the New York metropolitan area. "We're predicting flat sales for fourth quarter because we are up against a strong period last year."

Despite the overall mediocre holiday forecast, Loewy continued, "I'm expecting good holiday results for items such as cardigan sweaters and vests, and renewed interest in woven, long-sleeve sport shirts," he said. "I'm also anticipating a strong season for double-breasted suits and sportcoats and forleather outerwear."

John Adler, president of the three-unit Arthur A. Adler, Inc., based in Washington, D.C., plans to "buy for holiday as late as possible in order to get a better sense about the season."

Adler said his store tends to buy fall deeper and keep certain stocks through the holiday period, so that separate bookings for holiday are less necessary. "There are no star items, and poor weather and higher prices are combining to keep away the consumer," he said.

Other specialty stores were more optimistic. Marvin Josephs, president of Coach House Men's Stores, a

five-unit operation based in Pittsburgh, said he is "cautiously optimistic" about holiday, and is planning that season around certain core resources, including **Nautica,** Crossings, Mondo and Coogie.

Barneys New York is pleased with results from spring-Father's Day, and is hoping for a successful holiday in clothing and sportswear, said Peter Rizzo, vice-president, merchandise manager of its men's store.

"Some of the more traditional merchandise isn't performing as well as the European, but overall we're pleased, and we're planning a good holiday," he said.

At The Bon-Ton, the 32-unit operation, Mike Curly, divisional merchandise manager for sportswear, said he is booking an array of "unique items" for holiday in order to test looks for spring. "We're testing and transitionalizing during holiday, and we're optimistic about buy-now, wearnow sportswear, such as mock turtlenecks, lightweight fleece and three-quarter-length woven and knit sport shirts."

Department stores were generally committed to booking strong items for holiday, which they consider an itemoriented season. Many retailers and vendors, however, said department stores are putting an emphasis on stock control.

The Broadway is "growing" its "underpenetrated" sportswear business, said Patrick Kelly, senior vice-president and general merchandise manager.

"We are seeing good results in items such as shorts, T-shirts, novelty knits, casual pants and collections," he said. "But woven shirts and traditional knits are both struggling businesses."

At Belk Stores, sportswear buyer F. Christian Brander said, despite tough business in the year's first half, he is taking as aggressive a buying stance as possible.

"I'm buying aggressively, but with judgment, which means I won't let the prior season's business stop my faith in the rest of the year," he said. "I'm optimistic about categories such as sweaters, leather outerwear, cardigans, turtlenecks and casual bottoms."

At the 11-unit Proffitt's, with stores in Georgia and Tennessee, Ron Cate, divisional merchandise manager, said he is bullish on holiday because "that's the most important time of year for us, and it's the time to stick our necks out with fashion items."

Continued Cate, "sales haven't come easily in mainstream business, so we're booking branded, fashionable holiday merchandise, including cotton sweaters and yarndyed woven sport shirts. Branded shop resources are particularly strong."

PHOTO : Bold ties give a kick to the classics for spring '90 when Italian makers draw from the pre-Castro Havana of the '50s. Here, Tino Cosmo's black and white floral silk tie. White cotton oxford cloth shirt by Luciano Soprani.

PHOTO : Patrick Kelly, The Broadway Is bullish

SIC: 5611 Men's & boys' clothing stores ; 5311 Department stores ; 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5651 Family clothing stores

IAC-NUMBER: IAC 07719967

IAC-CLASS: Trade & Industry

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Mainfloor establishes itself; sportswear sales offset sluggish men's clothing business; column Daily News Record July 3, 1989

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July 3, 1989

SECTION: Vol. 19 ; No. 130 ; Pg. 36; ISSN: 0162-2161

LENGTH: 1233 words

HEADLINE: Mainfloor establishes itself; sportswear sales offset sluggish men's clothing business; column

BYLINE: Blueweiss, Herbert

BODY:
Mainfloor Establishes Itself

The odd character of the recent market weeks was aptly demonstrated by the high-spirited feeling at many of the sportswear houses ... countered by growing concern of clothing manufacturers, and to a lesser degree of dress furnishings suppliers.

But then if you check department stores...and the big stores are still leading the fashion parade (although they occasionally falter and have to play catch-up)...you'll find the mainfloor sportswear area sparkling with shops and a lot of fresh merchandise. Adding to the excitement are names that are relatively new to men's wear, or others who are rejuvenated enough to recapture their former appeal.

Meanwhile, over at tailored clothing, the sleeves are hanging, but the customers are not paying too much attention. And dress furnishings continues very much as a replacement business.

Retailing in general is dragging its feet, but there was enough sportswear activity around during this recent holiday buying trip to give a number of resources a good feeling for the coming spring market, opening at the end of July, and into the first week of August.

Current reports give good marks to madras business, knits and printed piques. Gant also added the note that dress shirt shipments were up 25 percent for the first six months, and this can be attributed in part to the fact that their sportswear strength draws stores into their dress shirt fold.

However, filling in the pipelines for what have become consistently expanding (in square footage) men's wear departments can only carry the industry so far. And then comes the cry, "Where are the customers?"

As if to emphasize the difficulties at retail, there was a statement last week by William S. Wire, 2d, chairman of Genesco, Inc., who told the company's annual meeting that sluggish sales at retail have spurred clothing buyers to ask the Greif companies to delay some deliveries. Wire said the calls for delayed shipments "are not serious yet, but it's a sign things are not good at retail."

In checking with some specialty stores, it's clear that the slump in clothing sales has obliged a number of retailers to request their suppliers to hold up on shipments.

While a break in the clouds may favor sportswear manufacturers with a warm and comfortable feeling, the news from other retail fronts has not been heartening to any part of the men's wear industry. Certainly, there is ongoing concern over developments at Hooker Corp., and surprisingly there were many raised eyebrows over the announcement that R.H. Macy & Co. has signed a letter of intent to open a three-level, 275,000-square-foot department store in the Mall of America in Bloomington, Minn., in fall 1992.

Bloomingsdale's, Nordstrom and Carson Pirie Scott also plan to open in the mall, along with four smaller department stores. And, oh yes, there's also room in the 3.2 million square feet of leasable space for 800 specialty stores.

It wasn't too long ago that suppliers would jump for joy at any such news. Think of all those pipelines that would have to be stuffed. But the industry now has mixed emotions about these developments, as they contemplate the business that could come in ... and also consider the consequences of over-expansion in retail square footage.

The consequences are leading to excessive presentations of merchandise, too many pipelines and too many price promotions, boring, repetitious men's wear departments. And confusions for the consumer, as stores lose their personality and individuality ... which become submerged in the malls, which, in turn, also begin to look alike.

The buyer-seller meetings during market week help articulate thinking in the industry, not only over the larger issues stemming from retail restructuring, but also dealing with resource structures and the ability of a supplier to make it onto the grid system of one or more of the retail conglomerates.

Right now, mainfloor is where the action is, and sportswear is the driving force. There have been continuing references in the market to the comeback of Izod, which now holds a premier position, helped no little by its shop concept. Izod got behind this idea several years ago, and has brought the merchandise and the concept up to the level that has the retailers talking.

Out of the same corporate family ... Crystal Brands ... comes Gant, which is also highly regarded for mainfloor men's sportswear. Important mainstays, too, are Polo and Clairborne, both of which command significant amounts of open-to-buy. Other names, of course, pepper the mainfloor landscape, resources such as Grethel, **Nautica,** Ruff Hewn, Trekka, Boston Trader ... to list a few. Some also specialize in going after specialty stores.

What distinguishes mainfloor sportswear from the tailored clothing and dress furnishings departments is the movement of resources through the area. While mainfloor watchers may agree that a resource needs a year to prove itself, there is a much more dynamic ambience in mainfloor than in the other men's sections.

This makes for a much more volatile resource structure, but that's a characteristic of the RTW business versus more commodity-oriented clothing and furnishings. Another aspect of clothing and furnishings is its domination by suppliers, many of whom are part of the Establishment, with brand names and/or designer names.

Theoretically, mainfloor sportswear doesn't have an Establishment, because no one company stays around mainfloor in this kind of fast-moving business to form any such entity. And when mainfloor men's sportswear got underway, there was a constant succession of new names that were run through the department. It was new names that attracted the customer.

There are still new names coming through the mainfloor sportswear turnstile. It's the nature of that business. But some observers see the beginning of a hierarchy in the resource structure ... which, they say, runs counter to the needs of the big stores, a need to maintain individuality.

Several resources, like Polo and Clairborne, have already reached the "must have" status, and their distribution and volume reflect that condition. However, mainfloor sportswear is the one men's wear

department that is as much dependent, if not more, on the fashion product as on the name of the product.

The evolution of this sportswear/fashion Establishment can be traced to the growth of retail conglomerates and their huge needs for production. The big question is, "Can they avoid the pitfalls that led clothing and dress furnishings into a discount mode?"

The thinking among some sportswear producers is that they can have enough production to take care of their major customers and better specialty stores ... and are therefore not placed in the position of selling volume retailers to move the production through their system by price.

But first, says one sportswear executive, "you must have the right product. Then you have to draw the line as to how much product you want out there and how you want it treated. If there's too much, you lose your cachet ... because people see it at discount prices and at stores less desirable than those you want to be identified with."

Sportswear has found a home on mainfloor that provides it with proper visibility and gives the store an anchor for men's wear business.

GRAPHIC: Photograph

SIC: 2320 Men's and Boys' Furnishings ; 5600 APPAREL AND ACCESSORY STORES ; 5311 Department stores ; 5651 Family clothing stores ; 2300 APPAREL AND OTHER TEXTILE PRODUCTS

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Macy's to expand men's in Herald Square store; men's clothing department Daily News Record July 7, 1989

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July 7, 1989

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HEADLINE: Macy's to expand men's in Herald Square store; men's clothing department

BYLINE: Palmieri, Jean E.

BODY:
MACY'S TO EXPAND MEN'S IN HERALD SQUARE STORE

NEW YORK -- Macy's will significantly expand the mainfloor men's department at its Herald Square flagship this fall.

Arthur Reiner, chairman and chief executive officer of Macy's Northeast, told DNR that the trendy, mainfloor Arcade department will be moved to the Cellar in order to make room for the expanded men's presentation.

Plans call for the Arcade to be converted into men's wear space by October 15, he added.

"It will be a nice addition to the men's shop," he said Thursday. "Men's wear is highly productive and profitable for us and we will continue to expand it at Herald Square."

Julian Geiger, group senior vice-president in charge of men's wear, said the men's department will be increased 4,000 square feet.

The expanded men's department will include a renovated Ralph Lauren Country Store in addition to **Nautica** and Calvin Klein shops. The Aeropostale shop, featuring Macy's private label sportswear, will be moved to the center of the old Arcade space. The space freed up by moving the Aeropostale shop will be used for men's fragrances, Reiner explained.

Geiger said the concept of the Ralph Lauren shop, which is currently a dungaree department, has been changed. The Macy's shop will be similar to the Ralph Lauren Country Store which opened last week in East Hampton.

In March, Macy's unveiled a 1,500-square-foot Izod/ Lacoste shop -- the largest in the U.S.

"We've always had areas defined for certain vendors," Geiger explained, "but this will now create a true focal area."

In an interview earlier this year, Edward S. Finkelstein, chairman and CEO of R.H. Macy & Co., said men's wear would be one of the top three growth areas for the company over the next five years. It represents some 15 percent of Macy's $ 7 billion in annual sales.

SIC: 5311 Department stores

IAC-NUMBER: IAC 07739631

IAC-CLASS: Trade & Industry

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FASHION;A Real Sailor's Look: Light and Layered The New York Times July 9, 1989, Sunday, Late Edition - Final

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July 9, 1989, Sunday, Late Edition - Final

SECTION: Section 1; Part 2, Page 40, Column 2; Style Desk

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HEADLINE: FASHION;
A Real Sailor's Look: Light and Layered

BYLINE: By DEBORAH HOFMANN

BODY:
Nautical themes may be showing up in sportswear collections, but beware of them if you get invited to sail.

"The true boater's look is understated," said Amy McGuirk, an assistant manager at J. Crew, the catalogue outfitter that opened a store in Manhattan three months ago. "No gold-braid trim, yachting caps or blazers with anchor emblems, please!"

But don't think you can just throw on a pair of blue jeans. "You can't move quickly in them, they absorb heat and are uncomfortable when wet," said George Sweeney of Rye Brook, N.Y., a sailor for 47 years.

What is seaworthy? Bright, comfortable clothes not so loose that they can get caught in riggings: cotton T-shirts, polo shirts, striped jerseys, sweaters and windbreakers that can be put on or peeled off as the sun crosses the sky; turned-up collars that protect the neck from both sun and chill; baseball caps that shield scalp and forehead from sunburn.

At Abercrombie & Fitch, at Water and Fulton Streets in the South Street Seaport, waterproof nylon jackets by Henri Lloyd in patches of red, blue, white, purple and yellow, for $219 to $240. A boat-neck jersey by Royal Henley is $38 and looks trim with pleated bermudas in khaki, blue or green, which are $34 to 36.

"First-time sailors shop here from all over the country," said Bill Evans, assistant store manager. "Every one of them wants to look the part, so they can better act the part."

Across the Seaport plaza at J. Crew, button-fly twill pants in seafoam and ocean green are $38 and roll-up shorts in white, khaki or black are $28. Polo shirts in cotton interlock and pique are $18 and come in yellow, coral, celery, aqua and purple.

A Cap Serves 2 Purposes

The well-turned-out boater could top off a polo with an oxford shirt, $34 to $36, and layer on a black-and-white water-resistant cotton windbreaker, for $66. Baseball caps with a front pocket - perfect for a $20 bill, credit card and house key - are $15, in coral, white, navy and khaki.

Sperry Top-Siders with nonskid rubber soles are virtually a synonym for boating shoes. Now a Manhattan-based manufacturer, Duffle Inc., has licensed the name for a line of nautical wear available at dozens of

boutiques near marinas on Long Island, New Jersey and Connecticut.

In Manhattan, the line is carried at North Shore on the Hudson, 4 World Financial Center, at West and Vesey Streets. A short-sleeved striped pilot T-shirt is $36 and deck shorts in varied lengths are $36 to $40. Pleated cotton twill "schooner" pants are $42 to $46, and come in blue, white, orange and green.

At Orvis, 355 Madison Avenue at 45th Street, pleated red or khaki shorts are $30, and chino pants $34.50 to $48. A Goretex slicker is $185.

At **Nautica** at 216 Columbus Avenue, near 70th Street, spinnaker logo sweatshirts are $67, printed poplin drawstring swim shorts are $31 and reversible cotton poplin jackets with hidden hood are $75 to $145.

Mr. Sweeney's wife, Jane, suggests one other, distinctly low-fashion, accessory for novice sailers. "Bring a pair of cotton gardening gloves," she urged. "It'll make pulling the jib a whole lot less painful."

GRAPHIC: Photos of boating fashions (The New York Times/Chester Higgins Jr.; Sara Krulwich)

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Outerwear biz flexing its new muscles for spring 1990; men's clothing industry Daily News Record July 17, 1989

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July 17, 1989

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HEADLINE: Outerwear biz flexing its new muscles for spring 1990; men's clothing industry

BYLINE: Chirls, Stuart B.

BODY:
Outerwear Biz Flexing Its New Muscles for Spring 1990

Spring outerwear business is surging, and manufacturers are projecting volume increases of 15 to 40 percent in 1990 business based on early paper.

Executives attribute the upturn to several key factors:

.A new collection approach that combines the appeal of item buying with the volume of sportswear merchandising;

.Updated active styles that are in tune with consumers' lifestyle dressing;

.Earlier deliveries that spur retail interest in transitional goods;

.A continuation of an upward retail trend of the past several seasons. "Merchandising outerwear with sportswear is a necessity," says David Chu, president of **Nautica.** "It's sportswear packaging that helps the outerwear and sportswear play off each other. We've found that outerwear is usually the first thing that sells for spring."

Traditionally a strong spring outerwear house, **Nautica's** volume is projected to increase 40 percent compared with spring 1989, according to Chu.

"Spring outerwear has been fairly good industrywide the past few seasons, and we have added more silhouettes and new color ideas to give the season more punch."

One early best seller is an active-styled cotton poplin jacket in color-blocked schemes, wholesaling from $ 45-$ 50. **Nautica** currently offers 18 outerwear styles for spring.

Chu notes that collection merchandising represents a complete turnaround from previous years. "At first, we went with themes. That's when spring outerwear was an item business. Now, we've moved to two distinct groupings: sportswear and active/sailing, depending on how we want it to fit into the store."

To further emphasize the collection identity and trade on the strength of its extensive sportswear line, **Nautica** plans to open in-store shops at selected department stores. Says Chu, "The outerwear will be merchandised with knit shirts, woven bottoms, even swimwear. We're looking for tremendous increases." Sportswear collections are also helping to drive spring business at Members Only, and now account for 35 percent of annual volume. Says Michael Aronson, vice-president of sales, "We merchandise lifestyles within the Members Only brand through our various sublabels: Studio Concepts, All Points, Club House, and Members Only. The recent trend has shown a renewed interest in spring outerwear on the part of the consumer, who is buying it as a fashion item, not just as a replacement jacket."

Based on early spring paper, Members Only is expecting volume increases of between 15-20 percent compared with year-ago levels. "Spring business is starting to happen," Aronson says. "Retailers are confident about next year, and we're smelling the business." Active-influenced merchandise has helped Members Only expand its product offerings and reach a fashion-conscious consumer who is shopping sportswear collections. "We don't know exactly where the business is coming from, whether it's from cotton sweaters or sport coats, but the consumer is more open to buying spring outerwear now than last year."

Some 24 styles are offered, in polished poplin, coated cotton, nylon/rayon blends, washed silk, and crisp poplin, retailing from $ 55-$ 75.

Aronson emphasized that the Members Only brand and its sublabels have been a key contributor to the increased popularity of spring outerwear sales.

"Retailers found out that private label goods didn't work as well in outerwear as they did in other categories. The consumers weren't as comfortable buying them as they were buying, say, knit shirts.

"The difference was that we are outerwear experts, we support the brand with advertising, getting our name out, and working on the details that make the apparel right. The consumer may not know that a five-inch pocket was changed from a four-inch pocket, but taken altogether, the jacket looks right and they like it."

The sportswear approach has enabled both manufacturer and retailer to do profitable business in spring outerwear, while avoiding the wholesale markdowns that can turn it into a price-promotion circus.

"Spring is more sportswear-oriented and not as price-sensitive as it used to be," asserts David Haddad, president of Mighty-Mac. "There's a chance to make some money on spring."

Haddad says spring totals about 20-25 percent of Mighty-Mac's annual volume, thanks to a shift in retailers' and consumers' thinking. Stores' attitudes are changing, he says, and their customers feel good about buying a jacket as a component of their sportswear wardrobe, not just as outerwear. "It's a different approach," he says.

Mighty-Mac has expanded its spring collection, offering 20 styles this past spring, compared with 12 in 1988. Among the hot items: a 30-inch hooded rain jacket that packs into its own sleeve for easy carrying, wholesaling for $ 27.50; a basic nylon-lined poplin jacket in fashion colors, $ 32.50; and a high-count cotton/polyester jacket, $ 40.

The move into spring has helped solidify Mighty-Mac's role as an important outerwear resource, a critical perception given the changing face of department store buying. Says Haddad, "The gate is closing with many of the majors if you're not in the corporate buying structure. You might be in eight stores, but find yourself eliminated altogether if they view you as a fringe resource."

Manufacturers that produce full-fledged sportswear lines, such as **Nautica,** Mighty-Mac and Woolrich, are finding it easier to maximize spring outerwear's potential. "We directed spring outerwear into a collection with our bottoms program," says Alan Himes, senior vice-president of marketing for Woolrich. "Because of our position in the market with shorts and pants, the stores come to us. They look to us for items that will fit in."

Active-influenced nylon shells, wholesaling for $ 12.50, lead the spring category for Woolrich. A 26 1/2-inch jacket in natural hues such as red and green, in hooded and non-hooded styles, and waxed cotton jackets, from $ 17.50-$ 25, are also popular. In total, 12 items are available.

An 18 percent increase is projected for spring 1990, following a 31 percent gain this year. Spring outerwear makes up about 15 percent of Woolrich's total business, Himes says. Manufacturers got a boost earlier this spring as outerwear sales jumped when unseasonably cool weather hurt swimwear and other active categories. The surge helped clear retailers' shelves, setting the table for the opening of spring market.

"This spring was excellent for us," says Richard Harris, Jr., executive vice-president of B.W. Harris Mfg. "On May 15, it was 25 degrees. Last year, it was 90. When the racks are clean, it's a helluva lot easier to get orders." Harris said early paper was showing an 18 percent increase, on top of the 15 percent gain posted this year. Spring delivers 12 percent of total annual volume.

Says Harris, "Our spring business is big because of innovative styling and quality. The whole market is looking for better quality not only in garments but in service. That means better deliveries, better communication with our customers, more information to the field, clear catalogs with color drawings, and excellent samples."

B.W. Harris broke its line in May, more than a month ahead of the market in late June. "The condition of the market dictates how stores will buy, but having our line out first eliminates the usual excuses for not buying: The line looks the same as all the others, you're too late, we're bought up.' Of course, being early adds pressure to have the right styling. If it isn't good, you're dead. If it's powerful, they'll book it."

Selling well are a waterproof, breathable nylon jacket with hidden hood, zippered pockets and storm flaps which wholesales for $ 40, and a polyurethane-coated cotton tri-color jacket with shirting lining and double collar that is priced at $ 45. About 20 percent of all spring goods sold are cotton, Harris says. Importantly, B.W. Harris gives stores a discount upfront, allowing retailers to avoid immediate markdowns. "I think stores want to generate volume earlier," Harris says.

The item heritage of outerwear still serves as a means to an end for at least one manufacturer. "The sportswear influence helps sell outerwear to an extent, but it is still an item," claims Larry Mounger, president and chief executive officer of Pacific Trail. "If it's active and rugged -- and priced right, you can do business. Those looks are very, very hot right now."

Through the spring market, Pacific Trail is running 50 percent ahead of last year, says Mounger, with active and rugged styles leading the way. He expects spring 1990 to account for fully one quarter of Pacific Trail's annual sales.

Mounger points out that for his company spring really means lightweight outerwear, an item that is not confined to one season. "Stores don't want heavyweight merchandise sitting around in September, waiting to be sold," he says.

"The lightweight outerwear moves quickly, and helps them turn dollars in the third quarter and into the fourth. It's profitable for us now, but it didn't used to be." According to Mounger, 40 percent of Pacific Trail's orders are for lightweight goods.

A Taslan textured nylon shell with lightweight fleece lining, and a hooded, all-cotton flannel-lined jacket, both wholesaling for $ 30, are pacing spring sales.

GRAPHIC: Photograph

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State-O-Maine net rises 28.8% for quarter. WWD (Women's Wear Daily) July 18, 1989

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WWD (Women's Wear Daily)

July 18, 1989

SECTION: Vol. 158 ; No. 10 ; Pg. 10; ISSN: 0149-5380

LENGTH: 148 words

HEADLINE: State-O-Maine net rises 28.8% for quarter.

BODY:
STATE-O-MAINE NET RISES 28.8% FOR QUARTER

NEW YORK (FNS) -- State-O-Maine, Inc., reported that first quarter earnings rose 28.8 percent on a 33.2 percent sales gain.

In the quarter ended May 31, earnings climbed to $ 637,553, or 16 cents a share, from $ 494,857, or 17 cents. Sales advanced to $ 12,755,130 from $ 9,571,892.

Harvey Sanders, president, said the Van Baalen division had a "good" performance as did the **Nautica** line.

"Orders for fall 89 were up substantially from last year across the board and sell-through for the **Nautica** men's and women's holiday line was excellent," he said, noting that the first quarter is historically the company's smallest in terms of volume.

At the end of the 1989 quarter, the company had 3,969,809 shares outstanding, up from 2,965,458 shares, as the result of a secondary public offering of 779,500 shares in July 1988.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 07781867

IAC-CLASS: Trade & Industry

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Sakowitz in New York assuring suppliers; retailer Robert Sakowitz, owner of Hooker Corporation Ltd. subsidiary Sakowitz Inc. Daily News Record July 26, 1989

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July 26, 1989

SECTION: Vol. 19 ; No. 146 ; Pg. 10; ISSN: 0162-2161

LENGTH: 195 words

HEADLINE: Sakowitz in New York assuring suppliers; retailer Robert Sakowitz, owner of Hooker Corporation Ltd. subsidiary Sakowitz Inc.

BODY:
SAKOWITZ IN NEW YORK ASSURING SUPPLIERS NEW YORK -- Robert Sakowitz, president and chief executive officer of the Houston-based Sakowitz, Inc. -- which is 80 percent owned by Hooker Corp. -- is in New York market negotiating with his vendors to ensure delivery.

Sakowitz said that "Because we are not a party to the bank agreement, the canceling of the moratorium does not automatically affect us. Sakowitz is a separate company with its own assets, which are unencumbered. Hopefully, we will be able to go forward with our vendors in spite of the unfortunate situation. We hope that the vendors understand that we are a separate company and look to us, rather than looking to Hooker."

A Sakowitz supplier, who wished to remain anonymous said, "We want to ship them and are meeting with Robert Sakowitz today to work out a deal with him."

Suppliers of wholly owned Hooker retail divisions are also trying to work out deals.

Nautica shipped its Fall I line to B. Altman, a division of Hooker, but now has the store on a credit hold. "We're trying to work something out with them individually" said Keith Munroe, senior vice-president of marketing.

SIC: 5651 Family clothing stores

IAC-NUMBER: IAC 07804829

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

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State-O-Maine earnings jump 28.8% in qtr; sportswear, activewear manufacturer Daily News Record July 27, 1989

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July 27, 1989

SECTION: Vol. 19 ; No. 147 ; Pg. 13; ISSN: 0162-2161

LENGTH: 197 words

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BODY:
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At the end of the 1989 quarter, the company had 3,969,809 shares outstanding compared with 2,965,458 shares the prior year, as the result of a secondary public offering of 779,500 shares in July 1988.

State-O-Maine manufactures and markets men's and women's activewear, sportswear and outerwear under the **Nautica** brand; holds the Christian Dior license on activewear and robes, and uses the Van Baalen label on robes and some activewear lines.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 07805917

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

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Bully for men's fashion // The Teddy Roosevelt look has charged back up the fashion hill St. Petersburg Times (Florida) August 1, 1989, Tuesday, City Edition

Times Publishing Company
St. Petersburg Times (Florida)

August 1, 1989, Tuesday, City Edition

SECTION: FLORIDIAN; Pg. 1D

LENGTH: 821 words

HEADLINE: Bully for men's fashion // The Teddy Roosevelt look has charged back up the fashion hill

BYLINE: Anne V. Hull

DATELINE: NEW YORK

BODY:
NEW YORK Every mythical figure needs a good costume, and every costume needs accessories - a pocket watch, a secret decoder ring, a pair of suede shoes. Men's fall fashion is full of rugged clothes and nifty details worthy of a Boy Scout uniform.

Gone is the ominous, urban mood of the early and mid-'80s. Fall brings a rough and ready Teddy Roosevelt approach to dressing - canvas hunting jackets, denim, chinos and vests are all part of the new costume. The new muse in menswear is a strong but sensitive sportsman, someone who can rope a cow as competently as he can grill mahi mahi.

This theme has been building for some time. Note the brand names of popular men's clothing - Ruff Hewn, J. Crew, **Nautica,** Mighty Mac. Think of the trendy automobiles - Broncos, Scouts, Jeeps. When Patrick Swayze, Harrison Ford and Kurt Russell want to get away, they repair to their dusty ranches and lonely mountain ranges.

Earlier this year, almost 100 designers brought their fall collections to the Omni Hotel in New York at the Designer's Collective.

For three days, the skyscraper in Manhattan seemed like a Gentleman's Quarterly magazine that had come to life, brimming with cheekbones, white teeth and male model attitude.

For fall, the look is elegant and gentle. There is little real news, only refinement. The spirit of the outdoors runs heavy.

Purple and, to a lesser degree, raspberry, curry and hunter green are the colors of the season.

Business dressing brings little change for fall.

In a recent survey by the Men's Fashion Association (MFA), retailers reported that the sales of double-breasted suits almost doubled last year. Single-breasted suits still consist of almost 85 percent of suit sales in America. In general, fall suits will be of softer construction, using more fluid fabrics such as wool crepe.

The three-button "sack" suit is back. Not the old Brooks Brothers classic, but something with a European twist. "It's an old term with a new look," says Tom Julian, associate fashion director of the MFA. "People tend to think of the nerdy silhouette with the tight jacket, thin lapels and tight pants. It's not that way at all."

The updated sack suit has broad, soft, sloping shoulders with a fuller chest and slight tapering at the waist. The pliable trousers are full in the thighs and pared down at the calves.

Ties are about a quarter of an inch wider. Art deco patterns and geometrics in rich jewel tones with shocks of mango, turquoise and purple will invigorate any ordinary suit. Thrift shops are known to have some of the best neckwear in town. Remember - a tie might be just the item that could save you.

Last year, vests for men were considered novelty items. This season, they are the No. 1 accessory. With blue jeans and a white T-shirt and a cardigan sweater, or with a sport coat and trousers, a vest will instantly deliver a wearer to hip-dom. Like ties, vests can be an area of expression. Look how the Joker in Batman pulled off a high-voltage use of color with his tangerine silk vest and turquoise jacket.

No longer are leather jackets for bad boys and Sid Vicious.

"When America sees Sylvester Stallone riding Barbara Walters on his bike through the hills of California, it's become an acceptable, mainstream trend," says Julian. "It's not James Dean or Marlon Brando anymore. It's a new generation with a new image." Suede shoes, either lace-up oxfords or slip-on loafers, are the most fashionable footwear of the new season. In Florida, where snow is not a factor, suede can be worn all year long. There is a clunky, ruggedness to men's fashion now and suede shoes are the perfect anchor for suits or blue jeans or wide-wale corduroy pants. The tan-colored Bass oxford, the Hush Puppy chukka boot or a more sophisticated, shaved-down wing-tip are all fine ways to ignite an outfit.

"We've been doing brown suede shoes for 10 years," says Bob Espinola, owner of the elegant George, Ltd. clothing stores in Tampa. "We always die with them. But we're gonna do them again."

Socks are another opportunity where men can go out on the edge.

Espinola says his two stores carry only a few solid color socks to accommodate the customers who still desire them. He sells mostly paisleys, foulards, pin dots, checks and other geometric patterns.

"A guy can wear a banker's gray suit with a sharp tie and a neat pair of socks, and he'll set himself apart, no doubt about it," says Espinola.

GRAPHIC: COLOR PHOTO, Designer photos by Peter L. Gould, Images, (6); COLOR DRAWING; A Bjorn Borg washed denin shirt, suede vest, work chinos, trench coat, red scarf; Jhane Barnes sweaters and corduroy trousers; Perry Ellis designs marigold wool crepe blazer, rust suede vest, cotton shirt, wool knit trousers; Badgley Mischka features navy swiss crepe suit with pullover sweater; Jann Paxton design shows a silk tapestry vest, plaid tie, white dress shirt, wool trousers and jacket; Bill Robinson features a pullover biker sweater, duffle coat, turtleneck sweater, wool trousers; Teddy Roosevelt.

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Southeast stores see biz improving for fall; men's clothing stores Daily News Record August 2, 1989

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August 2, 1989

SECTION: Vol. 19 ; No. 151 ; Pg. 3; ISSN: 0162-2161

LENGTH: 749 words

HEADLINE: Southeast stores see biz improving for fall; men's clothing stores

BYLINE: Lloyd, Brenda

BODY:
SOUTHEAST STORES SEE BIZ IMPROVING FOR FALL ATLANTA -- After a generally lackluster spring and summer, most Southeastern men's specialty stores are optimistic that fall will bring brighter days.

Merchants attending the Men's and Boys' Apparel Market here cited an improving economy and better targeting of customers as reasons for their optimism.

The market, sponsored by the Atlanta Apparel Mart and the Southeastern Men's and Boys' Apparel Club, ended Tuesday.

Stores are nearly clean of summer inventory and fall goods are beginning to come in, but few retailers had any fall hot items yet and none are looking for fall reorders. Merchants are here booking holiday items, but their main interest is spring sportswear. Most had already booked spring clothing before this show.

Reflecting a typical comment on business, Mike Adams, owner of Benton's, a better men's wear store in Decatur, Ala., simply said, "I feel great about fall, but I have to. I have to be optimistic. I'll just have to work harder." Adams said store sales the first six months are even with a year ago and that July will be about even with last year.

But, a number of retailers showed healthy sales gains for spring.

Steve Lauderdale, owner of Lauderdale's, a 95 percent sportswear store in Columbus, Ga., said sales were up 15 percent in June and another 10 percent in July.

Lauderdale said his hottest lines for spring were snow-washed Pepe jeans and Quiksilver shirts in bright colors and broad stripes. He took fewer markdowns this summer, he said, and had a complete sell-through on men's shorts and swimsuits despite the fact that he increased that category 10 percent.

He said he was booking holiday and those spring lines that sell up early, such as Bugle Boy and Code Blue. He added that he will wrap up holiday by placing orders for about 40 percent of that season here, and will book 15 percent of spring open-to-buy. He said he will finish spring at the Surf Expo show in Orlando, Fla., in September.

As for fall, "I think we'll have the best fall we've ever had," Lauderdale said. "We've learned to target our

particular customer (aged 18 to 35), and we listen to them. We find out what they want and we bring it in."

Bruce Baird, who opened his store, Bruce Baird & Co., in Chattanooga, Tenn., last October, said his store performed over sales projections, which were high. Fall goods are beginning to come in, he said, but he will not emphasize fall until Aug. 10.

Baird said he will book about 40 percent of spring here -- sportswear and furnishings. He has increased open-to-buy for spring by 15 to 20 percent in suits and sport coats. At the mart, he was booking dress shirts, walk shorts, knit shirts, cotton sweaters and cut-and-sewn shirts for spring. The hottest line he has seen for spring, he said, is Resilio's bleeding madras shirts and shorts.

David Winningham, men's wear buyer for Carmichael's, a better men's and women's apparel shop in Nashville, Tenn., said he was finishing up spring sportswear here. He increased open-to-buy in walk shorts and short-sleeved knit tops, this spring's hot items, by 20 percent.

Although Carmichael's men's wear sales were down 5 percent from a year ago, the store held off its clearance sale until July 4 and ended up with satisfactory profits. July sales increased 10 percent. He said he is optimistic about fall because his customer, who was hard-hit by a more stringent tax law in 1988 and had to pay higher taxes this spring, "will be back in a better spending mood for fall." The fall goods that are already selling are fancy turtlenecks and patterned cotton sweaters.

Benton's Mike Adams said he will book 60 percent of spring here -- knit shirts, cotton sweaters, shorts, casual slacks and dress shirts. Spring/summer inventory for 1989 is clean, he said, and fall is coming in. So far, customers are buying long-sleeved sport shirts and **Nautica** lightweight jackets for fall.

Greg Edenfield, manager of Strato Men's Wear, Warner Robins, Ga., said he is looking for fourth quarter ideas to pep up inventory, and had found some Batman specialty items; and is booking dress shirts and silk ties for spring.

Strato's June and July sales increased by "very small margins," he said. However, he anticipates good fall business. "People are talking about a recession," he said, "but when that happens we've noticed people will put off buying high-ticket items and will buy the lower-ticket items."

SIC: 2320 Men's and Boys' Furnishings ; 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 07829451

IAC-CLASS: Trade & Industry

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Concept shops: romancing the store; more department stores offering private label clothing shops; column
Daily News Record August 7, 1989

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August 7, 1989

SECTION: Vol. 19 ; No. 154 ; Pg. 32; ISSN: 0162-2161

LENGTH: 1555 words

HEADLINE: Concept shops: romancing the store; more department stores offering private label clothing shops; column

BYLINE: Palmieri, Jean

BODY:
CONCEPT SHOPS: ROMANCING THE STORE

In-store shops are the merchandising tool of the future for many department stores.

In an effort to boost sales, many retailers have set aside valuable floor space for their most productive vendors and have even begun setting up private label shops.

Although most retailers view in-store shops as a viable marketing strategy, they are careful not to overdo it. By filling the floor with too many shops, department store executives believe, a store can easily lose its identity. Macy's, which is significantly expanding the mainfloor men's department of its 34th Street flagship, plans to double the number of shops it offers. According to Bruce Binder, vice-president and men's fashion director of Macy's Northeast, the store currently has six shops but will have between 10 and 12 after the expansion is completed sometime this fall.

Julian Geiger, group senior vice-president in charge of men's wear, explains the reasoning for opening more shops. "We use shops to enhance the physical environment of our stores and trade up the merchandise," he said. "It's not a new trend, but it allows us to upgrade and improve the business."

New shops on the drawing board at Macy's include **Nautica,** Calvin Klein, a renovated Ralph Lauren Country Store and shop for Aeropostale, one of its private labels. In March, the store unveiled a 1,500-square-foot Izod shop -- the largest in the U.S.

"Each collection has a unique point of view, and by segregating them, it allows us to sell in an environment that is in concert with the nature of the merchandise," Geiger added.

In addition to the shops, Macy's also has "areas" defined by vendor. These include Tommy Hilfiger and Perry Ellis. "Shops are more formalized and offer a joint expression of store and designer," Geiger explained.

According to Binder, new stores are built with an eye toward in-store shops. "The Stamford, Conn., store will have a Joseph Abboud shop, and the new Pentagon store, which will open in September, will have

separate shop areas as well," he said.

In the Midwest, Marshall Field's has been among the most aggressive stores in implementing shops, according to Mike Zaccaro, men's vice-president.

Field's latest venture in this area is a 2,400-square-foot Joseph Abboud boutique in the downtown flagship that is set to open later this summer. "We bought every classification," said Zaccaro. "We'll have the largest assortment of Abboud merchandise in the United States."

The downtown store, currently undergoing a major renovation, will also have shops by Claiborne, Girbaud, WilliWear, Perry Ellis, Calvin Klein and Tommy Hilfiger.

Zaccaro said that Field's normally plans on doubling sales in the first year after a shop is installed. Part of that increase, he added, is due to having more inventory on the floor, but part also relates to customers perceiving the merchandise in a new light. "You're telling them that the merchandise is special," he said.

Zaccaro said that shops generally don't last forever, but that "if we don't see at least three to five years of life there, we won't get involved."

At J.C. Penney, Ralph LaRovere, vice-president of merchandising for the men's division, said his company has had enormous success implementing Levi's Dockers shops. "Dockers is really phenomenal," he said. "In addition to bottoms, we've added tops, sweaters and outerwear recently developed by Levi's."

By merchandising the entire collection, LaRovere said, "we're making a strong and dominant statement to the consumer. We've found consumers are more comfortable in that environment. The color palette all works together, and it makes shopping easier."

In addition to Dockers, Penney's also offers shops for its in-house Hunt Club brand, a line targeted to the traditional customer.

"Dockers and Hunt Club are the two corner stores of our forward thrust in shops," LaRovere said. Other plans call for shops for Penney's updated private label collection, J.P. Beckett.

Nicholas Baxevane, vice-president and general merchandise manager of Hess's Department Store, based in Allentown, Pa., believes sales generally increase by romancing a line within a shop format.

"We'll be doing more shops this fall," he said. "It's a very viable way for the store and the designer to create ambience. You create a customer by doing it too."

Currently, Hess's operates Claiborne, Christian Dior and Chaps by Ralph Lauren shops in many of its stores. Going forward, Baxevane said, the retailer will add Izod shops and will intensify its Dockers presentation.

Finding the right vendors for a shop is difficult, according to Dennis Abramczyk, men's vice-president of P.A. Bergner & Co. "They have to be able to provide an ongoing flow of appropriate merchandise and guarantee deliveries, and there aren't a lot of vendors who can do that," he said. George Karamallis, vice-president and general merchandise manager for men's wear at Rich's, believes Polo has set the standard for in-store shops. "They have the most refined way of doing a shop, but others are on their heels." Ron Cate, divisional merchandise manager for men's wear at Proffitt's, agrees that Polo is tops. "Polo has set the trend," he said. "They have more props to romance the merchandise ... and they give you help and advice on where to get the props."

In addition to Polo, Proffitt's, based near Knoxville, Tenn., has **Nautica,** Tommy Hilfiger, Dockers and Liz Claiborne shops. "Polo is by far and away the best," he said, adding that Dockers and **Nautica** are also outstanding. Proffitt's will add Gant shops in three stores in the fall, and Pendleton shops in four stores. "We feel that strongly about their merchandise," Cate said, adding that Proffitt's adds in-store shops based on the performance of the product. "It has to be something we believe in -- not just a bill of goods

someone has sold us."

In addition to Polo, Karamallis said Atlanta-based Rich's has shops for Gant, Izod, Colours by Alexander Julian, Guess, Calvin Klein, Liz Claiborne, Tommy Hilfiger and Perry Ellis in its men's department. Rich's also has private label shops.

Although shops are in vogue right now, most retailers are wary about building too many too quickly. In the words of one merchant, "Shops are the wave right now, but we have to be careful not to overdo it. Retailers sometimes have a tendency for overkill."

Jack Dorner, divisional vice-president and visual merchandiser for Woodward & Lothrop, a Washington, D.C.-based retailer that also operates John Wanamaker, reports the chain has been careful to limit the number of shops it opens in its men's department. "We won't make the investment in real estate if it's not a proven turn," Dorner explained. "We may be locked into a shop, and it costs a lot of money if it doesn't perform. The merchandise has to take off first."

Nevertheless, Dorner said, most stores in the chain have Polo and Izod shops. Like Dorner, Charles Hollander, vice-president and general merchandise manager of men's wear for Strawbridge & Clothier, is careful not to overdo the shop concept. "Each and every manufacturer wants a shop, but we have to be careful that our store doesn't wind up looking like something other than Strawbridge & Clothier," he said.

Instead, Hollander believes retailers can make an impact without building a shop. "We don't mind taking lines and making a visual impact, but we want to do it within the esthetics of the department -- especially in our new stores that we spent million to create."

As a result, the only true shops found in Strawbridge & Clothier are Polo shops. Other manufacturers such as Claiborne have their own separate areas, Hollander explained -- "We will continue to put emphasis on dominant brands, so the merchandise will make an impact. But we don't need a shop."

Joseph Gromek, senior vice-president and general merchandise manager of Saks Fifth Avenue, reports that limited space has kept his store from opening a lot of shops.

"We're approached all the time, and although we'd like to give a shop to everyone, we have limited space. It's difficult to isolate space for a long period of time," he said.

Nevertheless, Saks operates Charvet, Polo, Joseph Abboud and its own Real Clothes brand shops.

In certain cases, Gromek added, shops can be important to enhance the presentation of merchandise from a particular designer. However, he pointed out that "if a store edits carefully to cull the best of a collection, they can do a great presentation. We're in the business of editing an assortment and giving it to our customers."

At Seattle-based Nordstrom, Jack Irving, vice-president of men's wear, said in-store shops are not a part of his company's merchandising philosophy. However, Nordstrom is planning to open boutiques in 10 of its units this fall to showcase its exclusive arrangement with Faconnable, a French-based men's collection. "Faconnable is more of a partnership with a long-range contract," said Irving. "Other vendors tend to want to run your business, and Nordstrom is not ready to let anyone do that."

He concluded, "We pretty much prefer to merchandise lines as part of our own mix."

PHOTO : In-store shops at J.C. Penney include Dockers and Hunt Club

GRAPHIC: Photograph

SIC: 2320 Men's and Boys' Furnishings ; 5311 Department stores

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Mainfloor brands dominate B & T stores sportswear biz; men's big and tall clothing Daily News Record August 8, 1989

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August 8, 1989

SECTION: Vol. 19 ; No. 155 ; Pg. 3; ISSN: 0162-2161

LENGTH: 1086 words

HEADLINE: Mainfloor brands dominate B & T stores sportswear biz; men's big and tall clothing

BYLINE: Gellers, Stan

BODY:
MAINFLOOR BRANDS DOMINATE B&T STORES SPORTSWEAR BIZ RENO -- Mainfloor brands dominate the sportswear business at Big & Tall specialty stores because these high-profile labels give them quick consumer acceptance, assured quality -- and promotional support.

According to the B&T merchants at the 16th Big & Tall Men's Apparel Needs (BATMAN) show, which ends its four-day run at the Reno/Sparks Convention Center Wednesday, these sportswear performers have also been the bright spot in an otherwise flat spring.

At the show itself, branded sportswear drew widespread interest and buying action. Why the renewed interest in mainfloor brands after a short run of private label? The retailers claim the following:

* Branded sportswear offers the key trends found in regular sizes, making them available to the B&T men, who shop in B&T specialty stores. In many instances, they can't buy them in department stores which carry the same labels, but only in conventional sizes.

* Consumer confidence is a key factor in brand acceptance in B&Ts where private label merchandise has been subject to questionable quality and overpricing.

* National exposure of brands puts any B&T retailer in the big time when these well-known names are promoted at the local level.

Harry Goldberg, president of Mr. Big of California, San Diego, reports his sportswear is "100 percent branded," with such names as Dockers, Greenline, Spire, Arrow, Gant and Members Only. The current president of the Big & Tall Buyers Association of America (BATBAA), says, "The best contemporary fashions are now available in branded sportswear. They're the same styles our customers can see at department stores which don't carry my sizes. Also, we can cash in on their national promotions."

Commenting on the importance of sportswear in his trading area, he adds, "We naturally do a big sportswear business because of our lifestyle. As for tailored clothing, it's the biggest investment in a Big & Tall store and gives the retailer the smallest return."

Philadelphia Mark Rosenfeld, president, Torres Clothes, asserts, "Brands will be increasingly important in

sportswear, because the consumer has more confidence in them. I'm going for more. But the only thing I have to worry about is my competition and not getting killed if they sell the same names."

The store does 70 percent of its B&T business in sportswear, and 40 percent of it includes such brands as Pierre Cardin, Damon, London Fog, Sansabelt and Canterbury of New Zealand.

Victor Gavalal, vice-president, Nic's Big & Tall, Tallahassee, Fla., says the 39-year-old store recently went into special sizes because "it's an undeveloped business here. There wasn't a quality Big & Tall retailer in the area. The local department store doesn't carry Big & Talls, so there's no problem in our carrying the same sportswear brands in these special sizes."

Nic's is a Hart Schaffner & Marx account, carrying these sportswear brands: Izod, Boston Traders, Gant and Hathaway. This merchant, whose operation consists of three regular-size and one B&T unit, notes, "We bought these brands for recognition value and quality. Honestly -- nothing but junk was available in Big & Tall goods in the city."

David Katz, president, Ryan Matthews, New York City, sells "only better brands and only natural fibers. We do Boston Traders, Alexander Julian, Canterbury of New Zealand, etc. I'm trying for more labels and would like to see **Nautica,** Armani, Byblos and others in Big & Tall sportswear.

"We've just added Norman Hilton in Big & Tall clothing and would like to get this kind of quality in sportswear for our Wall Street customers. They might be conservative for business, but not for the weekend."

The store has been in business for two years, and sportswear is already 30 percent of the volume. With the right branded lines, Katz feels it could grow to 35 to 40 percent.

Jim Crompton, who owns Crompton's Casual Menswear, Stroudsburg, Pa., also serves as merchandise chairman of BATBAA's private label committee. He observes, "The brands give us promotional support, but our own BATBAA Michael Allen label is where we can get higher price points."

Among the brands offered to member stores are Career Club, CC Sport, Munsingwear and Alexxus. Crompton continues, "Part of the problem is that the brands give us minimums. So we have to pick a category and item we know we'll do well with -- or a basic.

In my own stores, I feel brands are important if mixed properly with private labels. We can't compete with these stores on this basis, so we use brands."

Stephen Beranbaum, who owns Norris Clothes, Providence, R.I., admits, "We're not big enough for private label programs. If you're going to sell sportswear, you have to carry brands. When we get a customer in the store, we can sell him sportswear, but it's not a destination purchase.

"Fit is a more important factor to my customer than brand names. I personally look for the best fit and durability of the garment. BATMAN brought a lot of regular size sportswear companies into our market. The weeding out process is going on right now. I have to do it myself when I add a new brand. The right fit comes first to me."

Eliot Goldbaum, B&T buyer at Kosins, Southfield, Mich., contends: "I like to buy the things that are different, and price is secondary to my customers. Brands have been important to us in the past four or five years -- but only those that stayed in Big & Talls. The rest dropped by the wayside.

"We carry Bill Blass, Gant Boston Traders and Sergio Valente. We only want better goods that will last. And I want to carry merchandise Big & Tall customers won't find anywhere else."

The B&T separate unit at Kosins generates $ 4 million out of a total $ 12 million annual volume in only 5,00 square feet. Sportswear is 40 percent of the B&T business.

On the other side of the fence is David Schnittlich, owner of Philmour's, Inc., Dumont, N.J., which carries high-price lines. Half of the retailer's business has been B&T since adding this classification three years ago. This merchant says, "The man who buys an $ 800 suit doesn't spend big money on sportswear. The problem is that there really isn't any better branded sportswear. Some preppy stuff is available, but it's not for my customer. Frankly, I'm begging some of the better people, like Mondo, to get into the Big & Tall business."

Will this be one of the voids to be filled next in the B&T market?

SIC: 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 07839153

IAC-CLASS: Trade & Industry

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Concept shops: vendors spruce up; part 2; in-store private label clothing boutiques; column Daily News Record August 14, 1989

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HEADLINE: Concept shops: vendors spruce up; part 2; in-store private label clothing boutiques; column

BYLINE: Orgel, David

BODY:
CONCEPT SHOPS: VENDORS SPRUCE UP

Like an urban boom, shop sprawl is transforming real estate -- men's wear real estate. But the focus is no longer merely on shop proliferation. Perfection is now the key pursuit.

In the name of greater sales per square foot, vendors are:

* building more density and height into shops;

* revamping signage, display programs and fixtures;

* shoring up service programs for retailers. "We're not looking to have more Dockers shops, we're hoping to upgrade and update our existing shops and get more space within our stores," said Bob Siegel, president of the Men's Wear division of Levi Strauss. With some 3,500 shops of varying shapes and sizes nationwide, Dockers' task of upgrading is formidable.

Nevertheless, Levi's is pursuing a plan to add better lighting, more signage and even its own flooring to existing Dockers shops. The beefed-up shops will be dubbed "Super Dockers Shops," and several will be built by the beginning of next year, Siegel revealed.

Also a priority is improved servicing of shops. Dockers recently hired some 20 in-store merchandise coordinators to perform a plethora of functions, such as arranging displays, giving sales seminars and providing marketing feedback to the manufacturer.

But despite its detailed plans, Dockers favors a democratic, rather than dictated, approach to shops. "We don't use the cookie-cutter method of designing one type of shop," Siegel explained. "Stores may or may not use our fixtures and layout ideas, but all retailers convey our personality through visuals, banners and signage."

Gant, meanwhile, is mulling how to "build more height and density into its shops," said Glenn Turnbull, national sales manager. The ideal formula would improve volume beyond the brand's already-impressive $ 300 to $ 500 per square foot, he added. The changes will be accomplished through new types of fixtures,

he said. Turnbull declined to give further details.

Gant expects to have some 200 shops in operation by Christmas of this year, with an additional 100 to 125 due next year. The resource also has a staff of five retail coordinators who service shops nationwide. Izod's elaborate wood-and-glass shops will number 165 by the close of 1990, and these "structured environments" have markedly increased sales volume, said Walter Kennedy, president of Izod Lacoste Menswear. But maintaining quality of presentation becomes more challenging as the brand continues to roll out new units, he pointed out.

"I don't want to be here with 500 shops but without full-time staffers to service those areas," he stressed.

Accordingly, the brand employs a force of 13 merchandisers to educate store employees about Izod while finetuning displays, gleaning sales trends, and performing other functions. The shop presentation ranges from full-blown units to smaller kiosks.

In contrast to Izod, many other brands don't put primary focus on shop concepts, preferring to leave those decisions up to stores. Chaps by Ralph Lauren, for instance, has developed a shop plan, but gives stores free reign on whether to market the brand as a shop collection or a classification.

"Because of our relationship to Ralph Lauren, there are many stores with highly developed Polo shops that don't need to open Chaps shops," said Terry Pillow, president of Chaps. "Many of those stores are successful marketing Chaps in classifications departments without shops." Chaps' large shops are up to 400 square feet, but others are merely fixture presentations creating a shop effect in classifications departments.

Said Pillow, "Everyone's pitching shops to stores now, so retailers must make hard-and-fast decisions on which brands to develop. Retailers have to ask themselves, What if we take in too many shops and some go sour?'"

Nautica views shops as an essential component in its growth at department stores, said Alan Davis, director of visual merchandising. The brand first made its name in specialty stores, but sees fast growth in department stores through shops of 600 to 900 square feet, he added.

"Stores don't have to directly follow our shop blueprints," Davis said. "The aim isn't to produce identical shops in stores, it's to show that **Nautica** coordinates as a sportswear collection."

Nautica can provide shop fixtures, but its main contribution is promotional material and service. **Nautica** staffers even stage store fashion shows for first-time shops.

Meanwhile, just when men's wear begins to wonder how a brand can succeed without shops, the subject of Claiborne can be mentioned. Claiborne -- whose phenomenal rise in men's wear hasn't relied on a shop program -- is now mulling a shop concept, said Ivy Karkut, vice-president, sales and marketing.

"In some cases both stores and Claiborne have concerns about how the product is being shown, and those stores feel their own staff isn't up to the challenge of presenting the collection adequately," Karkut said.

But if Claiborne shops appear at all, they may not appear for quite a while, Karkut stressed. "Strong product is always the most important consideration, and strong real estate within stores is number two in our priorities," she said. "After those considerations, the focus is on the type of presentation and the necessary fixtures, and that's where shops can come into play."

Claiborne, like many other vendors, also places a premium on in-store service. The resource employs a team of specialists and staff consultants whose tasks range from educating retail salespeople to working closely with buyers.

PHOTO : In-store shop a la Gant Concept shops continue to spring up and vendors such as Dockers,

PHOTO : Gant and Izod seek to balance quantity with quality.

GRAPHIC: Photograph

SIC: 2320 Men's and Boys' Furnishings ; 5311 Department stores

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Field's new Columbus unit takes traditional route; Marshall Field's department store Daily News Record August 17, 1989

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HEADLINE: Field's new Columbus unit takes traditional route; Marshall Field's department store

BYLINE: Sharoff, Robert

BODY:
FIELD'S NEW COLUMBUS UNIT TAKES TRADITIONAL ROUTE

COLUMBUS, Ohio -- The men's department of the new Marshall Field's store, which opens here Friday, is catering to a more conservative market than Chicago and will have a more traditional fashion focus.

The Columbus store is Field's latest attempt to expand out of the Chicago market.

Explaining Field's merchandising efforts in the Columbus unit, men's vice-president Mike Zaccaro told DNR during a tour of the store, "Probably 70 percent of the clothing is traditional lines by Joseph & Feiss, Hart Schaffner & Marx and our own New Traditions label." The store will also have a number of men's wear exclusives in Columbus, including the Joseph Abboud line.

The men's department has about 22,000 square feet of space and occupies 40 percent of the second floor. Zaccaro said that about 50 percent of the space is devoted to clothing and furnishings. "We merchandise clothing for a store twice that size," he said, referring to the Chicago flagship. "Columbus is the capital of the state, and the store is right downtown, so we think we will have a very sizable clothing and furnishings business."

He also noted that it will have less of the top-end sportswear featured in the Chicago units. "We'll have a good representation of designer sportswear -- names like Boss and a little bit of Byblos -- but not lines like Gaultier."

Other key brands are Generra, Claiborne, Girbaud and **Nautica.**

Philip Miller, Marshall Field's chief executive officer, said the store should do between $ 25 million and $ 30 million in total sales the first year. Further down the road, another two or three units are likely. "We think there's an opportunity for Field's to do between $ 75 million and $ 100 million in the Columbus area," Miller added.

He called talk of a leveraged buyout of the company "premature," adding that he would prefer the store remain a subsidiary of Batus.

"There is no company in the U.S. today making the kind of investment in department stores that Batus is," he emphasized, citing the ongoing $ 110 million renovation of Field's State Street flagship and the opening of the store's first Columbus unit.

B.A.T. Industries PLC, parent company of Batus, is in the midst of a hostile takeover fight with Sir James Goldsmith.

When asked whether Field's would be willing to be acquired by another company, Miller said, "There aren't a lot of viable companies out there. When you look at the stores that have been taken over in the last few years -- by Campeau, Hooker and the rest -- the results are not great. Field's best interests would be served by staying with Batus."

So far, Field's expansion efforts have met with mixed success. There are currently four stores in Texas and four in Wisconsin. Miller said the Texas stores have suffered from the state's lagging economy, while in Wisconsin, the company recently sold off two stores.

Miller said the Columbus store is very much an opportunity for Field's to prove it can be a national retailer. He denied, however, that the ongoing takeover battle has upped the ante. "We're not thinking about that, we just want to make it in Ohio," Miller said.

The new store is about 200,000 square feet and is one of the anchors of City Center, a new 1.4 million-square-foot downtown mall developed by The Taubman Co. The other anchors are the original one, Lazarus' 600,000-square-foot downtown flagship, and a new 100,000-square-foot Jacobson's.

The store, which is on three levels, has been designed by New York-based Hambrecht Terrell International, which is also handling the State Street renovation. Probably the most distinctive feature of this store is a 125-foot vaulted atrium between the second and third levels.

The only in-store shop is a 2,200-square-foot Polo shop, which promises to be a major battleground. Lazarus also does an extensive Polo business, and there is a freestanding Polo boutique in the Columbus area.

Miller said he thought the merchandise overlap with Lazarus would be about 50 percent overall. "Lazarus is more geared to moderate mainfloor merchandise," he said. "We are upper-moderate to better and some best."

PHOTO : Philip Miller, Marshall Field's CEO

GRAPHIC: Photograph

SIC: 5311 Department stores ; 2320 Men's and Boys' Furnishings

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The Natural suit grabs buyers at Manstyle; men's clothing fair Daily News Record August 25, 1989

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August 25, 1989

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HEADLINE: The Natural suit grabs buyers at Manstyle; men's clothing fair

BYLINE: Kryhul, Angela

BODY:
THE NATURAL SUIT GRABS BUYERS AT MANSTYLE

TORONTO (FNS) -- Canadian retailers are generally buying cautiously for spring, but at this week's Manstyle show there was an air of optimism, thanks to the strong showing of THE NATURAL suit and more-affordable fashions.

The three-day show at the Metro Toronto Convention Center had more than 240 exhibitors representing 1,000 collections and drew about 4,000 buyers from Canada, the United States and Europe.

Exhibitors claimed men's wear retail business has been generally sluggish in Canada, but they also pointed out that better stores either held their own or went ahead modestly this year.

Shopping the show, Jeff Cairns, a buyer at the Coop, Toronto, said he is optimistic for fall and next spring, explaining that consumers have withheld buying for a few seasons. However, he feels they are now anxious to shop. His game plan is to stick with proven lines, although the store does sometimes pick up new designer lines.

Alan Goouch, who operates two stores under his name in Toronto, hopes a greater acceptance of new fashion looks and colors such as mulberry and mustard "will create interest and encourage sales this fall."

On the manufacturer's end, Marty Starkman, president of the Great Sewing Exchange Co., Toronto, reported, "I expected a negative outlook at this show, but there is a positive feeling for this coming fall. Goods are moving out of stores earlier than expected, and this helped open up spring business." The company, which manufactures the Gotta Be Cotton and Blasswear by Bill Blass lines, recently became the Canadian licensee for Alexander Julian casual trousers and shorts.

Like many Manstyle exhibitors, Eric Silverman, president, the Siga Group, felt there is a void in the market here for a softly constructed suit at affordable price points. He declared, "We feel we're filling the niche with our Strellson line from Switzerland, which retails from $ 495 to $ 595 (U.S. $ 427 to $ 513). It sold out for spring before the show. With this kind of response, I hope to triple sales for fall '90."

Silverman, who also represents Hugo Boss, added that the line was selling well at retail "because massive advertising has made consumers more aware of the label. Retailers I've worked with are investing more

dollars into Boss." The company also reps Robert Comstock, Expedition by Robert Comstock, **Nautica,** Unlimited, Bugatti and Emanuel Sportswear.

Georges Larocque, a designer with Riviera Slacks, Inc., Toronto, introduced a collection under his own label at the show. Made in Toronto from Italian fabrics, the line includes interpretations of the softly constructed double-breasted and single-breasted three-button suits in wool, viscose and viscose/wool blends.

The suit line, wholesaling from $ 295 to $ 375 (U.S. $ 254 to $ 323) and $ 125 (U.S. $ 108) for soft construction jackets, will be tested at the Toronto-based Fenzi stores.

Jacques Pelland, vice-president, sales and marketing, Poitras Design, Inc., which represents Montreal designer Jean Claude Poitras, observed that while retailers are looking for salable merchandise, they should try new lines. "If they stick to the safe names, they will become stagnant. They have to show leadership in their locality."

Recognizing a need for reasonably priced fashion lines, Pelland said Poitras is considering designing a collection for fall '90 that will maintain his signature styling, but at lower price points. The revised prices are $ 90 to $ 120 (U.S. $ 78 to $ 103) for trousers; $ 75 to $ 90 (U.S. $ 65 to $ 78) for shirts; $ 250 to $ 325 (U.S. $ 216 to $ 280) for jackets, and $ 150 (U.S. $ 129) for rainwear.

John de Laurentiis, vice-president, Granby Fashions, Toronto, with such Italian lines as Options by Byblos and Mario Valentino, claimed retailers have been buying cautiously in recent seasons but are increasing spring orders with proven lines because "designer names are attracting their customers. Sportswear is also a growing market in Canada, and it's reflected in the increased Options sales."

Commenting on the Canadian retail outlook, Alison Shaw, vice-president, Overseas Marketing Ltd., Montreal, representing Marco Polo, Axis and Joe Boxer, said specialty store customers are continuing to buy cautiously. "The larger retailers seem to be buying smaller quantities and placing orders later in the season. Smaller stores, on the other hand, are maintaining inventory levels and are looking for off-price goods later in the season."

She added that credit problems with retailers are "worse than I have seen in a long time."

GRAPHIC: Photograph

SIC: 2311 Men's and boys' suits and coats ; 2320 Men's and Boys' Furnishings

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Southeast heartland surf biz sinks; beachwear Daily News Record August 28, 1989

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HEADLINE: Southeast heartland surf biz sinks; beachwear

BYLINE: Lloyd, Brenda

BODY:
Southeast Heartland Surf Biz Sinks

ATLANTA -- Surfwear sales at many of the Southeast's inland beachwear shops this past spring and summer have been flatter than a pancake.

Whatever the reason -- a slow economy, fickle consumers, or the inability to obtain more fast-checking goods, most department and specialty store retailers surveyed said beach sales this year were even -- or worse, down -- from a year ago.

Brian Zimmerman, young men's buyer for McRae's department stores, called it "the worst season I ever had." Sales were up slightly, but margins suffered from the department's over-inventoried position, he said. He plans to cut beachwear purchases next year.

Bob Sandlin, business planning manager for the men's division at J.C. Penney's Atlanta district, said beachwear sales were off slightly from 1988, but nevertheless he is planning spring 1990 aggressively. Sandlin had some early winners in the category but couldn't get those items when he went to reorder.

Doug Hird, co-owner of Windsurfing Atlanta, on the other hand, said he was conservative in his buying for spring '89, and will be even more conservative for next year. "This has been a slow summer," he said. And complicating sales, he noted, is the fact that more shops like his are opening in the Atlanta area. "Having so many shops open in 24 months has really cut things up among too many retailers."

G. Mansour's, a better men's wear specialty store with units in LaGrange and Columbus, Ga., was the one exception to the bleak business turned in around the region. According to Jerry Mansour, vice-president and sportswear buyer, surf sales were up 10 and 15 percent respectively at the two stores. "The sell-throughs really met my expectations in most of the lines we carry," he said.

Mansour is as cautious as other retailers, though, and plans to book merchandise even with 1989, even though he is planning increases in actual sales. "I'll plan increases through inventory control as the items are selling," he said. "I expect (spring '90) to be as good as this spring, and this one was good." Screenprinted T-shirts and volley-length swimwear and shorts in solid colors -- especially pigment-dyed and pre-washed bottoms -- were best sellers this year at the inland stores. Color-blocked swimwear also sold well.

Penney's Sandlin said he will put more money into volley shorts, pigment-dyed neutral shades and bikinis next year. The bikinis sold out in early March, and most stores sold out of pigment-dyed swimwear in neutral shades in early February. The stores did extremely well with Line Shots, a line of T-shirts and screenprint tank tops reflecting volleyball motifs.

Cabana-type swimwear sets were popular among older men this past season -- and profitable for Penney's. Sandlin said Penney's will bring in more upscale cabana goods next season.

Screenprint T-shirts that sold well at Penney's included Panama Jack, Hobie, Line Shots and rock T-shirts. Basic T-shirts in pre-washed neon solids also did good business.

Sandlin said that Penney's has just completed its initial swimwear buying, with the fashion still to be done. He said he is planning the category more aggressively, "simply because of what we missed. We started looking at some of the markdowns at the end of the season, and what we sold out of early in the season. We know what our swimwear potential is." He added that he is planning near double-digit increases next season.

At McRae's, "For spring '89, beachwear as a whole was not happening," said Zimmerman. "I couldn't find the niche the customer wanted. Swimwear was off -- branded and private label. It just didn't happen."

T-shirts were the best part of the business, while printed swimwear and shorts were the worst. Swimwear and shorts in solid colors sold "very well," he said. He said he will "play spring beachwear cautiously" next year, and will go back into the market mid-season when he has a reading on what's selling.

He is dropping Hobie ("because they sell to too many discount stores") and will carry Ocean Pacific as a classification rather than a collection. "Their colors don't come in right," he explained, "because they're in a licensing situation (with several manufacturers)." Zimmerman said he will be more selective in his vendor structure next year, and will buy T-shirts from several people -- not just a few. "It's the screenprints that sell T-shirts, not the brand," he said G. Mansour's Jerry Mansour said his best-selling line was probably Pacific Coast Highway (PCH) because it offers a look that appeals to a large market (16-to-45-year-olds). Next were Quiksilver and Gotcha, and **Nautica** swimsuits were "fabulous" -- especially a mid-length suit with triple color-blocking. The most popular swimsuit length, though, was the volley.

G. Mansour's did well with madras, washed fabrics, and signature prints from Gotcha and Quiksilver. While logos were still important this past season, Mansour said he sees a move toward more simplicity. "(Consumers) are not being as name-conscious as in the past," he said.

Windsurfing Atlanta's Hird said he will be looking for lines that department stores do not carry -- "a small company offering something unique." However, he added, "That's getting harder to do" because department stores are beginning to carry the smaller lines.

Hird said he is not sure what looks he will bring in next year, and will not book most of spring '90 until the January Surf Expo show. Until then, "we'll keep an eye out for what kids are wearing and asking for," he said.

PHOTO : Hot looks were hard to reorder

GRAPHIC: Photograph

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SE stores expect good holiday biz; clothing stores in Southeastern states Daily News Record August 29, 1989

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HEADLINE: SE stores expect good holiday biz; clothing stores in Southeastern states

BYLINE: Lloyd, Brenda

BODY:
SE STORES EXPECT GOOD HOLIDAY BIZ

ATLANTA -- Southeastern specialty retailers are expecting another strong holiday season.

Buyers shopping the Men's Collective, which was combined with the Atlanta Women's and Children's Apparel Market this week at the Atlanta Apparel Mart, said they are gearing up for a strong holiday period.

These men's wear retailers, most of whom also carry some women's apparel in their stores, are looking for sales increases in the 10 percent range.

At the Collective, they are booking fall and holiday sportswear fill-ins and spring sportswear. The four-day event closes today.

Traffic was sparse at the Collective, both in the temporary exhibit area on the first floor and in the permanent showrooms on the 13th floor, but exhibitors said that business was good and steady. Several said they had opened new accounts at the show.

The Collective consists of a selected group of young men's, beachwear, and better sportswear lines.

Jim Parker, owner of J. Parker Ltd., Savannah, Ga., said he is looking for a 15 percent sales increase during the holiday season over Christmas 1988. He said his general experience in retailing is that consumers "let loose when they have held off (purchasing) before."

Other retailers cited the same reason for their high expectations, while others cited good economic conditions as the reason. Gary Wood, co-owner of Eleanor's Knotical Shop, Marathon, Fla., said his business has been increasing 12 to 15 percent each month and he expects that to continue through the end of the year -- and especially during the tourist season.

Dan Childers, a manager of O'Neal's Clothing Co., Douglasville, Ga., said he expects a sales increase in his young men's area. He said that his customers are asking for updated young men's lines, which he is putting in the store and testing this fall. If it tests better than he expects, he will be back in the market for reorders.

Childers is at the market booking a small percentage of his open-to-buy for spring beachwear and young men's lines. He said he prefers to book them as coordinates rather than separates because they sell better. He is booking beachwear in bright solids or color-blocking, and shorts.

He said that fall short-sleeved knit tops are beginning to sell, as well as a few short-sleeved woven tops.

Sam Goodrich, owner of Vogue Men's Store, Sandersville, Ga., said he expects a small sales increase this holiday over 1988 but added that Christmas '88 was very strong. "I think (holiday) is going to be real good. We're getting good indications, and I tend to be optimistic anyway," he said.

He said he has booked more goods for fall, especially in sportswear where he expects the increases.

He is booking gift fill-in items (such as neckwear and small leather goods, for holiday) and spring sportswear. For spring he is buying shorts -- mostly walk but volley lengths as well, knit polo-type tops, all-cotton bleeding madras woven tops, fashion woven and knit tops from resources such as Bugle Boy, and pleated cotton casual slacks. He said he will book about 30 percent of spring open-to-buy here.

Ralph Frohsin, Jr., president of Frohsin's, a moderate to better men's, women's and children's apparel store in Alexander City, Ala., said he was at the Men's Collective to reorder casual novelty cotton sweaters and brushed cotton and washed khaki casual slacks from Boston Traders for fall. He noted that the sweaters have been the impulse purchase at the store, and consumers buy the slacks to coordinate with them.

"Fall is getting off to a good start," he said, noting that consumers have money to spend and that the economy is good in his area. He said, too, that response was good at a fashion show held recently at a local country club. Despite excellent holiday business last year, Frohsin is looking for a 10 percent increase this year.

He said that inventories are not high but he expects to fill in where demand is strong.

J. Parker's Jim Parker is booking a few holiday fill-in items and about 30 percent of spring sportswear at this show. He said that it is too early for fall reorders, but strong early sellers are British Khaki, **Nautica** and Resilio. Turtleneck and mock turtleneck knits are doing well early, as well as madras wovens, and fancy cotton sweaters in dusty tones.

For spring he is booking walk and volley-length shorts and bleeding madras woven tops, and his emphasis is to buy lines as collections, or as "concepts." He said sportswear will be important for fall and spring.

SIC: 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 07904381

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

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Bangkok no longer a bargain; steep Thai clothing prices Daily News Record August 31, 1989

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August 31, 1989

SECTION: Vol. 19 ; No. 172 ; Pg. 3; ISSN: 0162-2161

LENGTH: 1013 words

HEADLINE: Bangkok no longer a bargain; steep Thai clothing prices

BYLINE: Ehrlich, Paul Charles

BODY:
BANGKOK NO LONGER A BARGAIN

BANGKOK (FNS) -- U.S. apparel buyers looking for low price points in Thailand are finding manufacturing relatively expensive and tight. And the lack of a bilateral agreement between the two countries makes it difficult to make forward production plans.

Buyers fear being hit by the sudden announcement of new quota restraints during mid-production or while the merchandise is sailing home.

A flood of orders mainly from Europe and Japan have helped increased overall factory costs 10 percent to 15 percent from just a few months ago. The price hikes are pinching the wallets of buyers who rely on Thailand for basic shirts, pants, shorts and children's wear.

It's also hurting those who have recently turned here as a low-wage backup for orders diverted from China after the June military crackdown.

"Production space is harder to find because of stronger business to Europe and Japan. Order books are generally full, so factories are in a better position when it comes to price. U.S. buyers are finding the costs slightly steep. It's no longer a cheap T-shirt market," said a buyer for Dodwell Thailand Ltd., sourcing arm of the British-based Inchape Group. Dodwell's clients include American department stores and chain stores.

"It's becoming a more difficult market for low-priced buyers looking for cheap basic goods," added Lucia Nuksawn, assistant manager of Standard Garment Co. Ltd. and Thai Knitting Factory Co. Ltd., two major manufacturing and exporting firms run by Yod Jing Uhawatanasukul. U.S. clients include Liz Claiborne, **Nautica,** Tomboy, American Merchandising Corp., May Department Stores and Sears.

Indeed, buyers switching orders from China, fearing production and delivery delays, are finding costs significantly higher than the mainland. This has sent many buyers scrambling to cheaper production sites such as Indonesia, Malaysia and Sri Lanka.

"(Thai) manufacturers were licking their lips and rubbing their hands but no massive switch from China came because it's not as cheap as it once was," said the Dodwell buyer.

Thailand has not joined the ranks of Hong Kong or Taiwan, in terms of quality and variety of apparel production. But many buyers say the evolution toward better-made merchandise is moving faster than Indonesia, Malaysia and the Philippines.

Children's wear, once a big exporting item from Thailand, has moved to cheaper sources except for the up-market lines.

More designer-brand labels are coming into the market. Nike, Adidas, Ralph Lauren and Liz Clairborne are increasing their range and volume here, one buyer said.

U.S. department stores, importers and chain stores are also obtaining better-quality private label merchandise than before. Main categories include cotton knit shirts and blouses, cotton and synthetic woven shirts and blouses, cotton and synthetic knit and woven skirts, cotton pants and cotton sweaters.

One reason is that local manufacturers are trying to get the most value from what they view as limited U.S. export quotas. Bangkok and Washington have failed to forge a new bilateral textile and apparel pact since the previous one expired last December. A recent round of talks in Hawaii produced very little in the way of progress, government sources said.

Without a pact, Thailand is not bound by any quota restraints to America. But that doesn't mean unlimited shipments. Washington has made several "calls" this year on imports of items claimed to be disrupting the domestic market.

Restraint quotas have been imposed on cotton pants (category 347/348), cotton sweaters (345), women's and girls' cotton jackets (335), cotton woven blouses (341), wool pants (448), synthetic fiber knit blouses and shirts (639/639), women's and girls' synthetic fiber jackets (635), and ramie/cotton pants (848). Thailand has challenged several calls and had a few restraints rescinded. More calls are expected.

Local manufacturers say the Thai Government controls shipments to the U.S. because a sudden call disrupts production and could mean heavy losses for both manufacturer and buyer. They say exports are being held to last year's performance levels, which Thailand wants to see significantly increased under a new trade textile pact.

The U.S. wants, among other things, to impose aggregate limits on all textile groups, including apparel, woven fabrics and woolen fabrics, ramie, linen and silk.

The lack of any long-term restraint scheme makes many American buyers nervous. "It's hard to plan long-term business when you don't know what the quota situation will be like. Most U.S. buyers are working on faster and faster turnaround times, which makes things less risky. But a lot of business is planned months in advance and you don't know how much quota you have to play with," said a Bangkok-based buyer for U.S. department stores and chains.

Business is better with Europe and Japan, say manufacturers. Europe's overall quota is more abundant than the U.S. and Japan is quota-free. Both markets are reportedly willing to pay slightly more for goods than Americans are used to.

This has made some Thai garment makers cocky enough to charge American buyers more. Noted one executive of a local knitwear firm, "The U.S. is becoming a third priority after Europe and Japan. Apparel exports to the U.S. was about $ 300 million last year, small compared to other countries like the Philippines with $ 800 million worth of annual exports."

Also fueling the price of finished garments are rising costs for locally made yarns and fabrics. Supplies are tight for cotton, cotton/polyester, synthetic and nylon piece goods.

Often more expensive fabrics from Japan and elsewhere are imported. Cotton knit piece goods from local mills like Siam Knitwear and Garment Co. Ltd. are "super quality," according to Dodwell and other buying

houses.

Other issues affecting production include slightly higher wages from a year ago; limited spinning and dyeing facilities, and port congestion, which causes minor shipping delays.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5311 Department stores

IAC-NUMBER: IAC 07585762

IAC-CLASS: Trade & Industry

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Spring lines heat up sales at Atlanta; children's apparel exhibition at the Atlanta Apparel Mart WWD (Women's Wear Daily) September 5, 1989

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September 5, 1989

SECTION: Vol. 158 ; No. 44 ; Pg. 10; ISSN: 0149-5380

LENGTH: 635 words

HEADLINE: Spring lines heat up sales at Atlanta; children's apparel exhibition at the Atlanta Apparel Mart

BYLINE: Lee, Georgia

BODY:
SPRING LINES HEAT UP SALES AT ATLANTA

ATLANTA -- Many children's wear buyers were shopping for early spring apparel at the Atlanta Apparel Mart's holiday-cruise market last week. As a result, sales representatives that offered spring merchandise reported strong sales.

Retailers, shopping with budgets ranging from even to 25 percent over last year's, said they had completed their holiday buying, and were looking for spring merchandise to provide newness and ensure early delivery dates.

"Buyers are confused about holiday," said Nancy Robinson, principal of multiline representatives Stan Robinson Associates. "Manufacturers show holiday in April and June, so buyers have already seen everything. By August, they're interested in spring."

Bright bold color enlivened spring sportswear, particularly for boys. Dresses, which had been so popular last year, were a bit static, as rompers and other sportswear silhouettes took precedence for spring. Nautical looks, always strong for cruise, were in abundance, often with new treatments and more fashion-forward silhouettes.

Beth Mulkey, an owner of My Baby and Me, a 3,200-square-foot moderate-to-better children's shop located just north of Atlanta, shopped with a budget up 20 percent to increase inventory for spring.

"The biggest news in this mart was in fresh new color, particularly for boys," she said. "It wasn't just the same old navy and red."

Shortalls and Eton suits, have become staples for Mulkey's three-year-old store, which caters to an affluent, mostly traditional clientele. She liked Choozie boys' sportswear for its pants with contrasting rolled-up cuffs and bright colors. She said that the girls' dress business had slacked off somewhat.

"Customers continually ask for fewer dresses and more bubbles and pantaloons," Mulkey specified. She picked up Fischel for its sundresses and rompers in cotton chintz fruit and vegetable prints.

Other retailers mentioned fruit prints as an exciting new option.

Susan Tigwell, owner of Beth Mone', a 2,000-square-foot better children's shop in Naples, Fla., shopped for cruise and spring with a budget that was up by 25 percent. "I was impressed with spring," she said. "The lines were much more complete than last year."

Tigwell shopped with a handheld computer, which allowed her to buy according to how well a certain line had performed.

"By knowing last year's salés, I could get very specific," Tigwell said. Tried-and-true lines for Tigwell, who carries mostly classic, tailored looks, include Florence Eiseman, Sylvia Whyte and Albert Nipon for girls and **Nautica,** Gant and Boston Trader for boys.

Tigwell felt that the biggest trend was in nautical looks. Rather than rehashing old themes, she said that designers were featuring fresh new interpretations, such as the classic collar with a ruffle added, or a new use of floral fabrics.

"I saw a European influence, not only in nautical, but everywhere," she said. "I was very impressed with the quality, imagination and fabrics."

Sharon McKay, owner of The Apple Tree, with two Albany, Ga., locations, felt differently. "I didn't see any real newness," she said.

"I wish the mart would have more complete lines. It's confusing to the buyer, as to whether it's a holiday or spring market."

Shopping with a budget that was even with last year's, McKay bought mostly traditional looks from lines such as Buster Brown, Hang Ten and J.G. Hook, but included some trendier looks as well. She particularly liked Italian Boys' girls' sportswear and tried Duckhead for Girls for the first time.

"In the 7-to-14 size range, girls' looks need to be junior-like," McKay said. "I'm always looking for that new line, something that will sell as well as a Hang Ten. I didn't find it at this mart."

SIC: 2360 Girls' and Children's Outerwear

IAC-NUMBER: IAC 07936929

IAC-CLASS: Trade & Industry

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Cashing in on the brand boom; men's clothing manufacturers, retailers Daily News Record September 5, 1989

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September 5, 1989

SECTION: Vol. 19 ; No. 175 ; Pg. 10; ISSN: 0162-2161

LENGTH: 766 words

HEADLINE: Cashing in on the brand boom; men's clothing manufacturers, retailers

BYLINE: Lloyd, Brenda

BODY:
CASHING IN ON THE BRAND BOOM

ATLANTA -- The mainfloor sportswear market is debating how best to capitalize on the growing popularity of brands as the 1990s approach.

Stores and manufacturers are mulling everything from the best positioning of labels to the optimal vendor service programs.

They're all in agreement, however, about the surging momentum for brands.

"Brands are getting a much bigger retail play," said Skip Chustz, senior vice-president and general merchandise manager of men's wear for Maison Blanche, New Orleans, La. "We've increased them significantly over the past 12 to 18 months because our customers have told us they prefer the brands."

"We love brands," says Nick Baxevane, vice-president and general merchandise manager of Hess's, Allentown, Pa. "We feel our customers relate to brands, and that they see value and quality in them."

Retailer optimism is certainly making the branded sport shirt producers happy. "It's not just sport shirts, but brands are getting a bigger play, period," says Dale Jewell, vice-president of merchandising for the Arrow Co. "Retailers are growing their brand business even larger. I think retailers have found a common ground," referring to the balance between brands and private labels.

Ron Finestone, vice-president of merchandising and design for Members Only, stressed that vendor programs are very important to brand growth. "The retailer wants to feel he can work with the branded house. You've got to keep on doing the fashion and the promotions behind it."

For the first time, Members Only is spending promotional dollars on three different campaigns: outerwear (its traditional area), sportswear (its fast-growth area) and public service. The company has also just created an in-store shop that it is beginning to talk to stores about, Finestone said.

Chustz said Maison Blanche is going into the 1990s with a sport shirt classification that is 85 percent branded. The company, which has 22 units, has increased branded presence in that category 40 to 50

percent in the past 12 to 18 months -- primarily because the May-Cohens stores it acquired from the May Co. were heavily private label. Robinson's of Florida, which Maison Blanche acquired about two years ago, was also heavily private label, he says. Maison Blanche currently has 15 stores in Florida.

"We feel confident with that 85 percent (branded)," Chustz said. "I'm sure we'll be making adjustments as we go on." Top-selling sport shirt brands at Maison Blanche include Gant, Polo, **Nautica** and Claiborne.

McRae's, based in Jackson, Miss., with 28 department stores, will also enter the '90s with a heavily branded sport shirts classification -- at 80 percent of total merchandise. At one time in the 1980s, said Max Allen, divisional merchandise manager for men's wear, private label represented about 40 percent of the classification.

"But in the '80s in sport shirts, we were very commodity-driven," he explained, "and at that time the private label offering was exclusively a promotional vehicle. Now, there's a trend toward more fashion, which is better provided by brands. In addition, brand recognition appeals to consumers."

McRae's carries labels including Van Heusen, Munsingwear and Arrow in mainfloor, and Levi Dockers, Revenge and Blue Print in the updated area of mainfloor.

Hess's Baxevane declined to give a percentage breakdown of sport shirt brands versus private label, but says that "brands are dominant in our assortment and will continue to be."

All these stores use their sport shirt private labels as opening price points. Maison Blanche also uses private labels to fill voids left by the brands in the marketplace, Chustz says.

James Barnett, president of Career Club, which produces the Career Club and C.C. Sport labels, said brands must continue to surpass the fashion levels of private label programs.

"What we try to sell them (the stores) is fashion, and we try to be different from what they're doing in private label," stressed Barnett. "They'll do more of their staple goods in private label, while the brand is fashion."

Arrow's Jewell said vendor aids, such as point-of-sale merchandising and apparel information for consumers, are "extremely" important. "We have display programs that we're implementing that stores can do in a small way or a big way. We're not suggesting in-store shops because we don't want to get away from classifications. But we do want to make it more exciting," he says.

PHOTO : Ron Finestone, Members Only

PHOTO : James Barnett, Career Club

GRAPHIC: Photograph

SIC: 2320 Men's and Boys' Furnishings ; 5311 Department stores

IAC-NUMBER: IAC 07915703

IAC-CLASS: Trade & Industry

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No bargains at busy Thai factories; clothing factories WWD (Women's Wear Daily) September 6, 1989

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September 6, 1989

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LENGTH: 848 words

HEADLINE: No bargains at busy Thai factories; clothing factories

BYLINE: Ehrlich, Paul Charles

BODY:
NO BARGAINS AT BUSY THAI FACTORIES

BANGKOK (FNS) -- U.S. apparel buyers looking for low prices in Thailand are finding manufacturing relatively expensive and tight.

In addition, the lack of a bilateral agreement between the two countries makes it difficult to make production plans. Buyers fear being hit by the sudden announcement of new quota restraints during mid-production, or while the merchandise is sailing home.

A flood of orders, mainly from Europe and Japan, has helped increase overall factory costs 10 to 15 percent from just a few months ago. The price hikes are pinching the wallets of buyers who rely on Thailand for basic shirts, pants, shorts and children's wear.

It's also hurting those who have recently come here for a low-wage backup for orders diverted from China after the June military crackdown.

"Production space is harder to find because of stronger business to Europe and Japan. Order books are generally full, so factories are in a better position when it comes to price. U.S. buyers are finding the costs slightly steep. It's no longer a cheap T-shirt market," said a buyer for Dodwell Thailand, Ltd., sourcing arm of the British-based Inchape Group. Dodwell's clients include American department stories and chain stores.

"It's becoming a more difficult market for low-priced buyers like K mart and Montgomery Ward and others looking for cheap basic goods," added Lucia Nuksawn, assistant manager of Standard Garment Co., Ltd., and Thai Knitting Factory Co., Ltd., two major manufacturing and exporting firms run by Yod Jing Uhawatanasukul. U.S. clients include Liz Claiborne, **Nautica,** Tomboy, American Merchandising Corp., May Department Stores and Sears.

Indeed, buyers switching orders from China, fearing production and delivery delays, are finding costs significantly higher. This has sent many buyers scrambling to cheaper production sites, such as Indonesia, Malaysia and Sri Lanka.

" Thai manufacturers were licking their lips and rubbing their hands, but no massive switch from China

came because it's not as cheap as it once was," said the Dodwell buyer.

Thailand has not joined the ranks Hong Kong or Taiwan in terms of quality and variety of apparel production, but many buyers say the evolution toward better-made merchandise is moving faster than in Indonesia, Malaysia and the Philippines. Children's wear, once a big exporting item from Thailand, has moved to cheaper sources, except for the upmarket lines.

More designer brand labels are coming into the market. Nike, Adidas, Ralph Lauren and Liz Clairborne are increasing their range and volume here, buyers said. Calvin Klein also plans to expand its domestic and export apparel production, according to Uhawatanasukul, chairman of Windsor Bara, the local licensee for the American firm.

U.S. department stores, importers and chain stores are also sourcing better-quality, private label-merchandise than before. Main categories include cotton knit shirts and blouses, cotton and synthetic woven shirts and blouses, cotton and synthetic knit and woven skirts, cotton pants and cotton sweaters.

One reason is that local manufacturers are trying to get the most value from what they view as limited U.S. export quotas. Bangkok and Washington have failed to forge a new bilateral textile and apparel pact since the previous one expired last December. A recent round of talks in Hawaii produced very little in the way of progress, government sources said.

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Restraint quotas have been imposed on cotton pants (category 347/348), cotton sweaters (345), women's and girls' cotton jackets (335), cotton woven blouses (341), wool pants (448), synthetic fiber knit blouses and shirts (639/639), women's and girls' synthetic fiber jackets (635), and ramie/cotton pants (848). Thailand has challenged several calls and had a few restraints rescinded. More calls are expected.

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The lack of any long-term restraint scheme makes many American buyers nervous. "It's hard to plan long-term business when you don't know what the quota situation will be like. Most U.S. buyers are working on faster and faster turnaround times, which makes things less risky. But a lot of business is planned months in advance and you don't know how much quota you have to play with," said a Bangkok-based buyer for U.S. department stores and chains.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 07940651

IAC-CLASS: Trade & Industry

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If Lauren leaps, market could stir; Ralph Lauren, apparel firm public offerings; Financing Fashion WWD (Women's Wear Daily) September 7, 1989

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LENGTH: 1201 words

HEADLINE: If Lauren leaps, market could stir; Ralph Lauren, apparel firm public offerings; Financing Fashion

BYLINE: Rutberg, Sidney

BODY:
If Lauren leaps, market could stir

NEW YORK (FNS) -- In Wall Street's view, Ralph Lauren is the only American designer who might approach the impact on the U.S. stock market that the Yves Saint Laurent stock issue made on the Paris market.

Calvin Klein might also stir up some excitement on Wall Street, but Lauren is clearly in the lead.

Nevertheless, Wall Streeters doubt that even an issue by Lauren would cause the massive rush by investors that oversubscribed the YSL issue by 260 times. The oversubscription was reduced to 27 times the shares available by requiring cash deposits from buyers. When the stock was finally doled out, buyers received a miniscule 3.7 percent of the number of shares they ordered.

"I think the American market is more sophisticated than the Paris Bourse," said one analyst, adding that the French tend to get more emotional about their designers than Americans do. Another analyst also had strong doubts that any American designer could cause the market excitement generated by the YSL issue. "The market here still looks at apparel issues as volatile and unpredictable, and while a big name designer might command a better price than a no-name company, it would not stampede the market the way YSL did in Paris."

A Lauren spokeswoman and a Calvin Klein spokesman said that neither designer would comment on the YSL issue or on the question of whether they would consider going public.

Frank Mori, president of Takihyo, parent of the Anne Klein companies and owner of 50 percent of Donna Karan Co., says there are no plans to go public with Anne Klein or Donna Karan.

"We're not considering taking any of our holdings public. It would only make sense if we had the need to raise outside capital. The fashion industry in France is special and the excitement over the YSL issue was as much the product of emotion as of economics. It's like selling a national treasure.

"In the United States, it's more a matter of cash flow and earnings and assets. We have been approached by numerous investment bankers but we have no interest in anything like that now. That doesn't mean

we'd never be interested. Never is a long time."

The Anne Klein companies include Anne Klein & Co., Ann Klein II, Anne Klein Licensing Division and Ann Klein Dresses. Mori and Tomio Taki, chairman of Takihyo, each own 50 percent of Takihyo, a New York corporation.

Bill Blass agrees that the United States is not France and YSL is a special situation.

"YSL is unique. Everything is in one company in contrast to here where everything is fragmented. Also, the fashion industry in France is of overriding importance and YSL unique in fashion there. I have no intention of going public here but I'm delighted that the YSL issue did so well.

"I think its a plus for the fashion industry in general," said Blass.

Richard Catalano, president and chief executive officer of Adrianne Vittadini, said that there were no plans to take Vittadini public.

"We're long-term oriented and as a private company we can manage for the long pull," he said. "Public companies too often have to manage from quarter to quarter. We intend to remain private."

Catalano also noted that the market has not been too kind to apparel companies citing Liz Claiborne as one of the most undervalued stocks on the market.

"An apparel company that has consistently produced pretax returns of 19 percent deserves a better price than the 24 or 25 that it's selling for now. It was 33 before the crash and although its performance has improved the stock price has not fully recovered."

While Calvin Klein's name might ignite the U.S. stock market, he has already been public with part of his operations and has not been notably successful. For example, Puritan Fashions, which produced Calvin Klein jeans was taken private after profits began to slip and then suffered several years of losses before being turned around. Also, the price paid by Unilever's Chesebrough Ponds division for Minnetonka and its Calvin Klein fragrance operation was disappointingly low. The market had expected more than the $ 22.86 paid by Unilever. Minnetonka stock went as high as 28 1/4 while the company was entertaining bids.

Nevertheless, apparel analysts think that if the numbers added up, Calvin Klein could float an exciting public issue.

"Calvin Klein is still a great name although there have been a number of ebbs and flows," said one analyst, adding that "Lauren would be at the top of my list."

As for the rest of the designers, they have little recognition on Wall Street.

"Oscar de la Renta may have a great business, but I don't know anything about it. If the numbers were good, then the market would be receptive but I don't think his name alone would carry much weight," the apparel analyst said.

Generally the analysts were reluctant to have their names or companies used because they didn't want to give the impression that their companies were for or against any designer issues. Edward Johnson, of Johnson Redbook Service, had no such reticence. "Ralph Lauren and Calvin Klein could float public issues even though the current market might be considered a little sloppy. Some apparel issues are doing alright. Gantos did well with its recent issue and Leslie Fay has been hitting new highs every day."

While not prepared to talk about what designers would make good public vehicles, Brenda Gall, the apparel analyst at Merrill Lynch & Co., said that brands and designers are making a comeback in the apparel industry but that apparel stocks just don't command large premiums on the stock market.

"Look at Liz Claiborne. This is a solid business with strong management and the stock still sells at around the average market multiple." She estimates that Claiborne will earn $ 1.70 a share this year (vs. $ 1.26 in 1988) and she expects Claiborne to earn $ 2 next year.

As for Leslie Fay, Gall says that even though it has been hitting new highs, the stock still hasn't reached the $ 18 price it was issued at in the summer of 1986.

Elizabeth M. Eveillard, a managing director in the investment banking division of PaineWebber, Inc., says that international recognition is becoming increasingly important for designers and designer type merchandise. Eveillard is in charge of the PaineWebber's retail group which also includes apparel companies. "I think the current market is receptive to solid designer apparel companies with international operations and I think it is becoming more receptive," Eveillard said.

"Yves St. Laurent is a name known throughout the world and that contributed to the excitement that surrounded the YSL issue. American designers such as Ralph Lauren and Calvin Klein have international appeal and recognition. Other designers are working at becoming international."

She cited Donna Karan and Adrianne Vittadini as developing international reputations. She also pointed out that the **Nautica** sportswear line of State of Maine, an apparel company that is already public, is now being sold in Japan.

"Even some relatively small companies are going international," says Eveillard.

PHOTO : Frank Mori, president Takihyo

GRAPHIC: Photograph

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 07931935

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

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Spiegel sets 300-unit goal for Eddie Bauer division; clothing store chain Daily News Record September 13, 1989

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September 13, 1989

SECTION: Vol. 19 ; No. 180 ; Pg. 2; ISSN: 0162-2161

LENGTH: 422 words

HEADLINE: Spiegel sets 300-unit goal for Eddie Bauer division; clothing store chain

BYLINE: Sharoff, Robert

BODY:
SPIEGEL SETS 300-UNIT GOAL FOR EDDIE BAUER DIVISION

CHICAGO -- Spiegel, Inc.'s Eddie Bauer subsidiary will be dramatically expanded over the next few years into a more than 300-unit chain, according to John J. Shea, Spiegel's president and CEO.

Shea, who was speaking to a meeting of financial analysts at the company's distribution center in suburban Chicago, said that the potential for Bauer has barely been tapped. "The question really is how fast can we open the stores," he noted.

He told the meeting that when Spiegel acquired Bauer in May of last year, there were 58 stores. He added that there will be 115 Bauer stores open by the end of the year and there are plans for about 200 additional stores over the next three years.

Shea also said that the new Bauer stores, which are about 5,500 square feet, are doing in excess of $ 500 per square foot.

Turning to Bauer's catalog business, Shea said that it is running about 40 percent ahead for the year.

He added that Spiegel will be looking for another "Bauer-type" acquisition in another year or so. "The goal, not the forecast," he said, is to make Spiegel a $ 5 billion company by 1995.

Shea said that Spiegel had total sales of about $ 1.4 billion in 1988 with earnings of $ 57 million. This year, he continued, sales will top $ 1.7 billion and earnings will increase to about $ 73 million.

Spiegel expects annual sales increases of between 17 and 20 percent for the next three years and expects earnings increases to be in the neighborhood of 15 percent, Shea said.

Spiegel is positioned for major growth in the next few years, he emphasized. "We recently completed a state-of-the-art 5-million-square-foot distribution facility, and we are only using about 35 or 40 percent of its capacity," he said.

Spiegel's men's business, aside from Bauer, accounts for about 11 or 12 percent of total sales, according to

Robert Conradi, vice-president of men's. A year ago, Shea said that Spiegel's men's business might grow to be as much as 18 percent of total sales.

In addition to men's sections in its regular catalogs, Spiegel currently does one all-men's catalog in the fall, and will introduce another all-men's book next spring. The all-men's books are about 48 pages and contain a mix of private label goods and moderate-to-better national brands such as Chaps, Colours by Alexander Julian, Dockers and **Nautica.**

Overall, said Conradi, Spiegel's men's business is about 60 percent national brands and 40 percent private label.

SIC: 5651 Family clothing stores

IAC-NUMBER: IAC 07931885

IAC-CLASS: Trade & Industry

LOAD-DATE: August 04, 1995

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Activewear stores seek new hot item; men's clothing Daily News Record September 20, 1989

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September 20, 1989

SECTION: Vol. 19 ; No. 185 ; Pg. 3; ISSN: 0162-2161

LENGTH: 550 words

HEADLINE: Activewear stores seek new hot item; men's clothing

BYLINE: Sharoff, Robert

BODY:
ACTIVEWEAR STORES SEEK NEW HOT ITEM

CHICAGO -- Activewear retailers were looking for a new fashion direction at the recent National Sporting Goods Association's World Sports Expo at McCormick Place here.

Retailers noted that spandex products -- a major growth area for the past several years -- have now lost some steam, but continue to be a factor in basic workout wear.

Vendors, too, are struggling to find a replacement. "There's a lot of uncertainty in the market right now about where activewear is going," said Barbara Hochberg, general merchandise manager at Chicago-based Sportmart.

"There aren't a lot of really hot looks this year," said Nancy Rice, men's activewear buyer at Indianapolis-based Galyans. "For the most part, it's the same old thing."

"Lycra (spandex) is very good for what it's designed for -- which is running and other fitness programs," said Hochberg. "It's not for walking the dog or going to the supermarket."

What this means is that spandex is basically back where it started -- a basic black short, she contented. "The simpler looks by companies like Hind are still selling," said Rice. "The guys wear them under their gym trunks."

Bob Dolan, vice-president of St. Louis-based The Sports Connection, said that some of the slack from declining spandex sales is being taken up by soccer apparel. "They're knee-length, all nylon shorts," he said. "They don't stretch at all. We're using a line called Umbro, and the response has been very good."

Clearly on a roll this year is Nike, which had what was easily the largest booth at the show. "Nike is quite a company," commented Dolan, "They're not fashion driven. They're strong in basics and core athletics and that insulates them from the normal ups and downs of this business."

"They're the leader of the pack," said Hochberg, citing two Nike introductions -- Aquagear and ACG -- as solid entries in the market. "Aquagear is exciting -- a lot of it is Lycra spandex and neoprine combinations that look great. And ACG -- which stands for all condition gear -- is a good entry in outdoor systems

dressing."

A number of retailers said they were checking out the suddenly hot golf apparel area. "We're investigating golf very heavily," said Christine Songer, men's activewear buyer at Chicago-based Marshall Field's. "So far, it doesn't seem to be a collections business. There's no one source that has everything. You really have to cherrypick the best of what's out there."

The recent disclosure that Michael Jackson had signed an endorsement contract with L.A. Gear drew a mixed response. "We're finally getting adults to wear this stuff, and this could put them right back in the sub-teen bag," said one retailer.

Other companies frequently mentioned as top resources this year are Body Glove and Avia. On the fashion end, **Nautica,** Mossimo, Raisin and Edgewear continue to gain momentum.

Several retailers mentioned that the timing of next year's NSGA show -- early August -- will make it a more viable apparel event. "The way it is now, if you don't already have your spring stuff bought, you're in bad shape," said Dolan.

"Since a lot of stores and vendors are pulling out of the Las Vegas MAGIC show, they're looking for other opportunities," adds Field's Songer.

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 2339 Women's and misses' outerwear, not elsewhere classified ; 5611 Men's & boys' clothing stores

IAC-NUMBER: IAC 07956387

IAC-CLASS: Trade & Industry

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Mainfloor makers hope to grow fat on lightweight sportswear. Daily News Record September 25, 1989

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September 25, 1989

SECTION: Vol. 19 ; No. 188 ; Pg. 24; ISSN: 0162-2161

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HEADLINE: Mainfloor makers hope to grow fat on lightweight sportswear.

BYLINE: Orgel, David

BODY:
Mainfloor Makers Hope to Grow Fat on Lightweight Sportswear

Spring sportswear may ring registers, but it won't tip scales. Mainfloor sportswear manufacturers are focusing on lightweight, drapey fabrics, coupled with light colors, in a drive to satisfy the sportswear consumer of the early '90s.

These styles, far from being fashion lightweights, are aimed at pleasing "a more sophisticated man who demands light, comfortable styles," in the words of one vendor. The new sportswear is now weighing in: * The presentations will find sweaters becoming more fleece-like and tops adopting fluidity through linens and laundered cottons. Poplins, seersuckers and madras will all get bigger play;

* Reinforcing the airy fabric feeling are a plethora of new pastels, dubbed with vendor names like "rugged pastels" and "neon-like pastels";

* Producers are packing more styling -- from fancy pockets to lining treatments -- into their less hefty lines.

Jay Friedman, president of Gant, explained that some familiar lightweight fabrics are gaining in popularity. "We've added cotton/linen blends, which billow away from the body for a cooling effect," Friedman said. "Madras is our most popular lightweight sportswear fabric. And seersucker, at three ounces, is an excellent fabric for pants, shorts and sport shirts."

Gant is employing "mid-pastels," as opposed to more traditional pastels, which Friedman said are too washed out. Pastels will represent a major portion of Gant's Salty Dog spring knit business, as well as the brand's swimwear and sweaters. Added Friedman: "Pastels have become a must for sweaters during holiday and first quarter."

At Resilio, Gary Whitcover, designer, said his roster of lightweight sportswear is constructed of washed twills, washed poplins, seersuckers and numerous drapey fabrics. Whitcover noted he avoids some of the most luxuriously drapey fabrics -- notably voile -- because they are outside the realm of mainfloor prices.

Whitcover, who lived many years in Hawaii, devoted a major portion of the spring line to "island tropical" colors, which the designer calls "up-beat pastels." These shades, less dusty than pure pastels, include

turquoise, mint, powder blue and soft maize. Declared the designer: "Regular pastels are too soft for men's wear."

Nautica is pursuing the light touch for outerwear and sweaters, noted David Chu, designer and founder. The brand, catering to consumer demand for lightweight jackets, has unveiled poplin and cotton/nylon jackets that are light but highly styled. The line includes jackets with fashion pockets and contrast linings, and also boasts reversible styles.

In sweaters, **Nautica** is marketing a fine 12-gauge cotton sweater that has the flexibility of fleece, Chu added. "Sweaters need to be lighter and more sportswear-like for spring deliveries," he said.

The Van Heusen Co.'s spring sportswear embraces Indian textiles in the lighweight realm, such as ikats and corded fabrics, said Susan Feigenson, vice-president, fashion director. Laundered oxfords and chambrays are another popular segment of the line, and they are executed in soft, neutralized pastels, Feigenson said. Jim Winship, director of men's wear design at Ruff Hewn, said processing -- whether laundering, teasing, brushing or weight-reducing -- is the key to creating lightweight apparel.

"Lighweight sportswear is now more in demand, and it's not just American-inspired because a lot of these looks are coming from Europe," Winship said.

Ruff Hewn's lineup of fabrics in this mold is topped by madras, lightweight sheeting, cotton lawn and tropical-weight twill. Claiborne's spring sportswear achieves drapey looks by embracing poplins, sheetings, linens and linen/rayons, said Michael Hogan, vice-president of men's wear design. "We mix linen and rayon to get both lightness and drape," he pointed out.

The brand's lightest color palette is dubbed "rugged pastels" by Hogan -- called rugged because sportswear employing these shades is processed through washing, garment dyeing and overdyeing. Not surprisingly, this sportswear is marketed along with Claiborne's jeans group. Also basing spring styles on weight is Izod Lacoste Menswear. Chambray was beefed up at the expense of oxford, the latter fabric being too heavy for many purposes, said Walter Kennedy, president.

"Chambray shirts can be worn over our pique tops without the feeling of bulk, so because of less weight we beefed up that item," Kennedy said.

Cotton lisle received more emphasis in the knit tops category, even though it was earlier deemphasized because of soaring prices. J.J. Cochran, a unit of Megastar, has updated mixed-media tops through lightweight fabrics, particularly lightweight, combed, mercerized cotton, said Richard Spindler, vice-president of sales.

This brand also relies on fabric processing in producing supple fabrics. For instance, Cochran boasts a group of woven shirts constructed of Brazilian sand cloth: a sheeting fabric with twisted yarns that yields a crinkled, light appearance.

No less important are some of Cochran's old standby lightweights, such as madras and pique, Spindler added.

One of the brand's newest color ranges is "neon-like pastels." This group creates washed-out looks from standard colors, for instance turning orange into Creamsickle.

PHOTO : Jim Winship, Ruff Hewn

PHOTO : Walter Kennedy, Izod Lacoste

GRAPHIC: Photograph

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 2320 Men's and Boys' Furnishings ; 2339

Women's and misses' outerwear, not elsewhere classified

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IAC-CLASS: Trade & Industry

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ORBIT INSTRUMENT RELEASES YEAR END RESULTS PR Newswire September 27, 1989, Wednesday

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September 27, 1989, Wednesday

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HEADLINE: ORBIT INSTRUMENT RELEASES YEAR END RESULTS

DATELINE: HAUPPAUGE, N.Y., Sept. 27

BODY:
HAUPPAUGE, N.Y., Sept. 27 /PRN/ -- Orbit Instrument Corp. (NASDAQ: ORBT), today reported a loss for the fiscal year ended June 30, 1989 of $2,724,000 ($.29 a share), compared to earnings of $4,165,000 ($.44 a share) for the prior fiscal year. Earnings per share for previous fiscal year includes $.04 resulting from the cumulative effect of a change in accounting for income taxes.

Max Reissman, the president of the company, stated that the loss was primarily attributable to a write-off of approximately $2,466,000 of goodwill of the company's voice response subsidiary, Computer Integration Associates, Inc. ("CIA") which was written off in the third quarter of this year. In June, 1989, certain of CIA's software rights and trademarks were sold to an undisclosed third party.

The loss from continuing operations was primarily attributable to an operating loss from its electronic subsystems segment due to significant costs associated with new product development and due to the continuing negative trend in the defense sector.

The following is a summary of the comparative results of operations for the twelve months ended June 30, 1989, and June 30, 1988.

ORBIT INSTRUMENT CORPORATION

Periods ended June 30	Fiscal Year 1989	1988
Sales	$50,689,000	$37,970,000
Net earnings (loss) from continuing opers.	(50,000)	4,672,000
Loss from discontinued opers.	(2,674,000)	907,000)
Net earnings	(2,724,000)	4,165,000
Earnings per share from continuing opers.	.0	.49
Discontinued opers.	(.29)	(.09)
Earnings per share	(.29)	.44

Orbit is a Long Island-based manufacturer of customized electronic

components and subsystems for military and non-military governmental applications. Its subsidiaries are Orbit Semiconductor, which is a state-of-the-art manufacturer of customized semiconductors servicing the high reliability and quick-turn-around markets; USA Classic, which manufacturers men's and boys' active wear under the "Everlast" name as a licensee of Everlast World's Boxing Headquarters Corporation, has recently entered into a license agreement with **Nautica** Apparel, Inc. to manufacture and import children's clothing under the "**Nautica**" trademark.

CONTACT -- Mitchell Binder of Orbit Instrument Corp., 516-435-8300

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US Natural, Italy meet in Memphis; profile of men's clothing store chain James Davis Daily News Record September 28, 1989

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September 28, 1989

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HEADLINE: US Natural, Italy meet in Memphis; profile of men's clothing store chain James Davis

BYLINE: Gellers, Stan

BODY:
US NATURAL, ITALY MEET IN MEMPHIS

NEW YORK -- "We hang Mani with Southwick suits and put Zanella with Barry Bricken slacks," reports Van Weinberg, president of the Memphis specialty store James Davis.

To men's wear people-in-the-know, this mix of upbeat Italian and hardcore natural shoulder clothing is about the most revolutionary thing a traditional store could possibly do. But this is how Weinberg, and his father, Lew, have repositioned their two stores for the 1990s.

When the elder Weinberg opened the first small 2,000-square-foot store 27 years ago in October, it couldn't have been more traditional, with such brands as Corbin, Bass, Gant, and Canterbury Belt.

After a move and several redecorations, the flagship now has 20,000 square feet of selling space -- plus a liberal assortment of traditional and updated labels. With a smaller branch in a nearby upscale suburb opened two years ago, the Weinbergs are shooting for a combined annual volume of $ 8 million in men's, women's and boys' wear.

They're confident their new marketing strategy will do it.

As Weinberg -- in an interview this week at one of his key resources in the 1290 men's wear building -- describes it, "We're merchandising the store so that we're in touch with today. But we're still in touch with traditional, and it will continue to represent the bulk of our business." However, to this merchant, "today" means "giving customers the opportunity to buy the kind of clothes they didn't know existed."

This applies to tailored clothing, sportswear and furnishings. Clothing, however, is the linchpin accounting for half of the men's volume. It's also the single best classification and posted a whopping 35 percent gain in the past two years.

Discussing the changing attitudes of his customers -- professional and business men from about 25 to 55 -- Weinberg continues, "There's a difference between the traditional guy and the one who wants sophisticated and exciting clothes.

"But even in our traditional clothes, colors are up and lively all across the board. The silhouette is classic, and now, the fabrics have new textures. What used to be a novelty means business today.

"There's a customer out there searching for the new and the exciting. We haven't changed our direction. We just added to it." What pleases Weinberg the most is when a customer buys a Mani and a Southwick at the same time.

Discussing the Memphis business scene which supplies many customers, Weinberg reports that Federal Express, Holiday Inn and International Paper are based there. He claims, "These men dress for business, but for weekends they relax completely. Three years ago, furnishings was our second best category. Now, it's equal to sportswear. Clothing is still 50 per cent of the men's volume."

As to labels carried, the clothing department also has Hickey-Freeman, Southwick, Polo, Burberrys and Joseph Abboud. (Gut prices for fall suits range from $ 450 to $ 550.) Better slacks resources are Zanella, Barry Bricken, Keaton-Chase, Corbin and Cordovan & Grey. Sportswear vendors include Polo, British Khaki, River City and **Nautica,** among others.

Weinberg backs up these labels with an array of services that helped build a an audience from west Tennessee, north Mississippi, eastern Arkansas and Missouri. Supplying such extra services as fitting executives in their offices, superfast alterations and salespeople follow-throughs, he's particularly proud of the unique way the store trains its people.

"We call it role playing' or practice-selling," he continues. "We stage 5- to 10-minute practice sessions between two salespeople in front of everybody. They alternately play the customer or the salesmen, and we pick on everything from properly selling a garment, putting together an outfit, handling complaints -- the works.

"We can tell from our increasing business that this technique works. We also maintain complete customer profiles. We record everything about them and what they own. It tells us about their tastes and when to phone them when they need something new. After they buy something, we send a thank you note."

Time-consuming? All this is much more than adding a personal touch, says this merchant. He insists, "It's the other half of the selling equation a merchant needs to run a successful business." And with heavy specialty store competition and a string of major department stores in Memphis, he feels it's his winning edge.

PHOTO : Lew and Van Weinberg, owners of James Davis

PHOTO : Sportswear display in newly redone Memphis flagship store.

GRAPHIC: Photograph

SIC: 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

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IAC-CLASS: Trade & Industry

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RIGHT HERE IN ST. LOUIS St. Louis Post-Dispatch (Missouri) October 15, 1989, SUNDAY, LATE FIVE STAR Edition

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October 15, 1989, SUNDAY, LATE FIVE STAR Edition

SECTION: STYLE; Pg. 1

LENGTH: 760 words

HEADLINE: RIGHT HERE IN ST. LOUIS

BYLINE: Ellen Gardner Photos by Robert LaRouche Of the Post-Dispatch Staff

BODY:
SURE, those guys on the East and West coasts can look like they just stepped out of the pages of GQ, but St. Louis? Absolutely. Edward Cortese, merchandising editor for Gentlemen's Quarterly magazine, would like to put an end to the notion that only men in New York and L.A. can find the latest styles, much less wear them in public. "It's just not true at all," he said during a visit to St. Louis to help put together a fashion show Oct. 6 for Famous-Barr. "The GQ look isn't about individual pieces. It doesn't have to be the Armani suit. It doesn't matter what the label says," he added. "It's the style, it's a matter of mixing clothes in a GQ way." But St. Louis is so conservative. . . . "GQ is very conservative," Cortese said. "It's not all we are, but it's part of who we are. "I've had people tell me, 'You're GQ, you can't be showing power suits and yellow ties.' But we have to. A lot of men are comfortable with that - even in New York." The clothes in the GQ Live show were all pulled from the racks of Famous-Barr's downtown store. "We could have brought in tons of clothing from New York, but that wouldn't help anybody," Cortese said. "The clothes are here. It's just a matter of mixing them. . . ." In a GQ way. "Right." The GQ show covered all manner of men's clothing from sweats to tweedy sport coats and wool sweaters to business suits to evening clothes. "It reflects a lifestyle that's more diverse in terms of interests," Cortese said. "Ten years ago, you could look in a man's closet and see a black shoe, a brown shoe and a sneaker. Nowadays what we're seeing are black shoes, brown shoes, shoes for walking, shoes for jogging, shoes for aerobics, cross-trainers, suede bucks, exotic skins, hiking boots and on and on and on. And that's just shoes." There was polite applause for the sweats and warm-up suits that opened the show, and for the weekend-in-the-country looks that followed (St. Louisans, after all, know from pheasant-covered sweaters). A series of patterned vests - "very important this season," Cortese said - were shown, too. But the most enthusiastic response was for the suits and overcoats, though the three-button sack suit, which Cortese calls the "Ward Cleaver" and which has been much-ballyhooed in the fashion press, was not in evidence. Double- and single-breasted suits in muted shades and relaxed cuts were shown with spread-collar shirts, shirts with longer, pointed collars and with the traditional button-down. Ties were a little wider and some in bold, '40s-looking patterns. The applause was loud and long for elegant topcoats and trenches worn with silk scarved draped loosely around the neck and the occasional fedora. The models looked like they'd just stepped out of the pages of GQ - right here in St. Louis.

GRAPHIC: Photo; PHOTO (COLOR) by Robert LaRouche ... Christian Dior's wool suit ($415), John Ashford striped shirt ($30) and Claiborne tie ($35) worn with a Hammersley overcoat ($225) and black fedora ($35, all from Famous-Barr). PHOTO (COLOR) by Robert LaRouche ... A crowd-pleaser at the GQ fashion show at Famous-Barr was this double-breasted wool suit by Fezza ($395), Embassy Row cotton shirt ($45), silk Polo tie ($48.50) and Gallery overcoat ($255). PHOTO (COLOR) by Robert LaRouche ... Edward Cortese (center), merchandising editor for GQ magazine, with twin models in twin tuxedos by Christian Dior ($365

each, Famous-Barr). PHOTO (COLOR) by Robert LaRouche ... ABOVE: The GQ Live fashion show opened with casual sportswear including Calvin Klein's gray sweat pants ($55) worn with a **Nautica** sweat shirt ($56) and navy, long-sleeve T-shirt tied around the shoulders ($68, all from Famous-Barr). PHOTO (COLOR) by Robert LaRouche ... ABOVE: A fur-trimmed **Nautica** duffle ($275) worn over a Polo sweater ($215). PHOTO (COLOR) by Robert LaRouche ... LEFT: Polo's brushed-denim pants ($75) and turtleneck ($68) worn with the jacket from a Christian Dior suit ($415 for the suit) and black hat ($35, all from Famous-Barr). By Ellen Gardner Photos by Robert LaRouche Of the Post-Dispatch Staff

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Outerwear blows in storm of orders; sales of men's clothing Daily News Record October 16, 1989

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HEADLINE: Outerwear blows in storm of orders; sales of men's clothing

BYLINE: Sharoff, Robert

BODY:
Outerwear Blows in Storm of Orders

CHICAGO --Outerwear manufacturers say that orders for spring '90 are up so significantly around the country, indications are that outerwear is starting to become more of a year-round business.

In general, prices were either flat or up about 5 percent. Producers also say that styles are cleaner this year, with detailing mainly a matter of differing color palettes.

At New York-based **Nautica,** spring bookings were up a whopping 52 percent, according to Rick Carman, vice-president of sales.

"We pretty much stayed where our strength was," Carman said, referring to the firm's use of mainly cotton and nylon fabrics and extensive color blocking.

"Some of the jackets have contrasting sleeves, and some contrast the upper body and the lower body," he noted. "The main color palette is bright primaries such as red, aqua, white, navy and emerald."

A new introduction for spring, said Carman, is a rubberized jacket -- "It works almost like a rain slicker. It's brushed cotton with a rubberized coating."

Carman said that **Nautica's** outerwear -- while remaining the core of the business -- will increasingly be designed with the company's sportswear line in mind.

"Down the road, we'll start bringing in a lot of special fabrics -- pricey wools, corduroys -- that are more oriented toward the collection business."

At New York-based enterprise, Mighty Mac, David Haddad, president, explained: "We doubled our volume for spring. Spring outerwear has become a much more important business in the last few years, because it's being looked at as sportswear. It's more like an alternative to sweaters at this point."

Mighty Mac's spring collection has three themes, said Haddad: * A nautical line called Urban Mariner, * An active label called Men's Active Classics, * And a more traditional line called Mighty Mac Classics.

Colors range from bright primaries to more "European" ones like moss green, mallard blue and tobacco. He noted that about 40 percent of the collection is color-blocked.

Haddad said the jackets also feature detailing such as marbleized snaps and T-bars, different pockets and triple-needle stitching.

A standout item, he mentioned, is the "jack in the sack," a 30-inch rain slicker made out of polyurethane-coated nylon. "It folds down into a small pouch. It's a great travel item and retails for about $ 55-$ 60."

Marlene Atkinson, men's merchandiser, at Seattle-based Pacific Trail, said "We went after price-oriented active nylon shells." She added that the shells come in both zip-up and pullover styles and in a wide range of colors -- "anything bright, light and cheery."

In an effort to keep prices down, Atkinson said, the company made some changes in fabrics and styling. "There is a limit to how much people will pay in the spring for outerwear," she said. "As far as possible, we want the line to be under $ 50."

At Plymouth, Minn.-based Gordon & Ferguson, increases were in the 20 to 30 percent range, according to Ian Schaffer, owner.

Schaffer, who purchased G&F last year, said the company has been revamped and a new collection called Guide Series introduced. "It's more geared to the upper part of the market," he said.

The new line, which retails for between $ 60 and $ 100, comes in colors such as teal, pearl, red and grape. "And we make more of a fashion statement with color blocking, candy-striped linings and other details around the zipper and pockets."

G&F's original Field & Stream line has also been updated, said Schaffer. "The colors are a little more subdued and the styling has been upgraded." Prices for the Field & Stream line are "up slightly" to between $ 40 and $ 70.

SIC: 2320 Men's and Boys' Furnishings

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Rubenstein Brothers; portrait of New Orleans clothing store Daily News Record October 16, 1989

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October 16, 1989

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LENGTH: 1189 words

HEADLINE: Rubenstein Brothers; portrait of New Orleans clothing store

BYLINE: Jarnagin, Deanna

BODY:
RUBENSTEIN BROS.

NEW ORLEANS -- If the first rule of retail alone can make a success, Rubenstein Bros. was destined from the beginning to be a great enterprise. Situated on the "most important corner in New Orleans," the flagship of this family-owned specialty operation commands the intersection of Canal Street and St. Charles Avenue, just off the French Quarter, in easy reach of the central business center and en route to the exclusive Garden District.

Location is indeed important to the Rubenstein success story, yet inside is the allure that has kept customers coming back for 65 years. The merchandise selection housed in these very special environs is what the two Rubenstein brothers say is the best their merchandising experts can find. Yet, great labels alone cannot ensure success, either. It is the founding tenet of courteous, personalized service underlying the location, merchandise and seasonal excitement that keeps a contender successful in men's specialty store retailing and Rubenstein has made it a continuum.

Visitors to New Orleans can't help but notice the original Rubenstein Bros. store. The Polo billboard atop the corner location dominates the view on the main downtown artery, and four buildings from that famous corner where the streetcar turns off Canal is the All American Jeans Store, also a Rubenstein retail endeavor.

Having the best location with the best merchandise has not stopped Andre Rubenstein, chairman, and David Rubenstein, president, from exploring new markets and filling needy niches. In two malls of this city are other Rubenstein Bros. stores, four additional All American Jeans units and in September, another venture debuted: Rubenstein's first shoe store opened near the Tulane University campus.

But back on April 12, 1924, when the brothers' father, Elkin Rubenstein, and their uncle Morris founded the store, just getting through the first day was a sufficient goal. They opened, took in $ 7.80 and cleared, according to the sales report on display, 47 cents. And today, the Rubenstein brothers' two elder sisters, Gertrude and Dora, still work in the main store. It is family pride and "lessons in living" taught by the founders that anchor the present-day philosophy and fuel the continuity.

One of life's lasting lessons came from a purchase of dotted ties that when arrived were discovered to be all blue, some with red dots, some with green dots, etc. The Prince of Wales' visit to New Orleans was

imminent. Elkin Rubenstein turned that disappointing shipment into a clever window statement with outstanding sales as a result.

"We have added real estate to do a lot of windows," says David Rubenstein, who handles the merchandising, marketing and sales training in the stores. The original Rubenstein Bros. is 60,000 square feet in what appears to be five different buildings, including the denim store. Windows line the entire street level.

The 25,000 square feet that is dedicated to selling space houses the merchandise distinction of Rubenstein Bros. The mainfloor mix is clothing, furnishings, sportwear and shoes and the Extra-Ordinary Man Big & Tall shop. Timberland, **Nautica,** Polo University, King's Ridge, Louis Roth and Mancillas comprise some of the selection for the mainfloor customer. His Big & Tall peer can choose from Zegna, Canali and other fine labels.

Upstairs is the Polo shop in a 20-by-40-foot area and the more upscale, designer mix of clothing and sportswear. Three enclaves define the presentation. Center is sportswear which opens with Axis; Cecilia Metheny, Byblos and Montana are a few of the names apparent. To the front is better clothing from YSL, Hugo Boss, Zanella and, to the left, the "status room," with clothing of a more stylized, directional and European bent.

"This room is separated basically by brands and a little bit by price," Rubenstein states. "Suits here start at $ 800 and we include forward lines such as Gaultier. I personally believe 65 percent of customers would buy a better suit if exposed."

Fervent presentation of forward fashion is one reason the firm has been successful, Rubenstein believes. "We have always had a unique niche, always that status symbol. There is a status market and, if you can create that presence, you become the mecca for that market. The customer may not understand (forward fashion), but if you can present and explain it to them, it will sell. Every single-breasted suit we have purchased going forward is three-button." He says that in past decades, it was Rubenstein's Madison and Aquarius Shops that brought that young, fashion-minded customer into the store.

David Rubenstein and Stevan Hill purchase the clothing and sportswear for the stores, looking to young people for tomorrow's merchandising answers. In their youth, Rubenstein and Hill clandestinely purchased $ 600 cashmer jackets, failing to tell the patriarchs until they sold. "We bought what we liked. You have to listen to young people," he still believes. "I think the major fashion push in the next two years will be the unsuit, the anti-suit, the Soft Suit," Rubenstein says.

In order to build that business, Rubenstein Bros. must move to capture more of the youth in the city. Young and middle-price consumers have been two of the groups lost in the soft Louisiana economy of the past few years. For the past three years, the merchant, with the help of its vendors, has staged fashion benefits in the high schools around the city to acquaint young men with the store and with current trends.

"The economy has hit us more in the suburban stores," comments Rubenstein. Current volume is approximately $ 10 million, but the oil-bust has kept growth even and in past years 1 or 2 percent behind. However, business has been picking up with certain classifications posting significant gains. "The economy is turning around."

Rubenstein Bros. will begin a capital renovation of the Canal Street store in the next year, adding 10,000 square feet of selling space, expanding young men's, shoes and the Extra-Ordinary Man shop, and removing the wall that separates All American Jeans from the main store. Women's apparel is another consideration.

Tourism trade accounts for about 25 percent of the volume at Canal Street and that is another area of concentration. Rubenstein hosts parties for the hotel concierges, gives special attention to meeting their emergencies and works with the taxi drivers in marketing the store. The City of New Orleans will institute tax-free shopping for foreign visitors this year that should provide a sales boost to the store.

"Our tourism business has doubled or tripled in the past year," Rubenstein says. "Our regular customer spends an average of $ 800 to $ 1,000 a month with us or $ 2,000 to $ 5,000 a season." Trunk shows, special events and continual marketing to new customers have kept the base growing.

But, the best marketing maneuver stems from another of those lessons in living instilled long ago: one-on-one relationships between Rubenstein Bros. and the customers. "Personal phone calls still do the most good."

GRAPHIC: Photograph

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Maison Blanche; portrait of New Orleans department store Daily News Record October 16, 1989

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HEADLINE: Maison Blanche; portrait of New Orleans department store

BYLINE: Jarnagin, Deanna

BODY:
TWO SIDES OF THE CITY OF NEW ORLEANS

Two family-owned retailers grow their separate ways in this fabled port city.

MAISON BLANCHE

NEW ORLEANS--Three hours into a grand reopening gala, confections, were cleared and blueprints rolled out. Maison Blanche executives gathered with their architects in the center of the second floor.

The Maison Blanche Clearview Mall store had just been refurbished and enlarged from 151,000 to 241,000 square feet, and the feeling was that the new environs lacked flow. It was going to be corrected ... immediately.

It was the final evening of a weekend-long celebration, and Maison Blanche co-principals Josef and Hans Sternberg wanted action. The Sternberg brothers, along with store directors, managers and merchandising executives, made a quick study of the floor and began the work.

This kind of hands-on approach pervades this family-owned operation. A combination of old-school retailing and new directions has positioned Maison Blanche as an upper moderate to better department store, and the largest wholly-owned family department store in the country.

Maison Blanche is nearly a century-old tradition in New Orleans, and its owners, the Sternberg family of Baton Rouge, have two centuries of retail heritage. In the past decade, however, the future began to evolve.

In 1982, the Sternbergs bought Maison Blanche's three New Orleans suburban stores from City Stores, Inc., which the family combined with its three Goudchaux's stores in Baton Rouge and Lafayette for a total of six units under the combined placquard Goudchaux/Maison Blanche.

Within two years, the imposing white flagship on Canal Street was reopened, with a 170,000-square-foot lease agreement for three floors under its new owners. Then, in 1987, more than doubling its doors and expanding for the first time out of Louisiana, the Sternbergs purchased the 10 existing May Co.-owned Robinson's Department Stores in central and west Florida.

Having by then clarified the new ownership and invigoration of the new Maison Blanche, it was decided to simplify the enlarging chain by bringing all the family's stores in both states under the Maison Blanche banner.

Eleven months later, Maison Blanche acquired four May/Florida stores, formerly Cohen Brothers, extending its reach to Florida's east coast.

This year, the 22d Maison Blanche store opened in Lakeland, Fla., and the New Orleans Clearview location was expanded and remodeled. In 1990, another New Orleans bedroom community unit debuts in Slidell, and a fourth Jacksonville, Fla., store opens in the fall. Shortly thereafter, a new store will replace the existing unit in Orlando's redesigned Fashion Square mall, and the Altamonte Springs unit near Orlando will be refurbished as well.

Aggressive geographic expansion into markets outside oil-busted Louisiana in two years more than tripled the stores and doubled the volume of Maison Blanche, conservatively projected at $ 460 million this year.

"Florida represents 54 percent of the volume in twice as many stores as Louisiana," says Josef Sternberg. "The difference is that market has 3 or 4 percent annual growth." In Louisiana, volume had been maintained at an average $ 259 per square foot in soft economic times while new markets provided growth opportunity. "We have never had an unprofitable year, never lost volume."

Though acquisitions brought a new customer, and expansion entailed new merchandising strategies, the traditional philosophies indigenous to a family-owned operation have been extended. Maison Blanche is one of the last retailers offering interest-free charge accounts. Combining the new markets with the old, Maison Blanche is charting its course for the next decade. "We have a very broad-based business," says Hans Sternberg. "We have always been successful with a philosophy of upper moderate-to-better merchandise. We see additional growth in designer areas," already in place in 10 stores.

Josef and Hans have a combined 70 years in the stores, but right beside them is the Sternberg matriarch, still very active in the Baton Rouge office and on hand for the festivities in New Orleans. "You don't want to abandon the moderate business," chimes in 84-year-old Lea Sternberg, who started working in the stores in 1937 when she, her sons and a daughter joined their father in Louisiana.

Lea's tenure is only second in the operation, however. Cajun Jeanne Whitehead has worked in the Baton Rouge stores for 62 years. "This business gets in your blood," she states. "You have to love it. You have to eat it. The whole management of this company is compulsive."

The Sternberg family operates Maison Blanche with the benefit of 11 non-family executive vice-presidents who sit on an operating committee. "Each person represents an expertise within the company, and they are all of equal voice," says Josef. "I cannot;; remember a time when we made a decision contrary to the consensus of the committee."

"The operating committee is our conscience," adds Hans. "It is the staff of professionals that make this thing tick."

The firm's attention to men's wear began the first day of Erich Sternberg's American retail endeavors. From a long line of German merchants, Sternberg left his homeland and his family in 1936 to work in New Orleans for his relatives who operated a men's clothing plant, Famous-Sternberg. It was there that he was introduced to Benny Goudchaux, a Famous-Sternberg customer who had started his Baton Rouge store in 1907. Erich Sternberg went to work for Goudchaux in the men's department and soon leased the operation. In 1937, he sent to Germany for his wife Lea and children Josef, Insa and Hans. By 1939, they leased the entire store, and in 1945 Goudchaux's Department Store was purchased by the family.

Maison Blanche's present attention to men's wear is directed by Skip Chustz, executive vice-president and general merchandise manager, with Robin Graham, tailored clothing and furnishings, and Jim Leamy,

sportswear and young men's, as divisionals.

The Clearview store epitomizes several company routes for the future. Space allocated to men's and young men's doubled in the recent expansion, allowing 40,000 square feet for tailored clothing and 25,000 for sportswear. This store, along with the Baton Rouge units and several of the Florida stores, are the enclaves of better business for the chain. "Fashion is driving our business, and better merchandise has been tremendous," Chustz declares.

"Tailored clothing is the umbrella to strong men's business," Chustz comments. "Three percent of the total stores volume in tailored clothing comes from Clearview because of the dress standards in this area." In fact, New Orleans is the fourth largest formalwear market in the country, allowing for a strong tuxedo and furnishings business.

To that end, Graham has positioned the department with a range from Armani to Polo University to Austin Reed for a price point range of $ 350 to $ 700. For holiday, Yves Saint Laurent, Perry Ellis and Bill Robinson will be introduced. During the past year, the top performing unit was a basic model from Hart Schaffner & Marx, while the best style was undoubtedly double-breasted.

Furnishings complement the clothing department. Graham has achieved a 50 percent penetration in pure-finish goods in dress shirts where 55 percent of the mix is private label. In neckwear, an all-silk program strengthens the better presentation.

"In furnishings, the expansion has yielded a lot of support in terms of square footage," Graham says about Clearview. "When we get the product out on tables, the results are instantaneous."

In all the areas of men's and the store overall, a lot of shared learning experiences have been derived from the Florida acquisitions. Though both regions are deep in the Sunbelt, the differences between these markets have dictated "a fine-tuning of merchandising and a hands-on approach in every region," according to Chustz.

Florida units of Maison Blanche will benefit from the firm's dedicated philosophy of in-house bench tailoring. Louisiana stores took the Florida approach to fashion sleepwear and underwear.

"Men's underwear is anything but banks of packaged goods now," states Graham. "Two years ago, you did not have hanging goods in this department. Now, there are only four banks of packaged product and those will change."

Outerwear also has yielded new opportunity. "We're planning up to 60 percent in outerwear for the fall season," says Graham, "and 80 percent of that business is done in November and December. In Florida, with the fashion leather business already checking, outerwear has tripled."

Casual slacks, also in Graham's arena, form the buffer between clothing and sportswear. Like so many other department store operations, a tremendous business is done in Levi Dockers, but Graham also cites Farah's new Process 2000 products as strong performers.

"In Dockers, for the third and fourth quarter, we have purchased more than we sold totally in 1988," Graham says. Sportswear, comprising some 25,000 square feet, is marked by a myriad of collection shops in Clearview. Maison Blanche's Cortana Mall store in Baton Rouge had been the first site of a Girbaud shop, according to Chustz, and the new Clearview Girbaud center is the third in the chain.

Jim Leamy has expanded and elevated the merchandise selection in this effort. Contemporary, clean lines and visually comprehensive presentations of each brand and collection--from an aisle-segmented 2,000-square-foot Claiborne "pad," to a Gant shop, to a cluster representing lines such as Perry Ellis Portfolio, Armani and Guess, plus updated sportswear sections including Generra men's, Izod, **Nautica,** Tony Lambert and Crossings. The lure of rich woods and a library atmosphere, however, entreats shoppers to the better, traditional collection of private label, Club 901.

Young men's is housed in 6,000 square feet, driven by fashion denim and Bugle Boy surrounding a 600-square-foot Generra shop. To the side is a completely separate beach-active area (a lesson learned from Florida) that represents high-double digit increases for the chain since its break-out from young men's.

"We edit our resources the way resources edit stores," says Leamy about the overall statement in sportswear and young men's. "This expansion at Clearview has given us the ability to design the area like we wanted. We want to make important resources look important."

GRAPHIC: Photograph

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Men's biz sluggish in Southeast; men's clothing sales Daily News Record October 18, 1989

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October 18, 1989

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HEADLINE: Men's biz sluggish in Southeast; men's clothing sales

BYLINE: Lloyd, Brenda

BODY:
MEN'S BIZ SLUGGISH IN SOUTHEAST

ATLANTA -- Fall is falling flat for many Southeastern men's wear specialty stores so far, according to retailers shopping the Atlanta Men's and Boys' Apparel Market here this week at the Atlanta Apparel Mart.

Fancy casual trousers and fancy cotton sweaters are the top sellers now, but leather jackets haven't appealed to customers yet. Retailers were in the market booking fall fill-ins, including sweaters, slacks, and knit and woven casual shirts.

The men's show itself, cosponsored by the Atlanta Market Center and the Southeastern Men's and Boys' Apparel Club (SEMBAC), also fell flat. Resources complained that it was their slowest show ever. Indeed, there was a dearth of retailers in the aisles during the four-day show, which ended Tuesday.

One resource, who said he worked with six accounts on Sunday compared to a usual 34 or 35, called the show "a total waste." Others said they would not exhibit at another combined women's and men's market again.

They gave a number of reasons for the poor turn-out of retailers: the show was too late, retailers shopping both women's and men's resources did not have time to come over to the men's show, and there were poor sales results at retail.

The retailers who did come agreed that the show was late for spring bookings. The combined show was also a problem for small specialty retailers who sell both women's and men's apparel.

Vernon Rutledge, co-owner and men's wear buyer for the People's Store, Gallatin, Tenn., said that he and his brother, who buys women's wear, had to choose who would leave the store for a buying trip and who would stay and run the store.

Nearly all retailers interviewed at the show said their fall sales are flat, and most are promoting more to get sales up.

One exception was Duke Kegley, owner of Kegley & Company, Abingdon, Va., who said his sales were up 21 percent in September, and he expects them to increase 18 to 20 percent through the fall and holiday

season.

Kegley said he is "on the phone constantly with vendors" to bring in fresh merchandise and keep it turning. He was in the market reordering hot fall categories but not the same items. These include fancy cotton sweaters, fancy trousers, updated rugby shirts, and fancy men's hosiery. He said he would book 12 percent of fall open-to-buy here.

He also completed some spring bookings with resources such as Boston Traders, Resilio and **Nautica.** He has already done the bulk of spring and booked less than 10 percent of spring here.

Al Thompson, owner of Thompsons Fine Fashions, Bay Minette, Ala., said he was in the market looking for moderately priced turtleneck knit tops and some young men's fashion vests for fall. Best-selling items in his four stores so far are denim jeans and Bugle Boy tops and bottoms. He's beginning to sell sweaters, he said, but the weather on the Alabama coast is still too warm for much action there.

Thompson said his stores had "an excellent back-to-school," but business slowed down around mid-September. "I think sales for holiday will be the same as last year," he added.

He said he booked 20 to 25 percent of spring open-to-buy here on T-shirts, shorts and swimwear. "The only place I'm seeing much excitement is in young men's, and I expect shorts and T-shirts to be good sellers next spring," he said.

Charlie Wetherbee, owner of Wetherbee's department store, Camden, Ala., said his sales are down and he is promoting more than ever before. He added that his men's wear sales are off more than women's and children's wear sales. He said he was at the market for fill-ins on fancy sweaters and washed jeans.

Fran and John Miller, owners of J. Miller and Sons Outdoor Outfitters, Albany, Ga., said they reordered updated casual shirts, both knits and wovens, from resources such as Trekka. They have already completed spring, they said, calling the market late. Their current hot items are mock and crewneck long-sleeved knit shirts.

They said that sales at their two stores have picked up the past couple of weeks. "We're having cooler weather, and people are beginning to think holiday," Mrs. Miller said. The couple just opened a third store in Dothan, Ala.

Bob Hardy, owner of J. C. Pool Men's Store, Elberton, Ga., said he was finishing spring, and booked less than 20 percent of open-to-buy at the Atlanta market. He booked a few items in men's, young men's and boys' tops and shorts.

He said his sales have been "up and down" this year, and are running even this year with 1988. Fall sales are slow so far. Best sellers are casual pants, fancy cotton sweaters and knit tops.

Kerry Godard, co-owner of Godard Clothing Company, Griffin, Ga., said he booked a small amount of open-to-buy on fall casual pants, fashion leather jackets, and dress and sports shirts. For spring, he booked some fashion suits. Godard said his sales are off, and that he is promoting and advertising more to get them back up.

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Leather jackets hot for Midwest stores. Daily News Record October 24, 1989

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HEADLINE: Leather jackets hot for Midwest stores.

BYLINE: Sharoff, Robert

BODY:
LEATHER JACKETS HOT FOR MIDWEST STORES

CHICAGO -- Aided by a recent cold snap, fall business is starting to pop, according to retailers shopping the Chicago Apparel Center's spring market.

Despite strong sales of leather outerwear and tailored clothing, specialty store retailers are cautious about the future. While just about everyone is anticipating a solid Christmas, the outlook for spring is mixed. In general, first and second quarter projections are either flat or in the low single digits.

Key looks for spring include rayon print shirts, knits -- particularly lightweight mock turtlenecks -- and casual bottoms.

Mike Karpik, vice-president and general merchandise manager at Chicago-based Bigsby & Kruthers, said he was looking for fall fill-ins in a variety of categories -- "sport shirts, leathers, you name it."

For spring, Karpik said florals and prints in drapey fabrics such as rayon, silk and cotton "will be hotter than ever."

He also said knits -- mock turtlenecks and turtlenecks in colors such as mustard and plum -- are "gaining and gaining" each year.

"Fun things that you can dress up or dress down are important," he commented. "A guy can wear a mock turtleneck with a sport coat and it's a great look. There's a lot of excitement with sport coats right now, too," he said.

Karpik is somewhat downbeat about sweaters, however. "Spring sweaters aren't going to be the kind of powerhouse business they've been in the past. There are too many alternatives out there right now."

Don Ross, owner of Detroit-based Van Dyke Clothiers, said he is opening a new store in March and needed early-delivery sportswear such as sweaters, jackets and activewear.

Ross said matching tops and bottoms by companies such as Police File, Shanghai and David Michaels have "exploded" in the last few months. "It's a young men's look -- say 18 to 30 -- in both knit and woven

fabrics. It's not jogging suits."

Ross is also bullish on rayon. "We're putting a lot of emphasis on rayon print shirts -- much more than last year. We're buying everything from Goouch on the low end to a German line called Haupt at the top."

Another strong first quarter business is leather outerwear. "If it's early enough, there's no problem selling it."

Ross said fall business is "a little softer than last year" but noted that the store was up against very strong numbers. "We had an incredible September last year -- almost double the previous year -- and I didn't think we'd be able to equal that again."

Top sellers so far are leather outerwear by Mark Buchanan and Hugo Boss clothing. "Boss is outstanding," he commented.

Dave Osbourne, owner of Smittie's Men's Shop in Muncie, Ind., said he was finishing up spring and also looking for fall and holiday fill-ins.

So far, fall is "real good," he said. "Clothing started off strong but the real activity is in casual sportswear."

Osbourne said a top seller for the store has been **Nautica.** "We're in a college town and the kids come in asking for it. We do the outerwear as well as the sportswear and it's all been good."

Osbourne said wool is making up a smaller percent of his sweater buy this year. "It's been decreasing for a while. The reason, I think, is that clothing is layered now so warmth isn't as much of a factor as it used to be."

For spring, Osbourne said several rugged vendors -- Ruff Hewn and Wyoming Red -- are at the top of his shopping list.

Herb Weinstein, co-owner of Chicago-based Krusoe & Cummins, said he needed some fill-ins on leather outerwear as well as some "different and unusual" spring items.

Weinstein said denim and Z. Cavaricci-style bottoms are strong right now and should carry over to spring.

He is less optimistic about clothing. "Sales haven't really loosened up yet. Part of it is definitely sticker shock. I'm selling the high end -- say $ 450 to $ 525 -- and the low end. What's missing is the middle."

The spring show featured an expanded expo -- 210 booths versus 179 last fall -- and a number of new vendors. An Apparel Center spokesperson said attendance was up 25 percent.

SIC: 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

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IAC-CLASS: Trade & Industry

LOAD-DATE: August 07, 1995

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Buyers in Chicago split on spring; women's spring apparel market at the Chicago Apparel Center WWD (Women's Wear Daily) November 1, 1989

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HEADLINE: Buyers in Chicago split on spring; women's spring apparel market at the Chicago Apparel Center

BYLINE: Jones, Sandra

BODY:
BUYERS IN CHICAGO SPLIT ON SPRING

CHICAGO -- Retailers shopped the spring market at the Chicago Apparel Center this week with budgets ranging anywhere from even with a year ago to 15 or 20 percent ahead.

The spread represented the split outlook buyers have on the coming season. Some buyers said improved fall sales prompted them to spend more. Others kept the lid on buying in anticipation of what they feared was an impending recession. Any increases in their budgets were just enough to cover price hikes.

Attendance at the six-day market, which ends today, was even with last year, according to Dorothy Fuller, Apparel Center director. "Given the economic climate, we've had a good market," she said. "We seem to be holding our own."

Novelty items turned buyers' heads, as did split skirts, bright prints, nautical looks and chambray fabrications. But many buyers were hard pressed to find dresses, especially day-into-evening dresses.

Laurie Chatham, owner of Laurie's, a 10-year-old better-priced specialty store with two locations in Fargo, N.D., increased her budget 10 percent with sophisticated silk separates and dresses at the top of her shopping list. "If I could find more of them, I would shift more dollars into dresses," Chatham said. "I would really like to find dresses that people can wear to weddings and then can wear again -- something that retails for $ 200 to $ 300."

In lieu of these, Chatham went for sportswear from Eleanor P Brenner and Ann Pinkerton for APE, Ltd. She also liked Semplice, Harve Benard, Adrienne Vittadini and Adam Douglass.

Chatham steered away from earth tones, in favor of brightly colored solids. "I've seen a lot of muddy colors, and our customer will not buy that because we see that enough when we look out our windows," she said.

Carol Knauf, owner of Baxter's, a 45-year-old moderate-to-better specialty shop in Marshfield, Wis., shopped with a budget increased 10 percent. She said this reflected price hikes rather than an increase in

units. "I found it to be a rough market because everything has gone so casual," Knauf said.

Like several others, Knauf noted a void in dresses. "We used to buy 400 or 500 dresses," she said. "Now, we're lucky if we come away with 100."

Knauf shifted dollars away from sleepwear and lingerie into sportswear, while filling in the void of dresses with two-piece ensembles. Among lines favored were Jones New York, Peter Popovitch and Prophecy. She also picked up new resources, including Saint Germain, Segrets Sun Prints, Carol Anderson, Carole Little and A.C. Sport.

Maren Hull, owner of Hull's of Frankfort, Inc., a 12-year-old moderate-priced specialty shop in Frankfort, Mich., brought an even budget to the market. "I'm buying things that are salable," she said. "I'm not taking any chances. I have to really love it to buy it."

Hull liked dresses and two-piece knits from Peter Popovitch. "It's something that is easy to wear, comfortable and flattering to the more mature figure."

Rose Murray, buyer for The Irish House in Fish Creek, Wis., increased her open-to-buy 15 to 20 percent. The 25-year-old store specializes in imported lines from Ireland, but Murray was looking to supplement the mix with cotton sweaters and blouses. "Women are tired of wearing the same garments that are in the shops by rackloads," she said.

Among the lines Murray favored was Prestwyck Ltd., a pastel and plaid casual sportswear group.

Carolyn Ports, owner of Ahead of Our Time, a 10-year-old moderate-priced specialty shop in Akron, Ohio, shopped with an even budget, shifting dollars out of separates and into dresses. She steered clear of what she termed "hard-to-wear" colors like orange, lime green and yellow, instead favoring traditional nautical colors.

Cotton dresses and separates from Dragonfly and Z. Paula particularly caught her eye. "Dresses are strong for us, especially career and day-into-evening dresses."

Patty Bergren, owner of Bergren, Inc., in Chesterton, Ind., a 20-year-old moderate-priced store, searched for holiday fill-ins as well as spring goods. "We ended up short of dresses, so we have to fill in," Bergren explained. She found holiday dresses at Caron, while for spring she liked Dennis Goldsmith and **Nautica.**

Bergren said that strong fall sales at her store prompted her to increase her spring open-to-buy 25 percent. She cut back on sweaters and skirts, while shifting dollars to pants, accessories and career dresses. "Last year, dresses weren't good. This year we underbought."

Sales representatives interviewed reported healthy increases and claimed retailers seemed well inclined to buy. Edith Handler, vice president of J. Handler Associates, a multiple-line showroom, said that as of Monday, orders were up 15 percent. Key lines for the showroom include Peter Popovitch separates and Ken Done swimwear. "We're by appointment only and we're booked solid," Handler said, noting sundresses and novelty trimmed tops were bestsellers.

Normand Neal, vice president of regional sales for JH Collectibles, reported a 25 percent increase in orders, and was selling spring and summer goods.

"We have had a good response to rayon two-piece dressing," Neal said, adding that softer silhouettes and fabrications are key for spring. "Anything a little newer in terms of styling is selling. The customer is going through a real updating cycle. Whenever she sees more forward styling, that's where we are getting a response."

SIC: 2330 Women's and Misses' Outerwear

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IAC-CLASS: Trade & Industry

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COMEBACK NEWLY ENCLOSED MALL SEES BROADER MARKET St. Louis Post-Dispatch (Missouri) November 5, 1989, SUNDAY, LATE FIVE STAR Edition

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November 5, 1989, SUNDAY, LATE FIVE STAR Edition

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HEADLINE: COMEBACK NEWLY ENCLOSED MALL SEES BROADER MARKET

BYLINE: Judith VandeWater Of the Post-Dispatch Staff

BODY:
Northwest Plaza, transformed from an open-air center to an enclosed mall, is making a comeback at age 25. In its new incarnation, the mall hopes to reclaim customers it had ceded to younger and flashier suburban malls. Paramount Group, a New York real-estate investment company, is capitalizing on the center's two pillars of strength - its location at Lindbergh Boulevard and St. Charles Rock Road in Bridgeton and St. Ann, and its unique position as the area's only regional mall with four anchoring department stores. Paramount, which bought the mall five years ago, has turned Northwest Plaza inside out. Stores that once faced toward the parking lots in a maze of disconnected strip centers have been turned around to open onto a 1.76-million-squar e-foot, 210-store mall. "At first it seemed like an impossible task," said Judy Smith, a spokeswoman for Edison Brothers Stores Inc. The St. Louis-based apparel and shoe retailer has nine specialty stores at Northwest Plaza. "It was like putting a roof over Kirkwood, or Ladue," Smith said. "We feel like they did an excellent job of what was a very complicated process." Paramount created 200,000 square feet of new retail space - room for 65 new stores - when it enclosed the center. The construction has been done in phases, so the center was able to operate during the two-year project. The mall's four anchors, J.C. Penney Co., Sears Roebuck & Co., Dillard's and Famous-Barr Co., and some of the specialty stores stayed open for the duration of the project. Stores in the first phase of construction opened last November, and second-phase stores had staggered openings throughout the summer. This week and next, workers will put final touches on the 35 stores scheduled to open on or before the center's official re-christening, Nov. 18. The center will enter the Christmas selling season 82 percent leased. Two areas, a wall of storefronts near a remote mall entrance from Famous-Barr and a corridor leading to a high-rise office building, have proved difficult to lease. Leasing agents have purposefully held open two prime locations in the mall's main court to attract star-quality tenants. Christi Parks, marketing manager for Northwest Plaza, said tenants that stayed open during the construction did so under extremely trying circumstances. "For the most part, construction crews worked with us so we did not have steel flying over our customers' heads," Parks said. "We created plywood walkways and used orange snow fencing so people could see over it and watch the contruction. "The walkways changed on a weekly basis," Parks said. "One week you turned right to get to Dillard's, the next week you turned left." For two months this summer, Paul Harris, a women's specialty store, was the only shop open in one isolated section of the mall. The store finally closed in August. Like several of the mall's tenants, Paul Harris split its store to make two shops, one a Paul Harris and the other Pasta, its trendy juniors' division. Both will open by Nov. 18. Parks said stores that cut their square footage in half may end up paying the same amount of rent for half the space. "The original tenants had very cheap rents, now they are paying market rents," she said. "Rents are higher, that's a fact of life," Smith said. "They are not higher to the extent that we would consider them remarkable." Retailers said that the mall, which once was billed as the world's largest shopping center, has already recaptured shoppers from Bridgeton and Maryland Heights. It has begun drawing customers back

across the river from the Alton area. "It seems like it is drawing from a very wide area, as that center did when it was new," Smith said. Parks thinks that Northwest Plaza will do the most competitive damage to Chesterfield Mall, Mid Rivers Mall and Jamestown Mall. Parks said that during peak selling periods such as Christmas and back-to-school, the mall could attract customers from as far away as Columbia, Mo. "Everybody is going to come here," said Marty Berk, manager of Famous-Barr's Northwest Plaza store. "We think customers are going to come from all over St. Louis." Paramount estimates that 200,000 shoppers will move through the center in a week. "That is a conservative estimate," Parks said. "We have the potential to do much more." Paramount expects the center to produce sales of between $250 million and $300 million in 1990. Parks said that when Northwest Plaza operated as a sprawling open-air center, few shoppers made the quarter-mile trek between Famous-Barr on the one end and Dillard's on the other. Instead, they tended to park near one department store and shop there. If the weather was favorable, some ambitious shoppers ventured out to one or two nearby specialty stores. "Shopping outings were very self-contained," Parks said. If shoppers got hungry, they had their choice of dining at a Burger King, at Hot Dogs & More or Pasta House. "It used to be if you came here and you wanted to have lunch, you waited half an hour at the Pasta House; or you left and went someplace else and didn't come back." The renovated mall has 18 restaurants, including a 10-stall food court. Not only do restaurants produce high sales volume per square foot, they keep shoppers in the mall longer. "By keeping the customers longer we get them to shop at more stores," Parks said. Parks said that since the mall has been enclosed, night business has increased significantly. Stores that were reporting a 5 percent increase in the day's receipts have been finishing the evening up another 35 percent over the same day last year," she said. Tom Ricketts, regional vice president of stores for Famous-Barr, said that Famous-Barr maintained its strong custom er base during the mall remodeling and its own major remodeling and expansion. It will formally unveil its store Nov. 9 at a charity celebration. Next year, Ricketts expects the Northwest Plaza store to report double-digit sales increases. Famous, which used to operate a seperate home store at Northwest Plaza, added 30,000 square feet to its main store and brought all its merchandise under one roof. At 228,000 square feet, the Northwest Plaza store is now comparable in size to the newer Famous-Barr stores. But it has more productive selling space. Berk said that the store has always had a strong appeal to shoppers looking for moderately priced goods, and it plans to continue to cater to such customers. Famous has gone to some length to capture the imaginations of the more affluent customers who are now expected to drive to Northwest Plaza from Creve Coeur, Clayton and Ladue. It has added higher-priced goods and designer merchandise in all of its merchandise categories. "We've added a more quality feel to the store," Berk said. The company has brought in such higher-priced, pacesetting lines as Carol Little women's wear and **Nautica** menswear. "I expect menswear to grow dramatically," Berk said. The menswear department opens onto what he considers to be the "best entrance to the mall." Dillard's also has its sights focused on brand-conscious customers in higher income brackets. Store manager Robbie Butz said the company also hopes to maintain its base of shoppers in the moderate price category. Dillard's has extensively remodeled its store, adding 46,000 square feet to bring its selling space to 215,000 square feet. Many well-known brands will be presented in "shops." "If a customer can see an entire collection together, it makes an impact," Butz said. Dillard's plans a grand reopening celebration Nov. 15. "We're proud of it, we want to show it off," Butz said of the store. Sears added about 4,000 square feet to its Northwest Plaza store and expanded its women's dress shop, junior shop and menswear store. Penney's added 5,000 square feet to give it 130,000 square feet of selling space. Dale Myhre, Penney's manager, said the store also has spruced up its merchandise mix, adding higher-priced women's and men's clothing. "We've increased our stock of dresses and suits by 200 percent," Myhre said. "We've done quite a bit of work," Myhre said. "We've a new lingerie (mall entrance and a new women's dress and suit entrance." Penney expanded its gift sections and redesigned its bath and home furnishing departments.

GRAPHIC: Photo Map; MAP By Post-Dispatch. WHERE NORTHWEST PLAZA SHOPPERS LIVE. List of 11 area Shopping Centers including Northwest Plaza and ranking of Areas from "1" as primary market to "7" as area with fewest customers.."8" area is where customers are expected to be attracted to the Mall for the first time in ten years. PHOTOS By Larry Williams/Post-Dispatch. TOP LEFT: Dillard's added 46,000 square feet to its Northwest Plaza store. Its main mall entrance features bays of cosmetics. ABOVE: The Old Courthouse replica is part of a miniature-golf course in Tilt, a family entertainment center that Nickels and Dimes Inc. of Dallas is opening in Northwest Plaza. It also features a carousel and 170 video games. LEFT: A newly enclosed section of Northwest Plaza.

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DOWN: OFF THE SLOPES, ON THE STREETS St. Louis Post-Dispatch (Missouri) November 9, 1989, THURSDAY, FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

November 9, 1989, THURSDAY, FIVE STAR Edition

SECTION: STYLE WEST; Pg. 4

LENGTH: 360 words

HEADLINE: DOWN: OFF THE SLOPES, ON THE STREETS

BYLINE: Story by Becky Homan Post-Dispatch Fashion Editor Photos by Odell Mitchell Jr. Of the Post-Dispatch Staff

BODY:
DOWN IS not out. Not by any means. Down coats and jackets are in top form for fall and winter fashion. Calvin Klein's anoraks and Donna Karan's duffle coats may have reawakened the designer customer to the possiblities of rustic outerwear, and down. But any number of manufacturers are turning out a record number of less expensive, good-looking down and synthetic-fill styles this year. "The volume of our down jackets is almost double what it was last year," says Patty Dean, fashion director of Neiman Marcus in St. Louis. "Whereas they had a tendency to make us look like a Michelin man in the past," Dean says of previous down styles, "this year it's perceived to be more slender through design, such as dolman sleeves and dropped waists, which have an elongated blouson effect. "They're all contrived," Dean adds, "to give a longer leaner look to the down." **Nautica** offers several of these new styles for its men's and women's collections. And skiwear manufacturers are finding that down and synthetic fills are lining the jackets bought for more than skiing. "The ski jacket and down jacket has left the ski slopes and is now on the city streets," says Dean. "Today it's a fashion statement, part of the influence of the anorak popularity in the top designer lines, whereby casual is now sophisticated and chic."

GRAPHIC: Photo; PHOTO (COLOR) by Odell Mitchell Jr. ... LEFT: Down and other insulated coats are back in vogue - in slightly less puffy styling - for winter wear, here in **Nautica's** rubberized and sanded cotton poplin exterior ($270, Leppert Roos). PHOTO (COLOR) by Odell Mitchell Jr. ... BELOW: A ski-style jacket of down-filled nylon takes on the brightest colors in a winter palette ($139, Neiman Marcus). PHOTO (COLOR) by Odell Mitchell Jr... ABOVE: Some **Nautica** styles are reversible, as in this plaid bomber style for men or women ($175, Kim Kuehner). PHOTO (COLOR) by Odell Mitchell Jr... RIGHT: Nils' skiwear line includes a Thermoloft insulated, satin-finish blue bomber jacket ($325) with matching insulated cap ($30, both from Outdoors Inc.). Story by Becky Homan Post-Dispatch Fashion Editor Photos by Odell

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ORBIT INSTRUMENT ANNOUNCES FIRST QUARTER EARNINGS PR Newswire November 13, 1989, Monday

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HEADLINE: ORBIT INSTRUMENT ANNOUNCES FIRST QUARTER EARNINGS

DATELINE: HAUPPAUGE, N.Y., Nov. 13

BODY:
HAUPPAUGE, N.Y., Nov. 13 /PRN/ -- Orbit Instrument Corp. (NASDAQ: ORBT) today announced the results of operations for the quarter ended Sept. 30, 1989.

Orbit reported net earnings for the quarter ended Sept. 30, 1989, of approximately $528,000 ($0.06 per share) on net sales of approximately $15,000,000, as compared to net earnings of approximately $17,000 ($0.00 per share) on net sales of approximately $11,500,000 (after restatement for discontinued operations) for the first quarter of the previous fiscal year. Earnings per share for the current quarter of the current fiscal year includes $0.02 resulting from an extraordinary gain in connection with the company's branded apparel segment.

ORBIT INSTRUMENT CORP.

Three months ended Sept. 30	1989	1988(A)
Sales	$15,063,000	$11,437,000
Net earnings	$ 528,000	$ 17,000
Earnings per share	$.06	$.00
Shares outstanding used for earnings per share computation	9,559,000	9,816,000

(A) -- Restated to eliminate discontinued operations.

Max Reissman, Orbit's chairman of the board and president, indicated that the first quarter results are consistent with the company's expectations that fiscal 1990 will be a year in which the company will return to profitability and achieve the benefits of the actions taken during its prior fiscal year.

Orbit is a Long Island-based manufacturer of customized electronic components and subsystems for military and non-military governmental applications. Its subsidiaries are Orbit Semiconductor, which is a state-of-the-art manufacturer of customized semiconductors servicing the high reliability and quick turnaround markets; and USA Classic, which manufactures men's and boys' active wear under the "Everlast" name as a licensee of Everlast World's Boxing Headquarters Corporation and childrens' garments under the **Nautica** trademark under license from **Nautica** Apparel, Inc.

CONTACT -- Mitchell Binder, vice president-finance of Orbit,
516-435-8300

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Sailing Ahead in choppy apparel seas;Nautica, parent build on stellar growth Crain's New York Business November 13, 1989

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Crain's New York Business

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SECTION: Pg. 3

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HEADLINE: Sailing Ahead in choppy apparel seas;
Nautica, parent build on stellar growth

BYLINE: BY PHYLLIS FURMAN, CRAIN'S NEW YORK BUSINESS

BODY:
Two men are sitting at a conference table, and one of them wants to be the next Ralph Lauren.

The first guy's name is Harvey Sanders. Tall, silver-haired and all-American he seems to be the likely Lauren. But to his left in this designer showroom filled with colorful jackets and chinos sits a slight, dark Taiwanese immigrant named David Chu. Remarkably, he's the one that suggests the Lauren parallel, talking about -- of all things -- the sea, sailing and JFK.

"I think it was Kenney who said there is something special about the ocean," says Mr. Chu, president of **Nautica** Apparel, as his boss, Mr. Sanders, nods approvingly. "**Nautica** means anything related to water, so our collection expresses man's association with the sea."

Sound like a lot of bull? To Mr. Sanders, president of **Nautica's** Manhattan-based parent company, State-O-Maine Inc., that concept is golden. Translated into sportswear sold both in department stores and **Nautica's** own boutiques, for the past five years, it has spelled out the kid of steady increases in sales and earnings for his publicly held company -- 25% -- that his competitors would die for. This year, analysts expect State-O-Maine to reach $92 million in sales and $6.8 million.

"State-Of-Maine continues to surprise people with their sales and earnings," says Stanley Lanzet, an analyst at Arnhold & Bleichroeder Inc., an institutional holder of the clothing firm's stock. "They are the most undervalued stock in the apparel group."

They are also, without a doubt, the least-known apparel company of substantial size.

But not for long, vows Mr. Sanders. With Mr. Chu in his pocket and **Nautica** sailing along, Mr. Sanders is aiming to create what every fashion company covets: a brand that connotes a "desirable," recreational life style and covers myriad product categories. In other words, he thinks Mr. Chu's **Nautica** can be the next Polo -- Mr. Lauren's magical brand.

"I'd say they have a good chance," says David Haddad, president of Manhattan-based Mighty Mac Menswear, a **Nautica** competitor. "They've been building something solid for a few years now, and people are beginning to count on the name."

Still, such aspirations may be a case of dreaming.

Creating and sustaining an umbrella of diverse products under one name involved a complicated system of relationships with licensees and stores, all of which must uphold the image.

The fashion company must gain retailers' confidence by delivering goods of consistent quality on time. Finally, it must proceed cautiously when choosing products that will carry its name. The worst thing it can do is chase volume -- put its name on everything from key chains to toilet paper -- at the expense of its image.

"The problem most apparel companies have is saying no," says Geoffrey Lurie, a retail and apparel turnaround specialist.

He and others cite the experience of now-tarnished names like Gucci, Adidas and Gloria Vanderbilt. Even the mighty Calvin Klein has been unable to build a product empire to rival Mr. Lauren's.

Nautica has problems

And **Nautica** has problems of its own. For five years, the brand had a virtual monopoly on fashionable outerwear -- jackets remain **Nautica's** core business.

In the past two seasons, however, Mighty Mac has emerged as a formidable competitor. Its chief executive, Mr. Haddad, claims that his brand is already outselling **Nautica** at stores like Lord & Taylor. Mr. Sanders says that's not true.

In addition, **Nautica's** newest line, a collection of colorful coordinated sportswear, has yet to catch on a some stores.

"**Nautica's** new beachwear line has been great," says Joseph Gromek, vice president and general merchandise manager at Saks Fifth Avenue. "But their sportswear hasn't been nearly as successful."

Still, **Nautica** has come a long way. In 1984, Mr. Chu was a marginal designer creating down jackets and doing less than $1million in sales. Mr. Sanders, in turn, was running State-O-Maine, a solid company racking up modest sales and earnings increases from its core business of manufacturing Christian Dioer robes and jobbing suits.

Then a Federated Department Stores executive introduced Mr. Chu to Mr. Sanders, who was looking for a way to dramatically expand his business, then grossing $26 million.

State-O-Maine bought an 80% interest in **Nautica,** and together the two men devised a plan for leveraging the **Nautica** name, while capitalizing on State-O-Maine's channels of distribution and production network. Now **Nautica** accounts for about 60% of State-O-Maine's sales.

Key to their strategy was selling only to high-end stores like Saks, Nordstrom and Bloomingdale's. They insisted that certain retailers showcase their products as a collection, rather than splitting up the line according to categories.

Goods move on consignment

"Other people are so interested in volume they go 'on wheels,'" explains Mr. Sanders, describing the common practice among apparel companies of giving retailers their goods on consignment. "We tell our salespeople not to push."

But more significant than controlling **Nautica's** distribution, Messrs. Sanders and Chu have a mystical goal: convincing shoppers that wearing a **Nautica** embroidered crew-neck sweater with navy and emerald stripes will somehow enhance their lives.

They're doing that with a new advertising campaign that shows men and women in "desirable life situations," sitting around a fire or sailing the deep blue sea.

More than just consumers noticed. In the late summer, a *Value Line Investment Survey* analyst called to find out more about State-O-Maine, a thinly traded stock.

The company is hoping that Wall Street will take note and push State-O-Maine up from its laggard $16. Its 52-week high is $20.25.

Currently the stock's price-to-earnings ratio is only 10, compared with Liz Claiborne Inc.'s 14.

Now State-O-Maine seems poised to continue diversifying **Nautica.** Recently, the company announced a line of ties -- a category some say has little to do with **Nautica's** outdoor image. Has the company gone too far?

"David always says we're not hot; we're very slow and deliberate," says Mr. Sanders. "We don't have big heads."

GRAPHIC: David Chu, president of **Nautica** Apparel, with Harvey Sanders, his boss and the president of parent company State-O-Maine Inc., SHERRIE NICKOL; Chart, Blowing up the profits; Illustration, no caption, SUZANNE B. MONTANARO

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La Prairie cashes in on women's worries The Washington Times November 21, 1989, Tuesday, Final Edition

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The Washington Times

November 21, 1989, Tuesday, Final Edition

SECTION: Part E; LIFE; FASHION LIFE; FASHION CURRENTS; Pg. E8

LENGTH: 531 words

HEADLINE: La Prairie cashes in on women's worries

BYLINE: Carrie Dowling; THE WASHINGTON TIMES

BODY:
Changing jobs? Getting a divorce? Pregnant? Georgette Mosbacher of La Prairie has developed a special line of skin-care potions specifically for the woman who is facing out-of-the-ordinary stress.

"These are five products that are not to be used on a regular basis. They're to be used occasionally. They're problem-solvers," said Mrs. Mosbacher, La Prairie's chairman and chief executive officer.

The line, called the Swiss Stress Skincare Center, will be available in January. The treatments are designed for the occasional bouts of acne, sunburn, dehydrated skin or dull-looking skin.

"I saw a need," Mrs. Mosbacher said during a promotional appearance at Neiman Marcus. "Women ski, get a windburn and they want something to take the redness and the burning right away. Or they burn their skin from using Retin A and they want something to take that burning and scaling away immediately."

La Prairie, one of the world's most expensive skin care lines, is offering each treatment for between $50 and $60.

Cashing in

A jewelry designer has found a way to help save the elephants in Africa and make a few bucks as well.

Carolee Friedlander of Carolee fashion jewelry has announced that the company will donate a percentage of its faux ivory sales toward the preservation of African elephants, which are being killed in alarming numbers for their tusks.

"During the past 10 years, the elephant population of Kenya has been reduced by some 70 percent, all in the quest for ivory," said Ms. Friedlander in a statement. "I want consumers to realize that the look of ivory can be achieved without endangering those magnificent animals."

Experts estimate that if the poaching remains unchecked, the African elephant population will be cut in half every eight years.

Christmas bonus

The holidays are a time to consider the brighter side of makeup. Revlon has come out with an affordable package of colorful nail and lip colors to ring in the season in style.

Called "The 12 Shades of Christmas," the package features 12 small lipsticks and matching small bottles of nail polishe in colors from red to coral to pink, both in frosts and cremes. There is also a smattering of the ultra soft, almost nude, shades that are expected to be trendy in 1990.

The package costs about $12 and will be available in the stores this month and next month.

Crossover

Trends in women's fashion often show up later in a modified version in the men's department. This time it's the anorak, a big hit during the fall 1989 womenswear shows. Now menswear manufacturers including **Nautica,** Members Only and Ruff Hewn have come out with their own version, and they're hoping it will catch on with their customers.

"The womenswear market captured the look for winter and now men can look just as great in this classic outerwear style, updated in new ways," said Tom Julian of the Men's Fashion Association.

Designers are taking a few liberties with the anorak, which is technically a fur-trimmed, seal-skin parka worn primarily by Eskimos. The new anoraks come in a variety of fabrics, colors and lengths, and they may or may not have the signature drawstring.

GRAPHIC: Photo, NO CAPTION

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People United Press International November 26, 1989, Sunday, BC cycle

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United Press International

November 26, 1989, Sunday, BC cycle

SECTION: Domestic News

LENGTH: 612 words

HEADLINE: People

BYLINE: By FRANK T. CSONGOS United Press International

BODY:
LAUPER: JUST A SINGER : "I'm not a sex bomb," Cyndi Lauper says. "I don't look like Ursula Andress but wouldn't mind either to look like her." The rock star told a news conference in Mexico during the weekend that she hates comparisons with other singers like Madonna . "I've been studying music for years, that makes things different, what Madonna does is great but we're kind of different," she says. Lauper came to Mexico after performing in Venezuela. "They were really wild, a kind of 'machos'," Lauper says. "The youngsters set the programs on fire and threw them to the stage. I had to laughed at it but I was really scared." Asked if she has any plans of getting married, Lauper said, "I have not met yet the perfect man." And what about politics? Said Lauper, "If musicians like Sting believe that they can change the world, well, that is a mission for every citizen and has nothing to do with this profession."

GRANGER ON BROADWAY : Actor Stewart Granger , one of the last of the great Hollywood swashbucklers, opens on Broadway Monday night with Rex Harrison and Glynis Johns in W. Somerset Maugham 's "The Circle." It will be the first play for Granger, 76, in 40 years. "I really play myself in this role," the London-born actor tells Parade magazine, "an old man who loves beautiful young women." Granger says he never earned more than $125,000 for a movie, "and that was at the top." Asked what he thinks of the millions of dollars paid to big movie stars these days such as Sylvester Stallone , Granger says, "He's very clever, but the idea of it makes me vomit."

POLANSKI TO DIRECT: Roman Polanski , 56, who fled to France in 1978 after he was convicted of having sex with a minor in California, has a new project, New York Magazine reports in its Nov. 27 issue. The director of "Chinatown" and "Tess" is expected to write and direct a Warner Bros. film based loosely on the Robert Louis Stevenson characters Dr. Jekyll and Mr. Hyde. The script will be adapted from "Mary Reilly," Valerie Martin 's forthcoming novel about the scientist with a split personality, which is told from the maid's perspective. No word yet on whether the movie will have a role for Emmanuelle Seigner , Polanski's 23-year-old bride, who starred in his 1988 film "Frantic."

GLITZ ON PARADE : One tinsel-town institution, Grand Marshal Sammy Davis Jr., was pressed into action for another, the 58th Annual Hollywood Christmas Parade, Sunday night. Among the other featured participants were Steve Allen , Gene Autry , Rita Coolidge, Doug McClure, "Lone Ranger" Clayton Moore and pop star Tiffany.

SUMMER: STOP THE GARBAGE : Rock singer Henry Lee Summer is declaring war against the mayor of his hometown of Brazil, Ind. Summer says that after visiting area landfills he decided to join the fight against out-of-state trash being dumped in Indiana. Summer says he has written Gov. Evan Bayh volunteering his help "to stop New York's garbage from becoming Indiana's biggest cash crop."

KNOWLEDGE TALKS : New York fashion designer David Chu , president of the fashion firm **Nautica** founded in 1983, said he spoke no English when he first arrived in the United States from Taiwan at age 14. Now 35, Chu said when he was attending school, his teacher told him to stay with fashion "so I did." "But I went back to FIT (Fashion Institute of Technology in New York) to take courses in marketing," Chu said in Pittsburgh, where he was promoting his line of clothes. "I spoke no English when I first came here, but I knew if I was to be a success I must learn the language and know the business end as well as design."

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NEWSMAKERS Los Angeles Times November 27, 1989, Monday, Home Edition

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November 27, 1989, Monday, Home Edition

SECTION: View; Part E; Page 1; Column 1; View Desk

LENGTH: 343 words

HEADLINE: NEWSMAKERS

BODY:
History revisited: Diplomatic sources said Sen. Edward Kennedy would visit the Berlin Wall this week, 26 years after his brother electrified West Berlin. Arriving in the city in June, 1963, two years after construction of the Wall, President John F. Kennedy protested the barrier in a speech and raised a vast crowd to a frenzy when he proclaimed, *"Ich bin ein Berliner* (I am a Berliner)."

Propping up tourism: San Francisco's tourism industry has sagged recently, and Mayor Art Agnos thinks he can help build it back up. Hizzoner, thrust into the national spotlight by last month's earthquake, will take advantage of that new-found prominence by visiting Chicago, New York and Washington this week. In each city he will reassure tour operators and convention executives that San Francisco's tourist attractions, hotels and shops are open and safe. "I really believe his presence will draw the media to get the story across that San Francisco is ready for them," said John Marks, president of the San Francisco Convention and Visitors Bureau.

Tree publicity: The Indiana Tree Growers Assn. today will send a 6-foot, white pine Christmas tree to vice president Dan Quayle for his office. The growers declared that since they seldom get Quayle to Indiana anymore, they were taking part of Indiana to the vice president. Harold Kingma, owner of a Christmas tree farm at DeMotte, Ind., said a 6-footer is the biggest tree shippers would accept.

Success talks: New York fashion designer David Chu, president of the fashion firm, **Nautica,** founded in 1983, said he spoke no English when he arrived at age 14 in the United States from Taiwan. Now 35, Chu said he stuck with fashion as a career because his teacher told him to. "But I went back to FIT (Fashion Institute of Technology in New York) to take courses in marketing," Chu said in Pittsburgh, where he was promoting his clothes. "I spoke no English when I first came here, but I knew if I was to be a success I must learn the language and know the business end as well as design."

GRAPHIC: Photo, Edward Kennedy; Photo, Dan Quayle

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Biz cools; leathers stay hot; men's clothing Daily News Record December 5, 1989

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Daily News Record

December 5, 1989

SECTION: Vol. 19 ; No. 237 ; Pg. 1; ISSN: 0162-2161

LENGTH: 1810 words

HEADLINE: Biz cools; leathers stay hot; men's clothing

BYLINE: Jarnagin, DeAnna ; Bradley, Hassell ; Marsh, L. Michaele ; Sharoff, Robert ; Lloyd, Brenda

BODY:
BIZ COOLS; LEATHERS STAY HOT

Leather jackets were the runaway best sellers during a week that saw overall men's business soften.

Sweaters, collections, denim jeans and the perennial Christmas accessories items were also among the coast-to-coast best sellers.

Top-selling brands included:

* Casual pants from Levi's Dockers;

* Jeans from Girbaud, Guess and Pepe;

* Collections from Claiborne, Union Bay, Perry Ellis and Calvin Klein, and

* Outerwear from **Nautica.**

But, retailers report that total men's wear sales have tailed off a bit from the fervor of the Thanksgiving weekend.

SOUTHWEST

DALLAS -- Leather jackets, turtlenecks, five-pocket jeans and Christmas accessories are leading the way for department stores in the Southwest. Retailers who reported lackluster sales results for the Thanksgiving kickoff say activity picked up this past weekend.

The men's area at Maison Blanche is currently running 5 to 6 percent ahead of last year, according to Skip Chustz, vice-president and general merchandise manager, who noted the store has "backed off promotional activity."

Leather jackets at $ 250 to $ 300, five-pocket jeans from Guess and Girbaud, turtlenecks, updated dress shirts from Geoffrey Beene, Perry Ellis and Claiborne, Dockers, young men's novelty sweaters from Michael Gerald, flannel shirts, double-breasted suits, novelty suspenders and ties have been among the best

performers.

"Two big surprises are Clairborne sportwear and Union Bay for men," said Chustz. "Two disappointments are fleece and sweaters other than cotton and novelty patterns from Claiborne and Henry Grethel."

At Scarbrough's in Austin, leather jackets at $ 200 to $ 450, Crossings sweaters, turtlenecks from Jockey and Cross Creek, Girbaud jeans, camel's hair sport coats and accessories are the top sellers, according to Larry Levi, men's divisional merchandise manager.

"Better sportswear is going great guns," says Levi. "The skinny cowboy Girbaud jean at $ 56 is selling like there won't be anymore."

He added, "Stocks are clean, so I don't see that there will be a need for more promotions than are planned."

For J.C. Penney, athletic apparel is one of the top selling categories, according to Ralph LaRovere, vice-president in the men's division.

"In men's sportswear, our best sell-through has been with Dockers, not only the bottoms but the shirts, sweaters and jackets; fashion fleece and Bugle Boy for men's bottoms. We can't keep leather jackets in stock."

At Neiman Marcus, neckwear, leather outerwear, cashmere sweaters and better sportswear are leaders, according to a store spokesperson.

WEST COAST

DENVER (FNS) -- Leather outerwear and sweaters were among the favorite items with shoppers at men's specialty stores in Denver and Seattle.

Denver's economic slump was not a factor in post-Thanksgiving business at Grassfield's here. Owner Max Grassfield believes customers have finally forgotten the oil bust which hit this city in 1983 and lingered on ever since.

"Our sales have been excellent since Thanksgiving. We'll be having a record year this year -- it's about time. November was our 11th consecutive month of steady increases. I don't feel we need any special promotions to get the customers into the store this Christmas season."

Among the hottest sellers at this specialty store were black-patterned tricot St. Raphael sweaters, he reported.

Craig Andrisen, owner of the two-unit Andrisen Morton operation here, said this year's top-selling item is the company's own line of lambskin leather coats.

"This is the second year in a row that Andrisen Morton has carried the coats. Some are smooth lambskin and some are downfilled," he said.

Andrisen added that Thanksgiving sales were "not that great" for some men's specialty stores in Denver. "That's more for the department stores," he added. "But our sales are definitely up from earlier in the year and we're not planning any special promotions."

In Bellevue, Wash., Dick Brown, president of Albert Ltd. said although it is a little early to tell what is going to be the hottest item this season, he is already noticing that Irish handknit sweaters in camel and off-white with red/teal and blue/teal accents have gotten off to a fast start.

"The day before Thanksgiving was very strong," he pointed out. "Then the Friday after the holiday, we had

a 20 percent increase in sales for the day. Saturday we had a 10 percent increase, and Sunday was even."

Brown said he "absolutely will not" schedule any special promotion during the holidays.

"Let the department stores do that," he said. "I don't need to do it."

NORTHEAST

NEW YORK -- Despite strength in leather outerwear and such staple items as furnishings and sweaters, retailers in the Northeast posted generally flat sales last week. Stores remain optimistic, however, and are expecting a strong finish to the season.

Ira Segel, president of Mr. Sid in Boston, said customers were "not breaking the doors down" to shop, adding that sales for the first two weeks ended Nov. 30 were up only 2-3 percent over last year.

Charles Chappell, 3d, of Chappell's in Syracuse, N.Y., said the malls are busy with lots of lookers, but sales are not reflecting the traffic.

Joel Friedman, general merchandise manager of men's wear for Boston-based Jordan Marsh, agreed, saying sales have "not opened up" as they usually do.

At Barneys New York, sales increased 5 percent last week. To further boost business, the store will launch a sale of 20-50 percent off for the final two weeks of the shopping season.

The cold front that moved into the Northeast last week has continued to help outerwear sales. Both Chappell and Friedman said leather outerwear and top-coats are selling along with such cold-weather accessories as gloves and scarfs.

Mr. Sid's Segel said, "The cold weather has definitely been beneficial to the sale of sweaters and outerwear."

He added, "People are being cautious with their purchases. They're buying more practical, purposeful items as gifts."

At Chappell's, turtlenecks and Dockers are among the hottest sellers.

The young men's area is particularly "explosive" at Jordan Marsh, Friedman said, singling out denim and college-logo fleece items as top performers.

Accessories and sport furnishings are selling well at Barneys New York, a spokeswoman said. Armani, Ferre, Hugo Boss and Barneys private label sweaters, shirts and ties are the top movers.

Looking ahead, Friedman is optimistic. "Each week the numbers get better," he said.

Chappell agreed, "We're looking for a strong finish -- the bulk of Christmas business will be in the final weeks."

MIDWEST

CHICAGO -- Retail sales continued their sputtering pace in the Midwest last week with most stores reporting business was either flat or up in the low single digits.

Still, leather outerwear, sweaters, and collections were among the hottest-selling men's wear items.

More than one executive said the coming week will be crucial. "We're waiting and hoping," said one buyer. "If it doesn't open up soon, we'll have to start promoting."

At Columbus-based Lazarus, "We had a double-digit increase and are pretty much on plan," said men's vice-president Chris Cupples.

In sportswear, Cupples said, "Dockers across the board continues to be absolutely wonderful." Knits -- by World Island and others -- are "up dramatically," and flannel and solid twill rugged wovens are doing well.

Another standout is leather outerwear by Gant, Members Only and the store's private label programs. "We did about $ 1 million in leather last year but this year will be over $ 5 million," he said.

At Chicago-based Marshall Field's, men's senior vice-president Mike Zaccaro said the week was "soft" but sales started to pick up over the weekend.

Top sellers include collections by Perry Ellis and Calvin Klein, contemporary denim by Girbaud, Pepe and Guess, and outerwear. "Leather is still very strong and we're selling a lot of high-fashion down by **Nautica,**" he said.

Zaccaro said the store has "juiced up" a few promotions. "The bottom line is that we don't want to be looking at this stuff on Jan. 1," he said.

At Jackson, Mich.-based Jacobson's, sales were "better than last week but not all that exciting," said men's vice-president Lou Landman.

At Kansas City-based Halls Swanson, "business was pretty good," said men's buyer Wayne Mertel. Top sellers so far are dress shirts by Hathaway and Valentino, fancy neckwear by Talbott and Countess Mara, and collections by Boston Traders and **Nautica.** In sportswear, "knits are the driving classification" while leather and fancy down outerwear by **Nautica** continue to lead the way.

SOUTHEAST

ATLANTA -- Retailers in the Southeast are facing the possibility of forced markdowns as sales slowed in the second week of the Christmas selling season.

Despite the slowdown, jackets and cotton sweaters were among the best sellers in the region.

Men's wear sales at McRae's were up only 1.3 percent last week, with strength in better sportswear, outerwear, and young men's tops and bottoms, according to Gene Phillips, general merchandise manager for men's wear.

Hot items include all Gant merchandise; Arrow's polyester/cotton woven plaid sport shirts; chamois and flannel shirts from Arrow; leather bomber jackets from Mirage; Bugle Boy's fancy young men's merchandise, and fancy twill bottoms from Bugle Boy and Cotler.

Phillips noted that men's wear as a whole is planned to be up only 2.8 percent for December, because the chain had a record November and December last year.

At Parks Clothiers in Savannah, Ga., president Martin Brody reported his hot sellers include cotton pullover crewneck sweaters from Lord Jeff, **Nautica,** Flying Scotsman, Izod and Lion Knitting Mills; a lightweight plaid sweater jacket from Pendleton, and solid color sweatshirts from Duckhead.

Brody said sales on the weekends have been "fabulous," but they slow during the week. "It seems as if people are waiting until the last minute to buy, and they want it on sale."

He added, "We don't want to go on sale before Christmas, and we're not taking drastic reductions, but we had to do more price promoting this year. It's become a trend."

Phillips is also concerned about price promotions. "The question is, when do we take the markdowns? Do we wait until the last minute? We haven't stepped it up yet, and we don't plan to step it up earlier than usual," he said.

Unlike Phillips, Larry Greer, divisional merchandise manager for A.V. Wray, Shelby, N.C., said he has increased promotional activity. Sales at this retailer are flat overall.

His hot items include all-cotton sweaters with leather trim or computer or intarsia patterns from London Fog and Jantzen.

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A PLACE IN THE SUN St. Louis Post-Dispatch (Missouri) December 10, 1989, SUNDAY, LATE FIVE STAR Edition

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December 10, 1989, SUNDAY, LATE FIVE STAR Edition

SECTION: EVERYDAY MAGAZINE; Pg. 1

LENGTH: 1854 words

HEADLINE: A PLACE IN THE SUN

BYLINE: Story by Becky Homan Post-Dispatch Fashion Editor Photos by Sam Leone Of the Post-Dispatch Staff

BODY:
LOOK AT resort and you see spring. Those are the watchwords of many a fashion groupie. She, or he, may have read about next spring's styles and even seen 1990's spring clothes from the video-taped runways of New York, Paris or Milan. But now, these shoppers can go into St. Louis clothing stores and view the real thing - precursors of warm-weather style, dubbed "resort" and designed for anyone thinking about even a brief mid-winter getaway to the South. For others who can't afford the time or cost of a January cruise or a flight to the Sun Belt, resort clothes shouldn't be overlooked. The fashion news in resort clothing is that it's inspired by beautiful ethnic patterns as well as by many classic themes. Beyond that, much of resort wear also can be worn year-round: From comfortable knits for anytime at home to elegant silk pants and matching cardigans for most evenings out, resort clothes are being made for what the industry calls a trans-seasonal wardrobe. The term - resort - actually is a bit of a misnomer. In technical terms, it represents the selling season just before and after the holidays. But with resort clothing, fashion shoppers are looking as much for new directions in year-round styling as for holiday gift ideas and for the occasional new outfit needed on a warm-weather vacation. And if unpredictable weather patterns continue to extend summ er-like temperatures into cooler seasons - as happened recently in this part of the country - the desire for medium-weight clothing is reflected in many new resort lines. Designers and manufacturers, says Nancy Lehtman, owner of the West County shop, Distinctions, "want to make it easier on the customer. I find it is a lot easier to have something to wear nine months out of year rather than four months and then packed away." Her resort cotton sweaters - of bright colors and prints, in medium weights - are year-round items as much because they are alternatives to costly wools and cashmeres as for their appropriate weights and colorations. "The price point on cotton is lower," Lehtman says, "and there's no limitation to design and you can wear them anytime." In certain lines, resort's longevity is a key selling point. "I like to see resort being more adaptable to more months out of the year than a spring line might be," says Cinthia Waas, national sales manager for women's clothes bearing the **Nautica** label and carried in the Dillard's Galleria store, Leppert Roos and Helen Wolff, among others. "Resort I like to be more for seven or nine months a year, with a heavier knit or more basic colors. For next spring, some of our colors are fuchsia and jade, whereas for resort, we are much more classics-oriented . . . in navy and white but with a lot of accent colors." Meanwhile, Lehtman's brightest and most "Southern feeling" resort styles are of weighty enough knits, she says, "to wear in St. Louis from April or May through September." A striped, cotton-knit coat in fuchsia and orange looks strictly south-of-the-border, but it may pair up with more conservative knit walking shorts or pants with elastic waist bands, plus a basic T-shirt or tank top to complete the outfit. Top designers certainly are among those in fashion taking resort seriously in recent years. Such Americans as Oscar de la Renta, Ralph Lauren, Donna Karan, Louis Dell'Olio and Bill Blass are among those who have buoyed up their resort collections to reflect the growing interest in clothes for warmer climates. Lauren

reportedly went in search of golf clothing for himself and came away so disappointed that he styled this year's resort line for women with golfing skirts and shorts in mind. Others also are using a golf theme, both for resort and for spring ready-to-wear. "A lot of these women," Lehtman says of her customers, "now play golf, and it's gotten to be such a social thing, not just athletic. Friends of mine go out religiously to play, with a different group of people every day." Resort's new walking shorts and shorter split skirts are just right for these duffers, she says. "People playing golf now are not the same people playing it 20 years ago. They're doing it as a social activity, like playing bridge, and they want to look good." Lehtman thinks of a certain friend who is "going to Florida next week and wants to have something fabulous to put on, to be seen in on the golf course." American designers may have been the first to pioneer the season - for just those women, going South in winter to hit a ball around a lush golf course. But the Europeans also have something to say about resort clothes this year. French and Italian stylists who are gaining strength in this country - in free-standing shops as well as in department and specialty stores - are finding that they, too, need resort styles to freshen up their mid-winter merchandise here. Umberto Ginochetti, for instance, will deliver a spring-like line to stores a month early this year, in December. "The Europeans still are doing two major collections a year," says Brenda Manlin, of the Ladue shop, Ingrid's, "but deliveries are coming through earlier. We took a special trip to New York to buy Ginochetti early. His collection for us has definitely become resort, spring and summer." Besides the invasion of golf and the European styles, there are more trendy aspects of new resort clothes, some of them also carried over for spring: Ethnic colors and prints. This has been a popular direction for several seasons and now is an apparent staple, updated for many resort collections with such touches as wooden beads sewn directly onto hand-knit sweaters. Expect also to see a global approach to ethnic prints, with ones inspired by such diverse cultures as ones of the Amazon, Morocco, Guatemala, India and the American Southwest. Shorts, in Bermuda as well as walking and golfing styles. They may be paired with serious tailored jackets as well as with more playful sweaters and T-shirts. Skirts, too, are of a youthful Bermuda-short length and occasionally in sarong styling, or they are very long. And fluid pants - even a sarong-pant here and there - give a hint of things to come in the slouch look so touted for spring. Knits as slouchy, comfortable tops, often worn with bottoms of woven fabric. A **Nautica** woven, pull-on pant with an elastic waist band is a top seller when paired with a matching cotton-knit cardigan and turtle neck top. "I personally feel it gives you a lot more options," says Waas of the choice of woven over knit pants, "and is a nice casual approach of dressing without being all knit. Some people don't like wearing knit bottoms." Lycra spandex bicycle-style shorts and stretchy, cropped leggings. These are updated for resort in new fabrics with matching T-shirts and slouchy sweaters. Nautical colors of navy and white - or all-white. Such crisp combinations make for the most classic of resort's sportswear styles, with the luxurious addition of trims in gold-Lurex and brass buttons adding an Hermes, Euro-touch to certain styles. Animal prints. The popularity of beastly prints continues, not only in black, white and brown but in new blends of olive and black, taupe and ecru.

GRAPHIC: Photo; PHOTO (COLOR) by Sam Leone ... LEFT: From Marilyn Forbes Ltd. comes a festive striped cotton-knit jacket ($146.20) over tank top ($72.25) and matching walking shorts ($83.30, from Distinction's). PHOTO (COLOR) by Sam Leone ... BELOW: Adrienne Vittadini's Turkish ethnic patterns for resort show up in a hand-knit cardigan with wooden beads sewn on ($240) and worn over a ginger-colored top ($59) and darkly dotted leggings ($76, all from Adrienne Vittadini Boutique). PHOTO (COLOR) by Sam Leone ... LEFT: **Nautica's** more classically inspired resort clothes include a striped, pull-on woven pant ($70) under medium-weight cotton-knit cardigan ($68) and striped turtleneck top ($58, all from Dillard's in The Galleria). PHOTO (COLOR) by Sam Leone ... RIGHT: Adrienne Vittadini's ivory silk charmeuse pants ($150) with a gold-Lurex-trimmed cardigan ($175) and silk halter top ($95), all from Adrienne Vittadini Boutique). Story by Becky Homan Post-Dispatch Fashion Editor Photos by Sam Leone Of

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Price cuts failing to fire up biz; men's clothing Daily News Record December 12, 1989

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HEADLINE: Price cuts failing to fire up biz; men's clothing

BYLINE: Marsh, L. Michaele ; Jarnagin, DeAnna ; Sharoff, Robert ; Ruben, Howard G. ; Lloyd, Brenda

BODY:
PRICE CUTS FAILING TO FIRE UP BIZ

Department stores across the country continued to wage a promotional battle for the men's wear customer.

That was bad news for specialty stores, who are struggling to keep their heads above water. Faced with an off-price war, many smaller retailers have been forced to change their pricing structures. Others are determined to hold price and have refused to jump on the promotional bandwagon.

Despite the price cutting, sales were lackluster in most parts of the country last week. One bright spot was the Midwest, where retail sales finally began to pick up after a soft start to the season. However, stores in the heartland are not expecting a blockbuster year and will be content to just meet last year's numbers.

NORTHEAST

NEW YORK -- Retail sales remain lackluster in the Northeast as the Christmas shopping season enters the home stretch.

With only two weeks left before Christmas, department and specialty stores are reporting increases of only 5 percent over 1988. However, they remain optimistic that business will pick up before the holiday arrives.

Gary Lowy, merchandise manager for the Garden City, N.Y.-based Field Brothers, reports, "We haven't seen anything great yet (but we think) sales are just going to burst wide open."

Dan Josephs, vice-president of the Coach House in Pittsburgh, is also optimistic -- "Mall traffic seems to be down, but we're coming into what has been our biggest sales week in the past."

Susan Wallert, vice-president for Britches, based in Washington, D.C., said the opening of the Fashion Center at Pentagon City and Tysons Corner II has created "a more difficult environment overall." However, she is confident that sales will improve.

The weather has not helped the retail situation either. The Pittsburgh area has been experiencing rain or snow every day for the past week. Josephs said, "Wetness hurts us. Most of our shoppers are women, and women don't like to shop when it's wet outside."

The Washington, D.C., area had 4 to 6 inches of snow Friday. "When the schools close, more people go to the malls, but the snow got heavier as the day went on, keeping people away, and some of the malls even closed," Wallert said.

Promotions and special sales seem to be the saving grace this holiday season. Macy's and Abraham & Straus both ran one-day sales in the past week offering hefty discounts on most merchandise.

Lowy said that Field Brothers has done a "little more than usual" in the way of sales and promotions. In areas where business is lagging, the store has run extended weekend sales offering 25 percent off selected merchandise.

Tailored clothing, particularly Valentino, Perry Ellis and Burberry, is a top seller at Field Brothers.

SOUTHWEST

DALLAS -- Department stores in the Southwest are using planned promotions to lure the men's wear consumer while specialty stores are determined to hold price.

Lynn Allmon, divisional merchandise manager for The Dunlap Co. in Fort Worth, said, "Everything that is selling is promotional. The cuts are 25 to 30 percent -- all planned promotions. We have had a promotional event every weekend since the middle of November."

Rugby shirts, cardigan sweaters and novelty sweaters from Allen Wah have been top sellers for Dunlap's. Overall results are running even with last year.

Bill Gardner at Beall-Ladymon in Shreveport, La., said Skids shirts, Z. Cavaricci pants, cardigan sweaters and Mirage leather jackets have been the top performers. Gardner is taking price cuts of 25 to 33 percent on seasonal goods.

At Dallas-based County Seat stores, young men's sweaters, cardigans and twill shirts, along with five-pocket jeans from Guess, Girbaud and Levi's, are top sellers. Richard Gundy, executive vice-president of merchandising for the chain, said, "We are selling more things at regular price than ever before."

At Renberg's, in Tulsa, Okla., leathers, denim, printed shirts, fancy sweaters, mocks and turtlenecks are top sellers, said Tony Palmer, vice-president of corporate merchandising. Tailored clothing is up 30 percent.

Renberg's is not cutting price, Palmer said. "We have our two sales each year and the rest of the time it is regular price."

Ken Helfman of Ken's Man's Shop, in Garland, Texas, said, "Sales are running a little flat but I would rather have less business than to take price cuts. If you prostitute yourself before Christmas, what will you do after?" he asked.

The biggest promotional event last weekend was Foley's two-day Red Apple sale.

Although the May Department Stores division does not participate in surveys, one competitor remarked, "It looked pretty desperate to me. I think they gave away a lot of basic merchandise, and even the Polo neckwear was 25 percent off."

MIDWEST

CHICAGO -- Retailers in the Midwest are breathing sighs of relief as sales -- after a few soft weeks -- show signs of revving up. "They haven't shot Santa Claus yet," commented one retailer.

Still, almost no one is predicting major increases, and most say they will be happy if they match last year's

numbers.

At Chicago-based Bigsby & Kruthers, "We're holding our own," said Gene Silverberg, president. Although traffic has been down, the customers who do come in are buying, he said. "What's selling is newness and color."

Top sellers so far include sweaters by Coogi and Mondo, neckwear by Armani and Hugo Boss and leather outerwear by Andrew Marc.

Silverberg said margins at this point are in good shape, and the store has "reduced inventory a good 20 percent this year."

At Minneapolis-based Juster's, "It was a little slow in coming, but I think Christmas will be fine," said Mark Thompson, the store's president.

Outerwear is leading the way. "We're doing great with leather and active looks by **Nautica** and Columbia," he said. Fancy neckwear by Talbott and Hugo Boss and sweaters by Tricot St. Raphael and Coogi are also doing well.

Thompson said inventory is down "considerably" from a year ago, and margins are in good shape.

At Chicago-based Spiess Co., "We're up about 8 percent for the month," said Joe Para, men's vice-president. "We had an okay first week, a slow second week, and last week was better."

Para said that tailored clothing, young men's and furnishings have posted double-digit increases. More specifically, he added, "Dress shirts are down, neckwear is about even, but hosiery and underwear are way ahead."

Para said an exception to the flat neckwear trend is a Christmas novelty musical tie. "They're about $ 16 or $ 17, and we've sold about two or three hundred units per store."

Other standouts are leather outerwear by U-2 and basic fleece from Russell.

Para said the store planned a major increase in margins this year, and the outlook so far is positive.

WEST COAST

LOS ANGELES -- Sales offering merchandise for up to 70 percent off proliferated on the West Coast but customers continued their finicky buying patterns.

Warm, sunny weather continued in most of California, hurting sales of outerwear and sweaters. Even in the Pacific Northwest, where temperatures were cooler, cold weather items suffered.

Business at the two-unit Forum Menswear stores in Seattle and Bellevue, Wash. has been "so-so," according to owner Gary Anderson.

"It was disappointing for us," said Anderson. "I really don't know where all the customers are."

Despite the slowdown, Anderson said there would be no price reductions on merchandise until the day after Christmas.

Neckwear, gloves, cut-and-sewn sport shirts and men's bolos and pins sold well during the period, added Anderson.

Total store business at the 12-unit Rochester Big & Tall stores based in San Francisco was even with last year, which management characterized as "not being too good a year either."

Robert Sokolov, president, said he would hold prices until after Christmas but did plan to move up a major clearance from Jan. 2 to Dec. 29 so as not to lose out on the expected rush of post-holiday bargain hunters.

"It's 70 degrees and sunny again today," said Sokolov. "We've had one day of rain the past two months and there's no snow in the local mountains so raincoats and ski jackets aren't moving. I can tell you there won't be much open-to-buy in those categories for next year."

Cool evenings in the Bay Area did help Rochester sell some better wool sweaters, said Sokolov.

Customers bought fewer young men's sweaters and outerwear at the Bill Gamble's and Inner City stores, based in San Diego, which had an effect on overall business.

Michael Potter, president and principal of the 20-unit chain, said inventories in those two categories were actually about 20 percent lighter than a year ago when sales were so strong. "We didn't think we could do that kind of business again and we were right," said Potter.

SOUTHEAST

ATLANTA -- Intense price promoting this Christmas in the Southeast is prompting men's specialty stores to think twice about their regular pricing strategy.

Some specialty retailers are running item promotions to boost sales and reduce inventories. Some are also considering starting their clearance sales early.

Despite sleet and snow in the Carolinas and northern Georgia last weekend, retailers said it had no real effect on sales.

Fancy cotton sweaters and leather bomber jackets continue to be the hottest items this season. Other strong performers include silk neckwear, especially retro and paisley styles; all-cotton dress shirts; and brushed-cotton pleated pants.

"The department stores are hitting us hard," said Gordon Seay, president of Gordon's on Main, a better men's store in downtown Greenville, S.C. "Belk's, Rich's, Ivey's and J.B. White's are all doing one-day sales. They're beating us to death with them."

To compete, Seay has been forced to run price promotions all fall -- an action he doesn't usually resort to. Currently, he has wool and cotton jackets on sale at 20 to 50 percent off. He is also considering breaking his private sale on Dec. 18, rather than the second week in January.

Although sales last week lagged slightly behind last year's numbers, Seay is looking for a break-even December.

On the other hand, Profitt's department stores, based in Knoxville, Tenn., recorded an 8.9 percent increase in men's wear sales last week, according to Ron Cate, divisional merchandise manager. "I think people are realizing that Christmas is almost here, plus we've got cold weather," he explained.

Cate said sales were slowest in the clothing department.

Although Cate realizes there is a lot of price promoting in eastern Tennessee, he noted, "We don't expect to take any drastic action if business continues as it has the first couple of weeks."

Hill Stockton, vice-president of Norman Stockton's in Winston-Salem, N.C., said his store's sales are "plodding right along," and he is expecting a break-even year.

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Columbus Ave. changes retail mix; men's clothing stores on New York's Columbus Avenue Daily News Record December 13, 1989

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HEADLINE: Columbus Ave. changes retail mix; men's clothing stores on New York's Columbus Avenue

BYLINE: Spevack, Rachel

BODY:
COLUMBUS AVE. CHANGES RETAIL MIX

NEW YORK -- Men's wear stores continue to find Columbus Avenue a desirable retail street, despite the fact that the area's popularity peaked a few years ago.

These days vacant storefronts and "Space Available" signs are abundant, and veteran retailers there say traffic has definitely decreased from the peak of three or four years ago. Several apparel stores have closed, including Madonna, Fizzazz, Naf-Naf, Riding High, Marc O'Polo and the latest victim, Gant.

Nevertheless, new men's wear retailers continue to open branches on Columbus Avenue, and existing stores are expanding. Oak Tree, a division of Edison Brothers, the St. Louis-based retail conglomerate, is the latest men's wear retailer to brave the avenue's retail waters.

A 2,000-square-foot Oak Tree store -- the chain's third location in Manhattan -- opened Dec. 3 near 76th Street in the space formerly occupied by the Gant shop. Certain design elements of the Gant store -- the semi-circular cash wrap area and all the woodwork -- were left intact. Oak Tree installed slate flooring, painted the walls gray and installed its own fixtures.

Large "20 percent off" signs were prominently displayed in a window and around the store during the first week it was open. The price promotion was designed to entice people into the store, according to Gary Navrkal, New York regional manager for Oak Tree.

Why does Oak Tree think that it will be successful on Columbus in light of the slew of retail failures? Navrkal believes the store's contemporary merchandise is right for Columbus Avenue. The merchandise mix is heavily weighted (about 90 percent) to Oak Tree's own Cosi and Umen private label sportswear and dresswear, with a smattering of branded goods.

"We add the branded merchandise to give it a flair," Navrkal explained. "In this store, we may carry more brands than in other locations." Brands in the store include Matinique, David Klein, Goouch, Sonneti, Ca Va, Cafe, Z. Cavaricci, Tom Tailor and Bojo.

Navrkal thinks Oak Tree's target customer is the same age group that shops on Columbus Avenue. "The

average age of our customer is between 20 and 35, but in New York we have individuals in their 50s shopping here," he said. Women are also shopping at Oak Tree stores these days, buying such items as blazers, sweaters, pullovers and even slacks, he added.

In other Columbus Avenue news, the two-and-a-half-year-old **Nautica** men's and women's sportswear and outerwear store, at the corner of 70th Street, will break down a wall and expand into the space next door beginning in February. That site was formerly occupied by the Marc O'Polo store, which closed last summer.

When the expansion is completed, the **Nautica** store will increase its size from 1,700 square feet to 3,200 square feet, according to David Chu, president of **Nautica** Apparel, Inc. The renovations are scheduled to be completed around April or May.

Merchandising plans for the expanded store are still up in the air, although the company is considering adding its children's line. The store, which "is doing very well," according to Chu, carries 80 percent men's and 20 percent women's wear.

The other men's wear tenants on Columbus Avenue believe that although the boom is over, there's still retail business to be done.

Vijay Kapahi, executive vice-president of retail and licensing for Murjani Merchandising Ltd., said the Tommy Hilfiger men's store on Columbus is "holding its own. The traffic has definitely decreased. At Columbus' peak three or four years ago, there were times we had to close the doors (because the store was so crowded with customers). That doesn't happen anymore."

He added, "It's not the boomtown that it was three years ago. The hot spot is now lower Fifth Avenue."

Last year, the Hilfiger store expanded into an adjacent storefront, increasing its selling space to 900 square feet. Kapahi said, "It's a good store for us. We consider it our flagship."

Up until this year, the Beau Brummel men's store on Columbus, between 79th and 80th Streets, was the best performing branch of the five-unit operation, according to Avram Goldman, executive vice-president and a principal, but, "Our Soho store on West Broadway is doing slightly better than the Columbus Avenue store at the moment. Columbus Avenue has not lost anything -- it's just that Soho boomed this year, and we have more space in Soho. I think that our sales per square foot on Columbus are still better. Traffic on Columbus is good. We've been happy from day one on that street."

The retailer has two adjacent stores on Columbus -- a 1,500-square-foot regular Beau Brummel, and a 700-square-foot Beau Brummel Sport, which carries moderately-priced sweats, jeans, sport shirts and lightweight outerwear.

Goldman feels Columbus Avenue has stabilized over the past couple of years. "The rents have stabilized, and a lot of the stores that are coming in are able to make it."

Business at the Frank Stella men's and women's store at the corner of 81st Street and Columbus is "good, but not as good as it used to be," said Henry Jedda, manager. "I don't think Columbus is as hip as it used to be. We've weathered the storm, but if we had to open on Columbus today I don't think our chances of surviving would be as good."

The Stella store, an eight-year veteran of the avenue, is fortunate in that it has a lot of repeat customers, Jedda explained. These customers discovered the store "when the avenue was cooking," and they've remained loyal shoppers. The store carries updated traditional tailored clothing and sportswear.

But the stock market crash of October 1987 definitely put a dent in the Columbus Avenue traffic, he believes. "The shakeout in the stock market affected a lot of the young shoppers on Columbus who were impulse buyers. Those people have not been shopping the avenue like they used to."

Jedda also faults landlords who rent retail space on Columbus to chains like The Gap and Benetton instead of smaller stores with more unusual merchandise. "A lot of special stores aren't able to pay the rents that these mega-corporations can afford to pay. A lot of interesting stores have left Columbus Avenue. The new stores that come in aren't drawing the same numbers of people."

PHOTO : The newly opened Oak Tree store

PHOTO : Tommy Hilfiger's Columbus Avenue unit

PHOTO : Gary Navrkal of Oak Tree

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It's crunch time for retailers; men's clothing retailers Daily News Record December 19, 1989

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HEADLINE: It's crunch time for retailers; men's clothing retailers

BYLINE: Palmieri, Jean E. ; Jarnagin, DeAnna ; Ruben, Howard G. ; Lloyd, Brenda ; Sharoff, Robert

BODY:
IT'S CRUNCH TIME FOR RETAILERS

Retailers are gearing up for what they hope will be a strong finish to to a less-than-stellar Christmas season.

The cold weather that is blanketing most of the nation is giving a much-needed boost to business, but price promotions have cut into margins at many stores.

The exception is the Southeast where ice and snow cut significantly into sales last week.

Overall, retailers still hope that by Christmas Day they will be able to meet last year's strong men's wear figures. But, faced with exceptional numbers in 1988, many stores admit they will be hard pressed to repeat the success.

NORTHEAST

NEW YORK - The momentum continued to build at department and specialty stores in the Northeast last week as the Christmas selling season entered its final week.

Although retailers will be hard pressed to beat last year's phenomenal men's wear results, most stores are optimistic that a final surge will allow them to at least meet 1988's figures.

Among the hottest-selling items last week were cashmere coats and accessories, leather outerwear and furnishings, stores reported.

Murray Korn, president of the Philadelphia-based Dimensions, said, "Business has gotten better over the last few days, but it's still not at the same level as last year. What's a real killer is that we had the strongest October and December in our history last year."

Although he does not expect to beat last year's figures, Korn expects sales to continue to strengthen in the final week. "We'll be open on Sunday so that gives us an extra cushion," he said.

Best sellers at this men's specialty store include topcoats and raincoats, leathers, furnishings and sweaters.

Tailored clothing has been the weakest category in the store, Korn reports.

Expensive cashmere coats were among the hottest sellers at Paul Stuart, according to vice-president Paul Ostrove. Other top perfomers include blazers, unconstructed sweater-jackets, cold-weather items and velvet jackets.

Ostrove added, "We're making last year's figures; we're highly promotional atmosphere at surrounding department and specialty stores has cut down on unit sales. "But we're holding on and we won't go on sale until after the holidays," he stressed.

Mohammed Khan, divisional merchandise manager of men's wear for Bonwit Teller, reported sales last week were "phenomenal. We're gaining momentum as we go along. We had a double-digit increase last week and we're not expecting any letdown this week, especially with all the cold weather."

Top sellers include anything cashmere, he added, including scarfs, sweaters, gloves and socks.

MIDWEST

CHICAGO - As Midwest retailers enter the christmas home stretch, the outlook is for a solid - if not exactly stellar - finish.

For the most part, increases are on the meager side - generally in the low single digits - and margins are under pressure from rampant promoting.

At Minneapolis-based Dayton Hudson, "We're about on plan," said men's vice-president Al Dittrich. "The trend has become more encouraging since Thanksgiving."

Strong sellers include contemporary denim by Guess and Girbaud, college-logo fleece, tailored clothing and furnishings - with the exception of dress shirts. Lagging somewhat, he added, are sweaters.

Dittrich said Dayton's hasn't promoted any more than last year, and margins are in good shape.

At Chicago-based Marshall Field's, men's senior vice-president Mike Zaccaro said sales of collection sportswear have been moderate, while separates have been outstanding.

Overall, Zaccaro expects to finish the month with a 10 percent increase for furnishings and a 20 percent increase for sportswear. "At this point, our profits are up dramatically over last year," he added.

At Cincinnati-based Lazarus, men's vice-president Chris Cupples said traffic was down last week because of a snowstorm, but business rebounded over the weekend. Cupples said standouts include clothing and outerwear and traditional collections by Polo, Gant and Izod.

Cupples added that Lazarus' promotions are the same as last year's

At Kansas City-based Halls Swanson, clothing and outerwear are good, but sportswear has been struggling, said men's buyer Wayne Mertel.

Standouts have been outerwear, including topcoats, leather and down, and Italian silhouettes and double-breasted clothing.

At Wichita-based Henry's, "Clothing has been exceptional, and sportswear and furnishings are slightly ahead," said men's vice-president Tim O'Connell.

In sportswear, **Nautica** is doing well. Dressy neckwear and Burberrys dress shirts are also hot sellers.

SOUTHWEST

DALLAS - Temperatures in the teens spurred heavy activity in the Southwest last week as retailers braced for the final Christmas shopping surge.

"Thanks to the cold weather, hats, gloves, scarfs and outerwear have been extremely good," said Warren Liebman, senior vice-president and general merchandise manager for the 125-unit K-G Men's Stores based in Englewood, Colo.

Other top performers at K-G include leather and split cowhide jackets, long-sleeved turtlenecks, ski motif sweaters, jeans, young men's dress shirts and whimsical Christmas items such as hosiery, ties and underwear.

"Cardigan sweaters in men's and young men's have almost doubled last year's sales," said Liebman. "Casual slacks - especially Dockers - have been explosive. Clothing has had a good December with Botany Gladiator, Evan Picone suits, Haggar wool sport coats and navy blazers leading the way."

K-G is running promotions of 25-30 percent off on some sweaters, outerwear and flannel sport shirts, but all of the price cuts were planned, according to Liebman.

"Christmas is coming late, but Christmas happens," he said. "We will finish the season on plan."

The cold weather also helped boost sales at J.C. Penney, according to Ralph LaRovere, vice-president of merchandising and marketing for the men's division.

Overall, better merchandise is performing best including sweaters priced $ 50 and up. "In young men's outerwear, there has been a 125 percent increase as a result of strong leather jacket sales. Leather in mature men's has also been outstanding," he said.

For Tootsies, a better specialty store in Houston, novelty boxers, Bill Robinson mock turtlenecks and textured knits, Moschino ties, Michael Star T-shirts and Lisa Jenks gift specialties were top sellers, according to men's buyer Leah Little.

"We have been selling everything," she commented.

WEST COAST

LOS ANGELES - Still sluggish from lackluster sales in the early part of the month, many West Coast retailers attempted to jump-start their businesses through earlier-than-normal markdowns.

Cold weather aided sales of sweaters and outerwear last week, but most of the popularly priced items in those categories had already been reduced in price, thus affecting margins.

Total business for the week at the three-unit Bonny & Gordon specialty stores in Sacramento, Calif., was "slightly under" last year's figures, according to Arthur Banchero, president. Still, he is determined to maintain price until the store's traditional after-Christmas sale in January.

"We have a slight inventory problem," said Banchero, "because the 10 percent increase we planned just hasn't happened. Business has been erratic - great one day and slow the next. It's hard to figure."

Sales of higher-priced leather outerwear and sweaters were strong along with better dress shirts and neckwear.

Doug Burnett, co-principal in the Alex Sebastian, Alex Sport and Larry Douglas men's specialty stores based in Costa Mesa, Calif., said sales were running almost 5 percent ahead for the week and the holiday season.

"It's been a pretty consistent month," said Burnett. "Clothing, including sport coats, has been very strong."

Burnett said unseasonably warm weather forced the store to take early 25 percent markdowns on sweaters and outerwear. "Cloth outerwear was off at least 40 percent during that period," said Burnett. "We looked at our inventory position and decided to minimize our losses. Overall margins, as a result, may be off some, but our strong clothing sales and increased private label business will offset much of that."

Politix, a 10-unit chain based in Los Angeles, said sales of blazers increased 20 percent over last year.

"We're seeing about a 6 to 7 percent increase," said Zareh Khederlarian, vice-president of operations. "Markdowns will be slightly bigger than last year."

SOUTHEAST

ATLANTA - Jack Frost nipped away at sales this past week in some Southeastern stores, which reported big losses on certain days because of snow and ice. Even in areas not affected by winter storms, retailers reported fairly flat sales.

Strong promotional activity continued last week, but retailers do not plan to intensify promotions during the last week.

Hot items included fancy cotton sweaters, leather jackets and cashmere topcoats.

"This week should be gigantic," said Richard Dawahare, buyer of men's clothing and furnishings at Dawahare's in Lexington, Ky.

Gene Phillips, general merchandise manager for men's wear at McRae's in Jackson, Miss., agreed, "We think customers will shop this week, and we still haven't taken a bloodbath in markdowns."

Phillips said sleet and snow were predicted for early last week, but never came. Nevertheless, men's wear suffered a 25 percent loss on Tuesday. The weekend was fairly strong, however, and men's wear closed 2 percent down for the week.

Outerwear was the star, with sales up 70.6 percent. "Leather bombers sold far better than we expected," he said. Other hot items were fashion cotton sweaters, young men's tops, and the Gant collection.

Dawahare said a major winter storm "killed our weekend. It probably affected business 30 to 40 percent." Despite the loss, men's wear ended up flat, primarily because of a successful one-day sale on Wednesday. "We weathered the storm," he said.

Hot items included leather bomber jackets, university-logo sweatshirts, promotionally priced sweaters and cashmere blend topcoats.

Jack Munroe, vice-president of Fletcher-Cantey in Tallahassee, Fla., reported flat sales for the week but expects a pickup this week.

Hot items included promotionally priced private label suits and sport coats, fancy crewneck cotton sweaters, camel and silk/wool sport coats, plaid shirts and rugby shirts.

Donny Harwell, president of Sons & Lady Harwell in Birmingham, Ala., reported men's wear sales were up slightly last week.

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Last-minute sales blitz saves yule; men's clothing Daily News Record December 27, 1989

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LAST-MINUTE SALES BLITZ SAVES YULE

Men's wear retailers heaved a collective sigh of relief as a last-minute sales surge allowed them to meet their modest sales projections for the season.

After a slow start, most department and specialty stores ended the period with sales gains in the mid-single digits. However, excessive promotional activity wreaked havoc on the bottom lines in most cases.

Helping boost sales was the deep freeze that blanketed most parts of the country last week.

NORTHEAST

NEW YORK - Helped by a last-minute surge, department and specialty stores in the Northeast managed to beat last year's figures in their men's departments.

The season was far from a blockbuster, however. Most retailers posted only modest increases and the highly promotional atmosphere that permeated the entire selling season cut severely into margins.

At Hess's Department Stores, men's wear sales increased 32 percent last week. According to men's general merchandise manager Nick Baxevane, men's "came on like a dark horse" and led the entire store.

Joseph Gromek, senior vice-president and general merchandise manager of men's wear for Saks Fifth Avenue, also reported strong sales last weekend. "The business picked up at the last minute," he said. Although he declined to cite figures, Gromek said the store met its plan.

Among the hottest-selling men's wear items were sweaters, outerwear and neckwear.

Lester Gribetz, vice-chairman of Bloomingdale's, said the men's department posted "a significant increase over last year." He declined to be more specific but admitted that rampant promotions hurt profitability. "Whenever we go on sale it cuts into profits and there was a lot of that this Christmas," he said.

Among the best-selling items were tailored clothing, dress shirts, ties, hosiery and outerwear.

Total store sales at Bloomingdale's increased 5 percent, according to Julian Taub, senior vice-president of planning. At other New York-area retailers, total store sales at Macy's increased 8.5 to 10 percent for the month, while Abraham & Straus posted gains of 10 percent. At Bergdorf Goodman, strong men's business led to a 15 percent increase, according to store executives.

Regarding promotions, a buyer for a large Northeastern retail chain, who asked not to be identified, said, "Everyone's acting as if we were going from a zero base, but we weren't. The only new things this year were the Altman's liquidation and the Macy's three-hour specials on the weekends."

SOUTHEAST

ATLANTA - Christmas business was mixed across the Southeast. For some, heavy promotions were the Grinch that stole Christmas profits; for others, cold artic weather was Santa in disguise. For all, the last week was the big one they had waited for the entire season.

Fancy cotton sweaters remained the hottest item for the season, with leather jackets close behind. The blast of cold weather helped sales of gloves, scarfs, topcoats, mountain parkas, and warm headgear. Other hot items were silk neckwear, collection sportswear and luxury sport coats.

Most retailers report that both gross margins and inventories are in good shape.

Steve Holly, men's merchandiser and clothing buyer for Muse's in Atlanta, said he was unhappy with the season overall. "The promotions by department stores (Macy's and Rich's) cost us a lot of business. It could have been a better season."

Despite the stiff competition, sales have been running even to slightly ahead all season, and Muse's has maintained its margins; inventories are slightly cleaner than a year ago. Holly said last week was "very, very good. Everybody waited to shop, and the weather was cold, brisk and very seasonal."

Ron Cate, divisional merchandise manager for Proffitt's in Knoxville, Tenn., said December men's wear sales were flat despite an 8.5 percent planned increase. He blamed the slowdown to exaggerate media reports of icey conditions which kept people home.

Inventories are slightly higher than a year ago, but Cate said he is not overly concerned.

Larry Greer, divisional merchandise manager for A.V. Wray & Sons in Shelby, N.C., said sales for the month were up 14 percent, not counting Thursday through Sunday which were strong days. Gross margins in the men's division were up slightly, while the women's division was down slightly.

J.L. Shaia, co-owner of Shaia's in Birmingham, Ala., said his sales for the Christmas season were up about 12 percent - slightly more than planned. "We had a very good Christmas," he said.

MIDWEST

CHICAGO - Midwest retailers reported strong sales in the last days leading up to Christmas which helped offset the slack pace of the preceding weeks.

Increases for the Yule season ranged from flat to the mid-teens but almost everyone said margins took a hit due to rampant promoting. Inventories - particularly for wheather related merchandise - are in good shape.

At Chicago-based Marshall Field's, "Men's had a double-digit increase for the season," according to sportswear general merchandise manager Tim Molnar.

Hot-selling items included sweaters and outerwear, contemporary denim by Guess and Girbaud and turtlenecks.

At Milwaukee-based Bergner, "The week was unbelieveably strong," said men's vice-president Dennis Abramczyk. He added that total sales for the season were "very close" to the store's high single-digit plan.

Abramczyk said the big winners were knits, casual bottoms - particularly Dockers - and outerwear. Sweaters, which had been slow for most of the season, kicked into gear last week as well.

Abramczyk said margins took a hit this year so "the bottom line won't be as good as it ought to be." He added, however, that inventories are "absolutely clean - better than last year."

At Jackson, Mich.-based Jacobson Stores, "It looks like it was about even with last year," said men's senior vice-president Lou Landman.

Top sellers were leather outerwear and sweaters - particularly sleeveless pullovers by Tricot St. Raphael. Also doing well were knit tops and fancy trousers.

Landman said furnishings were soft but cold weather gear and better neckwear - particularly Talbott and Countess Mara - did well.

At Wichita-based Henry's, "We wound up about 8 to 10 percent ahead," said men's vice-president Tim O'Connell. Tailored clothing, particularly top coats by Mani, Andrew Fezza and others, led the way.

O'Connell said sportswear was up about 5 percent for the season and sweaters "really came through in the last week."

SOUTHWEST

DALLAS - The artic blast that sent temperatures plummeting below zero in much of the Southwest was no ill wind for retailers.

Stores reported strong sales for the week, particularly in cold weather apparel and accessories, and posted gains for the season.

Despite snow in New Orleans and a power failure that forced two stores to close in Jacksonville, Fla., Maison Blanche will end the season with overall gains of over 10 percent, said Skip Chustz, executive vice-president and general merchandise manager.

The men's division tallied an 8.5 percent increase with dress furnishings up 11.5 percent and sportswear up 5.3 percent.

"Margins will be up substantially," he added. Maison Blanche dropped two major store promotions during December.

Highlights included better sportswear from Polo, Gant, Izod and **Nautica,** which posted a 44 percent increase.

"Anything related to cold weather" sold well in the Dunlap Co.'s 43 stores according to Neil Ellis, general merchandise manager of the Fort Worth-based store group. Gloves, sweaters and outerwear were the top performers for the final week.

Although Dunlap's South Texas stores were hurt by the icy weather last week, sales rebounded over the weekend. "We had some nice gains over last year," he said. "Sales were up between 3 and 5 percent depending on the store. Men's was one of the bright spots.

"We bought some goods late in the season that really paid off for us," he added, singling out sweaters, sport shirts and outerwear. Dunlap stuck to only planned promotions throughout the season.

At Neiman Marcus in Dallas, Christmas season sales are up in the mid-single digits, according to Peter Farwell, spokesperson for the Neiman Marcus Group, the store's Boston-based parent company.

"We will close out the year better than expected," he said. "Our men's business, when compared to the industry trends, was very good."

Sportswear, particularly sweaters, and clothing were among the best sellers, he added.

WEST COAST

LOS ANGELES - Retailers on the West Coast ended the Christmas selling season on a positive note considering the very slow, sluggish sales they had been experiencing before last week.

Major department stores reported increases averaging around 5 percent and margins equal to or slightly below last year's figures. Warm weather returned to southern California last week when customer traffic in the malls was "steady but not spectacular."

"Business was steady but not like the anticipated crush," said Pat Kelly, senior vice-president and general merchandise manager for men's, young men's and children's at The Broadway. The store finished "right about at plan," or 5 percent ahead of last year, Kelly said.

Among the top sellers were fleece tops and bottoms from Russell which Kelly believes may have replaced sweaters which were slow all season.

Sportswear sales were up to plan while dress furnishings, most notably dress shirts, lagged behind.

May Co. California, based in North Hollywood, "had a very good Christmas season," according to Edgar Mangiafico, chairman.

Mangiafico said men's wear sales were "comparable" with the results of the rest of the store. He said plans were "exceeded."

May Co.'s heavy promotional calendar was equal to that of last year, said the store executive. "We followed the same pattern from Thanksgiving through Christmas," Mangiafico said.

Business increased 22 percent through Christmas at the single unit Wilkes Bashford specialty store in San Francisco, according to Joe Keenan, chief financial officer.

Keenan qualified the figures by saying that last year's numbers were off significantly. "We were coming off troubled times," he said.

Up until about Dec. 8, said Keenan, sales were running slightly behind for the season. He attributed a promotional campaign to 6,000 credit card customers as aiding in the sales increase.

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IAC-NUMBER: IAC 08233901

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

NAUTICA APPAREL, INC.,

Opposer,

v.

MARTANNA LLC,

Applicant.

Mark: GET NAUTI

Serial No. 78610037

Filed: April 15, 2005

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The excerpts are identified in the attached summary by date, name of publication, page, and article headline. Copies of the excerpts are attached immediately following the summary.

Dated: December 3, 2008

Respectfully submitted,

By: /Neil B. Friedman

Stephen L. Baker
Neil B. Friedman
BAKER & RANNELLS PA
575 Route 28, Suite 102
Raritan, NJ 08869
(908) 722-5640
Attorneys for Opposer,
Nautica Apparel, Inc.

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Howard G. Slavit, Esq.

Shannon H. Bates, Esq.
Saul Ewing LLP
2600 Virginia Avenue, NW
Suite 1000 – The Watergate
Washington, D.C. 20037

/Neil B. Friedman/
Neil B. Friedman

NAUTICA APPAREL, INC.

January – Dec 1990

Third Party Articles

Date	Publication	Page	Headline
1/2/1990	Women's Wear Daily (WWD)	Vol. 159; No. 1; p. 11	Schickman named girl's sales chief at Nautica
1/11/1990	Daily News Record	Vol. 20; No. 8; p. 7	Guffey's suits Atlanta with style
2/2/1990	Daily News Record	Vol. 20; No. 24; p. 3	Hartmarx: men's stores rebounding
3/1/1990	Daily News Record	Vol. 20; No. 42; p. 2	Expect 50% biz boost at Baskin's flagship department store
3/13/1990	The New York Times	Sect. B; p. 12; col. 1	Patterns
3/25/1990	Arkansas Democrat Gazette	Not referenced	Limeys go lime
3/27/1990	Daily News Record	Vol. 20; No. 60; p. 1	Stores set '50s speed
4/5/1990	St. Louis Post Dispatch	Style West; p. 6	Trunk show: men shun bikinis at the beach
4/26/1990	The Orange County Register	Business; p. C01	Nautica to leave Crystal Court
5/7/1990	Pacific Business News	Vol. 28; No. 8; Sec. 1; p. 1	Taka-Q takes over Tropical Trading Co.
5/7/1990	Daily News Record	Vol. 20; No. 89; p. 10	Bigger role for merchandise coordinators.
5/14/1990	Daily News Record	Vol. 20; No. 94; p. 16	Knit shirts, pleated shorts best seller in southeast
6/6/1990	WWD	Vol. 159; No. 110; p. S20	Smooth sailing at Nautica
6/11/1990	WWD	Vol. 159; No. 113; p. 7	Slim gains posted at Atlanta show
6/19/1990	WWD	Vol. 159; No. 119; p. 15	Nashville, TN, mall with Castner Knott
6/19/1990	Daily News Record	Vol. 20; No. 120; p. 4	Full speed ahead for Nautical
7/16/1990	PR Newswire	To Business Desk	Orbit Instrument announces end of negotiations with Rice Sportsware
8/1/1990	WWD	Vol. 160; No. 22; p.S14	Three new approaches to resort
8/6/1990	Daily News Record	Vol. 20; No. 153; p. 44	Can independents really get the big time treatment?
8/10/1990	Daily News Record	Vol. 20; No. 156; p. 3	Nautica expands into accessories
8/23/1990	The Toronto Star	Fashion; p. B5	Strong color trend seen at Manstyle show
8/23/1990	PR Newswire	To Business Desk	Orbit Instrument announces extension of stock purchase program
9/11/1990	Daily News Record	Vol. 20; No. 177; p. 6	Pastel adds pizzazz to sweaters
9/19/1990	WWD	Vol. 160; No. 56; p. 10	Nautica's stores points to growth in women's line

NAUTICA APPAREL, INC.

January – Dec 1990

Third Party Articles

Date	Publication	Page	Headline
9/26/1990	Business Wire	Not referenced	Orbit Instrument reports financial results
10/3/1990	Daily News Record	Vol. 20; No. 193; p. 20	Maison Blanche launches 180,000 sq. ft. prototype
10/11/1990	St. Louis Post Dispatch	News; p. 61	Eye on Edwardsville High
10/17/1990	The Post Standard	Lifestyle; p. B1	Shop talk your guide to fashions at Carousel Center
10/22/1990	Crain's New York Business	Earnings Spotlight; p. 46	Creating an image chops State-O-Maine Inc.
11/4/1990	St. Louis Post Dispatch	Style; p. 3	Country Boys: relaxed menswear could surprise sophisticates
11/9/1990	Daily News Record	Vol. 20; No. 222; p. 1	Bloomie's changing YM lines young men's clothing
11/20/1990	Daily News Record	Vol. 20; No. 229; p. 2	Bracing for tough holiday biz battle
12/11/1990	Daily News Record	Vol. 20; No. 241; p. 1	Price cuts add up to fair week
12/181990	Daily News Record	Vol. 20; No. 246; p. 1	Markdown mania runs rampant;
12/20/1990	St. Louis Post Dispatch	News; p. 51	Eye on Granite City High
12/31/1990	Daily News Record	Vol. 20; No. 255; p. 11	Wider ties dig into men's mainstream

Schickman named girls' sales chief at Nautica; Eve Schickman, Nautica Apparel Inc. WWD (Women's Wear Daily) January 2, 1990

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WWD (Women's Wear Daily)

January 2, 1990

SECTION: Vol. 159 ; No. 1 ; Pg. 11; ISSN: 0149-5380

LENGTH: 110 words

HEADLINE: Schickman named girls' sales chief at **Nautica;** Eve Schickman, **Nautica** Apparel Inc.

BODY:
SCHICKMAN NAMED GIRLS' SALES CHIEF AT **NAUTICA**

NEW YORK -- Eve Schickman has been named national sales manager of the girls' division of **Nautica,** which is licensed to U.S.A. Classic, Inc., a children's wear manufacturer based here. She was in sales at Calvin Klein Sport.

The first girls' collection under the **Nautica** label will open for fall this week in the firm's youthwear showroom here. Wholesale prices range from $ 18 for pants to $ 65 for outerwear.

Nautica, designed by David Chu, is a collection of men's, women's, boys' and girls' sportswear, activewear and outerwear. In addition to girls, U.S.A. Classic manufactures a boys' line.

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IAC-CLASS: Trade & Industry

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Guffey's suits Atlanta with style; men's clothing store Daily News Record January 11, 1990

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Daily News Record

January 11, 1990

SECTION: Vol. 20 ; No. 8 ; Pg. 7; ISSN: 0162-2161

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HEADLINE: Guffey's suits Atlanta with style; men's clothing store

BYLINE: Lloyd, Brenda

BODY:
GUFFEY'S SUITS ATLANTA WITH STYLE

ATLANTA -- Guffey's of Atlanta, with annual sales of about $ 2.5 million, is overwhelmingly a men's clothing store. And at the same time, one of the classiest off-the-rack and made-to-measure establishments in town.

"Clothing is our main thrust," beams Don Guffey, president, in business for 35 years, and an enduring believer in classic, traditional clothing. Suits, sports coats and dress trousers represent about 60 percent of the instock business.

To emphasize his quest for quality throughout the independently owned store, he points out that all clothing is made domestically, but with the best imported fabrics.

Discussing the store's customer profile, Guffey explains, "We're dealing with a customer who wants to be understated, but who still wants a certain amount of crispness in his style. He does not want to look drab."

The store, with expensive tastes and an executive clientele, could almost be compared to its professional customers, at least that's the way Michael Ross, vice-president and co-owner, describes them. "We're very fortunate," he says. "Many of our customers have arrived, but it hasn't gone to their heads."

Success hasn't gone to the team's heads, either. A personal touch is evident in the selection of merchandise, customer service and the all-important follow-through.

Guffey is proud of his home base and sees Atlanta as sort of "a land of opportunity. This is a big city and there's a lot of business to be done here. We're lucky to be in a city that's a thriving metropolis." So much so, that a third units will be opening in February in midtown Atlanta, a fast-growing gentrified area.

The other branches are in areas where executive or professional men work and live -- Buckhead and East Cobb County. And this happened during a period when a lot of competition moved into the city since Guffey's first opened, including Brooks Brothers, Britches of Georgetowne, Polo and Mark Shale, among others. But Guffey's found its own special niche with executive men and over the years, geared its merchandising and fashion posture for it.

About 30 percent of the clothing volume is custom, or special order. Custom-made shirts is another growing classification.

The custom tailoring service is mostly for customers who are hard to fit. "We get a tremendous amount of repeat business," says Ross, "because once we get a customer who's difficult to fit, he'll come back." Custom costs are not much higher than off-the-rack suits -- only $ 50 to $ 60, he explains, adding that this business is also very profitable. "There are no markdowns."

Opening price point for private label suits has been $ 465, made by Hertling. Retail prices go to $ 1,400 for Hickey-Freeman. The store also carries sport coats by Alan Lebow, Hickey-Freeman and Hertling.

Guffey's carries trousers by Hickey-Freeman, Trousers by Barry, Cordovan & Grey, and Corbin. Outerwear is from by Burberry, Alan Lebow, Andrew Marc and Kenneth Gordon.

Besids clothing, Guffey's carries furnishings, sportswear and shoes. Neckwear, described as s "tremendous business," is from Robert Talbott, Fumagalli's, and J. L. Roberts. Dress shirts are by Ike Behar and Gordon of New Orleans; sweaters are by Barry Bricken and Alan Paine, and sportswear by **Nautica** and Boston Traders. Braces are by Trafalgar and leathers, Ghurka.

Guffey says that he is redirecting his merchandising efforts to attract more younger men just starting out in the business world -- and continue to be a customer. He observes this means a younger look that's "fresh and clean." The retailer adds it also means considering a new opening price point.

Beginning with spring '90, Guffey plans to lower the opening clothing price point to $ 395 by taking a lower markup on the clothing he has been offering at a higher price. At the same time, the merchant will take a higher markup on upper price points to balance out the picture.

About planning store locations, Guffey says he likes to locate his stores close to malls but not in them because "our customer does not want to shop in a mass environment. We want to be close to the action, but not in the middle of it."

The Galleria store in East Cobb County opened in late 1982, and the Tower Place store in Buckhead, Atlanta's tony part of town, opened in March 1976. Both, about 3,500 square feet each, are in strong locations, the retailer observes.

The Buckhead store is close to major malls with easy access and parking. The 800-square-foot tailoring shop is located there. The Galleria shop, in a better specialty mall across from a major mall, includes the corporate offices. "We came here because of the growth in Cobb County and the growth of upper income executives," reports Guffey.

The 2,300 square foot store opening in midtown Atlanta in February is regarded as a long-term venture. "Twenty years ago it was a hippie area," he smiles. "Even now we're about three years early. But the timing is right. In three to four years, this market will mature."

However, the area, considered the city's theatre district, is being build up with hotels and office towers. It's also near to the High Museum and Arts Center.

The new store will be on the main level of a 37-floor office tower with its own entrance facing Peachtree Street. "We're excited about it," he continues. "It fits our pro forma as to who our customer is -- the businessman, the executive -- and the traveler -- using the hotels."

PHOTO : Don Guffey, Guffey's

PHOTO : Entrance to the Galleria headquarters location

PHOTO : Guffey's lifestyle formalwear display

GRAPHIC: Photograph

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Hartmarx: men's stores rebounding; men's clothing Daily News Record February 2, 1990

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February 2, 1990

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HEADLINE: Hartmarx: men's stores rebounding; men's clothing

BYLINE: Palmieri, Jean E.

BODY:
HARTMARX: MEN'S STORES REBOUNDING

PHILADELPHIA - Hartmarx Specialty Stores appears to be back on track.

Despite reporting sharply lower earnings for the year, John Eyler, chairman andchief executive officer of the Specialty Stores division, reports that sales in January were "the best in two years, beating sales and profit plan."

Additionally, Eyler said, the retail division has been showing a steady improvement over the last 12 months. Men's wear sales in the same time period increased 7-8 percent, he added.

"The men's business has been difficult over the last 12 months, but we're improving. I expect we'll be very successful in 1990, despite a tough economy," Eyler said.

Harvey Weinberg, chairman and CEO of Hartmarx Corp., agreed. "Given a better retail environment, our stores will perform very well. We think the first half of 1990 will be difficult, but we're expecting improvement in the second half, and we'll get our fair share of the business."

Both Weinberg and Eyler were here to attend the opening festivities for the newest Wallachs store.

The 23,000-square-foot unit, located at 1610 Chestnut Street in downtown Philadelphia, is expected to be one of the 15 top producers within the company's stable of 271 retail stores nationwide.

Although Eyler would not disclose sales projections for the store, he did say that Hartmarx retail units generally produce sales per square foot of $ 275. "The numbers are generally lower the first year, but this store should reach the national average relatively quickly."

Helping boost sales both at Wallachs and in the other Hartmarx stores is a markedly different retail strategy. "We've re-strategized the whole business," Eyler noted.

Among the changes the company has made:

* Defining assortment by store rather than companywide;

* Reacting more quickly to customer needs;

* Focusing on target marketing;

* Lowering opening price points on suits.

Since introducing the $ 275 private label suit in November, Hartmarx has sold over 20,000 units already, Edward Seward, regional vice-president said. "We'll sell 60,000 in the coming year," he predicted. The company's previous opening price range suit was sold in stores at $ 365.

This lower-priced garment, which bears the label of the Hartmarx store in which it is sold, is designed to attract a younger customer, Seward explained. "We feel this is the direction to go. We get the younger guy in here with that suit and eventually he'll become a Hart, Schaffner & Marx or Hickey-Freeman (label) customer."

To introduce customers to the lower-priced suit, Hartmarx ran its first national television advertising campaign. Supplemented by radio and newspaper ads, the response was "terrific," according to Seward.

Eyler also credits the lower-priced suit as one of the reasons for improved sales in the specialty store division. "It's been very successful, but there's no one thing you can do that will increase business 10 percent. It's just a lot of half percentage points," he explained.

Looking ahead, Eyler said the company will be focusing mainly on improving the productivity of existing units rather than acquiring new groups of stores. Nevertheless, Eyler said, the company will open 12 stores this year including a Baskins in Chicago's Water Tower Place and a Peer Gordon in Cleveland, both in March.

Within the next 45 days, the company will open a Wallachs in Manhasset, N.Y., a Kleinhans in Buffalo and various Hartmarx-owned stores in Fort Worth, Texas and New Orleans.

"But our primary focus is on existing stores," Eyler said. "We are planning no acquisitions this year unless something special comes along. Raleighs was a case like that."

Regarding the Washington, D.C.-based specialty store chain that Hartmarx purchased last year, Eyler said " We've stabilized Raleighs and returned it to its former glory."

Hartmarx has high expectations for a good first quarter at Raleighs, Eyler added, noting: "The Connecticut Avenue Raleighs is one of the best looking men's stores in the country."

In addition to Raleighs, Hartmarx will pay close attention to its Baskins and Silverwoods divisions this year, Eyler said. "We're spending a lot of time on Baskins, which is in our home market of Chicago. We think it can be a great division and right now it's only a good division."

He added, "We'll also be taking a close look at Silverwoods in Los Angeles which has been underperforming for a while. In fact, we just sent one of our senior people out there to determine what is needed."

Overall, Eyler - the former head of Federated Department Stores' MainStreet division - believes the Hartmarx specialty stores have a bright future ahead of them. "It will take a while, because this is a slow turn business, but we're running 6-7 percent better than we were 10 months ago when I joined, and I'm encouraged. I think we'll have a good year in 1990 - not great, but good."

Eyler then led a walking tour of the new Wallachs store, which cost over $ 2 million to build. "This is the third largest of all the Hartmarx stores," he said, pointing out that most stores average 7,000 to 10,000 square feet.

The lower level features 2,000 suits ranging from the $ 275 opening price point private label model to Hickey-Freeman. The store hangs some 300 Hickey-Freeman suits and 1,000 Hart, Schaffner & Marx garments. Custom-made suit and formalwear departments are also offered in addition to a large selection of sport coats and slacks.

The average suit in this store will sell for between $ 400 and $ 500, Eyler said.

The main floor offers a vast furnishings department and the sportswear area. Among the lines carried are dress shirts from Troy Guild, Burberrys, Hathaway, Christian Dior and Eagle.

Neckwear was also featured prominently and ran the gamut from traditional to fashion forward styles "Some 25 percent of our business is in contemporary neckwear," Eyler revealed, mentioning Valentino as the top performer.

Some 17-18 percent of the company's business comes from sportswear, and the Philadelphia store has "one of our largest sportswear presentations," Eyler said. Lines carried include **Nautica,** Gant, Crossings and Austin Reed.

The store also features a spacious women's department on an upper level. Although Hartmarx is known mainly as a men's wear company, Eyler noted that it owns some "20 percent of the women's tailored apparel market - suit-priced over $ 300 - nationwide."

Changes are also evident in this department, with a new emphasis on softer looks for women. "Six months from now, some 70 percent of our business will be in softer looks, and 30 percent will be in tailored. That's an exact flip from a year ago," Eyler said.

Overall, he concluded, the Philadelphia store is very similar to Wallachs flagship unit on New York's Fifth Avenue, both in content and presentation.

Weinberg summed it up: "We haven't been in this market for the 16 years since we closed our Jacob Reed store. Our customer is still here, and we've always wanted to comeback to Philadelphia."

GRAPHIC: Photograph

SIC: 6719 Holding companies, not elsewhere classified ; 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 08329477

IAC-CLASS: Trade & Industry

LOAD-DATE: August 14, 1995

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Terms: **nautica and date(geq (1/1/1990) and leq (12/31/1991))** (Edit Search | Suggest Terms for My Search)
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Expect 50% biz boost at Baskin's flagship; department store Daily News Record March 1, 1990

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ASAP
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Daily News Record

March 1, 1990

SECTION: Vol. 20 ; No. 42 ; Pg. 2; ISSN: 0162-2161

LENGTH: 353 words

HEADLINE: Expect 50% biz boost at Baskin's flagship; department store

BYLINE: Sharoff, Robert

BODY:
EXPECT 50% BIZ BOOST AT BASKIN'S FLAGSHIP

CHICAGO -- Volume should increase 50 percent at the newly renovated and enlarged Baskin's flagship store, according to John Eyler, chairman and chief executive officer of Hartmarx Specialty Stores, Inc., Baskin's parent.

Eyler made the remarks Wednesday at the unveiling of the "new" store at Water Tower Place Mall on Michigan Avenue here.

The unit is an expansion of a store that has been open since 1976. In addition to almost doubling in size to about 10,000 square feet, the store has been dramatically re-configured.

Eyler projected volume would increase 50 percent at the unit, with sales expected to rise from about $ 4 million to $ 6 million. Eyler added, "Baskin has not had the kind of growth it should have had in the last couple years" and that the new store is a major step towards revitalizing the chain.

Eyler also said that Hart's retail stores in general are picking up steam after several flat years. "We had comp store increases of 5 percent in the last 60 days," he revealed.

The new Baskin flagship is on two levels with a brass spiral staircase between floors. The first floor has a more-focused sportswear assortment -- primarily **Nautica,** Austin Reed and Henry Grethel -- and an expanded women's department.

Upstairs, there are three main rooms for furnishings, slacks and sport coats, and suits. In dress shirts, Hart is introducing a line called Hart Schaffner & Marx that will be available nationally in 1991. The store is also carrying Hathaway and Burberry dress shirts as well as an extensive presentation of Talbot and Countess Mara neckwear.

The clothing assortment is 80 percent Hartmarx manufactured and includes Hickey Freeman, HS&M, Austin Reed and Christian Dior. Outside labels include Burberry and Aquascutum.

Baskin's previous flagship was on StateStreet. That unit recently was cut back from four floors to two. Eyler said no further changes are scheduled for that store. However, a source close to the company said that the

unit might be closed if business doesn't pick up in the next two years.

SIC: 5651 Family clothing stores

IAC-NUMBER: IAC 08565271

IAC-CLASS: Trade & Industry

LOAD-DATE: August 14, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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Patterns The New York Times March 13, 1990, Tuesday, Late Edition - Final

Copyright 1990 The New York Times Company
The New York Times

March 13, 1990, Tuesday, Late Edition - Final

SECTION: Section B; Page 12, Column 1; Style Desk

LENGTH: 620 words

HEADLINE: Patterns

BYLINE: By Woody Hochswender

BODY:

Fashion vs. Comfort

As fashionable, wobbly women around the world know, high heels enhance the line of the leg, but at a price. Pain. Shoe manufacturers now promise relief with new technologies.

One company, Rockport, advertises Walking Pumps, in which are hidden "17 different technologies that support, stabilize, comfort, energize and unify the biomechanics of walking."

This doesn't really explain how to avoid getting your toes all jammed down in the pointy part.

The Lowell Shoe Company makes Soft Spots, a "performance pump" for the working woman. It utilizes a "cradle construction" to surround the foot in a leather cushion. This sounds good, but for a pump, it's a little plump.

The newest entry is called the Aerosole Pump, a high-heeled shoe with some kind of air-injected process that the company's president wasn't too specific about. The patent is pending.

"The flexing of the forepart disperses the downward pressure," said Jules Schneider, the president of What's What, the maker of the Aerosole Pumps. He contended that the design was the first comfortable pump that did not compromise fashion.

The shoes are reasonably thin, with heels of up to about three inches and waffle soles to lessen the impact where the foot hits the road. From a fashion standpoint they are somewhere between Manolo Blahnik and Air Jordan.

They will be available in June at Macy's and Bloomingdale's for about $65.

An Artwear Showcase

Robert Lee Morris, the jewelry and accessories designer, has converted his midtown Artwear store into a showcase for his own expanded lines.

Mr. Morris, the founder and owner of the Artwear shops, including a SoHo store at 456 West Broadway (Spring Street), said the downtown store will continue to operate under the gallery concept, in which 30

jewelry designers are represented.

The 400-square-foot uptown shop, in the street-level arcade of the A.T.&T. Building, Madison Avenue at 56th Street, has been renamed Robert Lee Morris, and now carries only Mr. Morris's designs and serves as the center for his catalogue business.

Ah, Spring Fever

It feels like spring again, for perhaps the third time this season, and along with the weird weather there are all kinds of strange fashion phenomena:

* Rifat Ozbek, the trend-setting London designer, has adopted a "fade," the New York hairstyle with sides shaved and plenty left on top.

* The fashion trade press has "Dick Tracy" fever. Symptoms include cover stories in The Daily News Record, the men's fashion publication, on Monday, Wednesday and Thursday last week. Page after page of Tracyish fashions. Column after column of stories about the forthcoming film and how clothing vendors are eager to cash in on the next big merchandising orgy after "Batman." With this kind of advance overkill, the public can expect to be Tracy'ed out before the movie is released, in June.

* Barneys New York has been getting lots of calls about its series of advertisements, especially one with a vintage photograph of a hospital corridor, lined with physicians, and the words, "Make an appointment." It has nothing to do with health, a spokeswoman said. Created by BNY Advertising, the store's in-house agency, the ad was intended to encourage readers to make an appointment with the store's personal shopper, Warren Christopher.

* **Nautica,** the sportswear company, has invented a new kind of men's swimming trunk that eliminates the "balloon" look when "the wearer steps out of the water," says the current newsletter of the Men's Fashion Association of America. This has been accomplished by cutting tiny slits into the pockets to provide better drainage of water and sand. Thank heaven.

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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SEE END OF TEXT Limeys go lime, shoo blue Jo Ellen Black/Gazette S:FeaturesSpring just wouldn't be spring without all that nautical nattiness. And this spring, the shipshape look gets all decked out. It's playful and it's sophisticated. Arkansas Democrat-Gazette (Little Rock, AR) March 25, 1990, Sunday

Copyright 1990 Little Rock Newspapers, Inc.
Arkansas Democrat-Gazette (Little Rock, AR)

March 25, 1990, Sunday

LENGTH: 485 words

HEADLINE: SEE END OF TEXT Limeys go lime, shoo blue Jo Ellen Black/Gazette S:FeaturesSpring just wouldn't be spring without all that nautical nattiness. And this spring, the shipshape look gets all decked out. It's playful and it's sophisticated.

BODY:

Spring just wouldn't be spring without all that nautical nattiness.And this spring, the shipshape look gets all decked out.

It's playful and it's sophisticated.

Designer Eleanor Brenner takes the sporty approach to the nautical trend for spring in a versatile group of red, white and navy separates.Campshirts and shorts, raincoats and sailor pants, tees and jackets, even a mini sarong team up for yachting trips or city weekends. The fabrics are set for cool sailing cotton canvas, washed silk, sheeting, denim and georgette.

Brenner also includes a lifeguard sweater to wear on or off the water.

Regina Porter sets sail for spring with a twist on the ever-popular nautical theme. Fluid wide-legged jumpsuits, sexy bustiers and swingy cardigans in traditional navy and white take on a '90s look when vibrant lime, heather gray and orange punch it up. Color is the newest way to jazz up this spring's navy blues.

At Alain Cannelle, navy and white look fresh accented with orange and a rayon tropical print. Silhouettes include a slim skirt, walking shorts, a print sarong skirt, camp shirts, gold-crested blazer, cotton T-shirt emblazoned with a gold ship's wheel, and stripe and floral intarsia sweater to wear over all.

Gold also shines on the horizon for spring in anchor insignias, epaulets and buttons. Shots of gold, appliques, Lurex trim on a knit polo collar all stand at attention this season. At Jo Hardin, purple and white knits are detailed with gilt buttons and braid.

The trimmings do perk up the seafaring looks this spring. Bonnie Boerer creates a nautically inspired blouson with three dimensional ribbon embroidery that makes waves. Another of Boerer's jackets features naval insignia novelty hardware.

Years of seagoing traditions are the inspiration for the **Nautica** spring collection. It starts with a fine-gauge cotton sleeveless sweater-knit shell, in broad navy and white nautical stripes. The matching mid-calf length culotte is made of soft laundered white linen that flows in a sea breeze. J. G. Hook is another manufacturer that makes waves for spring with spirited maritime motifs featuring oversize cotton boatneck pullovers and

easy cropped cotton pants.

Nautica's line also includes its signature Newport jacket, with its crisp navy shoulder and gold " **Nautica**" logo and sailboat motif in red on a white background. Worn over a navy sleeveless mock turtleneck top and navy and white plaid high-waisted Bacall shorts, the total attitude is one of breezy comfort.

Shorts also take to the oceanside at Chaus.

CAPTION: Photo 1,2: SETTING SAIL: Laura Ashley sets sail for spring in a navy shirt (far left), $60, and skirt, $75, paired with a sailor-influenced, navy-trimmed cardigan, $98. Hey, Sailor! Check out this blue suede jacket (left), $494, and skirt, $139, with maritime detailing and a touch of gold in the leather camisole, $119. All three items are from Ann Walton's.

LOAD-DATE: August 28, 1996

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Stores set '50s speed; innovations in men's clothing Daily News Record March 27, 1990

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Daily News Record

March 27, 1990

SECTION: Vol. 20 ; No. 60 ; Pg. 1; ISSN: 0162-2161

LENGTH: 838 words

HEADLINE: Stores set '50s speed; innovations in men's clothing

BYLINE: Sharoff, Robert

BODY:
STORES SET '50s SPEED

CHICAGO - The '50s are back in men's wear for many Midwest department stores.

This fall, dressy, preppie-looking sportswear will hit their main floors and start to crowd out the super-casual styles of the last few years.

While '50s styles are classic, colors and silhouettes are being subtly updated to attract a wide range of customers. "When you get into classic and updated classic merchandise, the age spectrum in the Midwest starts at birth and goes until death," said one buyer.

The look includes both tops and bottoms as well as sweaters and outerwear. Key items are:

* Cardigan and V-neck sweaters;

* Plain-front pants;

* Toggle coats; and

* Unconstructed sport coats.

"It's probably our biggest statement for fall," said Tim Molnar, general merchandise manager for men's sportswear at Marshall Field's in Chicago. "We bought it in Polo, young men's, contemporary and mainfloor private label."

Molnar said the look is an offshoot of the Euro-prep style but with more of an American "retro ivy" feel. He added that the look is "kind of dressy" but still basically weekend wear. "If an unconstructed jacket replaces a sweater, it's still casual," he said, adding that "there are also lots of gray hooded sweatshirts and old fashioned Phys. Ed. looks."

At Cincinnati-based Lazarus, "It's a huge statement in sweaters," said Ken Strait, general merchandise manager for sportswear. "Cardigans have become maybe 18 to 22 percent of the business and classic tennis V-necks have been getting stronger for the last few years."

He added that plain-front pants and chinos are also important. "At one time plainfront pants had slipped to about zero percent of the business but now they're back to around 15 or 20 percent."

Strait said that classic sweaters have been updated with new patterns such as "exploded" or "deformed" argyles, and new colors. "Probably the biggest trend (in sweaters and tops) is the green shades - forest, hunter and teal - but we're also getting a lot more into purple and orange," he added.

Strait said the look is a move away from the supercasual styles of the last five years. "Casual styles are still very important but dressier looks are starting to resurface," he observed.

At Kansas City-based Halls/Swanson, a three-unit department store operation, men's wear buyer Wayne Mertel said the new emphasis on traditional merchandise has made buying easier. "Our market is fairly traditional and preppie and we never really got away from that style," he explained. "But there was a time - starting with the whole Miami Vice look - where we couldn't get traditional collections."

Mertel said that young customers are definitely buying the look but in an updated fashion. "Instead of a classic white tennis sweater, they'd rather have navy with burgundy trim," he said.

Key vendors in this area range from newer companies such as **Nautica** and Boston Prepatory Co. to traditional leaders like Gant, Izod and Scotland Yard.

Boston Prepatory Co. represents a slightly younger version of the look. "It's tough to sell basics like oxford shirts and khaki pants at premium prices today so we give them some detailing that makes them more salable," said Ben Narasin, president of the New York-based firm.

Fabrications are also updated, he added. "We do oxford cloth, chambray, sueded twill and corduroy. We also combine them - say a twill pant with oxford cloth lining or a chambray shirt with corduroy details."

Narasin said the line is aimed at 18- to 35-year-olds, but "we do a lot of business on both ends. It's for people who have been buying traditional merchandise all along. They like the style but they probably already have lots of oxford shirts. We give them a reason to buy a new one."

At Gant, vice-president Glenn Turnbull said that '50s looks are "probably around 20 percent of the business. It's crewneck sweaters with crests on them, khakis and plain-front pants. We pop the colors up a little bit - purples, greens and blues - and we're also doing some different packaging."

Turnbull said the look has a wide customer base but is especially appealing to more mature consumers, in the 35- to 50-year-old range. "That guy has been sort of ignored. The only stuff out there is either dumb traditional or young men's, neither of which he wants to wear."

Nautica's line has a great deal of '50s preppie influence in it, said Rob Davidson, sales manager. "We did a lot of things that are dressier than what we've done in the past - things like an unconstructed tweed sport coat with nubuck leather trim."

He added that **Nautica's** core outerwear business is also using some '50s looks. "We're doing toggle coats and carcoats for fall. It's definitely a stronger influence than in the past."

Davidson said that the new emphasis on dressier looks is also reflected in price. "We've incorporated a French sateen and a cotton check pant into our basic twills and the prices take that into account."

SIC: 2320 Men's and Boys' Furnishings ; 2311 Men's and boys' suits and coats ; 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 08847899

IAC-CLASS: Trade & Industry

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TRUNK SHOW: MEN SHUN BIKINIS AT THE BEACH St. Louis Post-Dispatch (Missouri) April 5, 1990, THURSDAY, THREE STAR Edition

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St. Louis Post-Dispatch (Missouri)

April 5, 1990, THURSDAY, THREE STAR Edition

SECTION: STYLE WEST; Pg. 6

LENGTH: 600 words

HEADLINE: TRUNK SHOW: MEN SHUN BIKINIS AT THE BEACH

BYLINE: Marilou Berry Scripps Howard News Service

BODY:
GETTING INTO the swim this summer for fashionable beach boys, sandmen and surfers requires a whole new approach to swimwear. In seasons past, men's swimwear designers were known for what their creations revealed. This season, the influence of the classic trunk style has designers making news for what they conceal. While many sun worshipers will still opt for bikini and thong styles, the desire for modest coverage, comfort and freedom of movement has spurred a shift back to the trunk style. "The trunk has always been the mainstay of men's swimwear because of its comfort, versatility and modesty," says Howard Cooley, president of Jockey International, whose roomy boxer-style trunks come in four sizes. The most popular trunk coordinate under the sun, Cooley says, is the oversized tank top in solids or stripes. Function has also played an important part in maintaining the popularity of the bathing trunk. David Chu, designer for **Nautica** swimwear, has invented a unique cut that eliminates the "balloon" look when the wearer steps out of the water. All inner pockets of his swimwear have small slits to allow for better drainage of water and sand. If there is a designer who has a feel for what men prefer in swimwear, it is Jeffrey Gazelle, an Olympic-trained diver from Australia, widely recognized for styles that appeal to American men. "People think that all one has to do is sew up the sides, add some elastic, and put on a high price tag and you will have a best-selling swimsuit, but it's not that easy," says Gazelle. Gazelle maintains the continued popularity of his designs is due to his original design credo: "To design for the male figure rather than the anatomically incorrect store mannequin." With regard to fabrics, the popularity of Lycra spandex and nylon active wear in seasons past has made way for the popularity of these fabrics in swim trunks. Jantzen designers have put the South Pacific island of Bora Bora at the center of their summer swimwear fashions. Vivid Tahitian hues and aboriginal prints from French Polynesia were dominant themes in the 1990 swim fashions Jantzen introduced. New as the company's colors and fabrics look, one of the most memorable things about its swimwear collection is Jantzen's swim trunk with 9-inch side seams.

GRAPHIC: Photo; PHOTO...The perfect complement to Jockey's combed cotton trunks is a slightly oversized cotton jersey tank top, also from Jockey. PHOTO...LEFT: Parrots and jungle leaves decorate this longer trunk from Jockey's line called Summer Shades. PHOTO...BELOW: Alexander Julian puts the pizazz on top with a cotton and rayon tropical shirt over white cotton trunks.

LOAD-DATE: October 14, 1993

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Turn on the brightsColors and relaxed styles make a big splash in men's rainwear Chicago Tribune April 25, 1990, Wednesday, NORTH SPORTS FINAL EDITION

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Chicago Tribune

April 25, 1990, Wednesday, NORTH SPORTS FINAL EDITION

SECTION: STYLE; Pg. 14; ZONE: CN

LENGTH: 521 words

HEADLINE: Turn on the brights
Colors and relaxed styles make a big splash in men's rainwear

BYLINE: Text by Daniel Feinstein

DATELINE: Writing from New York

BODY:
Once mainly plain, rainwear for men has become a lot livelier. This spring, the latest looks for foul weather come in sports-savvy shapes, high-tech materials and a spectrum of shades that run from bright to downright blinding.

"It's not just about the double-breasted tan trenchcoat anymore," says Tom Julian, assistant fashion director of the Men's Fashion Association of America. "When men walk into the stores, their eyes are going to be drawn to the color right away."

Rainwear's fresh direction owes an obvious debt to the California surf scene. From casual jackets to full-length belted trenchcoats, new designs adopt colors and fabrics that would only have been found, even recently, on the beach.

Burkhard Hoene of Espionage, for example, cuts his fashion-forward styles out of Supplex, a quick-drying nylon more often used for activewear. "If this stuff can be worn as a swimsuit, then why not as rainwear?" he asks.

Formerly an outerwear designer for Brooks Brothers, Hoene now specializes in looks that would surely startle his former employer. "There is," he says earnestly of the yellow cape-back trenchcoat shown here, "no color brighter than this. It's a nuclear-age neon."

That color could cause career meltdown if worn in certain business circles. But the desk set seems willing to try some far-from-traditional looks - polyurethane-finish "macs" that resemble grownup versions of a grade-school slicker, and dusty blue or mint green trenchcoats made of microfiber cloth that is as soft as washed silk but a lot more wind- and rain-resistant.

"Fashion rainwear is in great demand," says Sal Ruggiero, vice president and fashion director at Marshall Field & Co. Offbeat colors proved early sell-outs, he adds. "We never anticipated they would be so successful this spring."

According to the MFA's Julian, rainwear has outgrown the "dress for success" mentality in more ways than color. New designs tend towads fuller, "sweeping styles, as opposed to short, nerdy coats" that are out of

sync with today's soft-tailored suits, he says.

Designers, he adds, have spruced up stodgy silhouettes with relaxed sportswear features. "You'll see soft, rounded shoulders; raglan sleeves; all sorts of interesting details like throat latch closures," Julian says.

As rainwear's silhouettes have eased, so have the rules of when to wear them. Julian likes the look of a trenchcoat on top of sportswear, while Ruggiero sees a place for more active styles worn over business clothes. If windbreakers remain weekend-bound, three-quarter carcoats and anoraks adapt to executive life easily enough. "They're the right length to cover a suit jacket, but you can also wear them over a sweater and a pair of pants," he says, describing them as "flexible, functional and fashionable."

Of course, adventures in outerwear do go awry. Some style-setters now wear their Burberry raincoats inside out, to show off the high-status plaid on the lining. GQ considers it all the rage, but we don't quite get it. If April showers bring out looks like that, we'll keep our fingers crossed and pray for fair weather. -

GRAPHIC: PHOTO (color): **Nautica's** red cotton "Catamaran" jacket, $115 at Mark Shale, Capper & Capper (in navy and by special order in red) and Marshall Field & Co. (in yellow or navy); **Nautica** pants, $42.50 at Baskin; English Wellies, $60 at Rowbottoms & Willoughby Co. Ltd., 70 W. Hubbard St.
PHOTO (color): Espionage trench in Supplex, $320 at Ultimo, 114 E. Oak St.; white cotton shirt, $38; striped cotton pants, $28; and white socks, $3.75 at the Gap, 835 N. Michigan Ave., Water Tower Place; Swordfish red cap, $16 at Rowbottoms & Willoughby.
PHOTO (color): Mighty Mac's bright green polyurethene Jac-in-the-Sac jacket, which folds into a self-contained pouch, $55 at Carson Pirie Scott & Co.; cotton knit cardigan, $38; cotton shirt, $32; and shorts, $30 at the Gap.
PHOTO (color): John Partridge's water-repellent cotton coat, $202; Timberland polo shirt, $46; and Ruff-Hewn jeans, $49; all from Rowbottoms & Willoughby. Photos by Bill Hogan.

Models: Joe Guerrera (far left), David and Lee Model Management, and Tommy Preston, Arlene Wilson.
Photostyling: Johnnie Miller-Cleaves.
Art direction: David Syrek.

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Nautica to leave Crystal Court THE ORANGE COUNTY REGISTER April 26, 1990 Thursday

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THE ORANGE COUNTY REGISTER

April 26, 1990 Thursday EVENING EDITION

SECTION: BUSINESS; Pg. C01

LENGTH: 555 words

HEADLINE: Nautica to leave Crystal Court

BYLINE: Jennifer Lowe, The Register

BODY:
Nautica, a men's and women's casual-wear store with a nautical theme, plans to jump ship from South Coast Plaza's Crystal Court to Fashion Island Newport Center.

The Costa Mesa store will close at the end of the month and reopen this summer in a 3,500-square-foot space, about 500 feet larger than its present store, **Nautica** Manager Cindy Coletta said.

"We're not attracting the people we want," Coletta said. "With all the renovation Fashion Island has done, it's a lot better for us.

Most of our customers are from the Newport Beach area."

Coletta said a lack of foot traffic also prompted the move -- a complaint that has resounded throughout the marble and brass Crystal Court since shortly after it opened in fall 1986.

Across the street from South Coast Plaza, Crystal Court merchants over the years have complained that their side often is empty. Midday sometimes finds just a handful of shoppers wandering through the center.

Yet South Coast Plaza and Crystal Court officials say things are looking up for Crystal Court, which they admit was a bit slow to catch on.

"That's yesterday's news," said Anton Segerstrom, general manager of Crystal Court. "We've had the best leasing success this year in terms of momentum."

Crystal Court is included in a South Coast Plaza campaign to lure new, higher-end stores to South Coast Plaza, Crystal Court and nearby South Coast Plaza Village. Among the stores slated to open at Crystal Court within the next six months are a Limited Express superstore, which will fill a vacant 17,000-square-foot space; Pendleton, a

menswear shop, moving from Disneyland; and Jill Sharma, an upscale boutique for women.

Stores that are not profitable are being moved out of the retail center when their leases expire. That was not the case with **Nautica.**

"Obviously, we're disappointed they're not going to continue with us," Segerstrom said. "It did not work out, despite our best efforts."

Fashion Island, which completed a $ 115 million face lift last fall, sees South Coast Plaza as its primary competition. Fashion Island officials say their center has unique stores not found at other shopping centers.

"(Landing **Nautica)** is real exciting for Fashion Island because of the prestige," said Laura Winger, marketing director for Fashion Island. **Nautica's** only other store is in New York.

Since the renovation was finished, 60 new stores have opened at Fashion Island, and 10 more are expected to in the next three months, Winger said.

Crystal Court merchants had mixed reactions to the **Nautica** announcement.

Dana Rosen, co-founder of A Pea in the Pod, a Dallas-based maternity store, said the company recently doubled the size of its Crystal Court store because business was so good.

"Our business has grown phenomenally, and we think that center is going to be as successful as South Coast Plaza."

LOAD-DATE: March 27, 1997

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1990) and leq (12/31/1991))** (Edit Search | Suggest Terms for My Search)
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Taka-Q Takes Over Tropical Trading Co. Pacific Business News May 7, 1990

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Business Dateline;
Pacific Business News

May 7, 1990

SECTION: Vol 28; No 8; Sec 1; pg 1

LENGTH: 424 words

HEADLINE: Taka-Q Takes Over Tropical Trading Co.

BYLINE: Michelle Thompson

DATELINE: Honolulu; HI; US

BODY:
Tropical Trading Co., the Hawaii licensee for Esprit de Corp., has sold 80 percent of its stock to the Japanese company Taka-Q Co. Ltd. for about $ 3.5 million.

Taka-Q, which owns about 500 apparel stores in Japan, bought the controlling interest in Tropical Trading Co.'s three men's and three women's apparel stores from its owners, Al Sieverts and Ralston Investments.

Sieverts, who will remain as company president, retains a 15 percent interest in Tropical Trading, while Ralston Investments will maintain a 5 percent interest.

Ralston Investments is a subsidiary of entrepreneur Rick Ralston's company, Ralston Enterprises, which manufactures Crazy Shirts.

The company will continue under the current management and all store employees will be retained, Sieverts said.

"They pursued us and they're a very strong retailer in Japan," Sieverts said. "It seemed like a really good business venture."

Tropical owns the exclusive rights to the Esprit de Corp name in Hawaii and Guam and formerly operated three ACA Joe Inc. outlets here as well.

ACA Joe is being sued by six of its former and current licensees for $ 10 million in U.S. District Court in San Francisco. The plaintiffs allege that they did not consent to a new license agreement approved under ACA Joe's reorganization plan of last year. The plan switched company operations to wholesaling rather than operating a licensed outlet system.

Tropical is not one of the plaintiffs in the suit. Sieverts said he was unable to obtain clothing from the company and since has changed the name of its ACA Joe outlets to Canoe Clothing Co., selling men's tropical casual wear.

Two Esprit and two Canoe stores are on Oahu, one each at Ala Moana Center and in Waikiki, and one each

is in the Whalers Village on Maui.

Tropical Trading's office and warehouse space is located in Kakaako on Waimanu Street.

Taka-Q owns licenses for 12 other apparel lines, some of which will be marketed in Hawaii, said Kim Scoggins, Tropical Trading's vice president.

The first of those to enter the Hawaii market will be **Nautica,** a medium-priced men's and women's outer-wear apparel store. Sieverts said a 1,500-square-foot **Nautica** outlet is scheduled to open in the Pacific Beach Hotel in July.

Taka-Q already has two of the nautical-wear stores in California, Scoggins said

Franchise Network International was the intermediary representing Tropical Trading, and Nomura Wasserstein Perella & Co., a subsidiary of Nomura Securities Inter-national, represented Taka-Q in the transaction.

UMI-ACC-NO: 9024584

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Bigger role for merchandise coordinators: sportswear's 'eyes and ears.' includes related article Daily News Record May 7, 1990

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May 7, 1990

SECTION: Vol. 20 ; No. 89 ; Pg. 10; ISSN: 0162-2161

LENGTH: 1401 words

HEADLINE: Bigger role for merchandise coordinators: sportswear's 'eyes and ears.' includes related article

BYLINE: Spevack, Rachel

BODY:
BIGGER ROLE FOR MERCHANDISE COORDINATORS

SPORTSWEAR'S EYES AND EARS'

To excel at their jobs, merchandise coordinators must possess stamina, diplomacy, tact, flexibility, independence, verbal and written communications skills, merchandising skills and teaching ability. And that's just for starters.

Merchandise coordinator programs have become increasingly widespread among men's wear manufacturers over the past few years. They are particularly popular with collection resources, but classification resources with their own dedicated spaces in stores often establish programs as well.

Men's wear heavyweights such as Levi Strauss, Gant, Arrow, **Nautica,** Warnaco, Calvin Klein, Tommy Hilfiger, Izod/Lacoste for Men, Claiborne and Perry Ellis all use merchandise coordinators to act as liaisons between the companies and their department store accounts around the country.

In general, manufacturers take two approaches to assigning merchandise coordinators to retail accounts -- either by geographical territory or by store group. Their responsibilities vary slightly from company to company, but at most firms they concentrate on: * Visiting retail stores to make sure that their company's shop or impact area looks the way it's supposed to in terms of both assortment and presentation; * Seeing to it that merchandise is being moved from the stockroom to the sales floor; * Reporting back to the appropriate account executive or sales rep (and often the store buyer as well) the condition of the shop or impact area; and, perhaps most importantly, * Instilling product knowledge in the store salespeople and department managers through seminars and informal meetings, so that they know how to merchandise and maintain the shop on a day-in, day-out basis.

Many merchandise coordinators also get out on the selling floor and sell from time to time. A few companies require their merchandise coordinators to count and fill.

Manufacturers say that retailers are extremely receptive to working with merchandise coordinators. "Based on the retail climate right now and reduced staffs, many of them (retailers) find themselves short-staffed, so to have somebody monitoring their businesses and keying in on specific, immediate needs is really

helpful," said Vicki Rousso, national director of merchandise sales programs for **Nautica.**

"You've got buyers with 40 or 50 stores to cover, and reps doing the same thing," Rousso pointed out. "We view the merchandise coordinators as a support team that feeds information to the buyers and the reps so that they can manage their business in the most effective ways.

"Someone's got to be the eyes and ears. Most of the stores are very, very happy to have this kind of help. I know my coordinators have been received very warmly in the stores we've gone into."

Nautica currently has five coordinators, who focus primarily on stores that have **Nautica** shops or impact areas.

Bob Siegel, president of Levi Strauss & Co.'s men's wear division, which has 38 merchandise coordinators, made a similar point. "We get incredible amounts of feedback from the retailers in terms of how it's helping their business. The stores are absolutely ecstatic. They think it's one of the strongest services we're providing today."

Men's wear manufacturers say that when they're interviewing candidates for merchandise coordinator positions, previous retail experience is a definite plus. Gant, a division of Crystal Brands, also looks for "a good sense of style and taste level," said Glen Turnbull, vice-president and national sales manager. "We look for someone who likes to work hard and doesn't mind a lot of travel." The company has eight merchandise coordinators who visit every branch store that has a Gant shop a minimum of twice a season.

Tommy Hilfiger Sportswear, Inc., looks for "someone who looks like they'd be wearing Hilfiger," explained Susan Henkel, director of merchandising. "In order to really work with the different stores throughout the country, we feel that our merchandisers should emulate who our customer is." The company currently has nine merchandise coordinators, and it hopes to add four more by the end of May.

Nautica's Rousso gives high marks for strong verbal and written communication skills, teaching ability and merchandising skills. "The ability to understand retail math is very important. The merchandise coordinators have to be able to back up their statements to the buyers. We don't want to just sell more merchandise -- we want to sell the right merchandise to the retailer so the customer buys it and the retailer is profitable."

Rousso said that in her experience merchandise coordinators tend to be highly motivated. "It's very entrepreneurial -- they're not working in an office, they're not working at a desk, they set their own schedules. There are a lot of people who are counting on them. They've really got to be very independent and self-motivated and very responsible."

Once new merchandise coordinators are hired, many men's wear firms put them through intensive training programs where they learn about the lines they'll be representing, merchandising strategies, how to give seminars to store salespeople and how to offer tips and suggestions to them on an ongoing basis. At Perry Ellis, for example, merchandise coordinators spend about two weeks in the New York offices learning about the Ellis line before going out on the road with Tom Hoffman, director of store promotion and marketing.

And at Levi Strauss' men's wear division, merchandise coordinators are put through a fairly extensive training program in San Francisco, and they're also in "an ongoing training program with the account executives they work with," said Siegel.

Another standard practice at many companies is for coordinators to attend sales meetings throughout the year because they have to know as much about the products they're representing as the account executives. As Terry Pillow, president of Warnaco's men's division, put it: "We try to get them involved in the business because the more they know about it, the more enthusiastic they can be when they're in the stores." Warnaco has merchandise coordinators in place in all of its men's wear divisions -- Dior, Hathaway, Chaps, Puritan and Jack Nicklaus.

Most companies require their coordinators to fill out preprinted forms after they've completed a visit to a store. The forms usually have sections for presentation, assortment, strengths and weaknessess, what was discussed with store personnel, etc. Copies of the reports are sent to the appropriate account executive, the regional sales manager, the person in charge of merchandise coordinators at the home office and, in many cases, the store buyer. At Calvin Klein, Inc., one of the most important functions the merchandise coordinators perform is to help merchandise the Klein shops, according to Jay Friedman, president of men's wear. "The Calvin Klein line calls for a haberdashery approach, as opposed to color groups where you put the red shirt with the red shorts. We put the colors together in a much more sophisticated way." To ensure that the company's 22 merchandise coordinators are thoroughly familiar with the collection, they go to the New York office before every shipment for line overviews and to work with the salesmen for their areas.

Clearly, merchandise coordinator programs are on a growth curve at department store-oriented branded men's wear resources, despite the higher overhead involved in setting up and maintaining these programs. The competitive atmosphere in department stores today has suppliers scrambling to hold on to (or increase) their real estate, and they've discovered that hiring merchandise coordinators is a very effective way of keeping a close watch on their businesses. Another element that comes into play is the "keeping up with the Joneses" factor: The more vendors that use merchandise coordinators, the more the competing resources feel they have to have them too.

PHOTO : Calvin Klein's Jay Friedman says the firm's 22 coordinators play a key role in helping to

PHOTO : merchandise the Klein in-store shops.

PHOTO : Dockers shops are regularly visited by Levi Strauss' merchandise coordinators.

PHOTO : Perry Ellis has six merchandise coordinators covering its in-store shops in department

PHOTO : stores.

GRAPHIC: Photograph; Portrait; Joan Goodrow. (portrait)

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5600 APPAREL AND ACCESSORY STORES ; 5651 Family clothing stores

IAC-NUMBER: IAC 09013161

IAC-CLASS: Trade & Industry

LOAD-DATE: August 15, 1995

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Knit shirts, pleated shorts best sellers in Southeast; men's clothing Daily News Record May 14, 1990

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May 14, 1990

SECTION: Vol. 20 ; No. 94 ; Pg. 16; ISSN: 0162-2161

LENGTH: 561 words

HEADLINE: Knit shirts, pleated shorts best sellers in Southeast; men's clothing

BYLINE: Lloyd, Brenda

BODY:
Knit Shirts, Pleated Shorts Best Sellers in Southeast

ATLANTA - Knit shirts and pleated shorts are leading the parade of men's spring sportswear for stores in the Southeast.

Most retailers were happy with sales results so far in sportswear, and are optimistic that this month of May and the warm weather that ushered it in will help improve sales even more.

Swimwear, for example, is only just beginning to attract consumer interest. Men's sportswear business is generally showing single- digit increases, or is on plan, for both specialty and department stores checked.

Most retailers are avoiding heavy price-cutting promotions to attract consumers into their stores.

Phil Salvato, divisional merchandise manager for men's mainfloor sportswear and sportswear collections, Rich's, said that his sales promotion calendar is similar to last year's. Better specialty retailers are not price promoting at all.

Sportswear sales at Rich's are trending above plan for the first quarter, and Salvato said he expects May and June to be good months as well.

"Business should trend to plan for the remainder of the season," he said. "Our stocks are clean and we're very well-focused on key items for season." His strongest categories are knit shirts - particularly golf and T-shirts, pleated walk shorts, and solid-color, chambray sport shirts.

While knit shirts dominate at most stores, David Rubenstein, general merchandise manager at Rubenstein's, New Orleans, said that sales of bold flower-print woven shirts have been "incredible." They're from Byblos, Haupt, and Cafe. In knits, bright solid colors and stripes from Axis, Polo, and Timberland are doing well. Pleated, solid-color shorts from Axis, Girbaud and Polo are strong sellers. Rubenstein said the length, which is around the knee, is important. Fashion slacks - pleated, cuffed and baggy - have sold well, especially Armani, Byblos, Zanella and Axis.

Rubenstein's sportswear sales have consistently been up 7 to 8 percent each month this year, and he expects that to continue through the season.

Don Gaines, president of Owens-King in Rome, Ga., sad his sales through April are up slightly but he expects second- quarter sales to be up substantially. He increased his sportswear this year by 25 percent because tailored clothing sales had declined. Best sellers so far include Cross Creek and Resilio knit shirts, Duxbak Sportswear line of shorts, khaki pants and field shirts, and casual pants and shorts from Corbin.

Rush Wilson, president of Rush Wilson Ltd., Greenville, S.C., said his business has picked up since the weather warmed up. He doesn't have April sales figures yet but believes they're up over a year ago. March was up 20 percent. His best-selling lines in shorts are **Nautica** and Timberland, and he points out that shorts are outselling casual pants. His strongest knit shirts lines, which are outselling wovens two to one, are Polo, **Nautica,** and Timberland. Swimsuits, with an eight to 10-inch in-seam, are already selling from **Nautica** and Silver Fern. Bert Gurwitch, vice-president and general merchandise manager of Goody's Family Clothing, said sales for his 90 stores are on plan, and that tops - particularly knits - have outsold bottoms.

PHOTO : **Nautica's** spring knit shirts and shorts were cited as top-selling items by Southeast retailers.

GRAPHIC: Photograph

SIC: 5611 Men's & boys' clothing stores ; 5311 Department stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 08484494

IAC-CLASS: Trade & Industry

LOAD-DATE: August 15, 1995

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Smooth sailing at Nautica; Nautica Apparel Inc.; Sportswear Report supplement; company profile WWD (Women's Wear Daily) June 6, 1990

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WWD (Women's Wear Daily)

June 6, 1990

SECTION: Vol. 159 ; No. 110 ; Pg. S20; ISSN: 0149-5380

LENGTH: 473 words

HEADLINE: Smooth sailing at **Nautica; Nautica** Apparel Inc.; Sportswear Report supplement; company profile

BYLINE: Hartlein, Robert

BODY:
Smooth Sailing at **Nautica**

NEW YORK -- Since its founding seven years ago, **Nautica** Apparel, Inc., is gliding along as swiftly as the sail boat competitions it often sponsors.

Having set sail its women's division three years ago, David Chu, the firm's president and designer, expects it to reach sales of between $ 14 million and $ 15 million this year. Men's sportswear, which the company started with, continues as the backbone provider, with 1990 projections set at $ 50 million to $ 55 million, he said.

Nautica is part of State-O-Maine, which acquired the brand in August 1984. State-O-Maine also operates Van Baalen Pacific Corp. which makes activewear and robes.

Chu isn't sure whether **Nautica** women's line will eventually top men's wear sales, but at its present rate of growth and considering the size of the women's market overall, he said, the possibility exits.

The firm's men's wear gained prominence by projecting casual, laid back lifestyle dressing with a nod to the outdoors, and Chu has generally transferred that same feeling to the women's line.

"But," said the 36-year-old executive, "women's is even more casual weekend wear, the styling more contemporary and the fabrics softer than what we offer in men's."

Chu emphasized the lifestyle message as all-encompassing. Youthwear was licensed a year ago to USA Classic, Inc. Other licensing ventures are planned, he said, citing accessories as a logical next step.

For fall, Chu said, the collection of 150 women's styles is mostly in cotton. Production is done mostly in contracted facilities in the Far East. Three fall deliveries start in June and wrap up in August.

Wholesale prices for fall start at $ 30 for a shirt and go to $ 400 for a leather outerwear piece.

Sales come from 600 stores, mostly specialty stores.

Nautica has a company-owned store on New York's Columbus Avenue. Another in Costa Mesa, Calif., has closed, but is relocating to Newport Beach. The firm is also engaged in worldwide expansion, with broadening distribution and licensing deals from Canada and Central America to Europe and the Far East.

Before starting **Nautica,** Chu merchandised and designed two men's wear divisions of Kayser-Roth -- Cresco Outerwear and Catalina Sportswear -- for five years. Then, with a partner, he founded **Nautica.** After 1 1/2 years in business, they met State-O-Maine principals Harvey Sanders, president, and Milton Weinick, chairman.

A deal was struck whereby Chu's partner sold his interest to State-O-Maine while Chu retains 50 percent of the **Nautica** name. The two celebrate six years together this August.

PHOTO : The brown nubuck jacket over the multicolor wool fair isle jacquard sweater with crossover

PHOTO : rib collar, paisley cotton and wool shirt and green cotton corduroy pants from **Nautica**

GRAPHIC: Portrait; David Chu. (portrait)

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 09090509

IAC-CLASS: Trade & Industry

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Slim gains posted at Atlanta show; fall children's apparel market at the Atlanta Apparel Mart WWD (Women's Wear Daily) June 11, 1990

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June 11, 1990

SECTION: Vol. 159 ; No. 113 ; Pg. 7; ISSN: 0149-5380

LENGTH: 788 words

HEADLINE: Slim gains posted at Atlanta show; fall children's apparel market at the Atlanta Apparel Mart

BYLINE: Lee, Georgia

BODY:
SLIM GAINS POSTED AT ATLANTA SHOW

ATLANTA - The traditionally slow fall II children's wear market here caused no traffic jams, but sales representatives managed slight gains as a result of breaking holiday lines early.

While officials of the Atlanta Apparel Mart reported an overall 11 percent increase in attendance over last year at the seven-day event, which ended Wednesday, traffic on the children's wear floor was sporadic.

"The floor looked empty," said Stan Robinson, principal of Robinson Associates, a better multiple-line children's wear representative that reported a 10 to 15 percent gain. "But we offered 90 percent holiday, which helped our drop-in traffic. Today retailers are buying fall in March and want to go forward in June."

Several sales representatives thought that while breaking holiday early and offering a preview of spring merchandise sparked business, it often led to confusion among buyers.

Retailers bought cautiously. Budgets were even with last year or slightly higher. Many buyers reported soft after-Easter business after a strong Easter.

Shopping for some fall fill-ins, buyers also got a jump on holiday, seeking one-of-a-kind novelty items not duplicated in department stores. They favored classic, tailored dresses, as well as lively rompers and forward, contemporary sportswear, and appreciated the new infusion of color in the market.

Robbie Hare, divisional merchandise manager for Mansour's, a specialty department store with two 50,000-square-foot locations - one in Columbus, Ohio, and one in LaGrange, Ga. - bought cautiously, with a budget equal to last year's.

"Easter was excellent. But business has died out since then, and consumers just aren't shopping, or they're looking for sales. We're in a freestanding building, so we're more of a destination store," she said. "We don't get browsers."

Seeking early deliveries, Hare spent half her dollars on holiday and previewed early spring. While Bugle Boy is Mansour's number-one boys' resource, Hare also liked Izod's holiday line, Frog Pond's appliqued

sportswear and Basic Elements' updated colors.

Party pants, or rompers, continue to be popular, as well as "tape measure" tops - oversized shirts with gathered waists, that have filtered down from the junior market. Hare liked Nini Bambini's updated cotton sportswear and Vive La Fete's smocked treatment.

While Mansour's carries traditional department store lines such as Esprit, Health-Tex, Buster Brown and Carter's, Hare buys more variety and less depth within a line.

Jean Blitz, owner of Jack n' Jill, a 200-square-foot children's shop in Birmingham, Ala., also carries department store lines in a broad and shallow format. With an open-to-buy even with last year's, Blitz shopped for holiday dresses, but was disappointed in the selection.

"Dresses weren't great. There was too much glitz, too much gold braid and taffeta," she said. "We want tailored, ladylike dresses and wild sportswear."

Blitz liked The Children's Hour and Dorissa's print dresses with lace collars. Ginger Roper, which Blitz said does special orders for hard-to-fit children, is another favorite line. Blitz shopped for unusual rompers in sizes 10 to 14. "They always sell out the first day we get them," she said.

After a "tremendous" Easter, Blitz had a quiet May. Business is now picking up, she said, helped by summer promotions and sales.

Business has been consistently good for Susan Tigwell, owner of Beth Mone, a 2,000-square-foot better children's boutique in Naples, Fla.

"In a high-income resort area, people tend to spend more, especially if they've left the kids at home," she said.

With an open-to-buy up 10 percent, Tigwell spent 50 percent on dresses.

"We did so well with velvet and moire last year that this year I wanted something different," she said. She liked Ginger Roper's silk shantung dresses. She shunned traditional holiday colors in favor of cranberry, emerald and a smattering of black.

"It goes against my grain to put babies in black, but it is so formal and works well for portraits," she said.

Tigwell shopped for tailored dresses with very little embellishment, such as those from Florence Eiseman and The Children's Hour.

"I like Florence Eiseman's theory that you should notice the child first, not the dress," she said. In sportswear, she liked brights, such as purple, green and pink, but stayed away from earth tones. She bought Mexx for the first time, intrigued with the line's colors.

Tigwell felt the market was particularly strong in boys' wear. She described **Nautica** as "smashing," with classic shapes and upbeat colors, and also applauded Basic Elements and John L. Cook.

SIC: 2360 Girls' and Children's Outerwear ; 5137 Women's and children's clothing

IAC-NUMBER: IAC 09101315

IAC-CLASS: Trade & Industry

LOAD-DATE: August 15, 1995

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Nashville, Tenn., mall with Castner Knott, Dillard's opens in Aug; Bellevue Center WWD (Women's Wear Daily) June 19, 1990

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WWD (Women's Wear Daily)

June 19, 1990

SECTION: Vol. 159 ; No. 119 ; Pg. 15; ISSN: 0149-5380

LENGTH: 359 words

HEADLINE: Nashville, Tenn., mall with Castner Knott, Dillard's opens in Aug; Bellevue Center

BYLINE: Lawson, Skippy

BODY:
NASHVILLE, TENN., MALL WITH CASTNER KNOTT, DILLARD'S OPENS IN AUG.

NASHVILLE, Tenn. - Bellevue Center, a 720,000-square-foot mall scheduled to open Aug. 9, will include Castner Knott Co., Dillard Department Stores, Inc., and many specialty stores that are new to the area.

According to Tom Allen, Bellevue Center general manager, about 50 percent of the specialty stores in the mall are newcomers to Nashville, including Ann Taylor, Banana Republic, Eddie Bauer, Godiva Chocolatier, Mondi and 9 West.

Annual volume of the 175,000-square-foot Dillard's is expected to be $ 30 million, said Ken Eaton, vice president of sales promotion for Dillard's, based in Little Rock, Ark. For Dillard's, Bellevue Center represents its fourth door in the Nashville area.

The store will contain shops for Ralph Lauren, Ellen Tracy, Clinique and Laura Ashley. Women's apparel, accessories and cosmetics will occupy between 57,000 and 63,000 square feet.

First-year volume for the 172,000-square-foot Castner Knott is expected to be $ 30 million to $ 50 million, sources said. It will be the 12th in the chain and the seventh in the Nashville area.

Inside Castner Knott, more than two dozen vendors will have their own shops, said Michael Walsh, store manager. These will include Chaus, Jones New York, Leslie Fay, Liz Claiborne, **Nautica** and Pendleton.

The store will carry Anne Klein, Blassport, Donna Karan, Ellen Tracy, Michi Moon and Victor Costa, among other designers.

The cosmetics department will be the chain's largest, said Peggie Moore, divisional merchandise manager for cosmetics. It will feature an Estee Lauder skin care center and Adrienne Arpel facial lab. Castner Knott is a division of Mercantile Stores Co., Inc.

Elsewhere in the Nashville area, Dillard's is building a unit in Hickory Hollow next to an existing Dillard's. The new one will open January 1991, when the old one closes. The company is also renovating its Green Hills store and adding 175,000 square feet in November. "We're making a commitment to Nashville," Eaton

commented.

The $ 100-million Bellevue Center mall is a Taubman Co. development.

SIC: 6512 Nonresidential building operators ; 5311 Department stores

IAC-NUMBER: IAC 09114579

IAC-CLASS: Trade & Industry

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Terms: nautica and date(geq (1/1/1990) and leq (12/31/1991)) (Edit Search | Suggest Terms for My Search)

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Full speed ahead for Nautical; nautical look in men's clothing Daily News Record June 19, 1990

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Daily News Record

June 19, 1990

SECTION: Vol. 20 ; No. 120 ; Pg. 4; ISSN: 0162-2161

LENGTH: 651 words

HEADLINE: Full speed ahead for Nautical; nautical look in men's clothing

BYLINE: Black, Jeff

BODY:
FULL SPEED AHEAD FOR NAUTICAL

NEW YORK - Nautical styles will continue to float a large amount of holiday business on the mainfloor, according to manufacturers and retailers.

Traditional retailers cling to the look to generate their men's wear sales. While other, more contemporary retailers complain that nautical themes are tired and run the danger of becoming unin-spiring to their customers, the boating style remains the look of choice for certain categories of men's apparel.

For fall and winter months, outerwear and knit sweaters with nautical themes will remain favorites at retail, stores report. T-shirts as well as active combinations of jackets and shorts, all in bold colors and stripings, are key items for holiday business, say retailers. **Nautica,** Regatta Sport and Boston Traders were consistently mentioned as strong resources in the nautical field.

"Nautical-type looks in outerwear have done really well for spring," said Rick Rube, men's sportswear buyer for Rendbergs, a specialty store located in Tulsa, Okla. "I'm still working holiday, and although I'm not necessarily looking for nautical styles, I've seen some nautical lines, and our bread and butter is with this traditional type of business."

A spokesman in New York for Lord & Taylor said that the retailer has always identified with nautical styles, and that he found their customer especially receptive to them when done in updated colors in the activewear area.

Bold colored hooded T-shirts have become an important item at Lord & Taylor this spring, as have striped crewneck T-shirts. The spokesman said that the retailer has expanded mainfloor space for several nautical resources, including Salty Dog, a casual line produced by Gant.

Possibly in reaction to such reports from retailers, a general mood of optimism has permeated manufacturers who have set themselves up for fall and holiday with nautical-inspired outerwear and activewear.

"For holiday, it's so far, so good," said Heidi Bush, a national sales executive with Boston Traders, located in Lynn, Mass. "We've worked a few of our major accounts, and we've had a good reaction so far from

everyone as they go into market."

Boston Traders expanded its spring men's nautical-based line to include 15 to 18 pieces of outerwear this year, to be delivered starting in January, and expects the line to do well. With outerwear, "you can't really go wrong with a nautical style," said Bush. The company will start showing its spring line on July 25.

With fall already tied up, Regatta Sport, a 2-1/2 year old men's wear firm, said it had done strong business this year, and that bookings "nearly doubled" over last year. "It seemed that color was key this year," said Clifford Parker, chief executive of Regatta, "and most of our colorations were nautical driven."

Parker explained that he geared his fourth quarter offering so that certain key items would drive the business - items like knit sweaters, jackets and some woven bottoms. "Fourth quarter is essentially a gift-driven market. People are either going away on cruises or giving gifts, and they want something that will last, or that is colored to look like it will last into spring," he explained.

Interviews with retailers and manufacturers revealed that nautical themes will remain around for some time, even for those who wish to reverse the trend.

"In relation to our business, the nautical theme is kind of tired, and we are getting away from it as a handle," said Ron Murray, senior buyer for men's better traditional at Dayton Hudson, the 34-unit department store chain based in Minneapolis. Still, he said nautical influences were an important aspect of the fall outerwear business.

For spring, Murray said Dayton Hudson had success with a nautical jacket tied in with a pair of shorts. Nautical T-shirts are also doing well on mainfloor, he added.

SIC: 2320 Men's and Boys' Furnishings ; 2311 Men's and boys' suits and coats ; 5611 Men's & boys' clothing stores

IAC-NUMBER: IAC 08577860

IAC-CLASS: Trade & Industry

LOAD-DATE: August 15, 1995

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ORBIT INSTRUMENT ANNOUNCES END OF NEGOTIATIONS WITH RICE SPORTSWEAR PR Newswire July 16, 1990, Monday

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PR Newswire

July 16, 1990, Monday

DISTRIBUTION: TO BUSINESS DESK

LENGTH: 180 words

HEADLINE: ORBIT INSTRUMENT ANNOUNCES END OF NEGOTIATIONS WITH RICE SPORTSWEAR

DATELINE: HAUPPAUGE, N.Y., July 16

BODY:
HAUPPAUGE, N.Y., July 16 /PRN/ -- Orbit Instruments Corp. (NASDAQ: ORBT) today announced that its negotiations to acquire the assets of Rice Sportswear Ltd., a manufacturer of branded and private label men's and women's outerwear located in Winnipeg, Manitoba, Canada, have been terminated.

Orbit is a Long Island-based manufacturer of customized electronic components and subsystems for military and non-military governmental applications. Its other subsidiaries are Orbit Semiconductor, Inc. which is a state-of-the-art manufacturer of customized semiconductors servicing the high-reliability and quick turnaround markets, and USA Classic, Inc., which manufactures men's and boys' active wear under the Everlast name as a licensee of Everlast World's Boxing Headquarters Corporation; children's garments under the **Nautica** trademark under license from **Nautica** Apparel, Inc., and all garments under the Riddell trademark under license from RHC Licensing Corp.

CONTACT -- Mitchell Binder, vice president-finance of Orbit Instruments, 516-435-8300

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Three new approaches to resort; marketing women's resort apparel; Sportswear Report supplement WWD (Women's Wear Daily) August 1, 1990

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WWD (Women's Wear Daily)

August 1, 1990

SECTION: Vol. 160 ; No. 22 ; Pg. S14; ISSN: 0149-5380

LENGTH: 494 words

HEADLINE: Three new approaches to resort; marketing women's resort apparel; Sportswear Report supplement

BYLINE: Gordon, MaryEllen

BODY:
Three New Approaches To Resort

NEW YORK -- Izod Womenswear, **Nautica** and J.G. Hook have designed their resort collections to accommodate consumers' wear-now attitudes.

Izod Womenswear is offering a pre-spring resort group for Nov. 30 delivery for the first time. Before it skipped resort, going from holiday into spring. **Nautica** is expanding its merchandise to include a wider variety of fabrics. And J.G. Hook's resort line bridges holiday and resort in terms of color but is in year-round fabrics.

These resources also noted that retailers are buying cautiously as a result of this new consumer trend to buy merchandise to wear at the moment.

"Retailers are buying with a wear-now attitude, even for resort, because that's what the consumers are doing," said Meredith Gladstone, director of design for J.G. Hook's women's wear division. "But they still look to resort to create a bit of newness."

"I think resort is important because consumers spend so much time in the stores around the holidays that everything looks old very quickly," said Lawrence Mathe, president of Izod Womenswear.

For resort, he said, Izod's resort group "just screams spring in terms of color, but much of the merchandise is wear-now, which is very important today." He said, "We're addressing the fact that consumers are changing their buying habits."

Mathe noted that Izod is expecting spring 1991 sales to increase up to 50 percent as a result of the pre-spring group.

"That figure is really a reflection of the fact that we have never concentrated on that delivery time before," added Mathe.

The company expects sales of $ 20 million for 1990, up from $ 13 million in 1989.

Nautica's president, David Chu, said, "The market right now is very soft and our business is fairly flat. We're looking to change that from a product point of view."

"We believe strongly in casual weekend wear," Chu noted. "But we're moving into new, softer fabrics that are more drapable than cotton."

The three-year-old women's division's sales for 1990 are projected to be $ 14 million.

Chu noted that **Nautica** does about 10 to 15 percent of its annual sales during resort.

"Overall resort is a standard part of the business, but I think that this year, it is not important to the consumers because the economy is so bad," he remarked. "I think they are spending money on clothes during the major seasons, but not so much in between."

In J.G. Hook's classic line, the company is accommodating the wear-now thinking by expanding its fabrics into what Gladstone refers to as "12 month-a-year fabrics -- knits and rayons."

The resort selling season accounts for about 15 percent of the company's total business, said a spokeswoman.

J.G. Hook Sport, introduced for fall, has more of an "alpine resort feeling," said Gladstone. "But again, we're doing heavier fabrics, like stretch velour and cotton corduroy, so they have immediacy for the season."

SIC: 5136 Men's and boys' clothing ; 5137 Women's and children's clothing ; 2330 Women's and Misses' Outerwear

IAC-NUMBER: IAC 08739962

IAC-CLASS: Trade & Industry

LOAD-DATE: August 16, 1995

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Can independents really get the big-time treatment? clothing resources wary about financing specialty retailers; column Daily News Record August 6, 1990

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Daily News Record

August 6, 1990

SECTION: Vol. 20 ; No. 153 ; Pg. 44; ISSN: 0162-2161

LENGTH: 1529 words

HEADLINE: Can independents really get the big-time treatment? clothing resources wary about financing specialty retailers; column

BYLINE: Hancox, Clara

BODY:
CAN INDEPENDENTS REALLY GET THE BIG-TIME TREATMENT?

SCENARIO: You're an independent retailer, the kind manufacturers say they love. You really do believe that you and other independents like you constitute a customer group that could be more desirable to manufacturers than most department stores are today. As for you -- you've been in business 37 years. You've survived five recessions and a mini-depression. You're on solid ground and doing fine with a volume of $ 2 million-plus. Right now you're planning to take a bullish approach to the holidays. Many retailers, you hear, are being defensive about Christmas. But not you. You're going full speed ahead.

To kick off your holiday business you've planned an ambitious ad campaign and, like any normal big-time retailer, you expect your suppliers to pitch in for the cost of those ads. Not that you've been in the habit of asking for such contributions ... not in a big way, anyway. But what the hell, you're going for it now.

The retailer's name is Bob Furlong. He owns and operates The Fair Clothing Co., a 10,000-square-foot men's store on Route 35 near the shore in Wanamassa, N.J., in the Asbury Park area.

When I met Furlong more than three decades ago his store could best be described as an Ivy League discounter. But there have been a lot of changes over the years. Today The Fair is a classy establishment carrying fine lines -- a mixture of classic and contemporary wares. Standing alone on the highway between two malls, The Fair draws customers with its fine, eclectic merchandise mix. An example of this is Counter-Pointe, a 2,000-square-foot shop-within-a-shop in which the Polo and Hugo Boss collections are presented.

Here are the lines The Fair was planning to advertise in a dramatic pre-holiday newspaper blitz via an impressive eight-page special section: Authentic Imports, Gitman, Hugo Boss, Boston Traders, Burberrys, Country Britches, Hickey-Freeman, Jacob Siegel, **Nautica,** Polo, Robert Amerigo, Tricots St. Raphael ... and several footwear resources.

Furlong could've badgered these vendors for their contributions in the way this is usually done. But no ... not this time. He was going to handle this like a gentleman. He was going to sell himself to his resources. He reserved a suite and a VCR for three days at one of New York's more expensive hotels -- the Parker Meridien. He produced a videotape (with the help of the local newspaper) that not only portrayed the store,

inside and out, but also supplied the area's demographics -- linking these to the 400,000 readers of the paper that would carry the eight-page color insert. He was prepared, also, with ad layouts and cost information.

Most importantly, though, this retailer came prepared with a couple of powerful arguments. First: The fact that the specialty store is part of a stable, loyal market, hence worth the manufacturer's investment. The department store, on the other hand, is fickle and traitorous. Second: He wasn't asking for a handout. With a newspaper readership of 400,000 in the twentieth-largest market in the U.S. (Monmouth and Ocean counties in New Jersey), manufacturers would be making only a modest expenditure to dramatically increase their exposure in this affluent and responsive area.

Then he got in touch with every one of the above-named suppliers, cordially inviting them to visit with him at an appointed hour during his three-day stay at the New York hotel. He was pleased when they all accepted.

But after a few of his "guests" had come and gone it became clear to Furlong that he had, indeed, set himself a tough assignment. His resources talked at length about their appreciation of, and devotion to, the good, loyal specialty store. But very few came prepared to back their affection with dollars, even the small amount of dollars that these ads would cost. Some talked about their co-op programs. Why, they asked, wasn't he content to avail himself of these?

As it happens, Furlong has some opinions about co-op deals and they're not agreeable ones. "Co-op," he said, "is a very convoluted, circuitous way to get ad money. As a result, a lot of that money never gets used by smaller merchants and the manufacturer winds up with an advertising slush fund that is probably spent in other ways ... given to department stores, no doubt."

Some of the vendors who visited Furlong in his hotel room were plainly disinclined to spend even the smallest amount of money -- $ 400 for a quarter-page ad in black and white. Since that amount of money is less than the cost of taking a couple of buyers to dinner in a decent New York restaurant, it couldn't have been the cost that bothered Furlong's guests. No doubt they were simply disinclined to set a precedent.

Happily, though, some did respond positively. Most gracious and most acquiescent, Furlong said, was Hickey-Freeman. Also understanding and agreeable was Country Britches. Interestingly, shoe resources, who do only a modest amount of business with the store, were also friendly and forthcoming.

In one instance the regional salesman for a manufacturer whom Furlong was soliciting (to no avail) offered to shell out for the ad with his own money. This was, of course, unacceptable. In most instances, also, the people sent by vendors to visit with the retailer weren't in the position to make a decision.

Finally, after a week of waiting, the answers were in Furlong had been very persuasive. All but three of his resources agreed to participate. Of course some didn't call it "participation." They put it down to co-op or a merchandise credit. Unhappily, though, the three who refused were his most important lines -- Polo, Hugo Boss and **Nautica.**

What to do? Should he run ads for these respected names anyway, despite their refusal to pitch in? At first he thought he'd have to do just that ... and no doubt these resources thought so too, assuming they gave the matter any thought at all.

Finally he made the decision -- and it was NO. Not that he doesn't value and wouldn't ordinarily promote these lines. But for this very special presentation it wouldn't be fair to those who'd contributed were he to give out freebies to those who hadn't.

One of the participating manufacturers told me privately that his company does occasionally make such special contributions to specialty stores when they remodel and expand or when they open a new branch. "Thank goodness those are only onetime shots," the vendor said.

But for Furlong this is going to be an annual production. "We will always be doing a very special Christmas promotion to expose our resources to this important part of the New Jersey market," he said, "and we'll always ask our vendors to work with us."

When I pointed out that he mightn't keep many friends with an ongoing quest of this sort, he replied, "Why not? The better specialty store is such a good customer. We don't constantly change buyers and top management. And for the clothing manufacturer we're the best. Who else understands tailored clothing better? Where else would one build a stronger clothing business?"

He continued, "If a manufacturer came up with a list of 300 of the best specialty stores doing an average of $ 3 million a year, that's $ 900 million a year. Now, wouldn't the manufacturer want a share of that good, reliable market?"

Such an argument notwithstanding, most manufacturers of any size continue to be less than excited about pursuing, or "pampering," merchants of Furlong's size to any great degree. Of course they've been pampering big accounts, albeit unwillingly, for as long as anyone can remember -- whether it's called a merchandise credit or a co-op or catalog ad or a chargeback. Such arrangements, though, aren't usually brought out into the open, whereas Furlong's quest for big-time treatment has been.

Some may be shocked or annoyed at the open discussion of this merchant's play-by-play struggle for a small portion of the consideration bestowed upon larger stores. But what really annoys them is that all this fuss ... the appointments in the hotel room, the seemingly serious consideration of Furlong's painstakingly prepared material -- videotape, demographics, ad layouts -- followed by his request for a contribution ... what was it all for? All the fuss was for a relatively small merchant who, by himself, can't possibly make a significant contribution to the manufacturer's growth.

Could this possibly be a short-sighted view? There is more than a question here of a bit of vendor support meted out to a persistent merchant. The subject of this story is really the very serious, doggedly surviving coterie of moderate-sized credit-worthy independents out there, the ones who are really dedicated to the understanding and the selling of men's wear. Considered as a group -- as part of America -- couldn't they, given a more generous portion of market respect and support, become the source of a stable, reliable, growing business?

PHOTO : The Fair, a classy establishment with a classic/contemporary merchandise mix, stands by

PHOTO : itself in an affluent area on a New Jersey highway.

GRAPHIC: Photograph

SIC: 5611 Men's & boys' clothing stores ; 2320 Men's and Boys' Furnishings ; 2311 Men's and boys' suits and coats ; 5940 Miscellaneous Shopping Goods Stores ; 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5651 Family clothing stores

IAC-NUMBER: IAC 09311259

IAC-CLASS: Trade & Industry

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Nautica expands into accessories; clothing accessories maker Daily News Record August 10, 1990

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Daily News Record

August 10, 1990

SECTION: Vol. 20 ; No. 156 ; Pg. 3; ISSN: 0162-2161

LENGTH: 233 words

HEADLINE: **Nautica** expands into accessories; clothing accessories maker

BYLINE: Hart, Elena

BODY:
NAUTICA EXPANDS INTO ACCESSORIES

NEW YORK - **Nautica** is expanding into accessories licensing in a big way beginning for spring '91. The company has signed three new licensees. They are:

* Swank for belts, jewelry, small leather goods; * Swisstime for watches; and * Colors in Optics for eyewear.

Eyewear and watches are expected to be ready for showing by the end of September. Swank hasn't yet specified the date when its products will be ready for viewing.

David Chu, president and designer, **Nautica,** said, "**Nautica** has been evolving to accessories gradually, but now the timing is right. There is tremendous growth potential there, especially as they (accessories) conform with a lifestyle image."

News of the **Nautica** venture was released in a DNR interview with Chu; Sanford Hutton, president, Colors in Optics; Pat Quigley, president, Swisstime; and John Tulin, executive vice-president, Swank.

The executives said distribution for the **Nautica** accessories lines will be in both specialty and department stores that **Nautica** currently targets. The eyewear will also be marketed to clinical optical facilities. All accessories lines will be shown in the licensees' showrooms.

Belts are expected to retail between $ 30 and $ 40. Sunglasses will retail between $ 75 and $ 200. Watches will retail between $ 100 and $ 250, with the most expensive models selling for $ 395.

SIC: 2380 Miscellaneous Apparel and Accessories

IAC-NUMBER: IAC 09311627

IAC-CLASS: Trade & Industry

LOAD-DATE: August 16, 1995

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York Cup deserves more attention The Financial Post (Toronto, Canada) August 17, 1990, Friday,

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The Financial Post (Toronto, Canada)

August 17, 1990, Friday, DAILY EDITION

SECTION: SECTION 4, INSIDE SPORT; Pg. 39, ROUNDING THE MARK

LENGTH: 939 words

HEADLINE: York Cup deserves more attention

BYLINE: Doug Hunter

BODY:
What's a guy got to do to get some ink in Toronto?

That thought must have been foremost in the minds of Michael Cornelissen and Bill Inwood at the conclusion of the Royal Trust York Cup last Sunday in Toronto.

The round-robin match-racing series was by every measure a roaring success, but the press coverage it attracted ran the gamut between meagre and nonexistent. Cornelissen, chief executive and president of Royal Trustco Ltd., and Inwood, the company's general counsel, had decided for the second straight year that this sort of event deserved corporate support.

With Royal Trustco dollars (and support of secondary sponsors Cantel Inc. and **Nautica** Apparel) they gave the Canadian sailing community one of its most impressive events. As usual, the Toronto media circus yawned and devoted its coverage to more vital events, such as the trick water ski competition over at the Toronto Islands.

Last year, Royal Trust drew flak for what some observers felt was a less than wholehearted promotional effort for the inaugural edition of the event bearing its name. Moreover, the event, conceived as a quasi-national match-racing championship, had drawn about half its competitors from the host Royal Canadian Yacht Club.

Nonetheless, there were reasons to hope for improvement. The Toronto-area C & C 34 fleet provided well-matched boats, and sails from the local Hood loft ensured even speed. The racing was professionally run by the RCYC, and on-water judging (which eliminated tedious after-race protest hearings) kept the races moving for spectators and competitors alike.

The 1989 event was capped by an exciting final between two first-class international sailors - Toronto's Terry McLaughlin, an America's Cup skipper and Olympic silver medalist, and Vancouver's Olympic sailor and match-racing whiz Ross Macdonald. Macdonald won the final series 2-1, and all involved looked forward to the 1990 edition.

As in 1989, two competitors, John Dakin (of Hood) and McLaughlin worked hard behind the scenes to organize the event and line up participants.

Publicity efforts were miles ahead of the first try, the C & C 34s and Hood sails were back, the race organization and international jury were up to the same high standards, and the 10 competing crews were

a stellar cross-section of the Canadian racing scene.

Macdonald, now 11th in the international match-racing rankings, was back to defend his title. McLaughlin was back to have another crack at winning. Joining them was a who's who of Canada's racing elite, among them: two-time Olympic medalist and Canada's Cup helmsman Hans Fogh of Toronto; Dakin, the 1988 Canada's Cup defence skipper, also of Toronto; Soling Olympian Paul Thomson; and 1989 Canadian match-racing champion Larry Lemieux of Edmonton.

The crews themselves were worthy of note. Macdonald had his champion Star crew, Bruce Macdonald, with him. Fogh had his Olympic-medal crew, John Kerr, as well as a who's who of past Canadian America's Cup and Canada's Cup efforts with him; Paul Thomson brought Nigel Cochrane, Canada's 1988 470 Olympian, current North American class champion and recent gold medalist at the Goodwill Games.

There were few dull moments. The short-course windward-leeward format provided plenty of action, disabusing the notion that watching a yacht race is about as exciting as watching paint dry.

A case in point was how McLaughlin missed his chance for a rematch with Macdonald through a freak finish to the final round-robin race between Fogh and Montreal's Scott Morgan.

Fogh had the race in the bag on the final leg, a run to the finish, when the arrival of inclement weather provoked him into performing a crash-and-burn broach just shy of the finish line. He clipped the wrong side of the mark and Morgan cruised through to pick up the win that vaulted him into fourth, the last semifinal berth, ahead of a disbelieving McLaughlin.

There was more action in the semifinals than the finals, thanks to a pyrotechnic matchup between two rival Toronto sailmakers, Fogh and Dakin. They split the first two races, forcing a tiebreaker. Threequarters of the way up the first leg, Dakin luffed Fogh aggressively, and a collision resulted.

The on-water jurors elected to make both Fogh and Dakin do penalty turns. It was a tangled decision that demonstrated the unavoidable shortcomings of snap on-water rulings in a sport that usually sorts out disputes in hearings that can drag on for hours.

Fogh was penalized for failing to keep clear as windward yacht, although some jurors disputed his liability. Dakin may or may not have had luffing rights, but jurors were unanimous in their decision to penalize him for what they felt was a contravention of an event provision that competitors were not to do anything that caused damage. These were, after all, borrowed boats.

Fogh won the race and went on to meet Ross Macdonald. Dakin (who was third in 1989) bitterly disputed the call, and was still seething over the judgment at the awards banquet that night.

In the sailoff for third, Montreal's Morgan erased a superb start-sequence performance by Dakin with one fake gybe just before the gun that gave the newcomer a four-boat-length lead he stretched throughout the race. It was a fine debut on the national scene.

In the final, the young Macdonald demonstrated why he has been such a success on the international match-racing circuit this past year, coming from behind on both opening legs to hand the veteran Fogh two straight losses. It was a marvelous, precise performance that even Fogh had to admire.

GRAPHIC: Photo: McLaughlin: Missed rematch

LOAD-DATE: November 6, 1997

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Strong color trend seen at Manstyle show The Toronto Star August 23, 1990, Thursday, FINAL EDITION

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The Toronto Star

August 23, 1990, Thursday, FINAL EDITION

SECTION: FASHION; Pg. B5

LENGTH: 788 words

HEADLINE: Strong color trend seen at Manstyle show

BYLINE: By Jane Mussett

BODY:
Ties were kaleidoscopic. Casual shirts, sports jackets and beach pants were a jumble of vibrant colors and eye-popping prints. Blazers were mustard, lime green and brick red. And suits seen at Manstyle, the semi-annual menswear tradeshow, could drive the man searching for gray flannel to distraction: They came in earthen, olive and khaki shades.

Certainly, you'll still be able to find a classic navy blazer for spring '91, but one look around the 150 booths at Manstyle, which was held from Sunday to Tuesday this week at the Metro Convention Centre, and you couldn't miss that menswear is getting mighty colorful indeed. At the show, menswear designers, manufacturers and importers show their wares to men's retail buyers six months in advance of the season, meaning that we can expect the color trend to be strong next spring and summer.

Aside from how tough retail is, the talk at this season's show was about the Salon International Mode Masculine Montreal.

Gilles Martin, organizer of the Canadian International Womenswear Show in Montreal, has thrown a wrench in the works by starting his own menswear trade show and holding it at virtually the same time as Manstyle. The fall '91 show to be held this spring, will take place in Montreal on a different week, but a year from now for Spring '92, it is scheduled to conflict with Manstyle once again. For the menswear trade, this, of course, causes uncertainty about where to show one's clothes and spend one's money. (A booth at Manstyle can cost $ 3,000 to $ 50,000.)

Many participants noted slower than usual traffic on Sunday at Manstyle, which is normally described as "a zoo" in terms of attendance. The consensus was that it might be due to some buyers attending the Montreal show on the weekend.

Some companies such as Siga International of Toronto, which imports Hugo Boss, Bugatti, **Nautica,** Unlimited and other lines to Canada, and Montreal's Gordon Battah, which is launching the new Pierre Lafitte collection for spring, chose to go into both shows. According to Siga president, Eric Silverman, there's room for both shows in the Canadian market.

Others, such as Al Israel, executive vice-president of GFT which imports Armani, Valentino, C.P. Company and others to Canada, stayed at Manstyle but went to check on the Montreal show on Saturday when it opened. Israel found that the Montreal show tended to showcase more "fringe" or trendy, casual fashion lines while Toronto's Manstyle was doing more suit business.

Holts shuffle

Holt Renfrew's vice-president of merchandising Bonnie Brooks, announced her resignation last Thursday. She will move to Dylex's 211-store Town & Country chain as president, effective Sept. 4. Her former job is being split into two new positions at Holts: Marlene Baur has been appointed vice-president and senior merchandise manager for women's ready-to-wear, accessories and cosmetics, while Hilary Black has been appointed vice-president and general merchandise manager for menswear, Gucci and gifts.

Brooks was with Holts for nine years. Prior to that she was advertising manager for Fairweather.

Brooks says she is looking forward to steering Town & Country into the '90s. "In the '80s, there was a tremendous boom in designer clothes," she told us. "In the '90s, I think retail will be customer, not designer driven. A large percentage of the population is looking for quality products at realistic prices and I think there's an interesting opportunity in the market to do that."

Alfred Jeans

What else do you wear to an in-store promotion of your very own jeans line, but jeans? That's just what Alfred Sung did last Saturday when he dropped by Yorkville's Over The Rainbow to talk to customers and give Alfred Jeans for women an official and personal plug.

A self-confessed lover of the casual pants Levi Strauss invented in the mid-1800s, Sung had on faded denims and a shirt from his own men's jean collection, to be launched at retail in November. With these he wore a most beautiful pair of British-made tan oxfords.

Sung's denims hardly need the promotion. According to Over The Rainbow owner, Joel Carman who sells about 25 different denim labels, Alfred Jeans have been selling very well since they were delivered to the store three weeks ago and he's had to reorder twice.

Their success, says Carman, is due to the fit. There are seven styles of pants int he line: an English baggie, a classic western, a pleater, a boot cut, a western fringed style, slim cut "lean" jeans and a jodhpur design, one for every body type.

Alfred Jeans range in price from $ 65 to $ 85. They are also available at Eaton's, Brettons, The Bay, Holt Renfrew, Simpsons and at specialty stores.

GRAPHIC: photos: Alfred jeans Stielmann sports jacket

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Terms: **nautica and date(geq (1/1/1990) and leq (12/31/1991))** (Edit Search | Suggest Terms for My Search)
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ORBIT INSTRUMENT ANNOUNCES EXTENSION OF STOCK REPURCHASE PROGRAM PR Newswire August 23, 1990, Thursday

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PR Newswire

August 23, 1990, Thursday

DISTRIBUTION: TO BUSINESS DESK

LENGTH: 312 words

HEADLINE: ORBIT INSTRUMENT ANNOUNCES EXTENSION OF STOCK REPURCHASE PROGRAM

DATELINE: HAUPPAUGE, N.Y., Aug. 23

BODY:
HAUPPAUGE, N.Y., Aug. 23 /PRN/ -- Orbit Instrument Corp. (NASDAQ: ORBT) today announced that it plans to purchase up to an additional 1,000,000 shares of its common stock in the open market or in privately negotiated or block transactions. The price to be paid, timing of purchases and the aggregate number of shares to be purchased will be at the company's discretion and subject to market conditions.

The company began a stock repurchase program in March of this year and has completed its initial plan to purchase 500,000 shares of its common stock. The company has purchased approximately 1,160,000 shares since Jan. 1, 1990.

The company currently has approximately 8,900,000 shares outstanding.

Max Reissman, the president of the company, stated that the price of the company's stock continues to be an attractive investment at current levels and the repurchase program would not detract from the company's ongoing business acquisition program.

Orbit is a Long Island-based manufacturer of customized electronic components and subsystems for military and non-military governmental applications. Its subsidiaries are Orbit Semiconductor, which is a state-of-the-art manufacturer of customized semiconductors servicing the high reliability and quick turn around markets; and USA Classic which manufactures men's and boy's active wear under the "Everlast" name as a licensee of Everlast World's Boxing Headquarters Corporation, childrens' garments under the "**Nautica**" trademark under license from **Nautica** Apparel, Inc., all garments under the "Riddell" trademark under license from RHC Licensing Corp. and childrens' garments under the "B.U.M. Equipment" trademark under license from Chauvin International Ltd.

CONTACT -- Mitchell Binder, vice president-finance of Orbit Instrument, 516-435-8300

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

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1990) and leq (12/31/1991)) (Edit Search | Suggest Terms for My Search)

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Pastel adds pizzazz to sweaters; trends in men's clothing Daily News Record September 11, 1990

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Daily News Record

September 11, 1990

SECTION: Vol. 20 ; No. 177 ; Pg. 6; ISSN: 0162-2161

LENGTH: 710 words

HEADLINE: Pastel adds pizzazz to sweaters; trends in men's clothing

BYLINE: Walsh, Peter

BODY:
PASTEL ADDS PIZZAZZ TO SWEATERS

NEW YORK - Pastel shades are expected to be the fashion leader in spring '91 sweaters, some manufacturers say, although retailers expect the bulk of their business to be in the darker jewel and spice tones carried over from fall.

Flatter, lighter-weight knits and heavily textured hand-knit sweaters are being shown in pale shades reminiscent of traditional golf time palettes.

While the spice colors appear to follow through from fall to spring in many sweaters lines, the pale colors of the past are clearly updated. They range from the palest blues, greens and pinks - with names like glacier green and ice blue - to washed out and faded ecology colors - with names like straw, sisal and clay. With white predicted to be a strong player in both clothing and sportswear for spring, lighter beige, pure white and bone are expected to be important in sweaters as well.

At Lord Jeff, Lenor Romano, vice-president of merchandising and design, said the company is showing cotton sweaters for spring in very light frosly blue, green and a lightened officer's pink. "We always do a range of pastels and brights for holiday/spring," she said.

The colors are mixed with bone and soft yellow in 15-gauge knits that wholesale for about $ 37.50. The come in styles including sleeveless, V-neck, crewneck and cardigan. Some are heavily textured with welting and popcorn stitching. There are solids in the same colors, including one called "sand dune." The 15-gauge V-necks wholesale for $ 22.50 while the sleeveless model wholesales for $ 17.50.

Lord Jeff is also showing a line called Sandstone for holiday/spring that includes heavily textured, five- to seven-gauge crews and cardigans. The sweaters are made of 85 percent cotton/15 percent jute. They are offered in clay, straw, sage, linen and slate.

"They have more of a linen look," Romano said. These sweaters wholesale for about $ 32.50.

Pringle of Scotland, a traditional sweater company that is not unfamiliar with the pastel shades of spring in its golf sweaters lines, is showing colors such as haze blue, ice crystal, mauve, Nevada pink, rosemary seafoam, soft yellow, wheat and butter. Some of these are new colors for the company this spring.

The basic cotton crews and V-necks from Pringle wholesale for $ 27.50 while the fancies wholesale at about $ 45.00. Scottish cashmere is also featured prominently in Pringle's spring line in both solids and golf-inspired intarsias in traditional pastels that are "par for the course" in golf sweaters.

At least one retailer, however, is showing some resistance to stocking the lighter pastel shades. "I think pastels are not going to be as popular with my customers," charged Dan Wilcox, assistant manager of the one-unit Clancy's Ltd., Cedar Rapids, Iowa. The men's specialty store carries sweaters by Polo, **Nautica,** Boston Traders, Mackinaw and Tricots St. Raphael.

"Olive is the color for fall and spring," Wilcox explained. "It's what the salesmen are showing us."

But for Dick Hughes, sportswear buyer for Muse's, an eight-unit Atlanta-based specialty store chain, pastel shades will show up in his spring 91 inventory. "We will be showing some very light-weight and lighter-colored cotton sweaters from the Bobby Jones line and Falke," he said.

The majority of Muse's sweater stock will be in the more youthful looks and colors from Boston Traders and **Nautica,** Hughes said. "They don't have pastels," he said. "At this point, pastels are for the customer who is a little more settled."

Patti Auerbach, national sales manager for Tricots St. Raphael, believes customers want fresher, lighter colors in sweaters for spring after seeing darker colors in the stores for fall and holiday. "I think they are leaning more toward brighter color," she said.

Trictos' lighter-weight cotton sweaters are shown in vivid greens, corals, neutrals, pale yellow and caraway olive for spring. Bleach white is also a major leader in its line. "The light brights, like the coral shade, spring grass and reds with a pinkish cast will be good sellers," Auerbach said. "But I think the classic navy is still going to be strong for spring. It bespeaks nautical, which is always a good sell."

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 2253 Knit outerwear mills

IAC-NUMBER: IAC 08848840

IAC-CLASS: Trade & Industry

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Terms: nautica and date(geq (1/1/1990) and leq (12/31/1991)) (Edit Search | Suggest Terms for My Search)

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Nautica's store points to growth in women's line. WWD (Women's Wear Daily) September 19, 1990

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WWD (Women's Wear Daily)

September 19, 1990

SECTION: Vol. 160 ; No. 56 ; Pg. 10; ISSN: 0149-5380

LENGTH: 455 words

HEADLINE: Nautica's store points to growth in women's line.

BYLINE: Hartlein, Robert

BODY:
Nautica's Store Points to Growth In Women's Line

NEW YORK - **Nautica's** growing presence in women's sportswear is evident at its recently expanded and remodeled store at Columbus Avenue and 70th Street here.

Before the redo, women's apparel occupied only a small section - about 100 square feet - in the rear. It now occupies 800 square feet to the left of the entrace. Men's wear, **Nautica's** original product line, and children's wear are displayed in the balance of the store.

In all, the **Nautica** store, which has been at its present location for 3 1/2 years, has been nearly doubled in size to 3,100 square feet. The additional space was gained by taking over a former Marc O Polo clothing store.

The renovation began in April, was completed in June and officially celebrated at a reception at the store last week.

"Our women's business doubled in the first month since the expansion project was completed," said Harvey Sanders, president of State-O-Maine, Inc., **Nautica's** parent. He added volume for the Columbus Avenue unit should increase 30 to 40 percent over the next year, but declined to reveal specific figures. Overall, the company had a volume of $ 52 million in 1989, including retail results. A 15 to 20 percent increase was projected for this year.

Current fall merchandise features cotton cropped handknit cardigans in five colors for $ 110; cotton twill pants, $ 55; cotton chambray skirts, $ 67; cotton denim jackets with corduroy collars, $ 116, and cotton and poplin anorak parkas for $ 125.

Design features of the New York store include handcrafted teak and ash floors, ash cabinetry, brass hardware and Oriental carpets, as well as nautical memorabilia that gives the store the feeling of a sitting room in a yatch club.

Nautica has planned a grand opening event at its only other store for Friday. This unit, which was at Crystal Court in Long Beach, Calif., moved in July to the Fashion Island Mall in Newport Beach, Calif. **Nautica** has had a retail presence in California for 2 1/2 years.

Sanders said that the firm has no intention of opening additional units, preferring to use the two current ones to showcase **Nautica** merchandise as well as to show retailers how to best display it.

Nautica, which was founded five years ago by David Chu, is primarily a wholesaler of updated traditional better-price sportswear. Chu, who is president and chief designer, was unable to attend the party at the Columbus Avenue store because he was in the Orient working on the fall 1991 collections. He is expected back in New York by early October.

PHOTO : Keith Munroe, **Nautica** senior vice president, marketing

PHOTO : John Wetzler, **Nautica** executive vice president, retail

GRAPHIC: Photograph

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5651 Family clothing stores

IAC-NUMBER: IAC 08911604

IAC-CLASS: Trade & Industry

LOAD-DATE: August 16, 1995

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Orbit Instrument reports financial results Business Wire September 26, 1990, Wednesday

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September 26, 1990, Wednesday

DISTRIBUTION: Business Editors

LENGTH: 569 words

HEADLINE: Orbit Instrument reports financial results

DATELINE: HAUPPAUGE, N.Y.

BODY:
Orbit Instrument Corp. (NASDAQ:ORBT), Wednesday announced the results of operations for the twelve months ended June 30, 1990.

Orbit reported net earnings for the twelve months ended June 30, 1990 of approximately $1,483,000 (16 cents per share) on net sales of approximately $57,226,000 as compared to a net loss of approximately $2,724,000 (29 cents per share) on net sales of approximately $50,689,000 for the comparable period of the prior fiscal year.

Earnings per share for fiscal 1990 includes 4 cents per share resulting form an extraordinary gain in connection with the company's branded apparel segment. Earnings per share for the prior fiscal year includes a loss of 29 cents per share resulting from the discontinuance of the company's voice response subsidiary.

Max Reissman, the president of the company, stated that the results demonstrated the initial success of the company's strategy to reduce its dependence on the defense industry and develop other business segments to add to the company's growth.

Orbit is a Long Island based manufacturer of customized electronic components and subsystems for military and non military governmental applications. Its subsidiaries are Orbit Semiconductor, which is a state of the art manufacturer of customized semiconductors servicing the high reliability and quick turn around markets; and USA Classic which manufactures men's and boy's active wear under the "Everlast" name as a licensee of Everlast World's Boxing Headquarters Corp., childrens' garments under the "**Nautica**" trademark under license from **Nautica** Apparel Inc., all garments under the "Riddell" trademark under license from RHC Licensing Corp. and childrens' garments under the "B.U.M. Equipment" trademark under license from Chauvin International Ltd.

The following is a summary of the comparative results of operations for the twelve months ended June 30, 1990 and June 30, 1989. -0-

Orbit Instrument Corp.
Financial Highlights
Twelve Months Ended June 30

	1990	1989

Sales	$ 57,226,000	$ 50,689,000
Net Earnings (loss) from continuing operations	$ 1,138,000	$ (50,000)
Loss from discontinued operations		(2,674,000)
Extraordinary item	345,000	
Net earnings	$ 1,483,000	$ (2,724,000)
Earnings per share from continuing operations	$ .12	$ .00
Discontinued operations	.00	(.29)
Extraordinary item	.04	.00
Earning per share	.16	(.29)

CONTACT: Orbit Instrument Corp., Hauppauge
Mitchell Binder, 516/435-8300

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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Maison Blanche launches 180,000 sq. ft. prototype. Daily News Record October 3, 1990

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Daily News Record

October 3, 1990

SECTION: Vol. 20 ; No. 193 ; Pg. 20; ISSN: 0162-2161

LENGTH: 758 words

HEADLINE: Maison Blanche launches 180,000 sq. ft. prototype.

BYLINE: Lloyd, Brenda

BODY:
MAISON BLANCHE LAUNCHES 180,000 SQ. FT. PROTOTYPE

JACKSONVILLE, Fla. -- Maison Blanche opened a 180,000-square-foot prototype store here last week at The Avenues, the city's newest and most upscale mall.

Within the unit is a 35,000-square-foot, elegant men's department, representing more than 19 percent of total store space and emphasizing better sportswear, furnishings and tailored clothing, said Skip Chustz, senior vice-president and general merchandise manager for men's wear.

It features a 2,500-square-foot Polo Shop, including a Polo golf shop, which, Chustz said, is the only one of its kind in Jacksonville. The store also offers boutiques for Izod, Gant and 901 Club, a Maison Blanche private label.

John Irvin, president of Maison Blanche, said the men's department is larger than most other Maison Blanche units, and that the area differs in other ways as well.

"We expanded our presentation of certain product categories, including men's better sportswear, which is anchored by Polo and **Nautica.** We expanded men's neckwear, which we believe is a growth area. It's twice as large as what we normally give neckwear. In general, we put greater emphasis on fashion accessories, including dress furnishings and better sportswear. So, the better end of the business has been expanded."

He continued, "The interior of the men's store is richer in colors and texture, making it very masculine. We worked with the design firm to delineate some of the upscale parts of the business. From a design point of view it highlights that, and we'll be doing that in future stores and in our remodels."

Irvin said that, so far, the store has exceeded plan. "Men's wear sales the first week are ahead of projection, and doing significantly better in those categories where we put particular emphasis (neckwear, Polo, dress shirts). We had an opening that was stronger than plan store wide. And we enjoyed good business in better fashion merchandise at regular price."

The Avenues is also a retail testing ground for its other two anchors, Sears and J.C. Penney, which also opened prototype stores last week. Edward Brennan, chairman of Sears, came to town for the opening of his 125,000-square-foot store. He said, "Many of the features in this store are ones that we're developing,

and we'll bund on what we have here. We've broadened our assortment (except for clothing, which the store doesn't carry). We have more brands ... and more young men's." This store is also more upscale in appearance than other Sears stores. J.C. Penney's store is one of a few designed for future development and is similar to one in Northpark in Dallas.

In addition to Penney's, Sears and Maison Blanche, Dillard's is scheduled to open a store at The Avenues in fall '91.

Irvin added: "We're also carrying men's better sportswear at a tremendous rate versus mainfloor. And it's at regular price. What people will see is that we've got assortments that are well presented and well staffed."

He said that the store will have to promote to be competitive in its market, but added that Maison. Blanche will put more emphasis on how it manages inventories and how it flows those inventories through the store.

Irvin also said that the company is narrowing its resource structure, and Hans Sternberg, co-chairman, added that Maison Blanche started in April to cut back on resources by 25 percent.

The company's next steps, Sternberg said, are to expand its Roosevelt Mall store in Jacksonville from 33,000 square feet to 60,000 for a January debut; open a 160,000-square-foot replacement store in Orlando on Nov. 1, and expand its Sarasota store from 50,000 square feet to 130,000 for a 1992 opening. These three stores were formerly Robinson's of Florida units, which Maison Blanche acquired three years ago.

The new Jacksonville store offers a separate entrance to the second-floor men's store. "We always give men's a separate entrance so men don't have to walk through lingerie," said Sternberg.

The store has a skylight and is designed with custom-designed fixtures of reddishhued Bubinga wood, ebonized wood trim, leather chairs, tweed carpeting and brass accents. Young men's is more casual with floating, free-form neon accents, white oak fixtures, columns and panels, a Japanese vinyl tile floor and wall coverings. Better men's sportswear is an integral part of the presentation, top. Space devoted to neckwear has been doubled, above. Rich colors and textures give the the department a masculine feel, right.

GRAPHIC: Photograph

SIC: 5311 Department stores ; 2311 Men's and boys' suits and coats ; 2320 Men's and Boys' Furnishings

IAC-NUMBER: IAC 08936306

IAC-CLASS: Trade & Industry

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EYE ON EDWARDSVILLE HIGH St. Louis Post-Dispatch (Missouri) October 11, 1990, THURSDAY, ILLINOIS FIVE STAR Edition

Copyright 1990 St. Louis Post-Dispatch, Inc.
St. Louis Post-Dispatch (Missouri)

October 11, 1990, THURSDAY, ILLINOIS FIVE STAR Edition

SECTION: NEWS; Pg. 6I

LENGTH: 267 words

HEADLINE: EYE ON EDWARDSVILLE HIGH

BODY:
Number of students: 1,595 BOYS: 825 GIRLS: 770 Latest fad: Tight mini skirts, rolled or pinned jeans, long bangs, the '60s look, concert T-shirts, Adidas jackets, cut-offs, Nikes. Biggest beef: No hat policy, crowded parking, big "mall" bangs, short lunch periods, people who dress alike. Top slang term: ".....Not"; "Joan"; "Was' up?"; "Don't Diss Me Man"; "Shafty". Most popular bands: M.C. Hammer; Aerosmith; Depeche Mode; Alabama; Erasure; Too Short; Ice Cube. Latest dance: The Hammer; Roger Rabbit; Humpty Dance; The Electric Slide. Most popular clothes, styles: Clothes from The Gap; **Nautica;** baggy T-shirts; anything black; Skidz; college sweatshirts; Polo; leather jackets. School pride: 1990 state baseball champs, excellent music program; outstanding drama productions, our J.E.T.S. Team. Other: We would like to add that - "Mr. Larry Busch, our principal, is the best darn cheerleader in the world."

GRAPHIC: Photo; PHOTO By Sam Leone/Post-Dispatch...Students arriving in the morning and entering Edwardsville High School.

LOAD-DATE: October 18, 1993

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SHOP TALK YOUR GUIDE TO FASHIONS AT CAROUSEL CENTER< The Post-Standard (Syracuse, NY) October 17, 1990 Wednesday City Edition

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The Post-Standard

The Post-Standard (Syracuse, NY)

October 17, 1990 Wednesday City Edition

SECTION: LIFESTYLE; Linda Bien; Pg. B1

LENGTH: 2024 words

HEADLINE: SHOP TALK YOUR GUIDE TO FASHIONS AT CAROUSEL CENTER<

BYLINE: Linda Bien

BODY:
I came. I saw. And, in the interest of research, I shopped.

But I left Carousel Center with more than a few bags of goodies. The $250 million mall makes a first impression that's nothing less than spectacular.

You'll be wowed by the expansive architecture. The 70,000 square feet of skylights soar. The 5 1/2 miles of decorative brass striping gleam.

The variety of stores surpasses any other mall in the area. The most pleasant surprise? Bonwit Teller. As promised, it's gorgeous, from its domed ceiling, which features a mural in delicate lavender and other pastels, to its to-die-for designs. Sure, it's a little on the pricey side, but it doesn't cost anything to look and admire, now does it?

Not surprisingly, some of the stores supposed to open Monday didn't quite make it. And that contributed to the biggest disappointment: the lack of a department store on par with a Macy's or a Bloomingdale's. The Pyramid Cos., the mall's owner and developer, says be patient, Lord & Taylor will open in 1992. Until then, you'll have to contend with more than 100 stores.

Frankly, it's all a little mind-boggling right now. I can see it in many shoppers' faces, too, as they wander from store to store. What's Limited Too? Is Eddie Bauer the store like Eddie Bauer the catalog? And why in the heck does Tony Walker carry men's clothing and electronics equipment?

You'll find the answers to these questions -- and more -- in this review of Carousel Center's new retailers. We'll also look at what's new and different about some old favorites. Let's start in the Commons level and work our way up:

FILENE'S BASEMENT

THE LOCATION: Commons level, just off the center court.

THE LOWDOWN: Bargains are what made this Boston retailer legendary. Outside the Carousel Center store,

signs advertise "20 to 60 percent savings on the names you love."

Inside, a gray-tiled "running track" path takes you through brand names like **Nautica,** Christian Dior and Alexander Julian.

What about the bargains? Some are obvious, like cotton-polyester turtleneck sweaters for $10, Lord & Taylor men's dress shirts for $12, and Napier earrings for $25. Others include a 100 percent wool Christian Dior jacket is $175, for instance. Filene's Basement says you'd pay $290 for it in a department store.

J. RIGGINGS

LOCATION: First level, between the atrium and JCPenney.

THE LOWDOWN: J. Riggings is a men's store that offers casual and career merchandise, ranging from sweaters ($20 and up) to all-wool and wool/polyester blend suits ($135 and up). You'll also find some outerwear and leather jackets.

The decor is preppy jock, with decorative accents like old baseball bats and gloves, football helmets and roller skates.

CAPERS

LOCATION: First level, a few doors up from Kaufmann's.

THE LOWDOWN: Capers offers casual clothing geared to teens (male and female). Prices are moderate ($14.99 sweaters, $25 jeans) and some brand names are featured (Levi's and Bugle Boy).

Be sure to remove those sunglasses before entering, however. The decor is dark: black walls, black ceilings and black shelves.

LIMITED TOO

LOCATION: First level, just off the atrium, accessible through its own entrance and The Limited, part of a nearly 20,000-square-foot complex of stores at Carousel Center owned by The Limited.

THE LOWDOWN: What would happen if you took fashions from The Limited and left them in the dryer too long? You'd have the look of Limited Too, with styles geared primarily toward girls ranging from sizes 2 to 14.

Limited Too offers the same private labels as The Limited (Outback Red, Forenza and Axcess) and many of the same prices. Moms and dads will pay $36 for a pair of trendy patterned leggings, $99 for a suede blazer, and $29 for a cable-knit sweater. Accessories include black felt derbies ($24) and pendants ($8).

STRUCTURE

LOCATION: First level, just off the atrium, accessible through its own entrance and Express.

THE LOWDOWN: Just as Limited Too is the children's version of The Limited, Structure is the men's version of Express Compagnie Internationale.

The clothing is mostly casual and includes some outerwear, as well as sweaters ($29 and up), cotton twill pants (on special for $32) and floral cotton ties ($20).

The decor is also similar to Express, but slightly more masculine, with leather and chrome seating in the center of the store.

BODY & BATH

LOCATION: First level, just off the atrium, accessible through its own entrance and Express. A relatively new division for The Limited, the Carousel Center Body & Bath is the sixth location in the country.

THE LOWDOWN: From its decor (wooden floors and shelving trimmed in green) to its products, Body & Bath immediately brings to mind The Body Shop, an international chain of stores specializing in body and bath products that began in England in 1976.

Like The Body Shop, Body & Bath places a heavy emphasis on the environment. All of the products (most in the $10-and-under price range) are produced without animal testing. Literature explaining the shop's philosophy is printed on recycled paper and bears a sketch of a tree and the credo: "Because we care about you and our environment."

Body & Bath also stocks vitamins, various books dealing with health and the environment, and tree-saving reusable green-mesh shopping bags that sell for $5.

WOMAN'S WORLD

LOCATION: First level, between Bonwit Teller and the atrium.

THE LOWDOWN: At first, Woman's World reminds you of Lane Bryant, another retailer catering to the large-size woman that also has a Carousel Center location.

But Woman's World has its own unique features. In addition to moderately priced casual merchandise, you'll discover classic career separates from Breckenridge ($199 for an all-wool jacket and $75 for a polyester blouse that feels like silk).

Another plus are the spacious dressing rooms, which include two angled mirrors, a carpeted bench for seating, and a wire grid mounted to the wall behind the door. Attentive clerks explain you can hang merchandise on them and coordinate outfits as you try things on.

MERRY-GO-ROUND

THE LOCATION: First level, next to Woman's World.

Merry-Go-Round's fashions reflect the latest in trends and look like the styles you might see on Club MTV. Pulsing rock music booms as you shop.

Brand names include Z. Cavaricci ($64.99 for pants) and Skidz ($54 for flannel overalls).

BANANA REPUBLIC

LOCATION: Second level, just off the atrium.

THE LOWDOWN: Banana Republic is a San Francisco-based chain of more than 120 stores nationwide owned by The Gap.

Fashions for men and women are casual but slightly more sophisticated than those of The Gap. Most are also more expensive, with a woman's wool blazer at $178 and a chenille sweater at $88.

The decor looks somewhat Ralph Laurenish, with a wooden floor and whitewashed walls. But don't expect to find a jeep in the front window. Although many items are classically rugged, Banana Republic has moved away from its safari/travel origins.

ANNTAYLOR

THE LOCATION: Second level, near the atrium and next to Gantos.

THE LOWDOWN: AnnTaylor's niche is clothing for the career woman, whether for office, weekend, or a night out on the town.

Fashions range from private-labeled career suits and separates (about $250) to sophisticated little black dresses ($150 and up) to trendy Indian blanket-print skirts ($68). A small shoe department and a selection of handbags and jewelry is also offered.

The store projects the same image as the fashions: clean and fresh. Oak floors gleam, with merchandise hung on wood and glass racks arranged with plenty of room to browse in between.

EDDIE BAUER

THE LOCATION: Second level, halfway between the atrium and Steinbach.

THE LOWDOWN: 07With merchandise primarily geared to activity in the great outdoors, this Seattle-based chain seems perfect for Syracuse's often-inclement weather. And, yes, the store offers many of the same items you find in its catalog.

Merchandise includes sweaters (starting around $30), goose-down outerwear ($45-$225), and a selection of shoes and boots, as well as backpacks, sunglasses and smoked salmon ($26.99 for a 16-ounce package).

The decor is heavy on green accents, paired with gleaming oak trim. Mounted color photographs show merchandise in various outdoor settings.

STEINBACH

THE LOCATION: Second level, across from JCPenney.

THE LOWDOWN: One of Carousel Center's six anchor stores, Steinbach is a chain from White Plains that's opening two locations in Central New York. Its second store opens in November at Penn Can Mall.

A path of beige marble leads you through this store, which features an open floor plan. Fashions for men, women and children, including brand names like Liz Claiborne, Chaus, Bugle Boy, Jantzen and Haggar, are grouped in categories around centrally located counters for accessories, fragrances and jewelry.

Prices are comparable to other Syracuse-area department stores. A Liz Claiborne sweater, for instance, is $88. A Jantzen men's sweater is $58.

BONWIT TELLER

THE LOCATION: Two-story store, directly across from Hills and Chappell's.

THE LOWDOWN: If you ever wondered what New York City had over Syracuse, wonder no more. It's finally here in this 64,000-square-foot store that's a smaller version of retailers like Bergdorf Goodman, but every bit as elegant.

The first floor is dominated by a selection of cosmetics, fragrances and jewelry surrounded by various sportswear collections. In the center, two escalators travel to and from the second floor. Take a ride up and you find eveningwear and collections from designers like Calvin Klein, Mary Ann Restivo and Charlotte Neuville, all new to Syracuse.

Merchandise is displayed on sleek wooden racks and in richly decorated departments. Prices begin at $40

for a pair of Pucci print-inspired leggings and range to $4,000 for some designer ensembles and eveningwear.

M. SOLOMON

THE LOCATION: Second level, next to Bonwit Teller.

THE LOWDOWN: M.Solomon is an Albany-based furrier opening its first Central New York location in Carousel Center. Merchandise includes coats of classic mink ($2,899), silver fox ($2,299) and lamb leather trimmed in fox ($890), as well as a small selection of evening dresses.

CAROUSEL LEATHER

THE LOCATION: First level, between Bonwit Teller and the future sight of Lord & Taylor.

THE LOWDOWN: Carousel Leather stocks all sorts of leather goods, from classic leather jackets ($200 and up) to leather handbags, briefcases and shoes. You'll also find some unusual items, like size 4 leather jackets ($129 and up) and leather saddlebags ($199).

GAPKIDS

THE LOCATION: Second level, just off the atrium, accessible by its own entrance or through The Gap.

THE LOWDOWN: Just as Limited Too caters to the offspring of The Limited's customers, GapKids is the store for sons and daughters of The Gap's regulars.

Merchandise is available for both boys and girls, sizes 2 to 14. Prices are comparable to The Gap (sweaters, $25-$39, and jeans, $24 and up), as is the decor: wood floors, white walls and lots of table displays.

TONY WALKER AND CO.

THE LOCATION: Second level, near Bonwit Teller.

THE LOWDOWN: Tony Walker and Co. offers a mixture of merchandise primarily aimed at men. Clothing is casual and includes sweatshirts ($30) and lamb leather jackets ($250). You also find an assortment of athletic shoes and electronics equipment in the adjacent Pioneer Home Theatre. Electronics equipment? Yes, electronics equipment.

Here's how the company explains this unlikely combination:

"Before Tony Walker started taking on the likes of Ralph Lauren, J. Crew and Lands End, he was known as the king of the electronics industry . . . Frustrated by high prices, poor quality and commission sales while shopping for his own clothing, Tony Walker decided it was time to provide his customers with the same values in footwear and apparel, as with his electronics."

And now you know.

GRAPHIC: PHOTO; DICK BLUME/Staff photographer; MICKEY CARR and Mary Giusti look at the fashions at Bonwit Teller at; Carousel Center Monday. They were among the thousands who poured; through the long-awaited mall on its opening day. Color.; AL CAMPANIE/Staff photographer; ANNTAYLOR'S FASHIONS cater to every aspect of the career woman's; lifestyle. Color.; AL CAMPANIE/Staff photographer; EDDIE BAUER is a Seattle-based clothier that emphasizes outerwear and; casual clothing. Color.; GRAPHIC: Carousel Center shopping. Herald-Journal. 38.5 p. x 8 8/16; in,

LOAD-DATE: February 12, 2003

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Creating an image chops State-O-Maine's earnings Crain's New York Business October 22, 1990

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October 22, 1990

SECTION: EARNINGS SPOTLIGHT; Pg. 46

LENGTH: 616 words

HEADLINE: Creating an image chops State-O-Maine's earnings

BYLINE: BY JUDY TEMES, CRAIN'S NEW YORK BUSINESS

BODY:
State-O-Maine Inc. wants to be the next Polo. And in recent months, it's been spending a lot of money trying to get there.

Problem is, in a very difficult retail climate, it's doing it at a great short-term cost to profits and shareholders.

A small, and until recently, virtually unknown maker of pricey sportswear for men, State-O-Maine had impressed Wall Street in recent years with a steady string of revenue and earnings gains, much of it driven by **Nautica,** a line of nautically themed outerwear.

But in recent months, it's been anything but smooth sailing for Manhattan-based State-O-Maine.

For the second quarter, ended Aug. 31, sales grew 14% to $24.6 million, but earnings plunged 46% to $983,000, or 20 cents per share, from $1.82 million, or 37 cents per share a year ago.

For the six months, profits also declined 46% to $1.3 million, or 27 cents per share.

Analysts were also disappointed with the company's last fiscal year ended Feb. 28. Profits reached only $5.8 million, or $1.15 per share, when projections had been as high as $6.8 million.

Flat, or declining, earnings

Now some analysts are predicting a flat year, while others say the year could even drop 15% to $5 million, or $1 a share.

State-O-Maine President Harvey Sanders has been warning Wall Street since early this year that earnings will be a problem. "We're investing heavily in the future," he says. "We're sacrificing the short-term picture."

In the past year, State-O-Maine has opened an expensive new showroom on 57th Street, hired 10 additional designers and merchandising coordinators and launched a new line of **Nautica** furnishings -- ties, hosiery and bathrobes -- to complement traditional offerings like nautically themed sweaters, jackets and shorts. It's all in line with efforts to make **Nautica** a leading maker of casual wear, like Polo.

Mr. Sanders won't reveal how much each of these efforts has cost, but the company's selling and general

administrative expenses soared to $27.7 million, up 47% from $18.8 million a year earlier. Sales gains have not kept pace with that kind of spending, growing only 27% to $95.3 million in the same period.

Most analysts say the effort will have been well worth it. "They're investing in an image. They have to spend," says Fred Wolf, a vice president at Adams, Harkness & Hill Inc., a Boston-based brokerage firm that specializes in emerging growth stocks and continues to recommend this one. The stock, traded over-the-counter, has been badly tossed about in recent months, along with other apparel company stocks. It was trading at $4.25 last week, off significantly from a 52-week high of $15 and at almost half its book value of $8 a share.

By 1992, Mr. Sanders says, all of the expenses associated with building up **Nautica** will be done, and the company will be in a position to hold the line on spending.

Last-minute suppliers get paid

Retailers are under pressure to cut back inventories, and where possible, are concentrating orders with large manufacturers who can respond quicker to last-minute orders and have priority getting paid. While State-O-Maine boasts a strong balance sheet -- its long-term debt of $502,000 is only 1.25% of equity -- as a relatively small company, it is still at risk. That was evident in the last quarter when the company was forced to sell more of its merchandise at a discount, which hurt profits.

"As an investor I want to know how long earnings will be hurt," says Jyoti Aggarwala, an analyst with Landenburg, Thalman & Co., which has a 'hold' on the stock. "In this environment, you never know the bottom. We're all broke. Nobody is running out to buy $55 **Nautica** shirts."

GRAPHIC: Chart, State-O-Maine Inc., Source: Company reports

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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COUNTRY BOYS: RELAXED MENSWEAR COULD SURPRISE SOPHISTICATES St. Louis Post-Dispatch (Missouri) November 4, 1990, SUNDAY, LATE FIVE STAR Edition

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LENGTH: 760 words

HEADLINE: COUNTRY BOYS: RELAXED MENSWEAR COULD SURPRISE SOPHISTICATES

BYLINE: Roxanne Washington 1990, Newhouse News Service

BODY:
IF YOU'RE THE hard-boiled city type who gets the shakes at the word "country," fall fashion will take some getting used to. From autumnal colors of nature to soft fabrics and loose fit, an earthier, easier country mood permeates because designers believe - and pray - that men are in the mood for it. "We try to incorporate what's happening in society, and right now people are concerned about nature," says Marco Wachter, designer for Mondo di Marco. "They're tired of greed and aggressiveness. They want to relax and enjoy their leisure time." Today's country is quilted texturing and layering pieces. It's velvety brown, gold, wheat, taupe, berry and other colors culled from the woods and meadows. It's staunchly anti-tight. Outerwear bears the strongest country stamp: anoraks, parkas, field jackets, duffels, stadium coats, toggle coats and baseball-style jackets. Normally reserved for sporty activities like fishing or sitting in a freezing football stadium, these jackets are for more than just function. There's luxury involved, like the waxed lamb hunting jacket by Lance Karesh for Basco, and the supple nubuck ranger jacket with coyote trim around the hood by **Nautica's** David Chu. You'll even find velvet anoraks for evening. What's the point of taking a jacket you could throw on the floor and step on without a care and making it chic? Versatility. There was a time when you would never, ever mix Field and Stream-like outerwear with a suit or sportcoat and tie, but that has changed. Conventional wisdom now says that if it feels good against your body, don't wait until the weekend. Ronaldus Shamask calls his jacket ensemble - a houndstooth sportcoat over a sleeveless suede jean jacket - "accidental chic." Country is also the British manor gentleman: a sweater vest with a glen plaid sport coat, casual denim shirt and dressed-up tie, as put together by Botany 500. Richard Mishaan has some very definite ideas of why country has gone upscale. "If you really look back at what's happened - all of these tweeds, all of these chunky fabrics and all of the interesting texture on everything - I think it relates back to Chanel," he says. "Interpretations at the high end of women's fashion are now coming into menswear, and I think the quilting is also directly related to that." There's yet another man who'll find fall fashion hard to take, and he's the one still wearing aggressive "my suit is going to eat you for breakfast" tailored clothes, as designer Bill Robinson calls it. Tailored clothing has entered the era of the slouch, which merely describes easy construction with less-padded, natural shoulders, and full chest. Flannels, wool and wool-cashmere blends that drape complete the relaxed silhouette. Olive and taupe are strong colors for fall, as is the six-button double-breasted style. Fall's comfort zone is also filled with sweaters made of chenille, one of the lightest, loftiest of yarns, and a resurgence of wide-wale corduroy.

GRAPHIC: Photo; PHOTO....Ralph Lauren puts together a couple of trends: a wide wale corduroy jacket and an ascot for that British flair. PHOTO....The "accidental chic" of Ronaldus Shamask: a houndstooth wool jacket ($650) over a suede sleveless jacket ($900).

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Bloomie's changing YM lines young men's clothing Daily News Record November 9, 1990

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November 9, 1990

SECTION: Vol. 20 ; No. 222 ; Pg. 1; ISSN: 0162-2161

LENGTH: 615 words

HEADLINE: Bloomie's changing YM lines young men's clothing

BYLINE: Palmieri, Jean E.

BODY:
BLOOMIE'S CHANGING YM LINES

NEW YORK - Bloomingdale's is making a major merchandising shift in its young men's area.

The chain has dropped many of its "cutting edge" resources to focus instead on higher-priced, more traditional lines.

Lester Gribetz, vice-chairman, told DNR Thursday, "The cutting edge doesn't sell for us. That business is for the Merry-Go-Rounds."

The Bloomingdale's executive stressed: "We still have young customers and we're not abandoning that business. Instead, we're concentrating on the better-quality lines for a man with a young attitude. We've realized we shouldn't be in the lower-priced lines - they only wind up on the markdown racks."

Earlier, store chairman Marvin Traub, responding to reports in the market that the store was dropping the category, said, "We have no plans to drop young men's, but we are studying the character of our young men's and Young East Sider divisions. We're looking for ways to strengthen the area so that we'll be positioned for the '90s."

Traub, who was receiving an award for Lifetime Achievement for Advertising Excellence from the Father's Day/Mother's Day Councils here, said the store will hold a meeting with its men's merchandising team today to further explore the question.

Gribetz explained further, "We're re-evaluating the vendors in that area and we've dropped a number of people. We're re-assorting to focus on those people who are meaningful to us."

He declined to name the young men's manufacturers that the store has discontinued or plans to drop. But Gribetz singled out such sources as Guess, Girbaud, Wilke-Rodriguez and Perry Ellis as doing well for Bloomingdale's.

Gribetz also pointed to the company's City Sport department as a top performer. "Tommy Hilfiger is running high double-digit increases" and Calvin Klein is also experiencing sales spurts. "Young men are buying these lines with great enthusiasm."

He further stressed that the change is "nothing dramatic" and will be done slowly over the next year. The department should be completely revamped by next fall.

Bloomingdale's move away from lower-priced lines in young men's is consistent with its overall merchandising strategy.

A confidential offering memorandum issued last year at this time, when the store was up for sale, described its men's business this way: "Bloomingdale's is building a fashion men's business on the same tenets as its women's ready-to-wear and fashion accessories businesses, with an emphasis on its designer and bridge strengths and a balance between collections, such as those of Ralph Lauren, Giorgio Armani and Valentino, and classifications, such as ties, shirts and accessories.

"Men's is obtaining dramatically increased space allocations in new and renovated stores as well as enhanced inventory levels, primarily in response to increased demand for high-quality, fashionable items. This heightened commitment to men's wear is now reaching fruition, with men's growing faster than the total (store) and expected to continue to do so."

On Nov. 17, Bloomingdale's will open a 227,000-square-foot, three-level store at the Gardens of Palm Beaches Mall on PGA Boulevard in Palm Beach Gardens, Fla. Men's wear, including the Young East Sider department, will be located on the main floor. Other vendors that will be carried there include Gieves & Hawkes, Tommy Hilfiger, **Nautica,** Perry Ellis and Calvin Klein. Dress and sport furnishings, as well as sportswear and men's fragrances, will also be presented on the floor.

PHOTO : Lester Gribetz, vice-chairman, Bloomingdal's: "The cutting edge doesn't sell for us. That business is for the Merry-Go-Rounds."

GRAPHIC: Photograph

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Bracing for tough holiday biz battle; men's clothing retailers Daily News Record November 20, 1990

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HEADLINE: Bracing for tough holiday biz battle; men's clothing retailers

BODY:
BRACING FOR TOUGH HOLIDAY BIZ BATTLE

NEW YORK -- Even if the Thanksgiving weekend turns out to be a turkey, men's wear specialty store retailers around the country say they won't hit the panic button.

Although a sluggish economy and lingering warm weather have cut into fall sales, store executives are taking a longer term view of the season. Indeed, many are becoming more aggressive in merchandising, promotions and service.

And retailers are betting the season can be salvaged if the weather turns colder for the remainder of the year. Some men's categories are already holding their own in stores, including jackets, sweaters and fleecewear.

Typical of specialty store optimists was H. Lisdell, vice-president/general manager of Irv Lewis, Inc., a better men's store, based in Ithaca, N.Y.

"Going into the shopping season, we are not going to get scared like they do in New York," he said. "If the day after Thanksgiving is slow, they practically give everything away. We will wait it out. We are hopeful. We will hold fast and not get scared."

He outlined an aggressive promotional stance for the season. "For Thanksgiving, we will have a special kickoff paper in the community," he said. "Everyone cooperates. It is a Thanksgiving-Christmas ads paper. Almost 99 percent of the stores will have a promotion of some type. We will have promotions in every department."

Pointing to current business, he said, "If there have been any main hot spots, I'd have to say it's the sweater category and cloth and leather outerwear. Fashion sweaters like Hugo Boss, Tommy Hilfiger, Polo/Ralph Lauren, Boston Traders and Tricots St. Raphael. Outerwear is selling from **Nautica,** Zero King and Polo."

Richard Keller, co-owner and manager of the David Martin men's wear four-unit chain in Elizabethtown, Pa., said, "We won't push the panic button until after Christmas. We are in good shape. We move stock around from store to store. If it's not selling in one store, we move it to another store."

He said business has been slow, but the store is "working hard on clothing, on big-ticket items like suits,

leather jackets and cashmere topcoats."

A Michigan men's wear specialty store retailer, who didn't want to be identified, said that the unusually warm weather has hurt his outerwear business, even though he's been promoting both cloth and wool outerwear. "Sales of outerwear have been sluggish and we're just waiting for some cold weather."

Nevertheless, the retailer said, looking ahead to Thanksgiving and Christmas, he is "cautiously optimistic." He sees the keys to strong business this season being "positive, uplifting sales meetings, high-grade displays and a good-looking inventory. I think today more than ever you've got to be right on target with the right merchandise."

This retailer has been doing well with higher-priced items, such as sweaters at $ 200 and up. Fancy sport coats have also been excellent, and they've been selling at regular price. Neckwear continues to be "very explosive, both for personal use and for gift-giving."

Stanley Israel, owner/president, Epstein's, Inc., a seven-store group based in Brewer, Maine, said, "Over Thanksgiving, we expect a good weekend. Every year we run a sale Friday, Saturday and Sunday," which includes items from brands such as Levi's and Lees.

He continued, "If December turns cold, business will be strong; people will buy basics. If December is warm, the whole world will suffer."

He said business has been fair, "but we need cold and snow to make it better. One weekend is good, one weekend is bad. When it's cold and wet, they come in and buy boots, winter jackets and sweaters. We are looking for bad weather for a good day." The best items were jackets, he noted.

Many retailers pointed to the problems wrought by unseasonably warm weather. Frank Mona, president of F. Mona, Inc., a chain of 17 Big and Tall stores based in Des Moines, Iowa, said that his stores promoted outerwear and sweaters over the weekend but the promotions didn't go that well because of the warm weather. "We anticipated more business. The temperature was in the 60s and 70s and that's not conducive to selling outerwear."

Mona said that business during the month of November has been flat to a little better than last year, which he attributes to the weather. One bright spot has been fashion sweaters by Jantzen and Izod, at $ 55 to $ 85 retail. And Mona expects to do more business on outerwear and sweaters between Thanksgiving and Christmas as the weather gets colder.

Thomas Langley, general merchandise manager for Minneapolis-based Hal's Sportswear, Inc., a chain of 48 young men's sportswear stores in nine states, said that up until this past weekend business was about even with last year, and the chain had a great year last year. "We don't have all the weekend figures in yet. The weather in the Midwest this weekend was unbelievably nice, and I think that's going to hurt us quite a bit when the final figures come in. We really need a break in the weather to get things going."

The Hal's Sportswear stores have been promoting "quite a bit," particularly sweaters. Langley said they've been selling pretty well at promotional price points. The one strong category has been collegiate fleece -- basic crewneck sweatshirts in gray, navy and black with various college logos by Garment Graphics.

Langley said that Hal's Sportswear is being optimistic about Christmas business, but "guardedly optimistic."

Men's wear business has been good for the past three weeks at C.R. Anthony Co., 246 moderate-price specialty stores based in Oklahoma City, Okla. According to Jim Gillilan, men's buyer, business since the beginning of November has been up over last year by about 8 percent. "We're looking for good Christmas position because of better in-stock items that are selling, like Dockers pants and Pima pinpoint shirts."

The C.R. Anthony stores had an excellent week the week before last because of Veteran's Day and Election Day sales, Gillilan said. "Sales are definitely helping us. That's a real necessary part of the business. We're

looking for business to be pretty good for Christmas. We're ready for it and have some good promotions planned."

A young men's specialty store retailer with approximately 40 units, who declined to be identified, said that business has been down around 10 percent from last year (although this past weekend was close to even with last year). He attributes the softness to the economy. "With unemployment being high and people being concerned about job security, they have a tendency to cut back or just hold off purchasing. The significantly higher price of gasoline is also affecting our business to a degree."

The chain is doing a lot of promoting, but the levels of promotions are not heavier than last year and the retailer said he's "not uncomfortable" with the promotions. "Last year we were promoting defensively because we were trying to get stocks down," he explained. "This year we're promoting out of a leaner inventory, so we're getting better turnover of our stocks."

The young men's retailer is anticipating that business will continue to be difficult. The chain is being conservative about such discretionary expense items as advertising and the number of salespeople it has on the selling floor.

Discounters seem to be doing well in the Midwest. Todd Seltzer, men's wear buyer for Goldblatt's Department Stores, 12 discount department stores based in Chicago, said he expects Christmas business to be very good, particularly if the weather gets cold. "It hasn't been that cold this month and we're still doing pretty well. Our only competition in Chicago were the Zayre Stores and Venture, but with Zayre's going out of business at the end of September, our business has been great. That's definitely helped our business."

Strong categories at Goldblatt's this month have been fashion slacks by Bugle Boy and Scusa and fashion jeans by Rigolletto. Sweaters at $ 14.99 to $ 24.99 have also been strong, from Hampco and Barclay. Some of the sweaters are leather-trimmed, Seltzer said.

Another discounter, Jimmy Karam's, Inc., Little Rock, Ark., is also doing well. "We just had the biggest October we ever had in the history of our business, and November has been real good," said James T. Karam, president and general merchandise manager of the 24-unit "quality discount" operation. Tailored clothing is the strongest area right now. Quality branded suits that sell for $ 450 at other stores sell for $ 179 at Jimmy Karam's, and that's why business is so strong, he said.

"People are not going to spend. Filling the gas tank now costs them twice as much. Everything has gone up. That's going to make our business get better every month," he predicted.

An executive from a 50-unit specialty store chain located in the Southeast said that long-sleeved printed paisley shirts have been checking out this fall, and he expects the momentum to continue into holiday and spring.

PHOTO : Long-sleeved printed paisley shirts, such as this one by Kikit, are doing well in the Southeast.

PHOTO : Neckwear is an "explosive" category for a Michigan specialty store. Jacquard silk tie by Modules.

GRAPHIC: Photograph

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Price cuts add up to fair week; department stores promote Christmas business Daily News Record December 11, 1990

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December 11, 1990

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HEADLINE: Price cuts add up to fair week; department stores promote Christmas business

BYLINE: Sharoff, Robert ; Lloyd, Brenda ; Ruben, Howard G. ; Marsh, Lisa ; Jarnagin, DeAnna

BODY:
PRICE CUTS ADD UP TO FAIR WEEK

Massive one-day sales at department stores including Macy's, Abraham & Straus, J.C. Penney, Foley's and Marshall Field's lit a promotional fire under Christmas business last week.

CHRISTMAS '90

Trying to stay out of the promotional fray are men's specialty stores, most of whom are sticking with their original promotional calendars.

Volume was moderately good across the country last week with the exception of the Midwest, where even severe price cuts did nothing to spur business.

NORTHEAST

NEW YORK - Bells are ringing on cash registers in the Northeast as retailers report sales have started to pick up.

Contributing to the upswing last week were massive one-day sales and other promotions at the region's power-house department stores - Macy's, Abraham & Straus and Bloomingdale's.

"This weekend was encouraging," said Alan Dumain, senior vice-president and general merchandise manager of men's wear at Saks Fifth Avenue. "Saturday was good and Sunday was even better."

Robert Palidora, co-owner of Allure in Philadelphia, concurred. "Sales have been pretty good. They seem to be as good, if not better, than last December."

"Our sales are excellent," said Barry Lopate, owner of Chester Hill Men's Clothiers in Chester, N.J. "They were spotty to some degree, but we're now ahead a little."

Despite the storewide promotions staged by its department store competitors, Saks is sticking with its original promotional calendar. Dumain said, "We've run some promotions, like our cash-mere sweater

promotion that was successful, but it won't be run again. We haven't taken earlier markdowns and are not in the promotional mode vis-a-vis last year."

"We're holding off sales," said Lopate, adding that his store is not in the same classification as the promotional mall stores. "I was out shopping last night at our regional malls and those stores are into deep promotions." He added that his strategy appears to be paying off. "It seems to be working. We ran more promotions last year."

Sportswear and sportswear collections continue to be the top-selling category in the Northeast, with gift items such as loungewear, boxer shorts and neckwear following close behind.

"We've had a very strong reaction to men's collection sportswear across the board," said Dumain. "The silk categories are strong, as are underwear, robes and boxer shorts." He added, "Neckwear sales are strong and have been all along."

"Sportswear and cruisewear are selling well," Palidora said, "especially by Byblos. We've sold a lot of it already. Moschino pajamas and Nicole Miller boxer shorts are selling well - gifty items like that."

At Chester Hill Men's Clothiers, however, unique items in any category are selling. Lopate said, "No category really outshines any other, but better things are selling. Luxury unique items in good taste" like cashmere, silk or lamb's wool sport coats in fresh colors.

Even though the weather has cooled, the slow sales of outerwear and sweaters continue. "Even though the weekend was clean and crisp," Dumain said, "it wasn't cold - it was cool and didn't affect business much." He added, "Overall, sweaters and all cold-weather gear have been very tough."

MIDWEST

CHICAGO - Faced with consumers who evidently have decided to sit this Christmas out, Midwest retailers are finding that even promoting - the traditional retail response to sluggish demand - is not having much of an effect.

"The word (Sale' just doesn't mean anything when all the stores have been on sale since Thanksgiving," said Mark Thompson, owner of Minneapolis-based Juster's.

"People buy when they get ready and cutting the price has no effect if they're not ready," said Tim O'Connell, men's vice-president at Wichita-based Henry's.

Off the record, most retailers say they will be happy if they make last year's numbers.

The one bright spot is that inventories do not appear to be a problem and most stores say that margins are in good shape.

At Juster's "we're selling a little bit of everything and not a lot of anything with the exception of outerwear," said Thompson. The retailer said he planned on a 50 percent increase in outerwear and "it looks like we'll make it."

Key sellers so far are updated styles by Timberland, **Nautica** and a new updated collection by B.W. Harris. Thompson is also one of the few reporting good leather business. "We only have two lines - Timberland and **Nautica** - and they're both doing well."

Thompson said fancy fleece and updated neckwear by Boss and others are also doing well.

At Kansas City-based Halls Swanson, men's has fared better than women's and children's but is being hammered by unseasonably warm weather, according to Melissa Windju, vice-president. "Outerwear is not good and neither are sweaters, gloves and mufflers," she said. "What's mainly selling is novelty furnishings

like fancy neckwear and novelty boxer shorts by Joe Boxer."

Also doing well are bottoms by Tommy Hilfiger, Claiborne and **Nautica** and knit tops by Cross Creek.

Overall, Windju said the store is looking for a 5 percent increase for the season and that margins are solid.

Chicago-based Bigsby & Kruthers is "holding," said Michael Karpik, senior vice-president and general merchandise manager. "The first two weeks overall have been pretty good."

Outerwear, he added, is the only real problem spot. "Leathers, short outerwear and topcoats have been a little soft," he said. Karpik said the top sellers so far are neckwear and blazers. Sweaters, he added, are doing okay but "there's no real shining star." Karpik said the store is not promoting any more than usual and that margins are in good shape.

At Henry's, O'Connell said, "we had a slight increase in sportswear and clothing is holding up pretty well." Top sellers, he added, are Cross Creek trutlenecks and fancy cotton sweaters by Old Glory.

In clothing, "anything with an extended shoulder" is doing well, as are updated fabrications and silhouettes.

The downside, he added, is outerwear. "It was 60 degrees and sunny over the weekend. We couldn't give away a jacket."

SOUTHEAST

ATLANTA - Southeastern retailers have kept up their holiday spirit despite unseasonably warm weather and dire reports of a recession. Sales last week were even with a year ago or up, and they see no reason so far to step up price promotions.

Patterned cotton sweaters remain popular. Other hot items include leather bomber jackets, casual pants, nylon warmups, sport shirts, and patterned silk neckwear.

Jeff Gauker, men's business planning manager for J.C. Penney's Atlanta district, said sales were up last week. The single hottest item was Atlanta 1996 Olympics merchandise, including T-shirts, sweatshirts, hats and jackets. Other top sellers included sport and dress shirts and flannel shirts by Van Heusen, Haggar slacks, oversized, stonewashed denim jeans by Levi's, and activewear wind suits made of a parachutelike nylon fabric.

Gauker said the Atlanta stores have not increased their promotional activity, and have actually cut back some on print advertising. "Our price promotions are what we planned when we planned the season," he said. "We're in pretty good shape, but the weather may force more promotions on gloves and outerwear. I think we'll continue our normal promotional base, which is pretty heavy."

Ron Cate, men's divisional merchandise manager for Proffitt's Department Stores in Knoxville, Tenn., said his sales were up last week, running better than plan. "We're staying with the same promotions we had last year," he said.

Tactel nylon warmups from Mighty Mac and Jockey have been top sellers this season, along with Dockers casual slacks and woven shirts and cotton patterned sweaters from collections by Alexander Julian, **Nautica,** Tommy Hilfiger, Gant and Polo. Pinpoint dress shirts and updated silk neckwear have been strong sellers, too.

Martin Brody, president of Parks Clothiers in Savannah, Ga., said his sales are running even with last year. "If I can finish the year even, I'll be happy," he said. He added that sales have been indirectly affected by the deployment of troops to Saudi Arabia, because Savannah has two military installations within its market area.

Best-selling items at Parks include patterned cotton sweaters from Woolrich, Pendleton and Lord Jeff; hand-knit wool sweaters from Woolrich and Pendleton; leather bomber jackets and trench coats from M. Julian and Excelled; and casual pants from Duck Head and Dockers. Brody said he is price-promoting items 10 to 20 percent off, the same as last year.

Johnny Mansour, general merchandise manager at Mansour's in Greenville, Miss., said his sales were up around three percent last week.

"I've been pleasantly surprised (with sales)," said Mansour. "I'm very optimistic despite all the doom and gloom in print and on TV these days. The weather is a concern, though. We're looking for it turn cooler."

WEST COAST

LOS ANGELES - With two weeks remaining until Christmas, retailers on the West Coast were beginning to reduce prices in a number of slow moving areas such as outerwear and sweaters.

Though not "panicked" by the subdued consumer appetite, retailers were examining all possibilities to bring customers into their stores.

From Washington to California, retail results were mixed, with stores reporting sales were running flat to as much as 13 percent above last year.

"We're holding our own, but it's really been a struggle," said Mary Ann Carson, vice-president and general merchandise manager of men's for the Seattle-based Jay Jacobs men's and women's specialty store chain.

Carson said she was considering taking additional markdowns this week on such slow movers as sweaters and outerwear. "Some of the competition already has taken markdowns and people are more price-conscious now."

Dressy sportswear, said Carson, has been relatively strong and mostly in private label. Shirts from Protest and pants from Z. Cavaricci also have sold well during the period. Top sellers in the casual area included Code Bleu, Ozone and B.U.M. Equipment. "We've trained the customer to wait to buy," said Carson, referring to the likelihood of a "late" Christmas selling season. "And I think the negative news about the economy and Persian Gulf crisis has scared the customer somewhat."

In Sacramento, business at both the Ralph Lauren/Polo shop and the Julius men's and women's specialty store moved ahead for the week, according to owner Sam Anapolsky. The Polo boutique was 13 percent up for the week while Julius was 6 percent ahead. "Sacramento is very strong," said Anapolsky. "It was the fifth-best shopping city after Thanksgiving.

"Last year at this time all of the talk centered around the new Nordstrom, which may have taken some traffic away from us." Anapolsky said lightweight fashion sweaters sold well at Julius as did men's woven sport shirts. Julius does not promote product until January, said Anapolsky, and that will not change this season.

Business at Tailored Man in San Francisco is ahead of last year, according to Peter Domenici, owner. Located on Union Square, Domenici said traffic in his store and in the neighborhood was "great" compared to last year, which suffered as a result of the October 1989 earthquake in the Bay Area.

Still, Domenici said he planned to break price 20 to 60 percent storewide beginning Dec. 14. "We did it last year for the first time in 37 years, mostly because of the earthquake," he said. "This year, we're forced to do it because our competition on the Square has been off-price for over a month now."

Dress shirts and neckwear continue to sell well at Tailored Man, said Domenici. San Francisco had rain Monday, its first in some time, and Domenici said it should help sales of rainwear, which have been slow to date.

SOUTHWEST

DALLAS - With the holiday home stretch approaching, many retailers in the Southwest - from Macy's and Marshall Field's to Foley's and J.C. Penney - staged one-day sales last week.

In keeping with its promotional calendar, Neiman Marcus begins its men's sale this week. Price reductions on selected styles in designer and traditional clothing, men's sportswear and shoes are 30 to 40 percent off. The annual clearance sale remains slated to begin the day after Christmas.

Colby McWilliams, director of men's fashion for Neiman Marcus, pointed to luxury fibers, furnishings, gift items and designer clothing in new colors as some of the best performers thus far. Fashion rainwear; sport coat collections; cruisewear from Hickey-Freeman and Oxxford; conversational neckwear by Barry Wells, Nicole Miller and others; Christmas boxers and novelty braces; NM egg-cartoned golf balls and an 18kt gold-plated Slinky featured in the Neiman's Christmas catalog were cited as strong sellers.

"In men's, the 100 percent Scottish cashmere that we have off-price is hot, as are the luxury fiber blends," he said.

"I think people are holding off," said McWilliams about the timing of consumer purchasing. "It seems people are looking for something free or at least bargains."

At Caplan's in Alexandria, La., the holiday season "has a good chance of meeting projections and figures," said Ed Caplan, president.

"Though our air base has gone to Saudi Arabia, we do have four fewer competitors this year and the Louisiana economy is benefiting some from $ 30 oil," he said.

Caplan's holiday buying plans included merchandise purchased at advantageous prices. Although "the market is relatively clean," the store is continuing to purchase off-price goods.

"Because we knew it would be a most difficult season, we are fortified in every department with legitimate values...," he said.

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Markdown mania runs rampant; department stores, specialty stores promote Christmas clothing sales Daily News Record December 18, 1990

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December 18, 1990

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LENGTH: 525 words

HEADLINE: Markdown mania runs rampant; department stores, specialty stores promote Christmas clothing sales

BYLINE: Lloyd, Brenda ; Ruben, Howard G. ; Jarnagin, DeAnna ; Sharoff, Robert ; Marsh, Lisa

BODY:
MARKDOWN MANIA RUNS RAMPANT

NEW YORK - Markdown madness had hit men's wear retailing. Doing more like post-Christmas than pre-Christmas, the selling floors at department and specialty stores across the U.S. are littered with promotional signs.

Most retailers surveyed say they will be satisfied if they meet last year's figures and thrilled if they wind up with single-digit gains.

MIDWEST

CHICAGO - Going into the final week, Midwest retailers have pretty much given up hope on certain categories - notably outerwear - and have guarded expectations for the rest.

"I can't really say there are any categories I was satisfied with last week," said one top men's buyer.

Most say there's no way to pull the season out at this point, but few are predicting disaster. Margins seem to be holding up and across the board - except in a few areas - inventories do not appear to be a serious problem. "Nobody was caught by surprise this year," said one buyer.

At Minneapolis-based Dayton Hudson, last week was "pretty good - about where I thought it would be" with maybe a small increase, said Al Dittrich, men's vice-president.

Dittrich said that conversational neckwear is "terrific" and activewear - mainly by Bum Equipment - and private-label dress shirts are doing well. Also, flannel boxers by Calvin Klein, Joe Boxer and others are top sellers.

Predictably, outerwear is "not good" except for several styles by **Nautica** and Columbia. However, "We've been taking markdowns all the way through and I don't think it's going to be a disaster."

For the season as a whole, he added, "I think we can hold onto last year's numbers and maybe show some

small increases."

At Milwaukee-based P.A. Bergner & Co., business was on plan but still "very difficult," said Dennis Abramczyk, men's vice-president.

He added that business "was predicted to be promotional and it is - the pattern is that customers come out for one- or two-day sales but the surrounding days are soft."

Abramczyk said that chambray dress shirts, floral neckwear and better sweaters are "pretty good," but outerwear and young men's continues to be "very difficult."

He added, however, that margins are "better than last year" and that inventories - with the exception of outerwear, gloves and mufflers - are pretty much in line.

At Des Moines-based Younkers, sales last week were up 9 percent, said Dave Sanguinetti, men's vice-president, but are running flat for the month. "I'm still hoping that sportswear can get back to a 5 to 6 percent increase," he added. Sanguinetti said top sellers so far are better men's collections by Polo, Clairborne, Perry Ellis and others. "If you sell about 30 percent at regular price, 60 percent at 20 percent off and the rest at 33 percent off, you still wind up with a pretty decent margin," he said.

He added that knits - mainly rugbys - are doing well, while sweaters are slightly up. On the other hand, wovens "stink" and outerwear is down considerably.

In terms of inventory, Sanguinetti said the store is in good shape. "We took action a lot earlier this year to avoid any problems" he said.

GRAPHIC: Photograph

SIC: 5311 Department stores ; 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

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EYE ON GRANITE CITY HIGH St. Louis Post-Dispatch (Missouri) December 20, 1990, THURSDAY, ILLINOIS FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

December 20, 1990, THURSDAY, ILLINOIS FIVE STAR Edition

SECTION: NEWS; Pg. 5I

LENGTH: 160 words

HEADLINE: EYE ON GRANITE CITY HIGH

BODY:
Number of students: 2,250 BOYS: 1,138 GIRLS: 1,112 Latest fad: Bajas (Mexican style shirts). Biggest beef: Crowded hallways. Most popular bands: INXS, Eric Clapton, Michael Bolton, Don Henley, Metallica and MC Hammer. Latest dance: Rap style. Most popular clothes: Polo, **Nautica,** Esprit, GAP clothes, stirrup pants with big sweaters. School pride: Soccer team (10 state championships in 15 appearances).

GRAPHIC: Photo; PHOTO by Ted Dargan/Post-Dispatch of Granite City High School

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Wider ties dig into men's wear mainstream. Daily News Record December 31, 1990

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December 31, 1990

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HEADLINE: Wider ties dig into men's wear mainstream.

BYLINE: Hart, Elena

BODY:
Wider Ties Dig Into Men's Wear Mainstream

NEW YORK -- Wider, bolder neckwear is moving into the mainstream of the men's wear market.

For spring '91, mainfloor-oriented lines from manufacturers such as Randa, Wemco, Superba, Dunleigh-Tuxton and **Nautica** have jumped on the wider neakwear bandwagon and they plan to go deeper into wide ties for fall.

The look that was revitalized last year when designers began reinterpreting the '60s mod approach in the upper end has transcended the trendy, upscale designer market from which it sprang.

Although some vendors played it cautious in spring '91, widening neckwear widths from 3 1/2 inches to 3 3/4 inches, the retail response to even wider ties was so great that they were forced to take a good, hard look at the way the fashion wind was blowing.

Mainfloor neckwear makers have now reinterpreted the wider look for a broader part of the market.

William Phillips, vice-president of merchandising for Randa Corp., which produces Principe, Secours, Swing, Geoffrey Beene and Ponte Seta, says that wider neckwear has proven to be effective when it is designed in a bottleneck shape that is narrow on top and wide at the bottom.

However, the need for the bottleneck shape stems from a number of practical reasons, according to Phillips.

"When neckwear hangs on the rack for an extended period in a wider silhouette, the ties tend to curl and look terrible. If the tie is narrower on top and more standard in appearance, it retains its shape. Today, more than ever, merchandising aspects cannot be ignored. The bottom line in attracting consumers is that the product has to sell itself," Phillips says.

Another reason for Randa's espousal of wider widths in bottleneck shapes is that more conservative men accept ties that are simultaneously conventional and exciting, he states.

"Wider neckwear widths allow manufacturers to tell design stories, primarily because there is a larger

canvas for manufacturers to work on. Today conversational and bolder prints in vibrant colors are driving the neckwear business," Phillips stresses.

Arthur Pulitzer, chief operating officer, Wemco, the New Orleans-based neckwear manufacturer that produces Wembley, Allyn St. George, Resilio, Oscar de la Renta, Je Suis, Charles Jourdan and Generra, stresses that fashion neckwear that is wider and fashion-forward is more recession-free than standard fare.

Fall '91, he says, will bring neckwear in many of Wemco's lines to the four-inch mark. Pulitzer points out that neckwear has been a tremendous growth category for the last year during trying economic times because of the category's fashion growth -- not solely because neckwear is less expensive than other categories.

"The width change, shape change and fashion change of neckwear have brought about the sales results," Pulitzer stresses.

He agrees that neckwear has been revolutionized in part because of the floral explosion. That look is still hot, especially in the lower-price bracket. "Our floral business right now is greater than it was last quarter. Going forward into fall, the ecological theme will remain strong. Autumn leaves will be the next outgrowth of the ecological movement in neckwear," Pulitzer continues.

Another reason for the success of neckwear that is wider and more fashion-forward than it has been since the late '60s and '70s parallels the women's wear movement in that direction, he stresses.

"Like in women's wear, we're running six lines a year. Quick Response as to consumer demand and the ability to fill a void in mainfloor for high-quality, progressive neckwear are fueling the business," Pulitzer concludes.

Superba, Inc., a manufacturer that produces Claude Montana, Erreuno, Bugatti and Villa Bugatti neckwear, is going forward with a wider, bolder neckwear program for spring and fall '91. According to Mervyn Mandelbaum, president and CEO, Superba, there is a trend towards broader widths primarily because of the fashion explosion in neckwear.

"Neckwear is definitely recession-proof. Due to the economic downturn in the economy, neckwear has experienced vibrant growth. Wider neckwear interprets bold styling and color far greater than standard widths do," he states.

Mandelbaum stresses that abstract watercolor prints and bold conversational patterns work to a far greater advantage on the larger painter's canvas that wider neckwear affords.

However, he points out that the widespread move to neckwear widths that have moved to four inches in some lines is due largely to the floral explosion in neckwear in the mainstream that has taken place all over the fashion spectrum.

"During the last 18 months, there has been a floral explosion that has transformed neckwear. Before that, repp ties were the leaders -- however, they were traditional patterns that worked with traditional widths," Mandelbaum points out. "Now that men are willing to experiment with daring conversational and abstract patterns, wider ties that were popular in the '60s have again become acceptable."

M. Michael Slaff, president, New York-based Dunleigh-Tuxton, which produces Guy Laroche and Carlos Falchi neckwear as well as having a substantial private label business, agrees that wider neckwear in four-inch widths and bottleneck silhouettes will continue to gain momentum through fall '91.

Muted abstract neckwear prints are an important trend that is expected to grow through fall '91, Slaff states. "Sixties art-inspired conversationals will continue to gain momentum because the color and pattern story relate to what's happening in fashion," Slaff concludes.

Jerry Myers, vice-president, merchandising director, **Nautica** Neckwear, agrees that wider widths have become widespread throughout the retail spectrum.

"The neckwear market is more united than ever before. Department stores have become more innovative through time -- even in the most traditional men's wear collections. There is no such thing as a basic approach anymore," Myers states.

PHOTO : Neckwear has moved to wider widths and wilder patterns. Pictured: Randa colorful abstract silk tie (top) and swirl-patterned tie on jacquard silk ground (bottom).

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

NAUTICA APPAREL, INC.,

Opposer,

v.

MARTANNA LLC,

Applicant.

Mark: GET NAUTI

Serial No. 78610037

Filed: April 15, 2005

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PURSUANT TO 37 CFR §2.122(e)

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The excerpts are identified in the attached summary by date, name of publication, page, and article headline. Copies of the excerpts are attached immediately following the summary.

Dated: December 3, 2008

Respectfully submitted,

By: /Neil B. Friedman

Stephen L. Baker
Neil B. Friedman
BAKER & RANNELLS PA
575 Route 28, Suite 102
Raritan, NJ 08869
(908) 722-5640
Attorneys for Opposer,
Nautica Apparel, Inc.

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Howard G. Slavit, Esq.
Shannon H. Bates, Esq.
Saul Ewing LLP
2600 Virginia Avenue, NW
Suite 1000 – The Watergate
Washington, D.C. 20037

/Neil B. Friedman/
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NAUTICA APPAREL, INC.

January – June 1991

Third Party Articles

Date	Publication	Page	Headline
1/18/1991	Women's World Daily (WWD)	Vol. 161; No. 13; p. 2	Revlon and Nautica plan men's scent
1/18/1991	Daily News Record	Vol. 21; No. 12; p. 4	Men's stores still headed for MRA
1/18/1991	Associated Press	Undefined	Head: Menswear takes a vacation
1/23/1991	Daily News Record	Vol. 21; No. 15; p. 8	Revlon becomes Nautica licensee
1/24/1991	Daily News Record	Vol. 21; No. 16; p. 7	Nominate 12 for Woolmark's
1/25/1991	Los Angeles Times	View; Part E; p. 6	Designers Dress Down Spring Menswear Lines
1/28/1991	Advertising Age	News; New Products; p. 39	Other New Products
1/30/1991	USA Today	Life; p. 5D	Color Combos Jazz up Menswear
2/11/1991	WWD	Vol. 161; No. 29; p. 10	Buyers at Atlanta Shopped Summer fill-ins.
2/12/1991	Daily News Record	Vol. 21; No. 29; p. 4	The new Work Ethic: working class; new trend in men's clothing
2/13/1991	USA Today	Life; p. 4D	This season, cover-ups are a case of personal taste
2/18/1991	Medical Economics Publishing	Vol. 135; No. 4; p. 59	The war's impact on product purchases is widespread
3/4/1991	St. Louis Post Dispatch	Style; p. 31	Call to Colors Fashion
3/5/1991	Daily News Record	Vol. 21; No. 44; p. 7	Fall '91 Reviews
3/28/1991	St. Louis Post Dispatch	News; p. 2	Eye on Lutheran North High
3/28/1991	The Post Standard	Living; p. D1	Work Wear that Wears Well
4/5/1991	Daily News Record	Vol. 21; N. 67; p. 3	Dockers and the boutique-ing of mainfloor
4/7/1991	Arkansas Democrat-Gazette	Not referenced	The Chambray/ A Shirt for All Men
4/10/1991	Daily News Record	Vol. 21; No. 70; p. 3	Midwest Retailers Cite Men's Spring Pickup.'
4/16/1991	The Record (Ontario)	Lifestyles; p. E1	Soft Chambray Shirts Find Niche in Office
4/21/1991	Los Angeles Times	Magazine; p. 30	Style; Fashion; The Great White Robe
4/25/1991	Los Angeles Times	View; Part E; p. 2	Ann Conway: RSVP
5/1991	Bobbin	Vol. 32; No. 9; p. 52	Nautica: its ship has come in
5/13/1991	Daily News Record	Vol. 21; No. 93; p. 10	Doin' the ethnic thing:
5/27/1991	Daily News Record	Vol. 21; No. 103; p. 12	Hot categories to the rescue at retail
5/30/1991	WWD	Vol. 161; No. 105; p. 2	Dayton Hudson posts strong gains in May for women's apparel
6/3/1991	Daily News Record	Vol. 21; No. 107; p. 6	May Co. eyes good fall for men's business
6/14/1991	Orange County Register	Image; p. O02	Dads don't sacrifice comfort for style

NAUTICA APPAREL, INC.

January – June 1991 Third Party Articles

Date	Publication	Page	Headline
6/16/1991	Arkansas Democrat-Gazette	Not referenced	Blues, plaids, comfort make mark on fall
6/17/1991	WWD	Vol. 161; No. 117; p. 6	Light turnout, little paper at Dallas fall holiday mart.
6/18/1991	Daily News Record	Vol. 21; No. 118; p. 3	Strong Dad's Day lifts store's spirits
6/20/1991	Newsday	Sports; All outdoors; p. 154	Locals are sailing far and wide
6/24/1991	USA Today	Sports; p. 1C	Limited Edition
6/26/1991	Chicago Tribune	Tempo; p. 4	The choice is yours: from funky to conservative
6/27/1991	St. Petersburg Times	Sports; Sports Digest; p. 2C	Doctor says he gave steroids to wrestlers

NAUTICA APPAREL, INC.

July – Dec. 1991 Third Party Articles

Date	Publication	Page	Headline
7/5/1991	Los Angeles Times	Sports; Part C; p. 12	Sailing/Rich Roberts; Koch probably doesn't let his chauffer drive either
7/6/1991	St. Petersburg Times	City Times; Sports in Brief; p. 6	Largo's Davis wins nationals
7/8/1991	Daily News Record	Vol. 21; No. 130; p. 15	It's a hot year for men's swimwear
7/11/1991	Daily News Record	Vol. 21; No. 133; p. 9	Caplan's celebrates its 100th anniversary
7/17/1991	Daily News Record	Vol. 21; No. 137; p. 1	Dressed-up sportswear paying off
7/19/1991	St. Louis Post-Dispatch	Everyday Magazine; p. 1F	Expansions planned for venture, Dillard's
7/19/1991	Daily News Record	Vol. 21; No. 139; p. 6	New trade show formed in Atlanta
7/29/1991	PR Newswire	Financial News	Swank, Inc. reports results for second quarter and six months
8/12/1991	PR Newswire	Financial News	Genesco Announces Nautica foot ware line
8/12/1991	Daily News Record	Vol. 21, No. 155; p. 6	What they want for back to school
8/19/1991	Footware News	Vol. 47; No. 33; p. 2	J&M to produce Nautica shoes
8/19/1991	Daily News Record	Vol. 21; No. 160; p. 6	New Atlanta men's show generates good bookings
8/25/1991	Newsday	Fanfare; Back to School '91; p. 22	Moms and kids all over the city are going through the annual August ritual
8/30/1991	USA Today	Sports; p. 2C	Girl takes the wind out of boys' sails
9/1991	Children's Business	Vol. 6; No. 9; p. 32	Boy, oh! Boy; boy's wear retailers
9/9/1991	Footwear News	Vol. 47; No. 36; p. 2	Genesco's J&M division to market Dockers for men
9/23/1991	Daily News Record	Vol. 21; No. 184; p. 9	Mission: beat last year's figures
9/25/1991	The Post Standard	Lifestyle	Where to find the fall fashions
9/301991	Forbes	Forbes FYI; p. 119	Fashion Pointers
10/7/1991	PR Newswire	Financial News	State-O-Maine announces second quarter results
10/10/1991	St. Louis Post-Dispatch	Style West; p. 1	Down to Earth
10/10/1991	Daily News Record	Vol. 21; No. 197; p. 3	Hartmarx to debut video Yule catalog
10/14/1991	Footwear News	Vol. 47; No. 41; p. 22B	J&M's new license to design

NAUTICA APPAREL, INC.

July – Dec. 1991 Third Party Articles

Date	Publication	Page	Headline
10/14/1991	Footwear News	Vol. 47; No. 41; p. 22B	Nautica: J&M's new license to design
10/17/1991	St. Louis Post-Dispatch	Style West; p. 7	Sweaters: men's designers have edge over women's designers
10/18/1991	Women's World Daily (WWD)	Vol. 162; No. 75; p. 1	Revlon says it has found its footing
10/31/1991	A. Magazine	Vol. 1; No. 2; p. 40	Smooth sailing: an interview with David Chu
10/31/1991	Daily News Record	Vol. 21, No. 212; p. 4	Hudson's Bay to shop U.S. for vendors
11/1/1991	Daily News Record	Vol. 21, No. 213; p. 3	Filenes's doubles men's wear area
11/4/1991	Brandweek	American Pulse; p. 18	The Power Runway Show
11/12/1991	Daily News Record	Vol. 21; No. 220; p. 1	Cold blast at last lifts biz
11/18/1991	Daily News Record	Vol. 21; No. 224; p. 6	Retailers are far from blasé about new casual dress shirts
11/20/1991	Daily News Record	Vol. 21; No. 226; p. 1	Tops drive collections business
11/25/1991	Forbes	Companies/Industries; Up & Comers, p. 152	Kismet on Seventh Ave.
12/2/1991	Daily News Record	Vol. 2; No. 232; pg. 6	KM by Krizia sportswear line to reflect dressy attitude
12/4/1991	Daily News Record	Vol. 21; No. 234; p. 12	'92 collections outlook
12/6/1991	Orange County Register	Image; p. E02	Fashion Flashes
12/10/1991	Daily News Record	Vol. 21; No. 238; p.3	Traditional yule items sell best
12/13/1991	Orange County Register	Image; p. O02	Fashion Flashes
12/15/1991	The New York Times	Sect. 1; Part 2; p. 71	Sunday Outing
12/16/1991	Orange County Register	Accent; p. E01	Out Hunting for Deals?
12/13/1991	Daily News Record	Vol. 21; No. 252; p. 3	Richard Bennett cashes in on soft sell approach

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1990) and leq (12/31/1991)) (Edit Search | Suggest Terms for My Search)

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Revlon and Nautica plan men's scent; Nautica Apparel Inc. licenses Revlon Inc. to manufacture men's fragrance WWD January 18, 1991

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WWD

January 18, 1991

SECTION: Vol. 161 ; No. 13 ; Pg. 2; ISSN: 0149-5380

LENGTH: 137 words

HEADLINE: Revlon and **Nautica** plan men's scent; **Nautica** Apparel Inc. licenses Revlon Inc. to manufacture men's fragrance

LOAD-DATE: October 05, 1995

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Terms: nautica and date(geq (1/1/1990) and leq (12/31/1991)) (Edit Search | Suggest Terms for My Search)
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Men's stores still headed for MRA; Menswear Retailers of America convention Daily News Record January 18, 1991

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January 18, 1991

SECTION: Vol. 21 ; No. 12 ; Pg. 4; ISSN: 0162-2161

LENGTH: 869 words

HEADLINE: Men's stores still headed for MRA; Menswear Retailers of America convention

BYLINE: Sharoff, Robert

BODY:
MEN'S STORES STILL HEADED FOR MRA

CHICAGO - Despite Operation Desert Storm, many men's specialty stores are still planning to attend the Menswear Retailers of America convention, which kicks off its four-day run at the Chicago Apparel Center on Saturday.

A spot check of MRA members around the country found that they were sticking with their travel plans.

Dorothy Fuller, director of the Chicago Apparel Center, which is hosting the convention along with the MRA, said Thursday there is no indication that buyers will not attend the market.

"We have a very excellent advance registration," she said. "Of course, there's no way to know right now whether they'll actually show up," but we've had no mass cancellations.

Seymour Segan, president of the MRA and head of the Jonathan Reid stores in Glens Falls, N.Y., told DNR, "We haven't heard of any cancellations at this point. It's a very, very trying moment, but life has to go on. If we don't go on, then, in a way, (Saddam Hussein) would be winning the war."

Albert Schwabe, president of Schwabe-May in Charleston, W. Va., said he still planned to attend the convention. And Del Beukelman of Nafziger's in Nampa, Idaho, said that only personal problems are keeping him from attending. "But I would have gone anyway," Beukelman said. "It will probably be a six-month war and we need to buy merchandise for fall."

David Raymond, executive director of Clothiers Corp., based in New York, which represents over 300 men's specialty stores, said: "No one has called to cancel any trips. Certainly everyone's attention is diverted, but most of our stores do their buying domestically and don't go overseas."

Calls to other MRA members indicated that many were already en route to Chicago and had no plans to return home.

For the stores planning to attend the convention, the prevailing mood is one of uncertainty. "People are waiting to see what's going to happen," said one buyer. "We're in a university town and the students don't

know what to expect - are they going to be called up or can they get on with their classes?"

Overall, the outlook for spring is downbeat. Most retailers expect business to be flat to down slightly.

They are only moderately more optimistic about fall. Most say they are holding the line on tailored clothing for fall both in terms of units and prices. The bright spot is that many say the merchandise looks good. Lighter colorations, such as browns and taupes, are coming on strong in the Midwest. Also, many say that new models are important.

"Call it modified Italian or International, basically it comes down to more comfortable clothing," said one buyer.

At Chicago-based Clubhouse Clothiers, which owns the Robert Vance chain as well as the local Polo and Barry Bricken boutiques, owner Jack Shniderman said he will be looking for new resources "in almost every category."

For fall, Shniderman said he will take a new approach with clothing. "We're more open to new models and fabrics. I'm looking at some modified Italian looks with fuller shoulders - say with a point-to-point starting at 19 3/4."

Overall, he said, clothing units should be about even and he has no plans to broaden the store's price structure. "I'm not willing to compromise quality for price. I can't compete with stores like Kuppenheimer and Joseph Banks. That's not my customer," he said.

Shniderman said he is altering his sweater buy for fall after cotton proved to be a big winner last year. "Cotton was probably 25 percent this past year but it will be more like 50 percent going forward."

At Minneapolis-based Hubert White, owner Robert White said he thinks outerwear should recover somewhat next fall. "Outerwear is cyclical. If a guy doesn't buy a coat one year, he buys one the next. You can count on it."

He is less optimistic about sweaters. "I see sweaters decreasing in importance. The English looks are way down, and you can only sell so many basics. I'm looking for something to replace that business, but I haven't found the answer yet."

In clothing, White said that new colorations - such as browns and taupes - are coming on strong. "We still sell a lot of gray and blue, but the new colors are a serious chunk - probably 15 or 20 percent."

At Stephen's in Iowa City, owner Tom Summy said he is holding off on fall purchasing until he gets a better sense of where the market is going. "We'll probably book 50 percent of our clothing units by the end of February and then wait until July to do the rest," he said.

Summy said he plans to shift more dollars into sportswear going forward. "That's where most of our growth has been for the last three or four years. We're using people like Polo, **Nautica** and Timberland."

Summy said he expects spring business to be about even. "The Gulf situation has people spooked - they just want to wait and see what's going to happen."

At Fred Schubach in Peoria, Ill., owner Mike Schubach said he plans to check out several sportswear resources - such as Kikit and Boston Traders. "Our sweater business was excellent as long as it was cotton," he said. "Next year, the only wool I'm going to do is a basic V-neck from St. Croix."

SIC: 5611 Men's & boys' clothing stores ; 8611 Business associations ; 5651 Family clothing stores

IAC-NUMBER: IAC 09344882

IAC-CLASS: Trade & Industry

LOAD-DATE: October 05, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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HEAD: Menswear takes a vacation The Associated Press January 18, 1991, Friday, BC cycle

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January 18, 1991, Friday, BC cycle

SECTION: UNDEFINED

LENGTH: 660 words

HEADLINE: HEAD: Menswear takes a vacation

BYLINE: By KAROL STONGER, AP Newsfeatures

BODY:
If it's not comfortable, forget it. Men's fashion is taking a holiday this spring and summer from anything confining.

And not only will clothes be as easy as an old slipper, "you're going to see every color you ever thought of," says Chip Tolbert, fashion director of the Men's Fashion Association, a trade group.

Comfort will come in the form of fit as well as fabric.

Jackets, certainly, are softer, which means suits are, too. What used to be layer upon layer of canvas inner lining has given way to a fusing process that makes for a more relaxed, more comfortable look.

Tailored pants are pleated, and weekend pants, no matter the length, are pajama style, complete with elastic and drawstring at the waist.

That brings us to what Tolbert calls the "sleepwear and loungewear influence" that will be seen on the street. Paired with easy pants will be the pajama-top shirts. You know, the '40s-inspired shirt, often in rayon, that has an open neck with the collar ironed flat.

"The true pajama collar doesn't have a tab and button, but there are still men who like to wear the neck buttoned," Tolbert says, justifying a slight straying from authenticity.

Loungewear is making a big comeback, too, particularly drawstring shorts and pants with kimono-style robes.

"Pajama sales are up, robe sales are up," Tolbert says. "I don't know why. Men are buying them - and they are wearing them. It's not just gentlemen, either, but young men, too.

"And I'm sure some women are buying them."

Indeed, the whole loungewear-underwear fashion scene will be stolen at least in part by women raiding

men's underwear racks for some of their activewear gear. Look for styles from **Nautica,** Jockey, Night Moves and Joe Boxer.

Microfibers are an important factor in comfort also, particularly in outerwear. Look for them in lightweight foul-weather gear, especially classic trench coats. They're water resistant, they breathe and they feel good to the touch.

And remember those old blanket-soft cotton chambray shirts you couldn't spend a weekend without? Well, chambray's back.

"There's tons of it around," Tolbert says. "I think it's going to be real popular because it's something every man loves, and the more you wash it the better it looks."

But it isn't limited to shirts. Botany does a blue chambray suit.

Now, just because comfort is the keyword for spring doesn't mean you can't be colorful.

"You're going to see every color you ever thought of," Tolbert says. "Color-blocking, or piece-paneling, is going to be extremely important."

Look for it in shirts, beachwear and windbreakers. M. Julian has red and white leather with purple suede in a bomber jacket. Charles Goodnight, who used to work for Joe Boxer, has color-block pajamas in black, orange and purple rayon. And Boston Prep does a color-block shirt in floral prints.

Stripes are a must for spring, too.

"They're in every category of accessories and tailored clothing," Tolbert says.

Joseph Aboud shows a cotton-linen-silk sweater with striped linen shirt and solid shorts, and Ruff Hewn does a cotton shaker-knit cardigan in jewel stripes. Stripes have always been a staple of business dress, but Pierre Cardin strays from tradition with a horizontal stripe dress shirt with white collar and cuffs.

Colorful, ethnic-inspired prints are strong for young men, especially Aztec prints in Southwestern hues.

Henry Grethel does an Aztec cotton sweater in clay and rose, Ron Chereskin has a black and white Aztec print in a rayon button-front polo.

Stripes and florals are still the word in ties. But the stripes are bolder and the florals are printed on silk jacquards. And menswear manufacturers are apparently resigned to suspenders because pants are arriving in stores with buttons sewn in.

Shoes? Well, nubuck leather in neutrals are good, says Tolbert, though bad for the bootblack.

The Men's Fashion Association Spring-Summer Press Preview is Jan. 17-20 in Los Angeles.

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Revlon becomes Nautica licensee; men's fragrance license agreement Daily News Record January 23, 1991

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January 23, 1991

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LENGTH: 153 words

HEADLINE: Revlon becomes **Nautica** licensee; men's fragrance license agreement

BODY:
REVLON BECOMES **NAUTICA** LICENSEE

NEW YORK -- **Nautica** Apparel, Inc., has signed a licensing agreement with Revlon, Inc., to produce a men's fragrance under the **Nautica** label.

This is the first of several licensing agreements -- including an international one -- **Nautica** is expected to sign within the next few weeks.

The fragrance is scheduled to debut in 1992 and distribution is planned for department and specialty stores. Since the fragrance has yet to be developed, the actual scent, price points and advertising strategies have not been determined. Peter Zegras, president of the Fragrance Group at the Fashion and Designer Group of Revlon, will oversee the development of the new product.

Nautica's volume is about $ 69 million, which includes men's and women's sportswear and outerwear. Last year **Nautica** added watches, eyewear, accessories and dress furnishings to its licensed products.

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 2844 Toilet preparations

IAC-NUMBER: IAC 09355534

IAC-CLASS: Trade & Industry

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Nominate 12 for Woolmark's; Woolmark Awards for men's fashion Daily News Record January 24, 1991

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January 24, 1991

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HEADLINE: Nominate 12 for Woolmark's; Woolmark Awards for men's fashion

BODY:
NOMINATE 12 FOR WOOLMARK'S

NEW YORK - Twelve leaders influencing men's fashion have been nominated for the third annual Woolmark Awards by a national panel of fashion editors and retailers.

The awards will be presented in June at a black tie dinner in New York City held in association with the Men's Fashion Association fall 1991 press preview.

Nominees include: * Jhane Barnes, for her design leadership through the use of unique colors and textures; * Hugo Boss, whose European stance and style has influenced the perception of men's fashion; * Joe Boxer, for making men's underwear fun. This is a second nomination for designer Nicholas Graham; * Dolce & Gabbana, whose comfortable, unconstructed silhouettes and knitted fabrics have made their collection among the most innovative of the year; * Tommy Hilfiger, for marketing an affordable designer sportswear collection to the American mainstream; * Isaac Mizrahi, whose imaginative use of bold color and pattern has infused men's wear with fresh spirit, intensity and creativity; * **Nautica** by David Chu, for creating a stylish, original and distinctive lifestyle collection with an easy outdoor attitude; * Toray, the Japanese fiber and chemical company that developed microfibers; and * Gianni Versace, for challenging men's fashion standards through brilliant color, imaginative fabric and dramatic silhouette.

Also nominated were costume designer Milena Canonero, musician Harry Connick, Jr., and photographer Herb Ritts.

For the first time an award for innovative men's wear retailing will be presented in conjunction with the Woolmark Awards. Nominees are Barneys New York, Bergdorf Goodman Men, Paul Stuart and Nordstrom.

SIC: 2320 Men's and Boys' Furnishings ; 2311 Men's and boys' suits and coats

IAC-NUMBER: IAC 09359286

IAC-CLASS: Trade & Industry

LOAD-DATE: October 05, 1995

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DESIGNERS DRESS DOWN SPRING MENSWEAR LINES Los Angeles Times January 25, 1991, Friday, Home Edition

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January 25, 1991, Friday, Home Edition

SECTION: View; Part E; Page 6; Column 3; View Desk

LENGTH: 480 words

HEADLINE: DESIGNERS DRESS DOWN SPRING MENSWEAR LINES

BYLINE: By WILLIAM KISSEL

BODY:
If menswear designers have their way this spring, American men will be dressed in "kinder, gentler" fashions; clothes that wear gentler and are kinder to the wallet.

At the annual Men's Fashion Assn. gathering in Los Angeles last weekend, structured suits and coordinated sportswear gave way to "softly constructed" business clothing and mix-and-match separates.

For example, casual chambray shirts are just as likely to accompany classic double-breasted suits as they are jeans; leather outerwear tops dress shirts and neckties for the office; and loungewear shapes such as pajama-collar shirts and drawstring pants, mixed with suits and blazers, are as welcome in the boardroom as they are in the bedroom.

Chip Tolbert, a fashion director for the association, says: "This happens because designers and consumers are recognizing the need to make existing wardrobes go further."

For spring, designers Joseph Abboud, Bill Robinson, Zylos/George Machado, Jhane Barnes, Alexander Julian and Roger Forsythe for Perry Ellis have taken lifestyle changes and the economic downturn into account, creating beautiful collections at more affordable prices.

Each has a secondary line priced as much as 50% less than the signature collections.

But they have some competition, most notably from such new designers as Rick Dunnington, a bright new talent in the sportswear market; Luciano Franzoni, showing affordable Italian-tailored clothing under the Confezioni Riserva label, and Walter Muroya, whose boldly colored, tailored sportswear won him the California Mart Rising Star menswear designer award for 1991, presented last weekend.

The most versatile addition to a spring wardrobe is clearly the chambray shirt.

Besides suits and jeans, designers showed it with a bomber jacket (**Nautica**), under a regatta-striped blazer (Bill Robinson) and a linen blouson jacket (Barry Bricken), demonstrating its unusual dress-up/dress-down characteristics.

Coincidentally, while designers create softer clothing, several new silhouettes have emerged.

The new athletic-fit suit (Gladiator) features broader shoulders and a narrower waist; the new two-button blazer with broad shoulders and peaked lapels (Country Britches and C.W. Phoenix) is a hybrid for men who like the look of a double-breasted suit and the comfort of a single-breasted sport coat.

Bill Robinson came up with the season's most directional new blazer, shown in a butter-soft cotton chenille, with a slouchy, smock-like silhouette that is as much casual sportswear as it is tailored clothing.

Although designers used microfiber, a new polyester or nylon luxury fabric that feels like silk but is more durable, in everything from outerwear to underwear, the freshest use of the fabric came from Ronaldus Shamask, who personified the casual/dress-up trend by showing a microfiber anorak over a suit. WILLIAM KISSEL

GRAPHIC: Photo, A linen-cotton blazer in navy blue and gold, blue chambray shirt, gold and black silk tie and sand-colored cotton pants, all by Bill Robinson for spring. GARY FRIEDMAN / Los Angeles Times

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Other new products Advertising Age January 28, 1991

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January 28, 1991

SECTION: NEWS; New Products; Pg. 39

LENGTH: 274 words

HEADLINE: Other new products

BODY:
Eastman Kodak Co. is launching a new and improved Kodak Gold 400 speed film. Kodak Gold replaces the Kodacolor Gold name, packaging is being revised. J. Walter Thompson USA, New York, handles.

Kraft General Foods' Refrigerated Products Group is rolling out Cool Whip Lite, a line extension with 50% less fat than real whipped cream. Print and TV support. D'Arcy Masius Benton & Bowles, New York, is Cool Whip's agency.

Revlon plans to introduce a men's fragrance next year under the **Nautica** name. Revlon licensed the name from **Nautica** Apparel. Ad plans haven't been set; Revlon's agency is Tarlow Advertising, New York.

Sony Corp. of America has unveiled the UX-Turbo audiotape line, designed to withstand the high temperatures of sun-baked cars. The line will be available nationally in April in limited quantities. The company also soon will offer some of its UX and metal audiotapes in "ultra-slim" plastic cases, 20% smaller than regular boxes. And Sony this month introduced V high-grade and Pro-X videocassettes, both featuring improved tape quality, to complement its V videocassette line. No separate ad support is planned; Burkhardt & Christy, New York, is the agency.

TCBY Enterprises is airing a network TV spot introducing Ultra Slim-Fast regular and frozen shakes at its stores. A national coupon drop to 60 million households supports next month, as well as local store marketing. The effort is the first from Grey Advertising, New York, which succeeded Brooks-Pollard Co., Little Rock Ark., on the estimated $ 11 million account. Grey also handles Ultra Slim-Fast for marketer Thompson Medical Co.

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1990) and leq (12/31/1991)) (Edit Search | Suggest Terms for My Search)
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Color combos jazz up menswear USA TODAY January 30, 1991, Wednesday, FINAL EDITION

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USA TODAY

January 30, 1991, Wednesday, FINAL EDITION

SECTION: LIFE; Pg. 5D

LENGTH: 324 words

HEADLINE: Color combos jazz up menswear

BYLINE: Craig Wilson

DATELINE: LOS ANGELES

BODY:
Men will be wearing coats of many colors this spring and summer.

Color blocking - vibrant panels of color pieced together, reminiscent of a Mondrian painting - is hot.

And it's showing up not only on coats, but on casual shirts, sweaters, ties, shorts and pants.

It was all the rage this month at the Men's Fashion Association shows here.

"Color blocking links all trends and categories together this season, appearing in dynamic combinations in leather, cotton, silk and nylon," says Tom Julian of the Men's Fashion Association.

The inspiration actually came from Yves Saint Laurent womenswear collections in the '60s, but men's designers have picked it up and freshened it up, and are using it in activewear and outerwear - even T-shirts.

Fashion forecasters say color blocking will appear in virtually every collection in every price range this spring.

Mondo, for instance, is showing cotton sweaters for summer sporting blocks of color.

"And even the Gap will be doing coloring blocking on sleeves," Julian says.

On the runways here:

- Ixspa 2000 showed a black/white/multicolored nylon piece-paneled blouson over a multicolor cotton screen print polo shirt.

- Rifkka showed a Nubuck bowling jacket in honey/vanilla/toast-colored panels.

- Lobo by Pendleton showed a color-blocked navy/ white, green cotton/nylon lightweight jacket.

Color is everything. And the more variety the better.

"We've ... incorporated fashion colors into color blocking," says Barry Zelman of Members Only, where maritime colors (buoy red, skipper blue, regatta purple and navy duck) are used in contrasting plackets, woven patches and half-moon collar inserts.

Members Only is also showing a cotton-blend sweater this spring of vibrant color blocks - flags and heraldic designs befitting a nautical lifestyle.

"Men are ready to experiment beyond blue and brown and are choosing to wear more color," says J.C. Penney's Joe Sapienza.

GRAPHIC: PHOTO; color, Robert Hanashiro, USA TODAY

CUTLINE: BOLD BLOCKS: Colorful panels pieced together, as in this jacket and shirt from **Nautica,** show up in many styles and fabrics.

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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Buyers at Atlanta shopped summer fill-ins, fall basics; children's apparel show at the Atlanta Apparel Mart
WWD February 11, 1991

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WWD

February 11, 1991

SECTION: Vol. 161 ; No. 29 ; Pg. 10; ISSN: 0149-5380

LENGTH: 490 words

HEADLINE: Buyers at Atlanta shopped summer fill-ins, fall basics; children's apparel show at the Atlanta Apparel Mart

BODY:
Lawson, Skippy

ATLANTA -- Children's wear buyers spent their dollars carefully at the Atlanta Apparel Mart's summer market last week. They shopped for promotional items, summer fill-ins and fall basics with budgets that were even or down from last year.

Showroom owners at the Mart said traffic, too, was about even or down slightly. The seven-day event ended Wednesday.

Buyers wanted patriotic looks for spring and summer deliveries. Mother and child lookalike groups were in great demand for fall. Many buyers said they were placing orders for fall basics now because they weren't sure they would be able to get what they needed if they waited until the April market.

"I'm trying to get as much fall in now as I can. A lot of manufacturers are cutting their lines back, and I'm afraid if I wait, they'll be out of what I want," said Sue Miree, owner of Grandmother's Joy, Birmingham, Ala.

She picked up promotional pieces by Plum Pudding and Wee Clancy and playwear by Kitestrings, Hartstrings, Sweet Potatoes and Cottontail.

An early Easter and sales promotions helped her January business, Miree said. The infants' category is always her best, and she added bedding and accessories by House of Hatten. She also bought Auraluz embroidered cotton day gowns. Lookalike groupings are especially important to her because several of her customers have twins and triplets.

"We have the University of Alabama fertility clinic in Birmingham," she explained.

Hazel Montgomery, owner of The Hobby Horse in Jacksonville, Fla., was enthusiastic about finding three mother-daughter looks by Hartstrings with matching boys' outfits.

"Jacksonville has really gone for the matching look," Montgomery said.

Montgomery reordered Florence Eisemann swimwear for infants through 16 after customers surprised her

with demand for more matching swimsuits.

Montgomery said she placed her complete Gant fall and winder order and also ordered Eagle's Eye for boys and girls and J.G. Hook and Kitestrings for boys. She added cotton knits for girls 7 to 14 by **Nautica** and by Justice, a Dallas manufacturer. She liked the Justice wholesale prices of $ 37 for dresses and $ 20 each for pants and tops.

Lisa Hawkins, owner of the Velveteen Rabbit in Tupelo, Miss., said a good find was Nanny J, Nancy Johnson's new line of dresses for toddlers and 4-6x that coordinates with her adult styles. Hawkins, who carries women's and children's clothes, also gave a nod to Nanny J's prices of $ 18 to $ 26 wholesale. She found the mood at this market to be more upbeat than expected.

Toni Hall, owner of the Prep Shop and the Children's Shop in Nashville, Tenn., and the Children's and Prep shop in Atlanta, was shopping primarily for fall basics.

"Most of my appointments are with the old faithfuls," she said. She bought Polo, Boston Trader and Gant for boys and IYA and Mexx sportswear for girls. Business has picked up lately, she said.

LOAD-DATE: October 16, 1995

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The new Work Ethic: working class; new trend in men's clothing Daily News Record February 12, 1991

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Daily News Record

February 12, 1991

SECTION: Vol. 21 ; No. 29 ; Pg. 4; ISSN: 0162-2161

LENGTH: 282 words

HEADLINE: The new Work Ethic: working class; new trend in men's clothing

BODY:
THE NEW WORK ETHIC WORKING CLASS

These days, the best-dressed guy around the office isn't necessarily the one with the most expensive power suit. The newest alternative to the traditional workday uniform is a relaxed, dressed-down Work Ethic that mixes tailored pieces with sportswear for very wearable results. Some of the best casual office looks for fall in the mainfloor market include: * Sport coats or the new, softer SWEATER COATS paired with trousers, as an alternative to the suit; * Single- or double-breasted CARDIGANS dressed up with a tie. Fine-gauge versions look best layered under a jacket while beefier sweaters go solo; * SPORT SHIRTS as a new option to the dress shirt, in denim, chambray or twill, or even a lightweight knit such as a turtleneck or polo; and * CASUAL OUTERWEAR styles, such as toggle coats or easy parkas, worn over business clothes instead of the traditional topcoat.

PHOTO : TOMMY HILFIGER: hunter, bordeaux and navy blanket plaid wool three-button Sweater Coat; olive, sage and bordeaux color-blocked lamb's wool/cotton cardigan; blue denim shirt; and mocha corduroy pants. Printed silk ascot by XMI.

PHOTO : B.D. BAGGIES: taupe corduroy Sweater Coat; hunter cotton cardigan; checked cotton shirt; knit tie; and olive twill pants.

PHOTO : GANT: bordeaux, navy and hunter wool cardigan; denim shirt and corduroy pants. Tie by **Nautica.**

PHOTO : REGATTA SPORT: bordeaux wool cardigan and white cotton shirt. Tie by Gant.

PHOTO : ROGER FORSYTHE FOR PERRY ELLIS COLLECTION: sage, cream and russet windowpane check wool/silk one-button sport coat; cream wool turtleneck; cream wool gabardine trousers; and printed silk pocket square.

GRAPHIC: Photograph

SIC: 2320 Men's and Boys' Furnishings ; 2311 Men's and boys' suits and coats

IAC-NUMBER: IAC 10343591

IAC-CLASS: Trade & Industry

LOAD-DATE: October 05, 1995

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This season, coverups are a case of personal taste USA TODAY February 13, 1991, Wednesday, FINAL EDITION

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USA TODAY

February 13, 1991, Wednesday, FINAL EDITION

SECTION: LIFE; Pg. 4D

LENGTH: 415 words

HEADLINE: This season, coverups are a case of personal taste

BYLINE: Elizabeth Snead; Craig Wilson

BODY:
This summer you should cover your assets.

That should be easy now that coverups - the saving grace of the swimwear season - are simpler than ever for men and women.

This season's fashionable coverups for women include:

- Parkas and ponchos

- Sarongs

- Anything hooded

- Overalls

- Rompers, playsuits

- Hot pants in denims and Lycra

- Capri tights, bike shorts

- Oversize shirts.

In fact, just about everything you wear for summer shopping also can be beach bound.

"It used to be that beach coverups were expensive and dressy," says Roseanne Morrison of the Tobe Report, a retail advisory agency. "Today, they are more moderately priced and more casual."

While there's lots to choose from, the vast majority of women definitely will be wearing the shirts, not the pants.

The several-seasons-old big shirt has returned as this summer's updated tunic toss-on. It makes a perfect beach topper in sheer, gauze, metallic or crinkly fabrics. Rayon, silk, cotton and linen are the fabrics of choice.

Under the oversize shirts? "You'll be seeing women wearing shirts over leggings, capri pants and bike shorts," Morrison says.

Rompers, playsuits and kitten suits (cutoff one-piece catsuits) also will make a demure appearance.

Tossing a swing top over the new longer-legged swimsuits enables ladies to strut from the beach to the bar without a worry.

Even men aren't showing everything they have. They'll be wearing a variety of things as covers for fun in the sun. Among them:

- Oversize T-shirts

- Caftans and hooded ponchos

- Pajama pants

- Robes.

"This isn't just a one-shot deal," says Nicholas Graham, designer and CEO at Joe Boxer in San Francisco, one of the first designers on the loungewear trend five years ago.

"More fashion is being injected into loungewear," he says. "And it's everywhere, from the bedroom to the cabana at the Beverly Hills Hotel. The robe business has been booming in the last couple of years. People are spending more time at home."

Robes especially are moving from the bedroom to the beach. In the offing: shawl-collar robes of stars and stripes and hooded tropical-print robes, perfect for either beach coverups or lounging around the house.

Also in for men: hooded tops in cotton terry, and ethnic print rayon beach pants.

On the upper end, designer Ronaldus Shamask is offering a men's knitted toweling poncho in navy blue with a white stripe, and a contrasting knitted toweling pullover. Price: $ 330.

GRAPHIC: PHOTO; color; PHOTO; color, Robert Hanashiro, USA TODAY

CUTLINE: ROBE STORY: **Nautica** gets into the tropical scene with this hooded cotton robe with terry cloth lining ($ 87). Joe Boxer flies the stars and stripes in a combed cotton shawl-collar wrap ($ 45). CUTLINE: ISLAND EASE: A batik floral print pareo ($ 48) pairs up with a bandeau top and sarong-type bikini bottom ($ 60) from Cole of California.

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The war's impact on product purchases is widespread; Persian Gulf war Drug Topics February 18, 1991

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Drug Topics

February 18, 1991

SECTION: Vol. 135 ; No. 4 ; Pg. 59; ISSN: 0012-6616

LENGTH: 1147 words

HEADLINE: The war's impact on product purchases is widespread; Persian Gulf war

BYLINE: Rosendahl, Iris

BODY:
Retail and other businesses are beginning to feel the effects of the Persian Gulf war on the product front. With patriotism running high and yellow ribbons dotting the landscape, many retailers are reporting a strong demand for patriotic items, especially American flags.

From maps to T-shirts: Radios, desert camouflage clothing, Desert Storm military patches and bandanas, and maps and books about the Middle East also are moving briskly out of stores. Greeting cards that say "Thinking of You" are being snapped up by consumers to send to the troops. And T-shirts with messages such as "Stop the world from being Saddamized" are turning up all over the place.

Some drugstores are also seeing increases in sales of items such as insect repellents that can be sent to military personnel stationed in the Gulf Observed Dale Decker, pharmacist and manager of Woods Drug in Flint, Mich., "Customers have read government lists of things that were in short supply in the Middle East. So they've been inquiring about buying quantities of insect repellent at a discount with the idea of sending them to the troops over there."

A fear in the land is evident, too. Sales of gas masks are booming in many American cities, and some supermarkets are reporting sporadic stocking up on canned goods and water by consumers. At the same time, businesses, worried about the possibility of terrorist attacks, are canceling employees' travel plans and shoring up security in offices and factories.

Government orders: In Washington, D.C., the Defense Department has stepped up its orders for many products as a result of the war. High on the list are sunscreens-Allergan's Photoplex, Johnson & Johnson's Sundown sunblock, and Westwood Pharmaceuticals' Pre-Sun, for example. Other purchases have been A. H. Robins' Chapstick, chigger repellent, antibiotics, blood bags, artificial blood products, intravenous solutions, bandages, and sutures.

The Pharmaceutical Manufacturers Association in Washington, D.C., reports the need for an antimalaria drug and gamma globulin, a blood product that's used to prevent hepatitis A. Large military demand has used up the domestic supply; consequently, until manufacturers in the United States can beef up production, it has been necessary to get some of these medicines from European sources. This also means these products are in short supply for the U.S. civilian population, the association pointed out.

Emergency supplies: Warner-Lambert Co. in Morris Plains, N.J., has filled emergency requests for the

antihistamine Benadryl and the anesthetic Ketalar, according to Peter Wolf, manager of media relations. "There have also been orders for Adrenalin and tuberculin tests," he said. And, perhaps not quite so urgent, "we have contracts for gums and mints."

The firm also donated a total of 700,000 Schick Slim Twin disposable razors and 400,000 tubes of Lubriderm skin lotion to U.S. military personnel ("News Briefs," Drug Topics, Jan. 7).

Schering-Plough HealthCare Products in Liberty Corner, N.J., has not seen any new orders from the military, said spokesman Doug Petkus. "When the troops first went over to that area, we did fulfill a number of sales orders for foot and sun care products, and they were significant orders. Since then I am unaware of any requests that have come through the military sales area-probably because of the size of the initial orders."

Micro Vesicular Systems in Nashua, N.H., recently donated 10,000 bottles of Apply & Dry Rinse-Free Shampoo to American troops in the Persian Gulf. The shampoo's Ultrasponge hydrogel works as a superabsorber that hold large amounts of water, according to the manufacturer; this makes the use of outside water sources unnecessary. It can also be used as a dry shaving gel. "We may have some follow-up orders for this product," said Michael Dodge, MVS director of corporate communications.

Model planes: Elsewhere, Revell/Monogram Inc. in Martin Grove, Ill., a major manufacturer of plastic model plane kits, said that orders for model fighter planes were rolling in. "It's hard to assess it quantitatively, but one customer said business was up over 200%. The phone is ringing off the hook. We've had huge increases on Desert Storm models," said Timothy Cawley, executive v.p., sales and marketing.

Revlon division enters new age in hair coloring

Available in six shades of brown, New Age instant hair color is designed to fill a niche between semipermanent and temporary color, according to Gus Klein, senior v.p.-new product development for Roux Laboratories. The firm, a division of Revlon's Professional Products Group, will spend $ 3.5 million on print and spot TV ads to back the new line, Lou Roppolo, senior v.p.-marketing, told a press briefing.

Targeted to women aged 30 to 45, the product covers gray hair and can be used for styling or as a touch-up for semipermanent or permanent color, Roppolo said. The label says New Age should be used on shampooed, towel-dried hair and may be applied to dry hair for additional coverage. It washes out after one or two shampoos.

New Age has a long shelf life for home use. In effect, Klein explained, the consumer creates the product at home by mixing the color activator with the contents of the 10-oz. plastic bottle, he said. The product is stable for a full year at home after being mixed. The bottle contains six to 12 applications. Price: $ 5.49 to $ 6. ON

MERCHANDISING TIP OF THE MONTH

As baby boomers turn 45 years of age, they are bound to become more concerned with their health and appearance. Retailers interested in keeping this group of customers happy, take note: You'll do well to stress ways and products that will help improve well-being and make the individual look and feel youthful.

END CAPS

Basis reformulated

Beirsdorf has reformulated Basis bar soaps, removing preservatives and fragrances. The firm is adding facial cleanser, a "liquid soap alternative" for normal to dry skin, to the line.

Baby Mickey toiletries?

Walt Disney Co. is attempting to license its Baby Mickey & Co. trademark for a children's toiletries line, said industry sources.

Revlon sets sail

Revlon Inc. has signed a licensing agreement with **Nautica** Apparel for a men's scent; out in '92.

Lighten up ...

Quintessence is extending its Jovan line with a light Musk for Women body spray mist in May.

... and few men

Another Jovan addition is Musk for Men after-shave with aloe for sensitive skin.

HBA intros dowm

New product launches by the top 10 HBA companies dropped from 465 in'89 to 355 in'90, according to Marketing Intelligence Services. The slowdown may be due to recessionary pressures, said MIS.

Coupon use up

Coupon redemption rates are increasing, up 3.4% in 1989, said NCH Promotional Services (formerly Nielsen Clearing House).

SIC: 2834 Pharmaceutical preparations

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CALL TO COLORS FASHION-CONSCIOUS MEN EXPECTED TO SPORT LIGHTER, BRIGHTER; WARDROBES FOR SPRING, EXPERTS St. Louis Post-Dispatch (Missouri) March 4, 1991, MONDAY, ILLINOIS FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

March 4, 1991, MONDAY, ILLINOIS FIVE STAR Edition

SECTION: STYLE; Pg. 3I

LENGTH: 1707 words

HEADLINE: CALL TO COLORS FASHION-CONSCIOUS MEN EXPECTED TO SPORT LIGHTER, BRIGHTER; WARDROBES FOR SPRING, EXPERTS

BYLINE: Lucyann Boston

BODY:
A few years ago, if you told a group of guys to "lighten up," chances are you were trying to calm tempers. More recently, as American men have watched sports stars tussle over which beer tastes best, and seen Tommy Lasorda and Dan Dierdorf engaged in Operation Meltdown, getting light has meant quaffing the right brew and shedding some pounds. This spring, those same words have become the ultimate in fashion advice. Both in color and weight, clothing for men has lightened up. The new emphasis on wardrobe versatility means that when they head off for summer vacation or a business trip, well-dressed men can pack a lighter suitcase. Moreover, men are expected to lighten up their wardrobes by opting for styles that make them feel good. An explosion of color, pattern and prints in warm-weather menswear means that men will simply have more fun when they get dressed. It's no accident that this lighter mood in menswear comes at a time when world events are decidedly heavy. While most of the details of spring menswear were basted in place even before the Iraqi invasion of Kuwait, designers and manufacturers obviously were taking economic concerns into consideration when they created their warm-weather lines. World events have caused men to "redefine the way they dress," according to Chip Tolbert, fashion director of the Men's Fashion Association of America, which recently held its spring and summer press preview at the Biltmore Hotel in Los Angeles. Instead of having separate busin ess, weekend and active wardrobes, the trend for spring and summer allows men to merge the contents of their closets, Tolbert said. "Today, innerwear designs influence outerwear, activewear affects causal wear, and certain work-wear styles invade business clothes. This happens because manufacturers, designers and consumers recognize the need to make existing wardrobes go further." The menswear industry is "adopting a soft, stylish, saleable marketing attitude to help men understand their dressing options," added Tom Julian, co-fashion director of the Men's Fashion Association. He noted that even with the economy sliding, men's apparel consumption in 1990 reached $19.2 billion, which was 2 percent ahead of 1989. Unlike previous times when the economy has been in distress, there is a change in what men are buying, said designer Henry Grethel, whose line of tailored clothing and sportswear is under the Hartmarx corporate umbrella. "Usually, in a recession, people become very conservative and buy dark colors," Grethel explained. "But those kinds of things haven't been selling. What men are buying are clothes that are versatile, special, novel and different. People have to have a reason to buy, and they are buying clothes that make them feel better." Softness in both color and touch are ingredients that make clothes, particularly sportswear, appealing to consumers, according to Daniel Demicell, vice president and general merchandise manager of Dillard's. "People want things that look worn, faded and comfortable," he said. "It's really a lifestyle change we're going through, not a passing trend. It's applicable to woven fabrics and knits and also to silk, which is becoming a key fabric in solid colors and also in prints." Prints are another important facet of spring menswear. Famous-Barr Co.'s

Karen Bennette, vice president for creative merchandising, says the most significant trend in menswear "is the whole idea of a print explosion. There's no single type of print that's more important," she said. "In many respects, the more colorful and wilder, the better." The print explosion, Bennette explained, "began last fall in the area of ties" and will continue for spring in sportswear. Here's a rundown on what designers, manufacturers and retailers feel will have men lightening up and feeling good for spring: Tailored clothing. Even in conservative dress suits, colors will be lighter. Alexander Julian, for example, has lightened the traditional navy suits in his line to a dusty blue-gray. "We expect colors such as tan, olive and brown to be very big," said Richard Michna, manager of Boyd's in the West County Shopping Center. Sport coats for non-business wear are being dashed with bright colors and striping. Construction details also are making tailored clothes lighter in weight. Garment fabrics themselves are softer and lighter, often due to a blending of wool, silk and other fabrics with new microfiber polyesters, which add strength without weight. Even details such as innerfacings and sweat shields are being constructed of lighter materials. "Suits will be much lighter in weight and have a much looser fit," Michna added. "We expect to sell a lot of double-breasted styles." Manufacturers of fashion-oriented lines expect more than 50 percent of their sales to be in double-breasted styles. Even middle-of-the-road manufacturers are estimating 20 percent of their sales will be in double-breasteds. Two trends to watch for in single-breasted suits and jackets are peaked instead of notched lapels and the return of the three-button suit. The most popular current styles have the lapel rolled to the second button. Whether single-breasted or double-breasted, jackets are being cut with a fuller chest and a lower button stance. There is a trend toward non-vented styling. Shoulder width varies from 18 inches on models with soft-shouldered American styling to 22 inches on some padded and slope-shouldered Italian models. "More and more male consumers are starting to want to try clothing with a European flavor in both fabric as well as silhouette," said a Dillard's spokesman, noting the store is doing well with lines from Confezioni Riserva, Profilo, Mani, and Hugo Boss. Trousers continue to be pleated and full, with many models measuring 23 inches around the knee and tapering to 19 inches at the ankle. Another growing trend is the mixing of details usually associated either with suit jackets or sport coats to give a garment added versatility. A glen plaid suit jacket, for instance, may be made with patch instead of flap pockets, so that the jacket can double as a sport coat. A "blazer suit," actually a blue blazer with gold buttons sold with matching trousers, will be available from Perry Ellis. Soft jackets. Cut and sewn like a tailored jacket but without the inner construction, soft jackets are a cross between a sweater and a sport coat. In men's continual quest for comfort, they provide an option for a man who feels he needs a jacket and might wear a tie but doesn't want the weight of a traditional sport coat. These jackets also can be tossed over a T-shirt for a dressed-down look. Dress shirts. Stripes of all shapes and sizes provide the big news. The trend toward spread collars is moving out with long, pointed collars coming in. There continues to be more interest in shirts with French cuffs. The hottest shirt of the season will be the pale blue chambray, which epitomizes men's desire for versatility in their wardrobes. Last fall, stores throughout the country couldn't keep them in stock. "A suit can have two lives," said Colby Williams, men's fashion director of Neiman Marcus. "Dress it up with a proper shirt and tie or go casual with a chambray shirt, mock turtleneck or T-shirt." Casual shirts. From flora and fauna to fish and Aztecs to azaleas, men's sportswear manufacturers simply haven't met a print they didn't like. This spring even knit T-shirts and traditional polo shirts are being made in prints. Designer Barry Bricken, who features fish-patterned sweaters, flower-print shorts and gives his colors names such as "earthenwear" and "terra firma green" said he was inspired by the environment when he designed his line. **Nautica's** David Chu, whose clothes rival a Crayon box, admitted an "unprecedented use of color" and noted that he cut his traditional sportswear silhouettes with a generous hand and comfort in mind. "T-shirts are wide at the bottom and never to be tucked in," he said. Sweaters. The cardigan continues strong and gets used in place of a sport coat for casual spring evenings. Stripes, ethnic patterns and environmental motifs are important styling notes. Outerwear. Designers' fascination with the environment and outdoors is continuing with the use of parka and anorak styling in jackets. For spring, these toppers come in eye-popping color. Also continuing in importance is leather. One of the newest looks is the high school varsity jacket recreated in bright, multicolored leather. What makes outerwear sell, says Jules Weinsieder, who designs the M. Julian line, "is color in cloth and softness in leather." Accessories. Accessories continue to be strong sellers as men more and more depend on them as a way to give a finished, stylish look to their wardrobes for a relatively modest price, Julian said. Ties are bold, colorful, dramatic and even humorous. Arthur Pulitzer, who heads New Orleans-based Wemco, the nation's largest manufacturer of neckwear, referred to spring ties, which average 3 7/8 inches wide, as a "palette" for print artists. Men are "buying wardrobes of suspenders," noted George Penn, vice resent of marketing for Gem Dandy, which manufactures Bill Blass accessories. Ethnic prints are the newest trend.

Shoes are becoming more colorful and more comfortable. For casual wear canvas slip-ons are being made in bright colors such as red and yellow. Top-siders get the two-tone treatment in colors such as purple and tan, or teal and tan. In dress shoes, comfort is all important; so much so that Hush Puppies has attached its patented flexible "Bounce" sole to a traditional, wing-tip shoe and then disguised the sides of the sole to that it appears to be traditional heavy leather. "More and more we see men trying to express themselves through their clothing," says Barger Tygart, executive vice president of J.C. Penney. "They're doing it through their choice of distinctive neckwear, different collar styles and stripings on shirts, new treatments on suits and updated colors. They're becoming more comfortable with trying new things." Lucyann Boston is a St. Louis-area free-lance writer.

GRAPHIC: Photo Graphic; LOGO ... ILLINOIS PHOTO ... Menswear's color and print explosion combine in Mondo's slightly iridescent violet linen blazer, which is teamed with a cotton shirt and linen pants with quadruple pleats. Menswear's color and print explosion combine in Mondo's slightly iridescent violet linen blazer, which is teamed with a cotton shirt and linen pants with quadruple pleats. PHOTO ... The blue chambray "work shirt" is coming out of the closet and away from jeans to illustrate the versatility in men's fashion. This shirt is dressed up with a tie and pleated trousers. PHOTO ... Lighter colors, easy fit and double-breasted styling keynote men's suits for spring. This ventless model, which is Italian in feeling, is by Luciano Franzoni for Confezioni Riserva.

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Fall '91 reviews; men's fashion Daily News Record March 5, 1991

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March 5, 1991

SECTION: Vol. 21 ; No. 44 ; Pg. 7; ISSN: 0162-2161

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HEADLINE: Fall '91 reviews; men's fashion

BODY:
FALL '91 REVIEWS

GRETHEL'S GALLERY

Playing off an art-inspired theme and a palette of bright jewel tones set against black, Henry Grethel's fall collection offers a dressed-up alternative to the rugged country looks most often associated with fall. Ligthweight, textured knits look great as an alternative to Grethel's heavier signature hand-knit sweaters, especially the detailed all-over jacquards and washed herringbone patterned polos. Sophisticated woven shirts also focus on detail, notably an unusual diagonal jacquard stripe and a lightweight denim shirt styled after a classic jeans-jacket. Other standout items are the two-button, lightly constructed Sweater Coats in deep jewel toned corduroy. Best is the melton wool version with a quilted lining that could double as casual outerwear. In keeping with the line's generally dressed-up attitude, Grethel likes to dabble in luxury fabrics without going too far out for the mainstream customer. His signature solid silk shirts, as well as a new printed silk group, are colored to match each delivery, while mock turtles turn up in lightweight velour, and a small selection of microfiber and nubuck outerwear is introduced for the first time. Canvas jeans, blackened denim pants and subtle brushed cotton plaid "sweater pants" round out the offerings.

RUFF-ING IT

For fall '91, designer Jim Winship continues to shape the Ruff Hewn line into a full collection, concentrating on both the rugged, functional outerwear looks that Ruff Hewn is known for and the knits area. New outerwear takes on a practical tone with oversized silhouettes and relaxed shoulders. Some fabrics are treated to be waterproof or water-resistant. The best pieces include a vintage ombrestriped wool toggle coat in muted colors, a luxurious cognac suede field coat and, in a more casual vein, a lightweight coated cotton duster and a short parka in weathered canvas. Knits have also been expanded for fall to include more special items beyond the basic polo and mock, such as a washed awning stripe pique crewneck, a pieced pima cotton interlock crew and such rugged pieces as an oversized french terry pullover with an interesting drawstring neck and a printed paisley pattern heavyweight fleece crewneck. Ruff Hewn has always been noted for its use of unusual, functional fabrics, and this season is no exception. Traditional "user friendly" blue-collar fabrics such as canvas, tent cloth, denim and nailshead oxford cloth are updated with water-resistant coatings, weathered finishes or printing.

TOTALLY TOMMY

For fall '91, Tommy Hilfiger offers up what he does best -- a collection of classic pieces that are just slightly

left of center. A rugged attitude sets the pace throughout the collection, from a blue-collar workwear delivery to the casual country sportswear group. Workwear pieces from the "Survival" group are an interesting departure from Hilfiger's traditional roots, such as a denim jacket with an attached quilted vest in neon orange and a nylon/cotton shell with reflective trim. The country-inspired "Vintage Vermont" group is less adventurous, but appealingly cozy, with plenty of novelty sweaters, such as a solid shetland with fair isle-patterned sleeves, and country gentleman outerwear, like a quilted suede field jacket and a blanket stripe wool toggle coat. Even Hilfinger's signature collegiate looks take on a rugged, country feeling, styled with exploded buffalo plaid wool shirts trimmed in corduroy. Another strong statement was an active-inspired knit delivery that looked fresh in a clear and bright, rather than washed, palette set off against gymnasium gray heather. Standout pieces were those that played off the athletic theme, such as a football jersey with a lace-up neck and shoulder piecing and heather-gray gym shorts in a trimmer, updated silhouette. The dressier sportswear looks were also strong and should appeal to a wide range of customers. Sweater Coats are popping up across the market for fall, and Hilfiger does some of the best in tweeds, stripes and plaids, some with contrasting sleeves. It's refreshing to see someone try a three-button silhouette for this customer.

NAUTICA: NOT JUST JACKETS

As the **Nautica** collection goes forward, designer David Chu plans to increase the sportswear portion of the line while de-emphasizing the prominent **Nautica** logos of past seasons. While the majority of the fall '91 line still relies on this sort of detailing, the expanded sportswear offers dressier and more sophisticated pieces that stand on their own, rather than standing in as background for the outerwear. Such items include a suede waistcoat, a subtly color-blocked wool fair isle cardigan, vintage-inspired cotton shirts and a two-button plaid wool "field blazer" with a quilted lining and suede trim. Among more casual looks, some of the best were also the most rugged and functional: printed reverse fleece crewnecks and the heavy cotton fleece and polar fleece pieces in the bright, ski-inspired delivery. Outerwear, naturally, remains a major part of the collection. Some of the most noteworthy pieces are those that take on a more European-influenced attitude, such as a clean-lined melton wool/nylon parka in navy or charcoal with suede trim and an olive microfiber carcoat. A sporty denim coat with metal fireman's toggles lends a touch of fun. Meanwhile, David Chu does not neglect some of **Nautica's** old favorites, like the classic fur-trimmed parka, adding new and improved details such as an easier-to-handle zipper and a more form-fitting hood.

PHOTO : Microfiber blouson jacket and printed silk shirt.

PHOTO : Ombre-striped wool toggle coat with hood, cotton turtleneck and denim jeans.

PHOTO : Three-button Sweater Coat, patchwork wool sweater and cotton shirt.

PHOTO : Quilted bomber with corduroy collar and lumberjack plaid wool shirt.

PHOTO : Wool melton "field blazer," suede waistcoat, cotton shirt, silk tie and brushed twill pants.

GRAPHIC: Photograph

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EYE ON LUTHERAN NORTH HIGH St. Louis Post-Dispatch (Missouri) March 28, 1991, THURSDAY, FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

March 28, 1991, THURSDAY, FIVE STAR Edition

SECTION: NEWS; Pg. 2

LENGTH: 168 words

HEADLINE: EYE ON LUTHERAN NORTH HIGH

BODY:
Number of students: 372 MALES: 200 FEMALES: 172 TEACHERS: 33 Latest fad: Short hair for girls. Biggest beef: Lack of air conditioning and gossip. Top slang term: "You Hurt Yourself" and saying "OK" in a sarcastic way. Most popular bands: Bell Biv DeVoe, Mariah Carey and Tesla. Latest dance: Step left around and together with the right. Most popular clothes, styles: Skin-tight leggings, damaged clothing, Guess bibs, **Nautica** and Polo. School pride: Football team was the 3-A state champ in 1981, '88, '89 and '90, and the school was named a national exemplary school in 1984 by U.S. Department of Education. Age of school: Lutheran North has existed for 26 years. Before that, Lutheran North and Lutheran South were combined and known as Lutheran Central for 45 years. Famous grads: Claudette Wells, an actress; Steve Atwater, Denver Broncos' All-Pro safety; Kurt Peterson, former Dallas Cowboy All-Pro guard; and Bobby Joe Edmonds, former Seattle Seahawk All-Pro kick returner.

GRAPHIC: Photo Map; MAP by Post-Dispatch ... Lutheran North ... map of area surrounding Lutheran North school. Photo by Wendi Brown/Post-Dispatch ... Lutheran North High School, 5401 Lucas and Hunt Road.

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WORK WEAR THAT WEARS WELL IT'S ACCEPTABLE FROM 9 TO 5 -- AND ALSO AFTER 6 < The Post-Standard (Syracuse, NY) March 28, 1991 Thursday Metro Edition

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The Post-Standard

The Post-Standard (Syracuse, NY)

March 28, 1991 Thursday Metro Edition

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LENGTH: 941 words

HEADLINE: WORK WEAR THAT WEARS WELL IT'S ACCEPTABLE FROM 9 TO 5 -- AND ALSO AFTER 6 <

SERIES: Spring Fashion '91

BYLINE: JAMES McKEEVER The Post-Standard

BODY:
You're a fashion-conscious man of the '90s, about to go shopping for new clothes to wear to the office this spring. You'd best hop in the shower first.

Personal hygiene, while very important indeed, isn't the issue here. It's singing. And the shower is probably the safest place to sing the men's fashion mantra of 1991.

"I've gotta be me . . . I've gotta be me . . ."

Individuality appears to be the key to today's professional man, according to several local fashion insiders. It's not enough any more for a man to be outstanding in his field; he must stand out from the crowd as well.

And some of them are already doing so.

"People are a little more daring. They're mixing a lot of things together now, like floral ties with striped shirts," said James Markham, manager at J. Riggings in Carousel Center. "It's very European. People here are buying it."

"Men want to get away from the white shirt and red tie, and find a little more individuality," said Mark Clarke, sales manager in the men's department at Addis & Dey's in Fayetteville Mall.

"Guys don't want to look like their father or their grandfather," said Katie Gang, buyer for Learbury Clothes on North Salina Street.

Some, however, may not know any more about the nuances of fashion than their ancestors did.

"Generally, men don't know how to put a shirt and tie together, so for a while they went the safer route," said Clarke of Addis & Dey's. "Now they want something that stands out. I see the apprehension at first, but they'll try it and find that it works."

Clarke explained how the new approach works by comparing it to the good old days of the 1980s.

Back then, the active professional man would go home from the office, take off his gray or blue business suit (and white shirt and red tie), and change into a more casual outfit to go out for the evening.

The active professional man of the '90s, however, can eliminate that middle step. He simply can take off his print tie and his taupe sport coat, undo the top button on his striped chambray shirt, hop in his car (where he keeps a sweater or casual jacket) and be on his way.

Two logical reasons come to mind to explain why what's considered acceptable from 9 to 5 is also OK after 6. Or is it vice versa?

One, a lot of men are ripe for a change from what one designer calls the "uptight" look of such 1980s role models as Gordon Gekko of the movie "Wall Street."

Two, in a jittery economy, it's a little easier on the wallet when you don't need two completely different sets of clothes for work and play.

But Clarke offers these words of caution:

"You have to buy quality. You need something that's going to stand up, because essentially you're wearing it twice as much," he said.

With that in mind, here's some more "guy stuff" to look for at the beginning of what could turn out to be the "I've gotta be me" decade.

Taupe. It's spring's smartest choice for a business suit or sport jacket, according to the Men's Fashion Association. The neutral shade is easy to accessorize, looks good on almost every man and seems fresh without looking trendy, said the MFA's Tom Julian.

Chambray shirts. The durable woven material with a frosted surface is showing up more and more in business wear as well as with a pair of jeans. Blue, burgundy, gray and taupe are popular, according to the MFA.

Floral ties. Bolder and wider, they're helping many men test the waters of this individuality thing.

The unconstructed sports jacket -- "soft construction" -- features small or non-existent shoulders, softer fabrics and a looser drape. It has been deemed appropriate for many business settings as well as for "Friday wear" and weekend engagements.

"Soft construction means hard-nosed value and style that works for almost every occasion," said the MFA's Chip Tolbert.

Perhaps he should have said "almost every city." Where fashion is concerned, Syracuse has long had a conservative reputation. It's well-deserved, according to several local retailers.

"Syracuse is a funny town," said Raffaele Madonna, manager of Giovanni's Men's Fashions and Formal Wear in Penn Can Mall. "Very touchy. Very conservative."

Some local men's stores, like Giovanni's, choose not to stock unconstructed suits and the like. Madonna and other menswear retailers know there are still plenty of Central New York men who prefer the traditional tailored business suit and other elements of a conservative wardrobe.

Other stores count on customers who take their cues from designers playing fast and loose with tradition. Still others try to reach a wider market by reaching out to both extremes.

J. Riggings, for example, doesn't carry the unconstructed suit -- "It's a little too trendy," said manager Markham -- but does offer more casual shirts, pants and ties that could easily be worn with one.

Learbury, according to buyer Gang, is trying to "recapture" its younger audience (ages 30 to 45), and offers a modified European-style suit for the more contemporary customer who wants to set himself apart from, say, his father.

Unconstructed sport coats are doing well at Learbury, Gang said, but the traditional white shirt and red power tie are still big sellers as well.

Local fashion mavens could spend a good part of the '90s disagreeing on what is appropriate fashion for professionals, but one thing is certain, according to Clarke of Addis & Dey's.

"Believe it or not, men like to be complimented on their clothes," he said.

And not just by the guys at the office.

"Women are looking for sharp dressers," said Yvette Hentz, manager at Merry Go Round in Carousel Center. "We like men who look sharp."

GRAPHIC: PHOTO; ON THE COVER; Model: Bill Barnish, appearing courtesy of The Coordinators Inc. at; Hiawatha Lake and Stevens Office Interiors.; Clothes (outdoor photo): "Commodore" light jade windbreaker by; **Nautica** ($100); button-down cotton oxford shirt ($42.50) by Claiborne; 100% cotton pleated pants ($44) by **Nautica;** sunglasses ($16) by; Solargenics; as furnished by Addis & Dey's.; Clothes (office photo): Same shirt and pants as above; silk blend; single-breasted "Berkeley" sport coat ($225) by Evan Piccone; tie; ($32.50) by Villa Bugatti; all furnished by Addis & Dey's.; Makeup, hair styling, fashion coordination and styling: The; Coordinators Inc.; Photography: Nicholas Lisi, The Post-Standard; Cover Design: Michael Braia, The Post-Standard.; Color.; NICHOLAS LISI/The Post-Standard; Michael P. Clarke, appearing courtesy of The Coordinators Inc. at; Stevens Office Interiors, wears a silk, double-breasted sport coat; ($165) by Cellini; a 100 percent rayon print shirt ($24.50) by J.; Riggings; a silk tie ($39.50) by Cellini; a handkerchief ($6.50) by; Pocket Square; and clear fashion glasses ($12.50) by J. Riggings; clothes furnished by J. Riggings.; NICHOLAS LISI/The Post-Standard; At Hiawatha Lake, Michael wears the same shirt and pants, along with a; sweater ($92) by Boston Traders, provided by Learbury Clothes; and; sunglasses ($15) by Solargenics, provided by Addis & Dey's. Hair,; makeup and fashion styling and coordination by The Coordinators Inc.

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Dockers and the boutique-ing of mainfloor; in-store shops in department stores Daily News Record April 5, 1991

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April 5, 1991

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HEADLINE: Dockers and the boutique-ing of mainfloor; in-store shops in department stores

BYLINE: Hart, Elena

BODY:
DOCKERS AND THE BOUTIQUE-ING OF MAINFLOOR NEW YORK -- The success of Dockers in-store shops is sparking a debate over the boutique-ing of mainfloor departments.

Retailers and store visual display experts laud Levi's Dockers brand for its innovative efforts, but warn that without careful planning, the next crop of vendor in-store shops could face problems in store mainfloor departments. For instance, some executives stress that a brand's shop concept shouldn't be cloned across the country, but instead needs to be tailored to each store.

In-store shops are nothing new, of course. The Polo shop business is a nationwide phenomenon, and shops are common in designer and contemporary departments. On the mainfloor, moderately priced brands with in-store shops include Gant, Izod, Bugle Boy and **Nautica.**

Last month Sears, Roebuck revealed it will dramatically expand the space allocated to Dockers, and new shops will range in size from 600 to 900 square feet, up from the previous space of 200 to 500 square feet.

Bob Siegel, president, Levi's Menswear, said Dockers' four-year program of instore shops has led to the company's growth on a crowded mainfloor. He pointed out there was a void in store men's wear departments for creative display when the Dockers shop concept first took shape.

"I think we've been successful because Dockers took an unattractive mainfloor presentation and gave it a new, vibrant look," he said. Dockers shops vary in design and size, but many employ table-top and shelf presentations, as well as posters and signage, in an airy, noncluttered environment employing bleached wood fixtures.

"Visuals, graphics, lighting and the Dockers logo are very strong," Siegel said. "The shop concept works as a powerful vehicle to attract a new consumer.

"Presentation and fixturing is the first thing consumers see, and that has opened up a vast wealth of opportunity for savvy retailers who make their merchandise visually appealing through store designing and marketing," Siegel continued.

He claimed that stores which didn't previously carry Dockers shops have increased sales threefold after

Dockers shops were put into place.

Aaron Gertz, president of Concept Fixtures Limited, a New York-based visual merchandising firm that supplies components for Dockers shops, said fixtures don't overtake the merchandise presentation. Rather, the shop gives as much room as possible to the display of Dockers' classifications.

Phil Molinari, senior vice-president, Bugle Boy Co., said his brand's in-store shops employ wood in lightertone shades of natural and green. He noted "heavyweight fixtures" and signage for the brand are also key elements of the presentation.

John Fariello, vice-president, Cincinnati-based Electronic Catalogue Corp., said 70 percent of all consumers purchase apparel from the first store they shop at.

He said time-strapped consumers need strong visual displays to draw them in. According to Fariello, more and more retail stores, both department and specialty, are using the Dockers shop as an inspiration for other shop efforts. He noted, however, an ongoing debate over who controls shop design.

"When retailers, visual display executives and analysts offer advice on shop colors and fixtures, the ultimate goal can more easily be reached," he began. "However, there is competition between branded manufacturers and department stores. Both tend to want to offer their unique in-store shop vision. That's where many problems in the finished shop-in-store lie."

Fariello pointed out that Dockers is successful because the brand follows up display with advertising to reinforce its image and sustain its unique identity. He added that shops can be tailored to individual department stores.

"Department stores have freedom because each shop can be customized to stand on its own," he said, noting that Dockers has shown the ability to adapt shops to stores.

Kevin Roche, executive vice-president, Space Design International, based in Cincinnati, Ohio, an architecture firm that has renovated Marshall Field's State Street store, Bloomingdale's units in New York and Palm Beach, Fla., and stores like Timberland and NBO, agreed the Dockers shop is successful.

"Consumers are tired of look-alike stores," he said. "They are interested in stores and all the amenities they offer. Providing consumers with a memorable shopping experience that highlights attractively presented merchandise is very important," he said.

"We don't want shops to look like those in other department and specialty stores when we embark on a retail facelift," Roche said. "Just as brands want to maintain their own identity, the store needs to look distinct. For instance, a Dockers shop at Dayton Hudson shouldn't look exactly like one in Bloomingdale's," he concluded.

GRAPHIC: Photograph

SIC: 5136 Men's and boys' clothing ; 5311 Department stores ; 2320 Men's and Boys' Furnishings

IAC-NUMBER: IAC 10561928

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THE CHAMBRAY //A SHIRT FOR ALL MEN //Chambray blue-collars leave coal mines, join corporate ranks SHARON MOSLEYFEATURES What one item will fashionable men be putting at the top of their shopping lists this spring? Arkansas Democrat-Gazette (Little Rock, AR) April 07, 1991, Sunday

Copyright 1991 Little Rock Newspapers, Inc.
Arkansas Democrat-Gazette (Little Rock, AR)

April 07, 1991, Sunday

LENGTH: 1024 words

HEADLINE: THE CHAMBRAY //A SHIRT FOR ALL MEN //Chambray blue-collars leave coal mines, join corporate ranks SHARON MOSLEYFEATURES What one item will fashionable men be putting at the top of their shopping lists this spring?

BODY:
. What one item will fashionable men be putting at the top of their shopping lists this spring? Probably a blue chambray shirt.

From soft, faded looks for casual weekends to bright, crisp blues headed to the office, the chambray shirt is the hottest trend in menswear, according to Jack Herschlag, executive director of the National Association of Men's Sportswear Buyers.

" The chambray shirt is popping up in almost every collection of menswear. As an industry observer, I've never seen anything like it," Herschlag said.

The line in dress codes between casualwear and business wear is gradually eroding, he said.

" If a shirt is comfortable and attractive, it doesn't matter to an advertising director if a coal miner wears it, too.<"

Indeed, the creative type may have been among the first to start this trend; they usually are, Herschlag said.

" The look came from the guy who works in the advertising, entertainment or arts world and has been wearing jeans with a chambray shirt and sport coat for a long time.<"

The moody blue shirt that can be worn on the weekend as well as the weekday is not only taking over the dress shirt shelves in men's departments, it's being featured on the covers of upscale catalogs, Joseph Bank and J. Crew, to name a couple.

While chambray does come in other colors Claiborne does a great yellow version and Van Heusen offers corded chambray in rose and ivory blue is definitely the hue more men are choosing this spring, Herschlag said.

" Blue has always been a favorite color of men," he claimed." Psychologically, blue is a comforting color. Men buy more blue suits than any other color. And blue denim is a classic.<"

Tom Julian, fashion director for the New York-based Men's Fashion Association, attributes the popularity of the traditional chambray shirt to its built-in comfort and to its fresh, new look.

" Chambray is a basic that is being reinterpreted in many different ways for today," Julian said. " It has rejuvenated the dress shirt market.<"

He has seen designers spin chambray into many moods for spring: striped spread collar shirts at **Nautica;** printed ones at Ruff Hewn; soft, washed versions from Joseph Abboud; chambray collars on polo shirts at Claiborne and Cotler.

Designer Henry Grethel, whose spring collection pays homage to the blue moods of the Mediterranean, feels that chambray gives sportswear an individual touch. His new dress shirt line, Options, features relaxed looks of chambray that are the perfect complement to what son David calls the "softer blazer dressing.<" As national sales manager of Henry Grethel, David Grethel sees a great demand for chambray in stores nationwide.

" The chambray shirt is something new," he said. " Men are tired of the old white-shirt look. They're ready for something fresh.<"

Grethel's spring line includes casual washed "workshirts" and "dressy" shirts, Grethel said. Details such as tab and straight-point collars, button-downs, and covered front plackets all update the traditional blue shirt at Grethel that goes along with the new casual attitude of menswear, he explained.

The chambray is still a shirt that many men grab for casual weekend outings, especially in the softer, washed interpretations.Teamed with jeans, khakis or shorts, the chambray shirt is the go-with-everything item for casual sportswear pieces.

But the chambray shirt is doing double-duty now. Many men are sporting their chambray shirts at work accessorized with trendy patterned ties in floral or geometric patterns and layered under lightweight silk or linen sportcoats. The finer quality chambray dress shirts are even taking care of business paired with elegant Italian suits.

Yes, the cool blue shirt is headed for the boardroom. As baby boomers opt for more casual clothing, they will naturally incorporate more casual apparel like the chambray shirt into their corporate wardrobes, said Mitchel Nichnowitz, president of The 500 Fashion Group, whose company recently introduced a new collection, Bert Pulitzer Relax.

" Men have developed their wardrobe around classic American clothing traditions, with quality in fabric and design comfort and fit being the most important elements in his purchases.<"

Some men on the corporate ladder may be reluctant to give up their basic white pinpoint oxford button-downs and dare to wear a chambray shirt, and indeed it may not be appropriate for the more traditional professions banking, law and medicine, Herschlag said.

" Those men need to portray conservative images to their clients," he noted. " The chambray shirt, no matter how dressy, is not traditional.<"

But for those men who want to add something new to their ho-hum khakis, navy blazer or gray pin-striped suit routines, a chambray shirt may be the answer.

Its mood can change quickly. Chip Tolbert, co-fashion director of the Men's Fashion Association, said, " Chambray is the great equalizer, changing from business to casual with the donning of a blazer or a pair of jeans.<"

Either way, for business or pleasure, this spring, men who wear chambray are in a very good mood.
CAPTION: Photo 1: Washed chambray gets the casual touch at Timberland, $62.50, layered over a Gitman Brothers white polo shirt, 36.50, and Corbin linen trousers, $72.50, all from Mr. Wick's.Photo 2: The chambray shirt gets dressed up this spring in a crisp blue cotton by CP Company, $95, teamed with a Zegna floral silk tie, $85, Baumans linen sport coat, $295, and Jhane Barnes trousers, $80. L. A. Eyewear

sunglasses, $200, all from Baumans.

Photo 3: Ruff Hewn's printed chambray workshirt teams up with shorts and an indigo sweater. Photo 4: The chambray shirt and a pair of denims turns sophisticated by virtue of a paisley silk tie and biscuit-colored suede jacket.Photo 5: Henry Grethel combines comfort and casual elegance with a denim dress shirt, silk floral tie and pleated pants in a glen plaid. Photo 6: The ease and comfort of chambray makes its way to the office in a Bert Pulitzer Relax suit.

Photo 7: Chambray doesn't have to be blue either, as Claiborne Furnishings proves in a yellow chambray shirt with button-down collar.

LOAD-DATE: August 28, 1996

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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Midwest retailers cite men's spring pickup; clothing retailers Daily News Record April 10, 1991

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Daily News Record

April 10, 1991

SECTION: Vol. 21 ; No. 70 ; Pg. 3; ISSN: 0162-2161

LENGTH: 573 words

HEADLINE: Midwest retailers cite men's spring pickup; clothing retailers

BYLINE: Sharoff, Robert

BODY:
MIDWEST RETAILERS CITE MEN'S SPRING PICKUP

CHICAGO - Retailers shopping the Apparel Center's fall market show here said spring sales are finally picking up in stores, helped along by several weekends of unseasonably warm weather.

Many who were predicting flat to down sales said they may squeak by with a small increase.

"I'm relaxing a little bit for the first time in six months," said Gordon Forbes, owner of Forbes Clothiers in downstate Illinois.

The retailers also said tailored clothing is picking up as customers who have sat the last few seasons out start to replenish their wardrobes. "I think they're looking in their closets and realizing that, recession or no recession, they still have to wear a suit," said James Silk, owner of Edward's Men's Shop in Saginaw, Mich.

For fall, retailers say they are holding onto their open-to-buy as long as possible. There are few worries about not being able to get merchandise.

The main fashion news is that fancy neckwear continues on a hot streak at many stores and that modified Italian looks in clothing are gaining in popularity in just about every market.

At Forbes Clothiers, "Fashion and newness - everything that is not last year's merchandise - is selling," said Forbes.

He added that sportswear in general has been a little weak, but clothing has been strong. "Manufacturers like Hartmarx with their Pallesco Collection have done a good job of taking a traditional customer and moving him forward," he said.

Forbes said that the outlook for fall is brightening. "I don't think I've ever seen a fall like last year. Everything - the weather, the war, the economy - went wrong. This fall will be better."

Mike Herring of Livingston's in Maryville, Mo., said that business was "horrible" in January with the start of the war but picked up subsequently. "We're starting to sell some warm-weather goods like shorts and T-shirts," he said, adding that he is currently looking for some madras shorts for immediate delivery.

Herring said he is holding back on fall buying but expects to have everything wrapped up by Father's Day. "We've been selling a lot of double-breasteds and other fashion looks in clothing this year," he said.

Lee Anthony of Sullivan's Fashion's in Chicago said that denim, activewear and jogging suits are hot sellers this spring. "This has been the best March I've had in four years," he said. For fall, he was looking for printed rayon shirts, which were strong items last fall.

At Edward's Men's Shop in Saginaw, Mich., owner Silk said that clothing has been a standout this spring and that "executives aren't afraid of double-breasteds anymore." Key clothing resources, he added, are Lanvin, Chaps, Cricketeer and Palm Beach. Silk said that he expects clothing units for fall to be flat to slightly up.

Silk said he is holding back on orders until later in the season and hopes to take advantage of some off-price opportunities. "There's a lot available for 25 percent off," he said.

Silk said that this spring **Nautica** jackets and swimwear have been top sellers.

Scott Strouse of Strouse's in Evansville, Ind., said that spring business has been okay but that margins have been suffering. "Nothing sells unless it's promoted," he said. So far, clothing - particularly Italian and European looks - has been "better than average. For the first time in a few seasons there's a lot of newness out there."

SIC: 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 10587967

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Soft chambray shirts find niche in office The Record (Kitchener-Waterloo, Ontario) April 16, 1991 Tuesday City Edition

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The Record (Kitchener-Waterloo, Ontario)

April 16, 1991 Tuesday City Edition

SECTION: LIFESTYLES; Pg. E1

LENGTH: 509 words

HEADLINE: Soft chambray shirts find niche in office

BYLINE: Miles Socha

BODY:
Much of what's been happening in menswear in recent years is a continued blurring of distinctions between tailored clothing and sportswear; between garments for work and those for play.

The latest evidence of that is the importance of chambray in spring and summer fashions.

Developed in the early 1900s as a durable, easy-care fabric for workwear, particularly workshirts, this woven cloth is distinct by a weave of colored thread in one direction with white thread in the other, producing a frosted effect.

Today it's becoming a favorite of menswear designers eager to inject more comfort and ease into business dressing. Instead of starchy white cotton dress shirts, they're proposing them in less formal chambray, often in blue for a kind of dressed-up denim look.

"Chambray is the great equalizer," reasons Chip Tolbert of the Men's Fashion Association in his synopsis of spring and summer trends, because it "changes from business to casual with the donning of a blazer or a pair of jeans."

Chambray is also fashioned into casual pants and shorts this season in shades of blue, grey, burgundy and taupe.

Prescription shampoo

Dandruff is considered a cosmetic problem, but its underlying cause is fungal. So goes the explanation in a statement from Mississauga's Janssen Pharmaceutica Inc. to announce the launch of Nizoral shampoo: a new prescription-only product which the company says is the first which acts on the cause of dandruff, not just the symptoms.

"The treatment holds out hope for dandruff sufferers who may have tried a variety of over-the-counter dandruff shampoos without success," a company statement says. "Studies show that it is equal to or better than over-the-counter dandruff shampoos at controlling dandruff flakes and superior in terms of preventing the recurrence of dandruff."

The product is used twice a week for four weeks, then once every one or two weeks as required.

Title up for grabs

Who had the biggest influence on menswear last year? A panel of fashion editors and retailers will decide in June when it announces the third annual Woolmark Awards.

This year's contenders include Calgary-born Nicholas Graham, whose Joe Boxer company is credited for singlehandedly making underwear fun.

The others are: Harry Connick Jr., for bringing contemporary fashion - and jazz - to centre stage; costume designer Milena Canonero, for her movie work including Dick Tracy and The Godfather Part III; Italian design team Dolce & Gabbana, for their unconstructed silhouettes and innovative knits; Tommy Hilfiger for his affordable, mainstream sportswear; Isaac Mizrahi, for his bold use of color and pattern; Herb Ritts, for bold photography of men's fashion; Toray, a Japanese chemical company, for creating microfibres; Gianni Versace, for his use of color and dramatic silhouettes; Hugo Boss, for its influence through advertisements on the perception of men's fashion; David Chu, for designing the **Nautica** collection of outdoorsy, lifestyle gear, and Jhane Barnes for her unique colors and textures.

LOAD-DATE: October 10, 2002

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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STYLE;FASHION;THE GREAT WHITE ROBE Los Angeles Times April 21, 1991, Sunday, Home Edition

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April 21, 1991, Sunday, Home Edition

SECTION: Magazine; Page 30; Magazine Desk

LENGTH: 148 words

HEADLINE: STYLE;
FASHION;
THE GREAT WHITE ROBE

BYLINE: By MICHAEL EISENHOWER

BODY:
Like a Chanel handbag or a Burberrys raincoat, the white terry-cloth robe has earned a place in the hall of fame. Oh, there have been challengers over the years -- silks and satins, plaids and paisleys. But like all fads, they come and go. For lounging by the pool or lingering over breakfast, nothing beats a plain but plush terry cocoon.

As proof of the white robe's timeless appeal, posh hotels never fail to supply them to pamper their guests, and better stores always seem to stock a selection for people who want one for keeps. This season's standouts include Hammacher Schlemmer's ankle-length version, made from real Turkish towels, and Fernando Sanchez's rendition, trimmed in satin. What better way to relax and unwind?
Photographed at Chateau Marmont; hair and makeup: Patrick Lucas/A'Capello; models: Erica Anderson/ Elite, Erick Jussen/ OMAR's Men MICHAEL EISENHOWER

GRAPHIC: Photo, COLOR, Above: His Fernando Sanchez satin-trimmed robe, Neiman Marcus, Beverly Hills; her velour robe, **Nautica,** Newport Beach; Fernando Sanchez men's pajamas, For Joseph women's shirt and pants; Cutler & Gross, London sunglasses.; Photo, COLOR, Left: Mossimo Swim robe, Go Sport, Fashion Island; Mossimo Swim swimsuit.; Photo, COLOR, Right: Turkish-towel robe, Hammacher Schlemmer, Beverly Hills; **Nautica** shorts. Dewey Nicks

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Terms: nautica and date(geq (1/1/1990) and leq (12/31/1991)) (Edit Search | Suggest Terms for My Search)
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ANN CONWAY: RSVP / ORANGE COUNTY;SHE GETS AUCTION ITEMS BY GOING . . . GOING . . . Los Angeles Times April 25, 1991, Thursday, Orange County Edition

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Los Angeles Times

April 25, 1991, Thursday, Orange County Edition

SECTION: View; Part E; Page 2; Column 1; View Desk

LENGTH: 710 words

HEADLINE: ANN CONWAY: RSVP / ORANGE COUNTY;
SHE GETS AUCTION ITEMS BY GOING . . . GOING . . .

BYLINE: By ANN CONWAY

BODY:
Call Susan Boerner the queen of *now* auction items.

Last year she snagged an autographed mask from "Phantom of the Opera" star Michael Crawford for the Lestonnac Free Clinic's annual spring gala.

This year's coup? Nothing less than an Indian peace pipe signed by Academy Award-winning Kevin Costner. (How does she do it? A zillion phone calls and as many "*please*-s." "First, I called the Sioux tribe and asked them to make the pipe," Boerner says. "Then I took it to Kevin's office. (His people) are super-nice -- bending over backwards.")

The fun begins at the Disneyland Hotel on May 4 when a silent auction kicks off the benefit that will also feature a performance by singer Helen Reddy.

Tickets are $200 per person for the bash, chaired for the second year in a row by Susan and Alan Boerner (he's president of Cambio Investments in Fullerton). Special guest: Sister Marie Therese, founder and executive director of the clinic in Orange that serves Orange County's "poorest of the poor."

The Buzz: Country singer Crystal Gayle will perform at the Orange Blossom Ball on June 15 at the Hyatt Regency in Irvine. The event is sponsored by the Orangewood Foundation. . . . Not only is Irvine heiress Joan Irvine Smith planning to give away millions to UC Irvine, she is increasing the purses at her annual Oaks Classic set for June 1 and 2 at her Oaks ranch property in San Juan Capistrano. Smith's mum, Athalie Clarke, says there will be two classics, new stakes, a parade of ribbon-winners and a dissertation on fox-hunting (this special bash, along with Cartier Inc.'s luncheon for tenor Placido Domingo at the Center Club on June 1 are making June *the* munch for the ladies-who-lunch). . . . Word's out that Carlton Burnett -- director of last year's stellar fashion show in Segerstrom Hall featuring members of the Guilds of the Orange County Performing Arts Center -- has created an exclusive Director's Circle, a bevy of 20 women who will *not* have to try out to be in this year's show. Among the poised models who bowled Burnett over last year: Newport Beachers Judie Argyros and Candice Schnapp. Model wanna-bes will have to strut their stuff before judges on May 8-9 and June 11-12. More than 100 models will be featured in the show . . . . Party-goers crammed **Nautica** -- the fashionable sportswear shop at Newport Center -- on Tuesday night to celebrate the kickoff of Newport-Ensenada race week. **Nautica** is providing the official sportswear for the

race, the America's Cup and the Olympics Sailing Team. . . . Up on the roof? The Professions and Finance Associates of the City of Hope/Orange County are staging a bash to celebrate the appearance of "Les Miserables" at the Orange County Performing Arts Center. On June 29, members of the group will live it up atop the Tower parking structure on Town Center Drive in Costa Mesa before attending a performance in Segerstrom Hall. Talk about uppity party places. . . . The Newport Harbor Art Museum will celebrate Cinco de Mayo during a sunset cruise aboard the Catalina Flyer. Tickets are an ultra-reasonable $25 per. . . . The Newport Harbor Art Museum is also staging a series of lovely dinners to introduce its new director, Michael Botwinick. Nice idea. The series begins with dinner at Nancy and Jim Baldwin's Emerald Bay spread on May 15 and continues on May 25 with a "Desert Delights" bash at the Palm Springs manse of Jack and Marion Shea. . . . Friends of KOCE Channel 50 are staging Orange County's classiest garage sale on Saturday and Sunday, rain or shine, at United Van Lines Merit Moving System in Santa Ana. Among items available: a Thomas California organ, a Baldwin spinet organ, and a new Fender guitar. . . . The board of governors of the new Spa at the Center will be feted at a cocktail reception at the Center Club on May 15. . . . Opera Pacific kicked off its new dinner series on Sunday with a party at Anne and Tom Key's airplane hangar. . . . Orange County Chief of Protocol Mary Jones has received a gracious letter from the Japanese Consulate in Los Angeles, thanking Orange County for its hospitality. As you recall, Japanese Prime Minister Toshiki Kaifu dined with members of the local Japanese community here early this month. . . .

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Nautica: its ship has come in; company profile; Cover Story Bobbin May, 1991

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May, 1991

SECTION: Vol. 32 ; No. 9 ; Pg. 52; ISSN: 0896-3991

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HEADLINE: Nautica: its ship has come in; company profile; Cover Story

BYLINE: Black, Susan S.

BODY:
NAUTICA: ITS SHIP HAS COME IN

AT FIRST GLANCE, it seems that **Nautica** International Inc. is into everything these days: its own **Nautica** lines of men's and women's nature-inspired sportswear, activewear and outerwear; licensing and/or distribution agreements for **Nautica** apparel around the world, in locations including Europe, Japan, New Zealand and Central and South America; licenses for such products as watches, accessories, skin care and fragrance lines; and complex sourcing/ manufacturing agreements.

And yet in spite of its full plate, and its rapid rate of growth - sales have increased from $ 2 million to some $ 60 million-plus in the last seven years - **Nautica** International functions more like a steady, sure sailboat than a speed demon racing boat. Two of **Nautica's** principal players, founder/president/designer, David Chu, and senior vice president of Marketing, Keith Munroe, say that control and consistency, in everything from design to advertising image, are uppermost in their minds. And it is these two factors which will continue to guide them as the company expands.

For David Chu, control has been a factor all along. Born in the Republic of China, he came to the U.S. to attend the Fashion Institute of Technology, and founded **Nautica** in 1983 to produce outerwear. He says that the growth **Nautica** is experiencing now was his vision even then. "I purposely picked the name **Nautica** because it had a very broad and classic feeling. I was looking for a concept that could be timeless and evolutionary, not set."

As both the president and designer of **Nautica,** Chu maintains total control over his most precious commodity - the **Nautica** image. He has design input and approval of every style in both the men's and women's lines, which together total close to 500 pieces, as well as design control over all of **Nautica's** licensed products, meaning he not only designs apparel, but also watches, ties, fragrance bottles and more. Moreover, he designs many of his own fabrics for the **Nautica** lines.

How does he do it? "I make very quick decisions," jokes Chu. "Actually," he says, "nature gave me the ability to sketch very quickly." This ability to create renderings so quickly has greatly sped up the decision-making process - and ensures that design ideas are communicated succinctly, adds Munroe.

For Chu, the **Nautica** image represents the "relationship of people to nature. What we try to do is provide functional apparel that is stylish - apparel that can be worn in all kinds of weather and all kinds of nature

patterns." As a result, he tries to create designs that are familiar, yet fresh. Practicality and functionality play equally important roles - that's why jackets have multiple pockets, hidden hoods and are often reversible. Quality is evident in the high-end fabrics and findings. "The beauty about the textile industry today is the new technologies featuring new fabrics, waterproof fabrics and microfibers, which make the final product more functional."

Fabric constructions and finishes also receive attention from Chu as he believes "color is such an important part of the total visual presentation at the retail level. When textile companies develop new ideas, we sit down with them and apply our own touches - a new way to treat it for example. We are fortunate because of our volume that companies will do this with us. It is one of the advantages we have - and what gives our apparel uniqueness."

Nautica's men's spring collection, which includes shirts and knit pullovers, casual trousers, shorts, swimwear, T-shirts and jackets, takes its inspiration from the Hawaiian Islands, interpreted through colors taken from nature - guava, palm, banana, orchid, kiwi and tangerine. As with all of **Nautica's** collections, it also features a nautical theme grouping in traditional seagoing shades of white, navy and red.

For Fall '91, the look goes more rugged with thick cotton sweaters, wool trousers, tweed blazers, denim sport shirts and jackets, blazers and parkas of endless fiber and fabric combinations. The women's wear lines - which represent 15% of **Nautica's** sales - take on a new direction this fall. Introduced in 1987, the women's wear line seeks to find its proper place with the **Nautica** customer. Explains Chu: "In the beginning, the ladies' wear line contained a lot of natural fibers. This season, we have added rayons and rayon blends, and some of the microfibers which, even though they're new, are similar to feel as in washed silks. We have outerwear and sportswear that range from denim jackets to brushed sateen trousers...I feel very comfortable about the new things we're doing."

The theme of control also permeates the manufacturing phase of **Nautica** International. The company uses contract manufacturers throughout the world, primarily in the Far East and 807 countries, but also in the U.S. "To ensure quality at the contract level means that we must do all of the sourcing for fabric and trims - and we use only the best. Then we're looking for someone who can do the right needlework and, on top of that, we have our own Asian office that constantly inspects from beginning to end to make sure that it is exactly what we want," says Chu. "We're not doing it any differently than most people, but the degree of conviction does make a difference. It makes the difference between a good company and a mediocre one."

Contract manufacturing was a natural choice for **Nautica.** Says Chu: "If you're in the manufacturing business, that's one thing; if you are in the design and marketing business, it is another."

When the company initially was founded, Chu says it would have been impossible to contract work in the U.S. because of the small runs needed (in relation to small runs of fabric). Now, with the company's volume growing, Chu says considering the U.S. for more of the manufacturing work may be more realistically possible. "There are a lot of advantages to producing in the U.S. because of the turnaround time, lead time and control. In the '90s and year 2000, we'll probably see a revival in the U.S. industry...There is tremendous opportunity here. Even people in the Orient and Europe are seeing it - if they did not, they would not be investing in big plants in the Carolinas."

Perhaps where control and consistency of product are most evident are in the company's licensing agreements. "Our philosophy," says Chu, "is we want to control the product design and development - which is the key to keeping within the concept of **Nautica.**"

The licensing process has strict guidelines - and **Nautica** holds the reigns. Explains Munroe: "When we do our negotiations, we tell them their products must stand on their own. **Nautica** can enhance that opportunity ...but they can't just put the name on a me-too product and assume that it will be successful. That's not the growth of **Nautica** or the way we look at the future."

Munroe says **Nautica** doesn't allow a company to use the name just because it promises a certain amount of return. "That would be a disservice to David's original concepts. What we do is work very hard in helping

them with all of their business as well as design strategies to make sure they are approaching **Nautica** with a long-term view."

THE FIRST THING **Nautica** asks of a potential licensee is a three-year business plan. "It gives us more insight into their business as well as makes them think more indepth about what opportunity **Nautica** really represents to them." The bottom line, says Munroe, is that before any agreements are entered into, a great deal of time has been spent "discussing the business, their vision of **Nautica,** our vision of the way it all gets put together."

Once an agreement is signed, **Nautica** plays a continuing role in design and marketing. It is **Nautica** who often provides the first design ideas - even though modifications are made jointly - and it is **Nautica** who implements all advertising through its own single source. Munroe says that while the process may seem "a bit arbitrary" on **Nautica's** part, "it has been welcomed by all of our licensees because we are able to bring another dimension to their looking at their product."

Nautica's most recent licenses have been awarded to Elmer Little, for men's gloves, hats and scarves, and to Revlon for a men's fragrance and skin care line. The agreement with Revlon is international in scope and includes the possibility for women's products.

Nautica continues to move ahead with apparel licensees as well. Most recently, it concluded a deal with William Baird Group, a UK-based $ 3/4 billion manufacturing organization with major apparel divisions. The new division is called **Nautica** Europe and will be distributing men's wear in Finland, Sweden, Norway, Denmark, the UK, Spain, Portugal and portions of France.

For its products sold in the U.S., **Nautica** already has a lifestyle imaging campaign that runs in a diverse range of magazines, from GQ and Esquire to Sports Illustrated, Vanity Fair and Vogue. But as it expands throughout the world, it looks for international ties to bring the **Nautica** name recognition. One such marketing plan, involving the sailing championship circuit, has recently been conceived. The seeds have been planted in the U.S, where **Nautica** is sponsoring the U.S. Youth Sailing Championships. The company also will be a sponsor of the International Youth Sailing Championships, giving the company global exposure.

Munroe says interest in sailing has increased, largely due to increased television coverage, and he sees the sport as a perfect match for **Nautica.** "We have taken a marketplace out there that relates to **Nautica** - and it's a youthful and very exciting environment." Not only is **Nautica** encouraging its international licensees to get involved with the championships on a local level, it is also planning its very own championship for 1992 in Portugal - the **Nautica** Cup. "We believe that five years from now, the first championship on the list of awards of the Dennis Connors of the future will be the **Nautica** Cup."

Promotion doesn't stop at the corporate level. **Nautica** has an active retail marketing plan as well with its 650 better specialty and department store accounts. One of the most important concepts within the plan is in-store **Nautica** shops, of which close to 100 are in place. Distinctive deck flooring sets off the areas which offer in-depth presentations of **Nautica. Nautica** merchandise retail coordinators help set up the displays and **Nautica's** advertising agency produces print materials showing how merchandise can be grouped that are sent to the stores.

Nautica also provides stores with full color product brochures for each season that include a personalized store name imprint. An advertising and marketing kit, including suggested ad copy, photos, **Nautica** logos and an ordering sheet for color slides, is also sent to retailers to help them coordinate their co-op advertising efforts.

In retail too, **Nautica** exerts a certain amount of control. For instance, says Munroe, "We discuss with our retail partners the wisdom of controlled growth for **Nautica** within their store groups. We want them to do it well, so we say to them, (Let's don't get carried away because you were successful in two stores and now want to try 22 suddenly.'" Munroe says **Nautica** personnel work with every level of management within the store on a basis of two to three times a month. "Once you develop that partnership and they know you are

working for their benefit as well as your own, they accept it and cheer about it."

So where does **Nautica** go from here? Chu and Munroe - who clearly have a definite game plan - won't reveal specifics, but they both say forthrightly that **Nautica's** growth has just begun. Licensing will obviously play a large role. Chu says there are "really no parameters" to the number of products that could be introduced. "As long as you have a strong strategy and product, the image of the name and the concept will enhance the product's success."

Munroe has similar thoughts: "If you look at the universe and the connotations of the name **Nautica** and the lifestyle it represents, you can do some pretty large size dreaming."

PHOTO : Chu has design input and approval of every style in both the men's and women's lines, which together total close to 500 pieces.

PHOTO : Chu designs many of his own fabrics for **Nautica's** lines, and also works closely with textile companies to add custom touches to fabrics he buys.

PHOTO : The **Nautica** customer is an "upscale, family-oriented...person who chooses to live in an environment which he/she respects," states the company's promotional literature.

PHOTO : The **Nautica** Spring '91 collection for men takes its inspiration from the Hawaiian Islands, interpreted through colors taken from nature.

Susan S. Black is editor of Bobbin.

GRAPHIC: Photograph; Table; **Nautica** notables. (table)

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Doin' the ethnic thing: from the malls of suburbia to the streets of the inner city - the young men's industry is being driven by sounds and looks of the growing ethnic market; clothing trade; includes article about the changing ethnic mix in American cities Daily News Record May 13, 1991

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May 13, 1991

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HEADLINE: Doin' the ethnic thing: from the malls of suburbia to the streets of the inner city - the young men's industry is being driven by sounds and looks of the growing ethnic market; clothing trade; includes article about the changing ethnic mix in American cities

BYLINE: Parola, Robert

BODY:
DOIN' THE ETHNIC THING

NEW YORK -- "The way of MTV is the way of the market and right now it's this ethnic look" is how one retailer put it.

The ethnic market and its styles have become the leading force for the entire young men's market, and those stores, especially the slow-moving department stores, that don't get with the program may be left in the dust. At a time of sluggish sales, this buy-now, wear-tonight customer is out there spending money.

Ethnic has become the catchall phrase used to describe primarily both the black and Hispanic markets and their styles. And as the current 1990 census figures released by the federal government show (see accompanying story), there's been a dramatic shift upward in this market's growth.

The styles are fast, disposable, bright and hip. They may be symbolized to many by the backwards homeboy baseball cap and gold chains, but the look much broader and includes rayon suit separates; novelty denim, including rips and tears; baggy jeans; various accessories; big logos and expensive high-top sneakers.

From the music industry to performers like MC Hammer, talk-show host Arsenio Hall, filmmaker Spike Lee and Fox Television's Emmy award-winning series In Living Color, -- ethnic is in -- and it's crossed over to the mainstream. For example, Vanilla Ice, the first rapper to hit 1t on Billboard's charts, is white. And Arsenio Hall, who highlights up-and-coming black music groups, has an audience estimated to be 70 percent white.

The ethnic fashion influences from the streets and especially from the music, videos and styles worn by artists like Bobby Brown, LL Cool J and, in the early '80s, Michael Jackson, have been fueling the young men's market for almost a decade. Stores and specialty store chains such as Merry-Go-Round that picked up this trend during MTV's infancy have grown large and profitable.

One thing all agree on is that the ethnic market's present high concentrations in inner cities will concentrations in inner cities will continue to have profound effects on inner-city retailers nationwide, and as the decade progresses, it will exert even more influences on the suburbs as well.

Of the ethnic market, it is primarily the black segment that has been the biggest fashion influence up to now, but it is the Hispanic market that is the fastest-growing in the country. According to recent surveys on purchasing power, the total consumer market for diversified goods among Hispanics, blacks and Asians is $ 400 billion. The black market alone accounts for $ 200 billion and blacks are also considered the most frequent shoppers in the nation.

For many large department stores with inner-city flagships or specialty store chains with inner-city units, the changing demographics are forcing adjustments in the merchandise approach they take for these stores. Not only has there been "white flight" from many cities, but many of these stores were aimed at commuters from the bedroom communities around them. Now, many of those workers don't even commute to the cities but instead travel to industrial satellite areas that usually contain a major mall.

The worst-case scenario is that some of these urban stores could close, following in the footsteps of Rich's Atlanta flagship. In cities like Miami, the growing population of non-English-speaking Hispanics poses its own problems and the fast-growing Asian population in cities like San Francisco has its own specific needs.

The rapid growth of this market in apparel comes at a delicate time when discussions about the ethnic market have been clouded by the growing racial tensions on college campuses and in communities all over the country. The issue: What is the politically correct (PC) language to use when speaking about this market?

Even President Bush recently gave a speech on what he felt were some of the problems that the quest for politically correct language has created. Almost no one interviewed for this article liked the expression 'ethnic' and agreed that a new label was needed -- after all, ethnic at one point in America's history implied Italian, Slavic or Northern European -- but very few alternatives were offered.

"It has become politicized," says J.J. Thomas, president of the Black Retail Action Group (BRAG). "I don't see it as an offensive term, but ethnic is a problem because it doesn't describe any real group, except that it means minorities. And for some cities minorities are the majority.

"In our own community the move from black to Afro-American has caused problems," he adds.

Nan Puryear, vice-president, BRAG, offered the expression multi-cultural or cultural diversity. "We don't like the term ethnic per se because it pinpoints only a black consumer. When we talk, we talk about the black consumer market. The Asian market. The Latino market."

A DMM of a major department store would only say, "We don't really like to get into these type of conversations and we don't use the term ethnic."

At Cross Colours, the new ethnic-inspired resource that booked over $ 3 million at the last MAGIC, the expression is just fine. "When we say ethnic we mean a lot of things. Of course it means black and Hispanic. But we also mean a style of dressing that is for everyone," explains president Carl Jones. "That's why we called ourselves Cross Colours. Ethnic is our roots."

"I don't feel either way about it," stated Eddie Rodriguez, president, Wilke-Rodriguez. "I think it means different things in everyone's mind, primarily black and Hispanic, but to me it doesn't mean anything."

"I don't like ethnic," flatly states Edward J. D'Alessandro, buyer/owner, Stylegate, a four-store specialty chain based in Pittsburgh. "It's time we got out of this term. Benetton has the right point of view with its United Colors of Benetton ads. Ethnic is how the old garmento guys used to say it to describe that market, but now the industry is broader.

"When you look at what influences customers, MTV and dance shows influence the young customer 15 to 30, while Arsenio Hall is important for the 25- to 50-year-old customer," he continues.

This point was brought up over and over by buyers.

"I think the music industry has influenced our business over the past 10 years," says Bob Gelb, buyer for Merry-Go-Round. "From '83-'85 it was Michael Jackson, last year it was the Bobby Brown look and today it's the rappers wearing lines like Exhaust, Major Damage, Get Used."

Merry-Go-Round bottoms buyer Eric Wical adds, "It was a point brought up by Dana Goldberg, (a Boogie's Diner buyer) just last week, that in the music industry everybody wants to be black right now. Look at Young Black Rappers (a group of white rappers). There is a movement towards an ethnic feeling right now.

"I saw the Bobby Brown video and looked at those pants and saw it was an item that the market didn't offer and went out and had it made," he continues. "It was one of our biggest sellers last year." (The "Bobby Brown pant" was a harem-like pant with elastic or drawstring waist and elastic cuffs in bold colors or prints.)

Gelb pipes in, "I talk to people in the music business from all over the country. Every one of our buyers makes it a point to sit and catch MTV, VH1, especially the rap shows. There has been a lot of white middle class consumers who want to have that look and they want that look for Friday night."

The ethnic young men's customer has disposable income, is very fashion conscious and gets in and out of looks quickly. Where he goes, the young men's market goes. Now that ethnic is more mainstream, more opportunities arise for both retailers and young men's resources.

But this fast-changing business has posed problems for traditionally slow-moving department stores.

"It's very hard for a department store to really compete for that part of the market," admits a major department store buyer. "It changes so fast. But the reality is that for our urban stores to survive in young men's, we must address that market. And for us to look hip to our white customers in the suburbs, we also need these looks. It's not just for ethnic consumers anymore."

D'Alessandro agrees. "White kids, black kids and Hispanic all do the same things now. Inner city doesn't mean it's downtown anymore. The retail landscape has changed for department stores. The better store was a downtown store and then that area changed. Downtown can now be closer to the suburbs.

"We have an inner-city store and a yuppie store. I hate that term too," he says with a laugh. "Both are selling Major Damage, rips and tears, silk and shortalls. The inner-city store sells brighter colors and faster versions. These are disposable clothes to a lot of these customers, while the yuppie store might sell more dull versions. Also, our inner-city store customer is in and out of looks much faster, he's already buying microfiber."

Another department store buyer admits, "What does help us to a large degree with that customer are brands like **Nautica,** Hilfiger, Guess and even Polo. Logos, the bigger the better, and brands are very important and a lot of specialty stores geared to the young men's and contemporary markets don't carry these lines."

Wical is always watching for brands. "You never know what brand will catch that market's fancy and it doesn't matter if you have the exact look--they want the brand. When Guess first started (selling) for Merry-Go-Round, it was a very ethnic look that now has opened up to a broad audience.

"Logos are very important," he agrees. "Either big ones on the outside of the clothes, or logos inside as well like the Major Damages and Get Useds of the world."

As rap music has grown and evolved, some of the fashions have become less busy and cleaner and in

return might exert a greater influence on the contemporary and better markets. Rap might be hot, but not everyone wants to listen to it.

"It hasn't affected the company that much because I don't listen to MTV or rap music," says Terry Wilke, designer, Wilke-Rodriguez, "though I am just starting to be willing to listen to rap music and I even find myself moving to it. I think these looks will slowly start to filter up out of the younger men's market, unlike the usual movement from the top on down."

John Hoffman, merchandise manager, Urban Outfitters, a 12-unit specialty store based in Philadelphia, also has seen sporadic influences. "Our customer in Philadelphia is this white suburban kid who's come to the big city looking for some hip items. We have sold more accessories, baseball caps like LL Cool's, and big oversized jeans more then anything else, the bigger the better. New York is the store that requests those faster ethnic looks.

"In Paris and London recently I was surprised how big the sweatsuits were, like LL Cool wears," he adds. "They were on the kids everywhere. That's a look I don't think will be as big here ... you never know."

Wical also just got back from Europe, noting, "In the hottest clubs the guys all dance and dress black."

So is it the music or the whole ethnic culture?

"I think clothes change a lot faster than music," says Gelb. "Rap has been around 10 years; it's only really crossed over the past few years."

BRAG's Puryear is more pointed, "Rap's broad-based popularity is a fad. It's going to come and go like a Pet Rock. Curtis Blow was one of the first rappers and no one knows who he is. It's really the culture."

Jones agrees. "We've taken the look of the street and presented that to our buyers. It's all of a sudden cool and okay to see how black people dress and interact. But I see it as the beginning of an entire cultural movement in our society that also includes all the other minorities."

GRAPHIC: Photograph; Graph; Table; Change in population by ethnic background in selected cities. (graph); Change in population by ethnic background in five states. (graph); Cross Colours abridged street language dictionary for retailers. (table)

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5136 Men's and boys' clothing ; 5600 APPAREL AND ACCESSORY STORES

IAC-NUMBER: IAC 10706244

IAC-CLASS: Trade & Industry

LOAD-DATE: October 05, 1995

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Hot categories to the rescue at retail; men's wear business on rebound Daily News Record May 27, 1991

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May 27, 1991

SECTION: Vol. 21 ; No. 103 ; Pg. 12; ISSN: 0162-2161

LENGTH: 1180 words

HEADLINE: Hot categories to the rescue at retail; men's wear business on rebound

BODY:
NEW YORK -- Around the country, men's wear business is bouncing back at retail, thanks to a number of strong classifications.

Some of the hottest categories for retailers around the country are:

* Sportswear collections including Tommy Hilfiger, **Nautica** and Polo;

* Sporty dress shirts, especially denim and chambray styles;

* Tailored clothing, which is being merchandised with more-casual furnishings;

* Bright-colored knits in solids, stripes and weathered looks, and;

* Contemporary neckwear, which is still racking up big sales gains.

However, some classifications, such as outerwear, sweaters and swimwear, aren't performing up to par.

The hot men's categories are helping to keep retailers at or above planned sales levels. This year's results are up against depressed figures from a year ago.

"Our business is pretty good," said Alan Dumain, senior vice-president, GMM men's, Saks Fifth Avenue. "If you take our men's business month-to-date in its totality, it's safe to say we had high single-digit increases against last year."

Brad DuPlantis, buyer for Stanley Korshak, Dallas, said, "We are exceeding plan by 20 percent with increases in all categories."

Charles Hollander, men's GMM at Philadelphia-based Strawbridge & Clothier, has had mixed reactions to spring goods. "Some areas are good and some areas are not so good," he said, "We're on plan, but it isn't a very aggressive plan and our inventory's in line."

Still others are happy with early results. Lou Landman, men's vice-president, Jacobson's, Jackson, Mich., said, "The business is inching back. I'm running ahead in every department except clothing. If the weather holds, I'm hopeful we'll do okay in May."

Gene Chace, co-owner of Camouflage, New York, said, "Business has not been bad. Most say their business is horrible, but I'm doing well, not bad at all."

Neckwear continues as one of the brightest categories for stores. "The tie area continues to explode with business," said Strawbridge & Clothier's Hollander.

"Neckwear is very good, as it has been for the last few seasons," said Bob Carrier, owner of Carrier, Beverly Hills. "Retros, florals and novelty ties are still selling and Nicole Miller continues to be in demand."

"Ties are a very, very big category," said Kendall Register, president, The Gentry House, Wilmington, N.C., "especially in silk jacquards and in forward contemporary patterns." His best-selling lines are Hugo Boss, Modules and Screenplay.

George Gray, Midwest GMM, Nordstrom, Oak Brook, Illinois, added, "We've sold 6,500 ties in the last four weeks."

The sleeper of the season is tailored clothing, including sport coats, retailers said.

"Suits are way, way up," said Gentry House's Register. He added that top sellers are non-vented single and double-breasted models with extended shoulders, by such labels as Hugo Boss, Lattini, and Ferrini.

Butch Miltiades, president, The Stagg Shoppe, Savannah, Ga., said a "wool gabardine, double-breasted, ventless suit by Franco Tassi, a Peerless label, in olive, has really put a spark back into our clothing business. We've sold more suits in the past two weeks than in the past two years," he said, adding, "Business is up at least triple, and it's because of this one model."

Sak's Dumain said, "Parts of clothing have picked up ... traditional clothing is having a good month and European is selling well." He added, "Our European trouser business is very good."

Michael Karpik, senior vice-president and GMM, Bigsby & Kruthers, Chicago, summed it up: "In clothing, the new colorations are doing well. There's finally some newness out there nd the customer is responding."

In sportswear, Dockers, Tommy Hilfiger and **Nautica** were cited as top-selling collections.

"Dockers business is strong in shorts, slacks and shirts," said Ron Cate, DMM, men's and boys', Proffitt's, Knoxville, Tenn.

Vaughan McRae, senior vice-president and GMM, McRae's, Jackson, Miss., relayed, "Dockers knit tops are really strong. With Dockers, knit shirts sales are up 12 to 15 percent."

Stagg Shoppe's Miltiades also cited knit shirts. "A hot item is printed pique, short-sleeved, all-cotton knit shirts from Tommy Hilfiger, Henry Cotton's and **Nautica.**"

Sports-oriented collections are also selling well, said Dave Sanguinetti, men's vice-president, Younkers, Des Moines, Iowa. He said sportswear golf lines have been good, "mainly Munsingwear's Grand Slam line but also Izod, Arrow Tournament and Polo."

Retailers are also getting repeat visits from consumers. "A good example is a customer who recently spent a lot of money for new clothing and furnishings," said Korshak's DuPlantis. "He came in this week and bought his sportswear wardrobe -- jeans, shirts, belts, a linen blazer, neckwear."

Nevertheless, capturing a share of the sportswear market can be a frustrating thing for the retailer. The men's merchandiser at a Southwestern multi-unit specialty department store said, "We are not getting the sportswear action we would like to have, except in updated fashion goods. Price is not a problem as long as it is the right thing."

"It's a trendy business in the sportswear market," said James Colen, president of James, Washington, D.C. "Your business depends on what price points you carry. Better sportswear is doing well -- there are not a lot of retailers, not a big supply that carry better sportswear."

There are a number of classifications, however, that aren't performing as well in early spring sales.

Swimwear was reported to be selling slowly, except in the West, but retailers point out that the swimwear season hasn't really kicked into high gear yet.

Korshak's DuPlantis and Proffitt's Cate said their swimwear sales are flat. "It's a tough business," Cate added.

McRae's McRae agreed, going on to say, "Everyone has one (swimsuit), and men buy closer to need. Also, active shorts are taking over that category with items like Nike running shorts."

Spring sweater sales and outerwear are also lagging because of the weather.

Gentry House's Register said both categories are suffering because of unusually warm temperatures early in the spring. "There's no activity in sweaters now because it's not that time of year (the cool temperatures have already passed)," he said. He added, "Outerwear is not important either this time of year."

Bigsby & Kruthers' Karpik said, "Except for sweaters, I'm having a very decent season. Sweaters have been tough." He added, "I can't read what's happening. We've had a terrific season with $ 600 Iceberg sweaters but a tough one in the $ 100-$ 110 range."

Still, outerwear showed promise in some areas. "Selected outerwear has been okay," said Nordstrom's Gray, "Better than I expected. **Nautica** is key in that area."

Carrier's Carrier, in Beverly Hills, agreed. "We just got in some silk washed baseball jackets and microfiber outerwear that has been performing very well. The weight and texture of the fabrics are very appealing, especially to this climate."

GRAPHIC: Photograph; Table; Spring sales picture. (table)

SIC: 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 10821011

IAC-CLASS: Trade & Industry

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Dayton Hudson posts strong gains in May for women's apparel; department and discount stores WWD May 30, 1991

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WWD

May 30, 1991

SECTION: Vol. 161 ; No. 105 ; Pg. 2; ISSN: 0149-5380

LENGTH: 443 words

HEADLINE: Dayton Hudson posts strong gains in May for women's apparel; department and discount stores

BODY:
Jones, Sandra

MINNEAPOLIS -- May was the first month in more than a year that the department store division of Dayton Hudson Corp. enjoyed double-digit increases in women's ready-to-wear, but company executives aren't projecting any upward trends.

Following the company's annual meeting here Wednesday, Kenneth A. Macke, chairman and chief executive officer of DH Corp., and Marvin Goldstein, chairman and chief executive officer of Dayton's, Hudson's and Marshall Field's, concurred that holiday business will be flat to only slightly better than last year.

Goldstein said sales of moderate goods are outpacing better-price merchandise, with juniors and large sizes showing the biggest gains. He credited the increases to Elisabeth, Liz Claiborne's large-size line, as well as to better merchandising execution. Customers have responded to value and newness, he said. The best-selling trends include color blocking and big-over-tight silhouettes.

The department store division is also expanding its private label program with the rollout of Field's Country Shop concept to the company's Dayton's and Hudson's stores. The shop features updated classic sportswear with a "Ralph Lauren feel," according to Beverly Miller, the shop's founder and buyer.

The first fall shipments for the Country Shop arrived in seven Dayton's and 11 Hudson's stores this month. The shop is in 21 Field's stores. The space ranges from 1,600 to 3,000 square feet. About 85 percent of the goods are private label. Vendors include **Nautica,** Ruff Hewn and British Khaki.

During the meeting, Stephen Watson, president of DH Corp., cited Target discount stores as the company's primary growth vehicle. About 300 Target stores are slated to be opened over the next five years, a 70 percent increase.

The company unveiled its Target Greatland superstore format in Minneapolis last year and plans six more such stores this year. It also opened 21 other Target stores and remodeled 16 units. Some 40 to 45 stores are slated to open this year.

Target generated over $ 8 billion in sales last year, accounting for 55 percent of the total 1990 revenues of DH Corp. and 46 percent of its operating profit. DH Corp. reported revenues of $ 14.7 billion for 1990 and

net income of $ 412 million, or $ 5.44 a share.

Mervyn's, the moderate-price division, is scheduled to remodel 31 stores this year and open 15 to 20, including a major expansion into Florida. The company acquired five Lord & Taylor stores in southeastern Florida. They will open in July. Another six stores are under construction in Florida. Mervyn's plans to add an estimated 80 stores in the next five years.

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May Co. eyes good fall for men's business; clothing trade Daily News Record June 3, 1991

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June 3, 1991

SECTION: Vol. 21 ; No. 107 ; Pg. 6; ISSN: 0162-2161

LENGTH: 335 words

HEADLINE: May Co. eyes good fall for men's business; clothing trade

BYLINE: Yaeger, Don

BODY:
ST. LOUIS (FNS) -- The May Department Stores Co. is banking on men's collections and classifications to further boost business in the fall, chairman David Farrell said at the annual shareholders meeting here Friday.

Following sluggish first-quarter sales, May Co. is beginning to see improvement in the second fiscal quarter, which began May 5, Farrell added.

The chairman expressed optimism about the fall men's wear market. "The new continental colors in dress shirts -- along with new, exciting, wider, patterned ties that now are selling extremely well -- all look encouraging for fall, as do things like boxer shorts in 100 percent silk. We are also putting a lot of emphasis on large sizes in suits, pants and dress shirts."

Farrell told about 300 shareholders that other growth areas in men's include athletic-fit suits, Levi's jeans and Dockers, and the men's collection business from names such as Polo, Guess, **Nautica,** Tommy Hilfiger and Calvin Klein.

"(Overall) sales this month are running up store-for-store and ahead of plan." Farrell said apparel, shoes, cosmetics and accessories account for more than 85 percent of the company's business.

In order to satisfy customers, the firm is broadening assortments in key businesses with more styles, sizes and colors, Farrell pointed out. "Many of our key items today are coming in as many as 12 to 18 colors. The customer is very comfortable with color"

Shareholders were told that for fall the company is planning "somewhat more optimistically than spring, in part due to the weak performance that we had last fall."

The company will invest $ 3.5 billion in the 1991-1995 period to open 88 new department stores and 1,325 Payless ShoeSource stores, as well as to expand and remodel units, Thomas A. Hays, president, said. He noted that in the past 10 years, sales-per-square-foot has jumped to $ 162 from $ 76 previously.

Farrell said that May Co. is interested in acquiring other regional department store companies.

SIC: 5311 Department stores

IAC-NUMBER: IAC 10821443

IAC-CLASS: Trade & Industry

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Dads don't sacrifice comfort for style Orange County Register (California) June 14, 1991 Friday

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Orange County Register (California)

June 14, 1991 Friday MORNING EDITION

SECTION: IMAGE; Pg. 002

LENGTH: 114 words

HEADLINE: Dads don't sacrifice comfort for style

BYLINE: Katherine Blake, The Orange County Register

BODY:
Make sure Dad steps out in style this weekend. For starters, **Nautica's** oversized striped cotton pique polo shirt, right, in tropical tones ($ 48) and easy khaki cotton twill pants ($ 47). At the **Nautica** store, Newport Beach.

You can't have them wrapped and ready for Father's Day, but you can give Dad an IOU for these long, baggy multicolored swim trunks, left, ($ 11.75) with an environment-conscious "Save Our Planet" message.

From Reed Street of the Earth Rags Line. Available through mail order by calling (800) 523-1502 (style No. 399 in the Reed Street catalog).

GRAPHIC: BLACK & WHITE PHOTO

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SEE END OF TEXT Blues, plaids, comfort make mark on fall SHARON MOSLEYFEATURES Menswear for fall '91 gets back to the basics as comfort, quality and changing lifestyles influence designers.Plaids: Plaids have crisscrossed the menswear designs for fall just like womenswear. Arkansas Democrat-Gazette (Little Rock, AR) June 16, 1991, Sunday

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Arkansas Democrat-Gazette (Little Rock, AR)

June 16, 1991, Sunday

LENGTH: 897 words

HEADLINE: SEE END OF TEXT Blues, plaids, comfort make mark on fall SHARON MOSLEYFEATURES Menswear for fall '91 gets back to the basics as comfort, quality and changing lifestyles influence designers.

Plaids: Plaids have crisscrossed the menswear designs for fall just like womenswear.

BODY:
. Menswear for fall '91 gets back to the basics as comfort, quality and changing lifestyles influence designers.

But these basics are anything but boring; some are sure to become classics. Here's a sneak preview of fall's best from the Men's Fashion Association's seminar:

Plaids: Plaids have crisscrossed the menswear designs for fall just like womenswear. And yes, there are head-to-toe, overscaled plaid suits like a navy and blue Blackwatch plaid cotton flannel blazer teamed with matching plaid trousers at Boston Prepatory Co.

But most of the men's sportswear done up in plaids is a little more subtle. Sophisticated plaids show up in darker earthtones in suits, sport coats, shirts and even topcoats.

However, plaids are not subtle in loungewear. Joe Boxer's pajamas explode with plaid flannel shirts.

Hybrid jackets: They're half-tailored, half-outerwear, almost a shirt jacket. " They can be worn as sweaters or with a shirt and tie," Chip Tolber, fashion director of MFA, said. Tommy Hilfiger's olive wool button jacket featured button-out lining. Barry Bricken did a rust shirt jacket in goat suede.

Patchwork: This is one trend that showed up all through men's collections for fall. Patchwork designs in all shapes and colors formed interesting patterns on a cotton shirt at Boston Prepatory Co; flannel drawstring pajamas at Charles Goodnight; a multicolor wool cardigan at Mondo. There was even a patchwork silk tie and muffler from Lorenzo Vega.

The soft suit: New suit fabrics of corduroy, microfiber and soft wools have softened up men's suits, giving them new softer shoulders, fuller chest and drapey silhouettes.

Non-vented coats are popular with pleated trousers. The turtleneck is a great way to change these suits up from a shirt and tie for after hours. Designer Jhane Barnes, who is introducing a new tailored clothing line for fall '91, had some of the best soft suits. A teal blue four-button double-breasted suit was a knockout.

The new blues: Think of the ocean and all its variations of blue.You'll find them next fall. From the gray greens at Andrew Fezza to the steely blues at Henry Grethel, these "petroleum" colors promise to outshine

last fall's olives and browns which have evolved in more neutral shades.

The fashion experts called this new blending of colorations "melange" (French for mixture). It's a weaving process that mixes colors to create fabric from interlocking yarns. Traditional blue is mixed with a new blue and results in a more vivid, sophisticated hue.

The indigo shirt: Speaking of blue, if you've already bought spring's trendy chambray shirt, get ready to go a little darker for fall. The deep blue indigo shirt, often done in denim, is the next step.

Rugged outerwear: Men are going to be taking to the great outdoors in droves if fashion designers have their way, wearing oversized stadium coats, parkas, and overcoats of all descriptions. Car coats at Ron Chereskin; parkas at **Nautica;** nu-buck bombers at Grethel; fireman's coats at M. Julian.

A hooded toggle coat stands out at Ruff Hewn, cut mid-thigh, in a wide ombre stripe which graduates from forest green to rust. It's part of the work wear/outdoor wear theme taking over fashion. The basic uniforms of the fireman, construction worker, hunter and lumberjack have been dressed up for fall in new fabrics and colors.

This trend also shows up in denim where much of it originated.Girbaud's fall collection reflects the working class theme with workman jackets, overalls and baggy jeans in blackened indigo.

Knits: As comfort becomes more and more important to men, knits, whether it be new boucle sweaters, long, lean jackets, merino wool pants, cardigan vests or turtlenecks will be making news. Basco, a company known for its knitwear, has filled the niche of easy dressing this fall with cable knit zip cardigans, knit jackets, rib knit vests and Henley shirts and cotton knit pants.

Printed knit sweaters, like the computer-inspired designs at Jhane Barnes, are also high on the list of comfy dressing for fall.

Accessories: They're the best way to update a wardrobe without spending a fortune. If you can only buy a few things this fall to freshen up your wardrobe, make a tie one of the first things you buy.

The floral patterns are giving way to geometric, artist-motifs in dark, rich jewel-tone colors in three- and three-quarter-inch widths.Change up your standard white dress shirt with a darker cotton or washed silk version.

Printed shirts are also making news. Stripes are bolder in dress shirts and complement the bolder patterned ties. A silver-tipped belt in stamped leather is a must. Brown or dark gray nu-buck suede slip-ons and tie oxfords go with everything. But the chukka boot is the newest way to update your image, whether you're a rugged outdoorsman or urban trendsetter.

And toss out your old, boring socks. Buy a pair (or several) of patterned socks and live a little. CAPTION: Photo 1: Tommy Hilfiger's hooded car coat over a comfortable sweater vest and print shirt.

Photo 2: Patchwork takes the spotlight in a flannel plaid shirt from the Boston Prepatory Company. Photo 3: Shady Character's kitschy print pajamas celebrate the traditional breakfast complete with eggs and bacon and hot coffee.Photo 4: Geometric patterns on a gray multicolor alpaca wool blend crew neck create unique style from Pronto Uomo.<

LOAD-DATE: August 28, 1996

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1990) and leq (12/31/1991))** (Edit Search | Suggest Terms for My Search)
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Light turnout, little paper at Dallas fall, holiday mart; children's apparel market at the Dallas Apparel Mart
WWD June 17, 1991

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WWD

June 17, 1991

SECTION: Vol. 161 ; No. 117 ; Pg. 6; ISSN: 0149-5380

LENGTH: 451 words

HEADLINE: Light turnout, little paper at Dallas fall, holiday mart; children's apparel market at the Dallas Apparel Mart

BODY:
Haber, Holly

DALLAS -- A paucity of buyers made for a slow children's fall and holiday market at the Dallas Apparel Mart last week.

"The trend over the last several years has been that at each May or June market, traffic is less and less," observed David Russell, who represents 15 lines.

Donna Knox, president of the Mart, noted that combined traffic for the women's and children's markets resembled last year's, but she was unable to break out attendance of children's buyers.

The six-day market ended Tuesday.

Several children's wear representatives said they would prefer to eliminate the August market and push the June market to the end to the month so most holiday lines would be complete.

Most buyers who came were booking holiday, so representatives who had holiday lines ready appeared to have the edge. Some retailers also filled in for fall or tried to get a jump on cruise, although selections in cruise were very limited.

Saying business has stabilized, the majority of buyers contacted reported even budgets, though some were up or down as much as 10 percent.

"Year-to-date, most stores are a little ahead, but after Easter it's been flat," said Jolene Ducommun, owner of children's Apparel Service, a Dallas buying office. "Budgets are even. People are very tight with their money; every dollar counts."

The most popular items were long jersey sweaters or tent tops over leggings, nylon wind suits, Christmas sweaters and T-shirts, accessories, holiday dresses in red and green plaid or velvet with lace collars, and skrompers -- rompers with split-skirt bottoms.

"We're trying to break even with last year," said Phil Olinghouse, president of The Toggery, with two stores in Little Rock and one in Fayetteville, Ark. "The customer is very uncertain right now and doesn't have a lot

of confidence, although I see that gaining and I think the third and fourth quarters will be better than the last two."

Olinghouse booked holiday sportwear from Hartstrings, Boston Trader, **Nautica** and IYA, plus fall accessories and some cruise sportswear.

He said the number-one look was long sweaters and jersey tops over leggings.

"It's a tough market because you're filling in fall, re-looking at holiday and trying to do cruise," said Sherrie Rino, a buyer with the Children's Collection, a Houston retailer with three stores averaging 10,000 square feet in Dallas, Houston and Tulsa, Okla. She ordered Florence Eiseman swimwear, Eagle's Eye sweaters and Hartstrings and Kitestrings sportswear.

Given the scarcity of merchants, many representatives put their samples on sale early in the market -- during the weekend, rather than waiting for the usual final day sale.

LOAD-DATE: October 10, 1995

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Strong Dad's Day lifts stores' spirits; neckwear leads surge in men's wear sales nationwide Daily News Record June 18, 1991

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Daily News Record

June 18, 1991

SECTION: Vol. 21 ; No. 118 ; Pg. 3; ISSN: 0162-2161

LENGTH: 2199 words

HEADLINE: Strong Dad's Day lifts stores' spirits; neckwear leads surge in men's wear sales nationwide

BYLINE: Marsh, Lisa ; Lloyd, Brenda ; Jarnagin, DeAnna ; Sharoff, Robert ; Nelson, Alexandra

BODY:
NEW YORK -- Father's Day was a hit for retailers in many part of the country with neckwear leading the parade, as usual.

A a result, many men's wear retailers are optimistic about the remainder of the year.

Retailers say inventories are lean and, more importantly, price promotions are under control, giving them better profit margins.

In addition to neckwear, high temperatures created strong demand for shorts in many parts of the country.

The best results came in the Southeast and Midwest where retailers reported sales gains of up to 15 percent for the holiday.

Men's stores in the Southwest reported results were even to slightly ahead of last year, while, in the Northeast, stores were hard-pressed to equal the gains of May, when hot weather heated up sales.

NORTHEAST

NEW YORK -- Although spring and early summer business has been strong, Father's Day weekend sales were mixed for Northeast retailers.

"The weekend was pretty good," said Alan Dumain, senior vice-president of men's at Saks Fifth Avenue. "We had some highs and lows, but overall, I'm pleased."

Top sellers at Saks included woven shirts and neckwear. "In sportswear, the real winner was linen and rayon woven shirts," Dumain said. "It really was our success story. We sold a huge number of the month-to-date, with double-digit increases."

Dumain continued: "Neckwear is still really strong, with double-digit increases. In men's sportswear, we've had double-digit increases in the last few days."

"This weekend was a little difficult," said Kelly Bolen, senior vice-president, general merchandise manager

of men's, Joseph Horne, Pittsburgh. "May was so good, it moved a little into our June business. May was into double-digit increases and, so far, June has been flat."

Top sellers at Joseph Horne include traditional polo shirts and shorts. "We sold lots of Dockers shorts," Bolen said. "Nike and Adidas apparel sold well and so did ties."

Outside of Father's Day merchandise, Bolen said, "Generra's Hypercolor T-shirts continue to be incredible. We sell 40 to 50 percent of our stock each week."

David Raymond, executive director of Clothiers Corp., reports that "Father's Day sales were fair to good. Our stores are in a moderately positive mood."

This comes after an "unbelievably good" May when hot weawther helped to spur sales. "So, stores think that may have stolen some thunder from June," Raymond added.

Top sellers among Clothiers' 300 specially store members include sportswear with such items as short-sleeved woven sport shirts and shorts. Neckwear was also "terrific," Raymond said, while tailored clothing was "not overly exciting."

"Father's Day was okay," said Donald Green, president of Green's, in Middletown, N.Y. Although non-apparel novelty items were the top sellers, suit sales were also "pretty good."

As for the remainder of the year, retailers expectations are mixed.

Dumain said he's aiming for a summer cleaning. "We're in good shape. We want to sell our markdowns, end clean and bring in our transitional merchandise. We believe we have an opportunity in the third quarter and a greater opportunity in the fourth quarter."

"I'm optimistic -- we're having a pretty good summer," Bolen said. "Our stock levels are very much in line." He added, "We plan for the third quarter to be flat and the fourth quarter to be up."

Green was a little less upbeat. "We're just going to clean out the store," Green said, anticipating the arrival of fall merchandise. "Our investories are under last year's levels."

SOUTHEAST

ATLANTA -- Father's Day was a winner for men's wear retailers in the Southeast. They reported sales increases of 10 to 15 percent.

Silk neckwear in floral and conversational patterns headed the list of hot items, followed by linen or washed cotton sport shirts, blazers, and pleated trousers.

The strong showing this month has retailers optimistic about the rest of the summer as well as for fall. Inventories are in line at most stores, and price promotions were no heavier than a year ago.

Fred Mershad, executive vice-president of McRae's in Jackson, Miss., said men's as a whole is up 11 percent so far for June, and without young men's, the increase is even higher, up 14 to 15 percent. "We had planned business to be strong," Mershad said. "We're in very good shape for summer. We planned a strong Father's Day and it materialized. Profits are up very nicely, and our gross margins are good."

McRae's is similarly optimistic about fall and is planning a 10 percent increase for the season. "We feel very strongly about men's for the rest of the year," Mershad said.

Hot items included neckwear, which is 43 percent ahead for the month so far, Mershad said. Newer looks, particularly florals and conversationals, drove the business. Also, better sportswear collections, such as Tommy Hilfiger, were best sellers. Mainfloor sportswear did not perform as well, except for Dockers, which

was strong. Clothing, which McRae's promoted, was ahead 22 percent, with doubled-brasted suits having the strongest showing. Promotions were the same in terms of schedule, markdowns and dollars spent.

Thomas Falvey, president of Thomas J. Falvey Co. in Ocala, Fla., said his sales were better than planned -- up 10 to 15 percent over Father's Day '90. However, "We weren't up against big figures," he admitted. Inventories are in good shape, he added, and he will be back in the market for summer fillins.

"I think we will have a good summer," he said. "The whole year has been up around 10 percent." He is also looking for a strong holiday season. "Last Christmas was not that strong,' he said. "I think this one will be."

Washed cotton sport shirts, silk floral and conversational neckwear, and basic navy polyester/cotton blazers ranked as hot items. Falvey ran a 20 percent sale on sportswear and clothing, following last year's pattern.

J.L. Shaia, co-owner of Shaia's in Birmingham, Ala., said his sales are up 12 percent for the month. The Saturday before Father's Day weekend was the biggest Saturday Shaia's has had since holiday 90, he said, and traffic has continued to be good. "For about five weeks prior to that, business had been ho-humming," he said.

Silk neckwear in conversational and floral styles sold well, including a subtle artistic tie by Zegna that sold for $ 95. Linen sport shirts in contemporary patterns and cotton/silk or cotton/polyester pleated casual pants were among hot items.

SOUTHWEST

DALLAS -- Despite lackluster results for Father's Day, Southwest stores reported that there was more regular-price selling this year leading to higher profit margins, and inventory levels are on target.

Dad's Day business was mixed with overall results even to slightly ahead of last year.

At the three-unit Culwell & Son here, "ties, shirts, shorts and knits" were the top performers in the two-day Father's Day selling period, said Charles Burgin, vice-chairman. With inventories down, traffic up, customers in good spirits and regular-priced merchandise selling, Burgin is optimistic about the remainder of the year.

"We had a very nice weekend, and when it is all said and done, we'll be even or a little ahead of last year," he added. "We see business turning around a bit. We were up the first quarter and April and May were good. Business did slack off a bit the last few days of May, but we feel business is trending up."

At Baton Rouge, La.-based Maison Blanche, sales were weaker than plan, but "profits will be much better" because of cleaner inventories and fewer promotions, said John irvin, president.

"We were much more focused this year and came out of Father's Day cleaner," he said. "Our men's merchants are excited about the mix in assortments and are looking forward to the back-to-school period."

Better men's sportswear, including Girbaud, Polo, **Nautica,** Tommy Hilfiger and Gant, performed better than moderate's men's wear; young men's was weaker.

"In furnishings, neckwear continued to be the leader, and dress shirts were slightly ahead of last year," Irvin said. "Men's tailored clothing came on strong in the end with new assortments coming in.

"Overall, our business is still coming from the better areas and new products," said Irvin.

Due to their size, many stores, such as the Dallas-based J.C. Penney, do not yet have definitive figures, but pre-Father's Day sales strength and preliminary indicators point to results equal to or greater than last year, according to a men's division spokesperson.

Neiman Marcus also did not have final numbers available, but a spokesperson was pleased because this year's Father's Day fashion catalog tallied its biggest response ever.

Jodi Bynum, divisional merchandise manager of men's furnishings at Neiman Marcus, reported that sales of neckwear on Saturday surpassed sales recorded the week before Christmas.

"Neckwear dominated" the furnishings area, stated Bynum, but men's fashion and designer jewelry, as well as leather goods, were strong. Nancy & Rise, De Vecchi and W&H Gidden were among the top gift names.

MIDWEST

CHICAGO -- Midwest retailers say that strong Father's Day sales came as a welcome surprise after a generally spotty spring season. Although most reported solid single-digit increases, they also said margins suffered somewhat because of stepped-up promotional activity.

Neckwear, a standout all season, continued to rack up major gains. In sportswear, knits and contemporary wovens led the way.

The generally upbeat holiday figures have also brightened the outlook for fall. No one is predicting a return to the boom years of the last decade, but several said they thought the worst might be over.

At Chicago-based Bigsby & Kruthers, "We had a great Father's Day," said president Gene Silverberg. He added that business was up 5 percent for the week and 14 percent for the year as a whole.

For Father's Day, Silverberg said neckwear was the star of the week.

He also said clothing -- especially Boss and Armani -- had been strong. "People stuck with brands this season," he commented. "A lot son," he commented. "A lot of the private-label stuff didn't move all that well."

At Milwaukee-based Harley's, "We had an extremely successful week," said vice-president Tim Ryan, adding that the store is up 13 percent for the season as a whole.

Ryan said contemporary-patterned neckwear was "tremendous," while sportswear -- mainly knits and swimwear -- was very strong. Also doing well, he said, were fancy boxer shorts and fashion hosiery.

In terms of inventory, Ryan said the store is a little heavy but expects to slim down after several upcoming promotional events.

Ryan said he is upbeat about fall. "We're expecting at least a 10 percent increase. We;ve already brought in some early fall merchandise and the reaction has been very good."

At Minneapolis-based Juster's, Father's Day "shook out okay," said president Mark Thompson. He added that short-sleeved knits were "terrific" while clothing and dress shirts were both good. He also said golf merchandise was strong, spurred on by the U.S. Open, which was being played in the area.

Thompson said inventories are in excellent shape. "We're tighter and more current than we've ever been." Looking ahead, he is being cautious about fall. "I don't think it's going to be a cakewalk. We're planning about even with last year."

At Jackson, Mich.-based Jacobson's, men's vice-president Lau Landman said knits, wovens, shorts, slacks and swimwear all did well. "It was a good week," he said. He added that the store also "pushed very hard" with Bobby Jones golf merchandise and also did well with a novelty T-shirt.

WEST COAST

LOS ANGELES -- Father's Day was a mixed bag on the West Coast where retailers, because of low inventories or lack of promotion, weren't able to come up with the numbers they had expected.

"Our numbers were below what we had projected," said Dan Peterson, buyer of men's collections for Frederick & Nelson. "They were well down from last year, mostly due to problems with inventory."

Although numbers weren't up to snuff, Peterson said this won't affect their planning for the future. There are also no plans to increase promotions. "We aren't going to increase promotions because we've got to change the customers' mindset. You've got to begin somewhere, and in the beginning it might hurt, but cutting back on promotions will benefit the compnay in the long run. We;re looking forward to a good fourth quarter."

Not all retailers on the West Coast were disappointed with their Father's Day sales figures. "Our results were terrific," said Bob Carriere, owner of Carriere, a men's specialty store. "The best-selling items were some prints and washed silk shirts, but really we did well across the board."

Carriere said he is in great shape going forward and plans to play it close to the cuff. Clearance sales will begin July 4th.

"We're not planning on running any deeper promotions, the only thing that has changed is a more aggressive approach in our advertising," he concluded.

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IAC-NUMBER: IAC 10877541

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Locals Are Sailing Far And Wide Newsday (New York) June 20, 1991, Thursday, NASSAU AND SUFFOLK EDITION

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Newsday (New York)

View Related Topics

June 20, 1991, Thursday, NASSAU AND SUFFOLK EDITION

SECTION: SPORTS; ALL OUTDOORS; Pg. 154
Other Edition: City Pg. 150

LENGTH: 621 words

HEADLINE: Locals Are Sailing Far And Wide

BYLINE: Dave Knickerbocker

BODY:
Local sailors will be making a splash in far-flung waters this summer when they compete in the U.S. Youth regatta on Lake Michigan, pre-Olympics in the Mediterranean, Pan Am games in the Gulf Stream off Cuba and the Admiral's Cup in the English Channel.

Five teenagers from New York and Long Island are among the nation's top 167 junior sailors selected to compete in next week's U.S. Yacht Racing Union / **Nautica** Youth Sailing Championship on Lake Michigan.

The four-day series hosted by the Milwaukee Yacht Club will be sailed in singlehanded Lasers, doublehanded Laser IIs and in sailboards. Top finishers in the three classes will be named to the U.S. Youth Sailing Team and will be eligible to compete in the World Youth Sailing Championship in Scotland Aug. 6-16.

Scott Thomson, 16, of Sands Point and Anthony Dekkers, 17, of Manhasset, will sail together in the Laser II class while Jeffrey White, 19, of Kings Point and Douglas Borkowski, 17, of Manhattan will be racing in the Laser class. Danielle Brennan, 15, of Manhattan, will crew for Ben Levi of Florida in a Laser II.

Before the regatta, the junior sailors will participate in an intensive, two-day clinic in advanced racing techniques conducted by Tom Kinney of Kings Point, a former sailing coach at the U.S. Merchant Marine Academy.

Heading for Barcelona, Spain, and next month's pre-Olympic regatta on the Mediterranean are Julia Trotman of Syosset, who is ranked second in the country in the singlehanded Europe dinghy, and Chris Steinfeld of Oyster Bay, who is sailing with Pete Melvin of California in the Tornado catamaran class.

Steinfeld was a silver medal winner with Steve Benjamin of Bayville in the 470 class at the Los Angeles Olympics and was an alternate to the 1988 games. Trotman was silver medalist in the Europe class at last

summer's Olympic Festival in Minneapolis.

Meanwhile, Benjamin, a sailmaker, has been named helmsman of Bravura, a Farr 44 that is one of three boats comprising the U.S. Admiral's Cup team. Three-boat teams from eight nations are entered in the Admiral's Cup series, which consists of five short races in the English Channel in August followed by the 605-mile Fastnet Race across the Irish Sea. The last time an American team won was in 1969.

Kirsten Snellenberg of Southold will be among 17 U.S. sailors heading for Havana for the Pan Am Games Aug. 2-18. Snellenberg, who is waterfront director of Eckerd College in St. Petersburg, Fla., is ranked fifth in the country in the women's sailboard division. The race headquarters for the Pan Am Games, incidentally, will be the Ernest Hemingway Marina, named for the author who lived in Cuba for many years.
Pre-Olympics

Thirty-four American sailors will compete in 10 classes at the Olympic Practice Regatta in Barcelona starting Sunday and running through Aug. 7, said Jonathan Harley, Olympic director of the USYRU.

"The sailing conditions will be similar to those of Southern California," Harley said. "We can expect light to moderate on-shore thermal breezes during the day when the city heats up.

"There's not much current in the Mediterranean, but the racing will be on open, coastal waters and usually there is a large ocean swell to deal with. There's always the potential for a mistral, but it's not common in the summer."

The mistral is a gusty, northerly wind that blasts out of the Pyrenees Mountains on the French-Spanish border and rakes the Mediterranean with gales.

Harley said a new sailing facility built on the Barcelona waterfront for the Summer Games is only 100 yards from the Olympic Village, where the athletes will be housed. "It's the closest a yachting venue has ever been," he said, "to the center of activities."

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Limited edition USA TODAY June 24, 1991, Monday, FINAL EDITION

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USA TODAY

June 24, 1991, Monday, FINAL EDITION

SECTION: SPORTS; Pg. 1C

LENGTH: 86 words

HEADLINE: Limited edition

BODY:
Limited edition ... commemorative coins honoring NBA MVP Michael Jordan (19,910 minted) and the Chicago Bulls' NBA championship (25,000 minted) are now available for $ 29.95 each (plus $ 3 postage and handling). Each coin includes 1 troy ounce of silver. To order, call 1-800-765-0123.

Sailing, sailing ... The nation's top 167 junior sailors compete today through Thursday in the **Nautica** Youth Championships at Milwaukee Yacht Club. Buddy Melges, helmsman of America, will speak to the group Wednesday.

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The choice is yoursFrom funky to conservative, accessories offer the way to getting a great new look
Chicago Tribune June 26, 1991, Wednesday, FINAL

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Chicago Tribune

June 26, 1991, Wednesday, FINAL

SECTION: TEMPO; Pg. 4; ZONE: M

LENGTH: 967 words

HEADLINE: The choice is yours
From funky to conservative, accessories offer the way to getting a great new look

BYLINE: By T.J. Howard

BODY:
A revolution in men's accessories has overthrown the dress-for-success movement of the '80s and installed a new regime: dress-to-express.

It used to be a man would slap on a red club tie with his white shirt and gray pinstripe suit and he was out the door and off to the office. But, increasingly, corporate America is applauding individual style and individuals who dare to be different - even if it's just a little bit different.

Whether your taste swings to classic elegance or avant-garde (or somewhere in between), it's now easier to take a stand. Accessory counters in stores are virtually exploding with new colors, patterns and textures.

New accessory options have arrived in the nick of time. "Women may have an edge in the job market today because they outshine men in terms of visual presentation," says Tom Julian, fashion director at the Men's Fashion Association in New York. "Let's say a man and a woman are up for the same job. Sally looks wonderful. John looks like another guy in a navy suit. Who do you think is going to make a lasting impression?"

Indeed, accessory apathy can have serious repercussions: "I have a friend that spends a fortune on Armani suits, but you would never know it because he doesn't wear the right accessories," says Shawny Burns, fashion director of Bloomingdale's branch stores.

First, the good news

Some goods news: Besides giving you more polish, accessories are an inexpensive way to update your wardrobe, something to think about when suit prices soar sky-high.

Some bad news: Coordinating new options can be confusing.

Unfortunately, advocates of the dress-to-express movement take a dim view of rules for accessories, fearing hard-and-fast decrees undermine the new fashion movement and promote unadventurous ensembles. Yet with some gentle arm-twisting, fashion experts offered these loose guidelines for upgrading your accessory acumen:

Ties: The relationship between neckwear and shirts is key. For tab collars (ones that fit high on the neck and have a small flap that holds the points down) and long-pointed collars, pick up one of the new bottle-shape ties (slender at the neck, slightly wider at the base). But if you refuse to give up your But if you refuse to give up your button-down Oxford shirts, stick with standard tie shapes. "The bottle-shape tie looks terrible with a button-down shirt," says Tom Rinehart, president of Club International, a men's clothing retailer based in Aurora.

Ties should contrast, not match the color of your suit. "Golds, olive and lavenders are the new neutrals - they replace the red power tie," says Jerry Kamhi, owner of The Urban American Club, a men's clothing store at 1800 N. Clybourn Ave.

If you're teaming up a tie with suspenders (or a pocket square), the goal is to coordinate colors. Do not try to match patterns. "Matched sets say bad things about you - it reflects a moron mentality," warns Julian.

Post-power tie

Suspenders: Like ties, braces (as they are referred to by Anglophiles, store clerks and subscribers of GQ magazine) are available in a kaleidoscope of colors and patterns. "Besides providing a very functional role - pleated pants hang better - suspenders give men a feeling of power," observes Mike Karpik, chief operating officer of Bigsby & Kruthers stores in Chicago.

Belts: The basic rule of thumb here is to coordinate belts with your footwear. This goes for both color and texture, now that new exotic leathers, suedes and burnished colors have entered the picture. Never, ever, wear a belt if you are already wearing suspenders. "Don't laugh, some people do it," says Burns.

Socks: If you are a more conservative dresser, pick a color that is similar to your suit pants. For the more adventurous, wear a pair that complements the colors in your tie.

Cuff links: With the advent of French shirts, cuff links are showing up in force. It's no longer a matter of silver or gold-plated styles. New textures, like braiding, are appearing on cuff links along with metal mixing and precious stones. Solid stones, like onyx, work best for more conservative wrists, while those wanting more flash should check out mosaic patterns.

'Don't overdo'

Eyewear: Small, round retro shapes reminiscent of the '20s and '30s from Oliver Peoples and Giorgio Armani are the frame of choice for nearsighted traditionalists. Weak eyes that want to make a spectacle of themselves will prefer Jean-Paul Gaultier's post-Industrial frames - accented with nuts, bolts and screws.

Pocket squares: There are varying schools of thought here. Some retailers say pocket squares are the finishing touch, like a pair of earrings for a women. "We don't feel any outfit is complete without one," says Phil Borntrager, a buyer of men's accessories at Mark Shale stores in Chicago.

Yet, others say pocket squares are the least important accessory. "You have to be careful," warns Kamhi. "For some, it can cross the line from being well-dressed to being a dandy."

If in doubt, try white. "It worked for Fred Astaire," notes Burns at Bloomingdale's.

But, for men who don't find choosing accessories a natural and easy process, there's an easier way. Men's suit manufacturers have jumped on the accessory bandwagon, introducing shirts, ties and suspenders geared specifically for their suits. "When shopping for accessories, just look for the same label as your suit," suggests Burns.

"Don't overdo," continues Burns. "If you're wearing a fancy tie and pocket square, it's better to stick to a simple belt and shoes."

In addition to reflecting your personal style, accessories also must be compatible with your surroundings. A crocodile belt with a big silver buckle should probably not be worn to a board meeting, unless your firm is a cattle corporation.

GRAPHIC: PHOTO: Accessory counters in stores are virtually exploding with new colors, patterns and textures. These ties are available at Bloomingdale's, 900 N. Michigan Ave.
PHOTO (color): Conservative: The Urban American Club's cream tab-collar, green-striped shirt, $70; Cole Hahn green suspenders, $75; floral print tie, $60, all at The Urban American Club, 1800 N. Clybourn Ave. Published on page 10 in the CN zone in the North Sports Final Style section.
PHOTO: Funky: Cezani black dress shirt, $39 at Club International stores; Byblos multicolored tie, $60 at Bloomingdale's, 900 N. Michigan Ave.; elasticized-cord Matsuda suspenders, $120 at June Blaker, 750 N. Franklin St. Published on page 11 in the CN zone in the North Sports Final Style section.

Tribune photos by Bill Hogan and Bob Fila. Models: Dennis Klifman, Arlene Wilson; Michael Colliander, Elite Chicago. Hair and makeup: Tina Guzaldo, Stewart Beauty. Photostyling: Ron Laxamana.

Conservative
PHOTO (color): Jewelry (left to right): Vintage car tie clip, $35 at Mark Shale; Anne Klein's classic knot cuff links, $95 at Marshall Field's; mosaic-styled cuff links, $75 at Bloomingdales; vintage tie clip, $45 at Flashy Trash, 3524 N. Halsted St. Published on page 10 in the CN zone in the North Sports Final Style section.
PHOTO: Belts (left to right) (color): Braided leather belt, $32.50 at Mark Shale stores; Comme des Garcons leather belt, $80 at June Blaker; Perry Ellis' faux croc-print leather belt, $70 at Marshall Field's. Published on page 10 in the CN zone in the North Sports Final Style section.
PHOTO (color): Glasses and watches (counter-clockwise): Modo frames, $110 at Spex; **Nautica** watch, $295 at Mark Shale; Elgin antique pocket watch, $265 at Flashy Trash; Oliver Peoples frames, $170 at Spex. Published on page 10 in the CN zone in the North Sports Final Style section.

Funky
PHOTO: Jewelry (counter clockwise) (color): Vicki Davis' star cuff links, $22 at Marshall Field's. Coin pin, $19 at Politix, 700 N. Michigan Ave.; bolo tie, $78 at Accents, 611 N. State St.; Matsuda pin set (lapel and tie), $70 at June Blaker. Published on page 11 in the CN zone in the North Sports Final Style section.
PHOTO (color): Belts (counter-clockwise): Nani's faux croc-print leather belt with an industrial-style silver-plated buckle, $89 at Politix; metal Nani belt, $195 at Saeed, 12 W. Maple St.; Matsuda's removable link leather belt, $115 at June Blaker. Published on page 11 in the CN zone in the North Sports Final Style section.
PHOTO (color): Glasses and watches (counter-clockwise): Brushed silver Deco watch, $65 at Luminaire, 361 W. Chestnut St.; Matsuda sunglasses with side shields, $400 at Spex, 1800 N. Clybourn Ave.; Kansai frames, $253 at Spex; Microtech black watch, $139 at Bloomingdale's. Published on page 11 in the CN zone in the North Sports Final Style section.

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Doctor says he gave steroids to wrestlers St. Petersburg Times (Florida) June 27, 1991, Thursday, City Edition

Times Publishing Company
St. Petersburg Times (Florida)

View Related Topics

June 27, 1991, Thursday, City Edition

SECTION: SPORTS; SPORTS DIGEST; Pg. 2C

LENGTH: 750 words

HEADLINE: Doctor says he gave steroids to wrestlers

BYLINE: JOHN LUTTERMOSER

BODY:
A Pennsylvania physician, in sometimes tearful testimony in federal court in Harrisburg, said Wednesday he provided anabolic steroids to Hulk Hogan and other professional wrestlers. Dr. George T. Zahorian III, who is charged with supplying steroids and other controlled substances to four wrestlers and a weightlifter, said the drugs were provided to enhance performances, not for medical treatment. But he said he didn't know that providing steroids for non-medical purposes became illegal in 1988, and said he monitored their conditions. Zahorian confirmed the testimony of wrestlers Rick Martel, Roddy Piper, Brian Blair and Dan Spivey, who said they bought steroids from him after sales became illegal. The wrestlers were not charged because steroid use was legal at the time. Hogan, who is from Tampa, was subpoenaed as a government witness, but U.S. District Judge William Caldwell ruled he did not have to appear after his lawyer argued testifying would invade his privacy.
Hockey: Edmonton Oilers center Mark Messier, who helped Canada win the last two Canada Cup tournaments, won't play in the event this summer because of injuries suffered during the NHL season. Minnesota North Stars owner Norm Green says he plans to donate shares of the Calgary Flames to the Special Olympics and the Hockey Hall of Fame and Museum in Toronto. Green owned 18 percent of the Flames before he bought controlling interest in the North Stars, and has been unable to find a buyer for his Calgary stock. He said he'll donate 4 percent of his Flames interest to the Special Olympics and 4 percent to the Hall of Fame.
Bowling: Robert Gibbs bowled games of 300 and 299 in a PBA Senior record six-game series of 1,550 pins, and later rolled another 299 on the way to the top qualifying spot in the Hammond (Ind.) Senior Open. Gibbs' series was 17 pins better than the record set last week by Jimmy Certain. Eugene McCune averaged 247 over six games to take the first-round lead at the PBA Oregon Open in Portland.
Track and field: The Ben Johnson-Carl Lewis race scheduled for July 1 in France is uncertain because of a contract dispute, the Associated Press reported, quoting Italian sources close to Johnson. Lewis and Johnson signed contracts worth a reported $ 500,000. But last week meet organizer Raymond Lorre said the deal might have to be "modified" if Johnson, who has yet to win an outdoor race since returning from a two-year suspension for steroid use, doesn't improve his times. Johnson reportedly is reluctant to renegotiate and accept a pay cut. Leroy Burrell, the new 100-meter world-record holder, is also scheduled to run in the meet, but may enter the 200 meters instead of the 100.
Soccer: Argentine star Diego Maradona failed to appear at the start of his trial on cocaine charges in Naples, Italy. His lawyer said he had been kept away by ill health, and handed judges a certificate from doctors in Buenos Aires that said Maradona, 30, was "in a state of stress." Judge Ruggiero De Ruggiero postponed the trial until July 2.

Sailing: Gary Jobson has resigned as co-skipper and vice president of the Americas Cup defense syndicate America3 and will rejoin the cable television network ESPN. Jobson, 40, had differences with America3 president and co-skipper Bill Koch about the selection of the team's afterguard, the positions that give commands to the rest of the team. Largo sailor Brett Davis won the single-handed laser fleet division of the **Nautica** Youth Sailing Championship at the Milwaukee Yacht Club. St. Petersburg sailors Edward Sherman and Toshifami Sakama are tied for first in the double-handed division. Racing will conclude today.
Cycling: A member of the Soviet national cycling team who said Soviet officials threatened to banish him to Chernobyl is seeking political asylum in the United States. Nikolai Petrovich Semenchine said he decided to defect after the Tour of the Adirondacks last weekend. Race director Colleen Phillips said Semenchine told her that military officials threatened to exile him to Chernobyl the site of a 1986 nuclear reactor meltdown if he continued to voice anti-Communist views.
College basketball: Danny Tirado, who was second in the nation last season with 9.3 assists per game, has withdrawn from Jacksonville University. Tirado said he plans to attend American University in Puerto Rico.
Compiled by John Luttermoser.

LOAD-DATE: November 12, 1992

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SAILING / RICH ROBERTS;KOCH PROBABLY DOESN'T LET HIS CHAUFFEUR DRIVE, EITHER Los Angeles Times July 5, 1991, Friday, Home Edition

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July 5, 1991, Friday, Home Edition

SECTION: Sports; Part C; Page 12; Column 1; Sports Desk

LENGTH: 1254 words

HEADLINE: SAILING / RICH ROBERTS;
KOCH PROBABLY DOESN'T LET HIS CHAUFFEUR DRIVE, EITHER

BYLINE: By RICH ROBERTS

BODY:
Does Bill Koch really intend to drive his own boat in the America's Cup?

A joke around San Diego is that just in case anyone has other ideas, Koch has had America-3's Jayhawk in the shed recently to remove one of the steering wheels.

America's Cup boats are so wide -- 18 feet -- that they have two steering wheels to enable the helmsman to steer from either side, but Koch's problem is that just because he owns the boat, he thinks he should steer it himself.

At different times, Koch has had as many as five potential world-class helmsmen on the boat. He started with Gary Jobson and Buddy Melges, whose credentials are certified, along with the lesser-known but talented Bill Campbell.

He got Larry Klein, the Rolex yachtsman of the year, when he absorbed the Triumph America syndicate, which is why he didn't use the widely experienced John Bertrand when Koch took over the Beach Boys team.

Later, Koch fired Klein. Insiders thought he really just wanted Klein's designer, Heiner Meldner, anyway.

Then he hired John Kostecki, a 1988 Olympic silver medalist. Kostecki steered two downwind legs in the only race Jayhawk won in the International America's Cup Class World Championships in May but spent all except two races on the slower backup boat.

After that, he figured he'd never get to drive much, so he quit and started planning another Olympic campaign.

Then Jobson, who put the crew together, became disenchanted and quit to go back to ESPN. Melges had back surgery and won't be able to sail in next week's match races against the French boat, Thursday through Saturday.

Bertrand, meanwhile, is no longer available, having joined Dennis Conner's camp. Koch wants to speak with

Peter Isler, who went to ESPN after folding his Cup campaign.

Isler said Jobson alerted him that he might leave Koch and seek to return to ESPN, but the move doesn't alter Isler's TV situation.

"The producers told me it wouldn't change anything," Isler said. "We'd just have three guys (with Jim Kelly) doing commentary. "That made me feel really good."

So, it might take a princely offer to pry Isler out of the booth and back onto a boat, especially one as uncertain as Koch's.

For the moment, that leaves Koch, Campbell and some untapped possibilities such as Cam Lewis, who has been a mainsheet trimmer for America-3.

This may be the worst of both worlds. With all the trouble and expense, nobody in his right mind should own a sailboat, even if he is two-thirds a billionaire. Just know somebody who does, so you can sail on *his* boat.

And there is the question of Koch's ability to match-race with world-class sailors, something he has never done. Does Roger Penske insist on driving his own cars at Indy?

Who knows what to make of the strange case of A.A. (Al) Constantine, who wants to defend the America's Cup?

The Connecticut yacht broker showed up in San Diego last week and was rebuffed by the San Diego Yacht Club's Defense Committee.

This is the committee charged with mounting a successful defense, having weeded out several prospects on the basis of their credit lines, while approving four local bids, three of which folded -- the exception being Dennis Conner.

Constantine, who calls his syndicate the Independence Group, has resurfaced from 1988, when his name flashed across the Cup horizon briefly after New Zealand's Michael Fay challenged San Diego with his subcompact aircraft carrier. Constantine offered to build a boat to beat Fay's but was politely refused.

San Diego preferred sailing a lock with the catamaran and getting on to the glorious, multinational defense that was written on the wind at Fremantle, Australia.

Now the Defense Committee says Constantine's credentials are lacking.

"He didn't offer much," said Gene Trepte, the lawyer who is chairman of the committee.

Constantine said he showed them commitments of $6 million and told them he had a design ready to go into construction.

Not enough, said the committee.

Why not just let anybody sail who shows up?

"If anybody shows up at the defense trials with a legal (America's Cup) boat, they would be allowed to race," said Tom Ehman, general manager of the America's Cup Organizing Committee. "(But) the chances of that are zero."

Why? Because it's rigged that way. Along with the blessing of the Defense Committee, which is an arm of the ACOC, comes use of the licensed America's Cup name and logo for fund raising. So, while a prospect would have trouble raising money without those rights, he first has to show he has money.

Catch 22?

If Constantine can do without the window dressing, he's welcome to race. But Ehman said: "We don't want any weak candidates."

Said Constantine: "I think it's their concern that we might upstage everyone. We understand you have a lot of politics here, but squeezing out the competition is not the answer."

MATCH RACING -- San Diego's Peter Isler, ranked sixth internationally and the top U.S. competitor, never won on the World Match-Racing circuit until last week's Liberty Cup at New York. He beat France's Bertrand Pace, 2-0, in the finals. Isler was 8-1 in the round-robin, followed by Pace and England's Chris Law, each 7-2; Japan's Makoto Namba, 6-3; J.J. Isler (Peter's wife) and America's Kevin Mahaney, each 4-5; Denmark's Valdemar Bandolowski and Australia's Bobby Wilmot, each 3-6; Italy's Tommaso Chieffi, 2-7, and Spain's Pedro Campos, 1-8.

OLYMPICS -- The Tornado catamaran Nationals out of Alamitos Bay Yacht Club last week heated up the competition between Long Beach wife-husband Pease and Jay Glaser and Pete Melvin with crew Chris Steinfeld for the 1992 Olympic berth. Melvin, an '88 Olympic sailor, won four of seven races for the title, while the Glasers won two races for second place. Both teams will compete in the Olympic practice regatta at Barcelona, Spain, July 23-Aug. 7. Randy Smyth, '84 Olympic silver medalist, is trying to crank up another campaign. Smyth sold his sail loft and moved from Huntington Beach to Florida last year.

NOTEWORTHY -- The Alamitos Bay Yacht Club is conducting junior sailing lesson for ages 5 and up at beginner, intermediate and advanced levels. Details: (714) 891-2381 or (213) 434-9955. . . . William W. Slater, described as the "boy wonder" of sailing in The Times at the age of 16 and a sailor for 58 years, died of cancer. He was 74. He was an older brother of Peggy Slater, also a well-known sailor and yacht broker who died last year. . . . Sailing Lasers, Peter Wells of La Canada and crew Andy Zinn of Rancho Palos Verdes finished second in the doublehanded division of the USYRU/**Nautica** Youth Sailing Championships at Milwaukee. They will go on to the IYRU World Youth Sailing Championships at Largs, Scotland Aug. 6-16. . . . Promoter Bruce Golison's Audi/North Sails Race Week system of alternative penalties and arbitration seems to work. With 134 boats competing in four races over three days, there were only four protest hearings. Fourteen boats whose skippers thought they might have committed fouls took 20% penalties on the course, while 30 others accepted 40% penalties from the arbitrator rather than risk disqualification in a hearing.

EVENTS -- The Redondo Beach YC and Shoreline YC will run the Queen Mary Regatta for PHRF classes on July 13 from King Harbor to Long Beach. Details: (213) 376-2298. . . . The Ullman Sails/PHRF of Southern California Championship Regatta is scheduled for Aug. 10-11 out of Long Beach YC. Details: (213) 438-6712.

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Largo's Davis wins nationals St. Petersburg Times (Florida) July 6, 1991, Saturday, City Edition

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St. Petersburg Times (Florida)

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July 6, 1991, Saturday, City Edition

SECTION: CITY TIMES; SPORTS IN BRIEF; Pg. 6

DISTRIBUTION: CITY TIMES; NORTH PINELLAS TIMES; CLEARWATER TIMES; LARGO-SEMINOLE TIMES

LENGTH: 216 words

HEADLINE: Largo's Davis wins nationals

DATELINE: LARGO

BODY:
Brett Davis won the single-handed division of the **Nautica** U.S. Youth Sailing Championship, held June 21-28 in Milwaukee. He will now represent the United States at the International Yacht Racing Association's World Youth Championships in Scotland next month.

Davis, 17, competed in Laser sailboats against more than 50 other top U.S. junior sailors. The Largo High senior credited his win partly to his involvement with junior sailing at the St. Petersburg Sailing Center.

"I probably had more experience than most of the other junior sailors," said Davis. "I've had a head start over the rest of the nation because of the St. Pete program."

Championships.

In the double-handed division, St. Petersburg sailors Ed Sherman Jr. and Toshifami Sakama raced in Laser IIs and finished fourth overall, while Mark Mendelblatt of St. Petersburg sailed with Nick Cromwell of Manderville, La. to sixth place. Other St. Petersburg Sailing Center juniors who competed include John Green and Philip Casesa in the double-handed division and Steve Lippincott, Mitchell Rogers, Christian Obenshain and Kara Shadwick in the single-handed division. Rogers placed sixth in his division, while Lippincott finished in 10th.

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It's a hot year for men's swimwear; younger looks, authentic activewear fabrics spur sales Daily News Record July 8, 1991

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July 8, 1991

SECTION: Vol. 21 ; No. 130 ; Pg. 15; ISSN: 0162-2161

LENGTH: 803 words

HEADLINE: It's a hot year for men's swimwear; younger looks, authentic activewear fabrics spur sales

BYLINE: Black, Jeff

BODY:
NEW YORK -- The men's swimwear business has staged a strong comeback this year thanks to a super hot June and some new fashion directions.

More emphasis on technical fabrics and graphic designs, a focus on young men's styles and merchandising suits with T-shirts have placed the 1991 swimwear season in marked contrast to that of 1990, which was generally viewed as a poor year for swimwear.

Branded makers like Speedo and Newport Blue, and mass market suppliers like Harper Industries, Inc., have been low on inventory the past few weeks, their projections met or surpassed for '91.

The leading swimwear category the past few years, surfwear, has shown some signs of weakening, with giants like Quiksilver reporting losses this year, though some firms said the category remains strong.

But other surf-oriented companies like Gotcha Sportswear reported that sales have been steady as they broaden their account base. And smaller firms, like Maui & Sons, report that targeting lines to major department stores in addition to specialty retailers is beginning to pay off.

But the resurgence of mainfloor branded and nonbranded swimwear manufacturers illustrates how that part of the market turned itself around after what many executives agree was a low point last year.

"We knew retailers would play things tighter and closer in 1991 following the 1990 season," said Jamie Madden, vice-president of men's wear at Speedo. "And because of all the doom and gloom, we did too. We really pared things down, and cut back our buys on some solids and T-shirts.

"We were afraid that private-label programs would erode the solids business, so we worked harder at adding new colors and introducing performance-driven fabrics, and it paid off," she continued. "It turns out we didn't have enough solids, and we ran out of T-shirts."

So did Harper Industries, which supplies discounters with the Manhattan Surf Club brand of swimwear, among others. "It's been a really good year for us so far," said merchandising vice-president Donald Whittenberg. "We haven't got a piece of swimwear left."

These and other makers, encouraged by the results, said continued growth will depend on:

* Innovative and performance-oriented fabrications;

* Added delivery periods, with more concentration on the April and July shipments; and

* Continued emphasis on swimwear sets with coordinated T-shirts and accessories.

More and more branded companies are going after the spring and summer months as a way to build on holiday and cruise offerings.

"We've decided to enlarge our April showing," said Ken Duane, executive vice-president of sales for **Nautica.** "There's a great amount of opportunity out there during the May, June and July months. We've even thought about adding a July shipment, although we haven't made that decision yet."

But Speedo has already added a July delivery and Madden said she viewed the addition as a crucial change in the way the company will approach the swimwear business. "It puts us at risk because we have to manufacture the merchandise pretty far out, but it's important to keep turning the merchandise.

"We started (the July delivery) this year, though, and we're finding it to be an important period. In addition to bringing a fresh line in, it also allows you to fill in late reorders."

There is also a pronounced move away from gentlemanly looks and fabrics to more technically oriented ones. Gentlemanly looks have been a harder and harder sell, and some firms that catered to the mature man, like Catalina, have ceased doing men's swimwear business.

"We're paying much more attention to younger looks and more authentic activewear fabrics in our swimwear," said Michael Stein, vice-president, general merchandise manager at Gant Corp.

"We're looking into synthetics that perform, like Supplex, microfiber, different finishes on nylon, yarn dying, the really technical things. We always offered swimwear, but with this feel, and a young style, we sold out this season. This is major progress for us," said Stein.

At the discount end of the market, makers said toned-down colors in washed pigment dyes will be important, as well as nylons, and poplins with nautical designs.

Important at all levels, said activewear makers, was merchandising coordinated T-shirts with swimwear. T-shirts have been booming the past few years, and they are almost becoming a necessary component of swimwear, said makers.

Perhaps most important, however, is a constant focus on innovation.

"After a slow 1990, we completely rethought what we were doing with swimwear," said **Nautica's** Duane. "Where we had been 80 and 90 percent cotton, we got into Tactel nylon. Where we had no detail, we added it. Where we had solids, now we have bright, bold graphics."

GRAPHIC: Photograph

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 2339 Women's and misses' outerwear, not elsewhere classified ; 2320 Men's and Boys' Furnishings

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Caplan's celebrates its 100th anniversary; Louisiana men's wear retailer Daily News Record July 11, 1991

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July 11, 1991

SECTION: Vol. 21 ; No. 133 ; Pg. 9; ISSN: 0162-2161

LENGTH: 1250 words

HEADLINE: Caplan's celebrates its 100th anniversary; Louisiana men's wear retailer

BYLINE: Lloyd, Brenda

BODY:
ALEXANDRIA, La. -- In 1891, Russian immigrant David Caplan arrived here as a peddler and opened a men's store downtown. Caplan's is currently celebrating its 100th anniversary, and it's still a family affair.

The Caplan's of today, which is still family-owned and -operated, has expanded to four units: the downtown store; two units at Alexandria Mall; and one at Natchitoches, La.

Although company executives decline to reveal the firm's annual volume, industry estimates put the figure at about $ 4.5 million.

Family members are Ed Caplan, president; David Caplan, vice-president; Brent Caplan, sales manager and merchandise coordinator; Jacque Caplan, who handles advertising and public relations and the computer operation; and Jeannice Caplan. Ed and David are brothers, Brent is David's son, Jacque is Ed's wife, and Jeannice is the mother of Ed and David.

Brent, 27, joined the business in March just in time for a year-long centennial celebration -- ensuring a fourth generation of Caplan family involvement. He came with three years of experience as a tailored clothing buyer for Maison Blanche.

When so many others have fallen by the wayside, how has Caplan's managed to prosper?

Ed Caplan says, "It's a matter of survival. It's a lot of hard work, being involved in the community, looking after every detail and staying up with the times. It's also developing a niche. We have tried to specialize, give customers a lot of attention and have the newest fashion looks in merchandise. The environment today is the most difficult I can remember. The things that worked before don't work now. It seems that every generation wants different looks, and we have to find them."

Caplan's also has become more focused in the '90s than it has been in past decades. "You have to determine what customer you want to cater to," Caplan says. Today, the target customers are middle-to-better income men "who understand fashion. We want to have the right fashion item and offer it for the right value," he continues. "That's how we'll approach the '90s."

In addition to three traditional Caplan's stores, the family also operates Genesis, a young men's unit at the Alexandria Mall. By appealing to a younger man, the family hopes to convert him to a Caplan's customer

when he grows up. "We get them when they're in high school to come into Genesis, and then keep them as they move up to the men's wear lines," Caplan says.

Genesis has its own entrance at the mall, but it also flows into the sportswear section at Caplan's, which also has its own entrance. Genesis, which has a distinctive red, white, and blue logo, carries Levi's, Girbaud, Guess, Pepe, Tommy Hilfiger, Diesel, Request, Ikeda, Get Used, Major Damage and Yes.

Says David Caplan, who oversees Genesis: "We're on the cutting edge here. We do European looks for American pocketbooks. We were the first in Louisiana to have Diesel and the first to have Yes."

Next door at Caplan's the lines include Gant, Dockers, Alexander Julian, Chaps, **Nautica,** Boston Traders and Regatta Sport in sportswear; Nicole Miller, Countess Mara, Fumagalli's, Resilio, Wemco and Tango in neckwear; and Tallia, YSL, Peerless, Austin Reed and Pallesco di Vitalia Barbera in tailored clothing. The downtown store also features a Big & Tall department. Suit prices start at $ 199 for Botany '500' and top out with Pallesco and Brooks Brothers at $ 695.

The kickoff for Caplan's centennial celebration was the opening of the 1,000-square-foot Brooks Brothers shop on March 14 at the downtown store. The shop, which sells clothing, sportswear and neckwear, has proven a successful move so far.

"We've never had a line with so much (initial) enthusiasm and awareness from our customers," says Ed Caplan. "It gives us an avenue to soft-shoulder clothing, which we weren't doing because we're a fashion-forward-directed store."

The Caplans also thought it was noteworthy that Brooks Bros., the oldest American men's wear specialty retailer, opening in 1818, should link up with Caplan's, Louisiana's oldest men's wear specialty retailer. "We thought it was a good combination, and we used it as the kickoff point for the anniversary," Ed Caplan recalls.

For its 100th anniversary, the family is trying to do something different every week of the year to keep the momentum going, primarily with advertising that focuses on specific lines or classifications.

Store windows display memorabilia from the past century -- old photos, ledgers and newspaper clippings.

But the big event was a drawing for a cruise to the Bahamas, which took place earlier this week.

The public relations effort also extends to sales staff, who receive discounts on apparel they sell. "We worked through the vendors to provide some discounts for the salespeople so we could get them into the merchandise we sell," Ed Caplan says. "For example, we made it possible for them to buy a nice double-breasted suit for $ 100, and we gave them a Tango shirt and tie."

Caplan credits his vendors with making a lot of the promotions possible. He says the store sent brochures to all its vendors, explaining that Caplan's would celebrate its 100th anniversary and asking for their help in making it a success. "They responded more generously than I thought, considering today's (economically depressed) environment," Caplan says. "They have permitted us to do some additional things."

The Alexandria area has been hit with its own economic recession, and stores in town have suffered. In fact, Caplan's is the only locally owned men's specialty store left, according to Caplan. He says that about five stores selling men's wear have gone out of business in the past year or so.

To further add to the problem, the Federal Government revealed in May that it would close England Air Force Base, which is nearby.

"The Louisiana economy is very difficult now and we're just looking to (match) last year's (sales) figures," Caplan admits. So far, sales are about even with 1990 or slightly above, he adds.

But the Caplan family is used to hard times. When grandfather Caplan arrived in Alexandria in 1891, he was hampered by a language barrier and a lack of money. "When we did research on this area, we learned the largest industry was the ice plant," says Caplan. "The population was 5,000, and the newspaper was a weekly with four or five pages."

Despite the problems, the elder Caplan, according to Ed, "did quite well, grew the business and sent his sons to college. It had to have been difficult then, but it improved, and I think things will be fine for us in a couple of years."

At that time, Alexandria, which currently has a population of 50,000 and a trading area of 300,000 persons, will be completing a major overhaul. Interstate 49, a northsouth expressway that will run through the city, will be completed by 1994 and the city is improving the main downtown section near the Red River, where the downtown store is located.

The city also plans to construct an amphitheater and a museum at the river and put in running paths along its banks, as well as other recreational features. The historic Hotel Bentley, built in 1908 and adjacent to Caplan's, has already undergone a $ 13 million restoration, further adding to the optimism.

All will help make Alexandria mor of a convention center, and should attract tourists, Caplan says -- as well as help Caplan's thrive as it enteres its second century in business.

GRAPHIC: Photograph

SIC: 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 10968491

IAC-CLASS: Trade & Industry

LOAD-DATE: October 10, 1995

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Dressed-up sportswear paying off; men's clothing stores in Midwest and South dress up sportswear with tailored looks Daily News Record July 17, 1991

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July 17, 1991

SECTION: Vol. 21 ; No. 137 ; Pg. 1; ISSN: 0162-2161

LENGTH: 817 words

HEADLINE: Dressed-up sportswear paying off; men's clothing stores in Midwest and South dress up sportswear with tailored looks

BYLINE: Lloyd, Brenda

BODY:
ATLANTA -- Better specialty stores in the nation's heartland are capitalizing on increased consumer willingness to dress up sportswear with tailored looks.

Many of these stores in the Midwest and South, once primarily clothing-oriented, are finding that adding sportswear to their clothing and furnishings mix is a profitable option. These sportswear additions include chambray and denim shirts, T-shirts, mock turtlenecks and jeans.

While these new rules of dressing have been popular on the two coasts and in major urban areas for a couple of years, they have only just begun to catch on in the Midwest and the South.

Still, not all these traditional specialty stores find this mixing of sportswear and clothing a viable approach for them and others prefer to adopt less "fast" aspects of the new rules.

But the new trend has definitely enabled sportswear resources to get their feet in the doors of these stores, and that means a potential broadening of the vendors' retail base.

Caplan's, based in Alexandria, La., and Norman Stockton's, Winston-Salem, N.C., started merchandising this dressed-down clothing look or dressed-up sportswear look last fall, continued showing it in the spring and summer, and will focus even more on it this fall.

Henry's, a better junior department store based in Wichita, Kan., is using this approach to help Woolf Brothers, the Kansas City-based chain, shake off its stodgy traditional image. This is part of a working arrangement between Henry's and Woolf Brothers.

"You have to take this to the customers and excite and entertain them when they walk in the store," says Tim O'Connell, vice-president at Henry's.

Ed Caplan, president of Caplan's, adds, "This is a growing trend," and points out that Arnold Schwarzenegger wore denim jeans with a sport coat on the Tonight Show (last week). "We're in a smaller area and we may not go to the extreme that would be seen in a big city. Our approach to it is not as extreme as a T-shirt with a suit, but we do show jeans with a sport coat."

Hill Stockton, president of Norman Stockton's, sees the mixing of sportswear and clothing as an opportunity to increase business. It's also a challenge. "It's a different mind-set here," Stockton says. "The South is a little slower than the Northeast. People still wear buttondown shirts here."

How well the store does, Stockton says, depends on "how willing we are to stick our necks out. We read that fashion is what's selling in stores, so we have to decide whether to go after that or muddle through the recession."

As a result, Stockton will go to the Designers' Collective in New York Aug. 18-20 for ideas and purchases, and also relies on his buying office, Kreiss & Gordon.

Stockton is educating his sales staff as well. The sales staff, he says, is still not used to blending rugged sportswear with clothing, but he is displaying the look on mannequins.

For fall, he is bringing in brushed-cotton sport coats, somewhat less constructed than other jackets Stockton carries, to be coordinated with sport shirts. These sport coats are first-time items for the store.

This spring/summer is Stockton's first season selling a chambray shirt, which he had to reorder. He also is bringing in some dress shirts by **Nautica** for fall that fit into the dressed-up sportswear look.

"We're making somewhat of a commitment to this," says Stockton. Fall, he adds, is the best season to sell this kind of look rather than summer, which is too hot. "It lends itself more to winter in our neck of the woods. You can wear a sport shirt with a sport jacket rather than with a sweater."

Henry's O'Connell is using this fashion trend to help turn financially troubled Woolf Brothers around. So far, Woolf has gone from a 90 percent traditional/10 percent updated mix to a 60 percent traditional/40 percent updated assortment in the eight months that Henry's has worked with the company.

"And even that 60 percent may not be considered traditional because so much more of it is an international silhouette," says O'Connell.

Henry's has added furnishings and sportswear to go with the clothing at Woolf's, which is now also merchandising by lifestyle. The store has a separate contemporary section, and mixes sportswear/clothing looks in store displays.

The store displays a portion of its melton unconstructed sport coats in the clothing department and the remainder in the sportswear section. "Some people are wearing them with jeans, and others with gabardine trousers," says O'Connell.

Not all stores have jumped on the clothing-with-sportswear bandwagon. Charles Arndt, president of Charles Arndt, Birmingham, Ala., says, "That's not for us, and we're not suggesting it to our customers. We will not pursue it." He explains that his market is a mature one, with customers ranging from their thirties to retirement age.

GRAPHIC: Photograph

SIC: 5611 Men's & boys' clothing stores ; 5651 Family clothing stores

IAC-NUMBER: IAC 10996845

IAC-CLASS: Trade & Industry

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EXPANSIONS PLANNED FOR VENTURE, DILLARD'S St. Louis Post-Dispatch (Missouri) July 19, 1991, FRIDAY, FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

July 19, 1991, FRIDAY, FIVE STAR Edition

SECTION: EVERYDAY MAGAZINE; Pg. 1F

LENGTH: 738 words

HEADLINE: EXPANSIONS PLANNED FOR VENTURE, DILLARD'S

BYLINE: Jerry Berger

BODY:
THE RETAIL SCHMOOZE: Al Baker's appeared to be the mecca for retailers Tuesdaynight, when neighboring tables were occupied by the big guns of Venture Stores and Dillard Department Stores. "We're going to open six new units in Indiana - four in Indianapolis and two in Evansville," offered Paul McCormick, senior vice president of Venture. He was entertaining Mike Wilson, senior veep of Georgia Pacific. Then McCormick pointed out that a prototype of a new Venture store will bow in November in Tulsa, Okla., occupying 96,000 square feet. While Baker's pasta with porcini mushrooms, sun-dried tomatoes and basil and Texas stone crabs were filling beaucoup place settings, Harry Passow, president of Dillard's, and his wife, Sherry, offered that their daughter, Patty, a Dillard's buyer of petite dresses, has become engaged to Gregg Altin, a Brown Group computer systems analyst. With the Passows were Reva and Mark Killingsworth, general merchandise manager at Dillard's, and Laura and John J. Pomerantz, chairman and CEO of the Leslie Fay Companies Inc. of New York. We later gleaned that Ted Gastman, chairman of Dillard's, will head a new division of stores (the purchased Maison Blanche chain) for the chain in St. Petersburg, Fla.; he will be succeeded by Ken Moore of the Texas division of Dillard's. Furthermore, David Chu, founder of the hot line **Nautica** for men, will be here July 24 for a pouring at the Galleria store. And by the way, the Westroads Medical Center, which houses Al Baker's along with a bevy of medics, has been sold to the James Wood Corp. by the 911 Ltd. Partnership, which included Mary Glaub and her family. Notices of the sale were sent to tenants, including the line, "In spite of the rumors, the new owners are not in any way associated with the Galleria developers." STAR TIME: That's soprano Paula Ingram all over. The '79 Southwest High alum was front 'n' center Monday night for the Big 7 summit members in London. Ingram, a familiar face to Opera Theatre of St. Louis audiences, sang the title role in "Carmen Jones" at the Old Vic. Now living in Indianapolis, Ingram is a regular on a TV lottery show and has credits in the Olivia Newton-John flick "A Mom for Christmas." She's the sprig of Rosie and Lloyd Ingram (she's an employment specialist for the Senior Committee Services Employment Program of AARP; he's a retired meat cutter). COMINGS AND GOINGS: Jim and Suzie Moore became parents of Caroline Elizabeth, who weighed in at 7 pounds 2 ounces at St. Luke's Hospital. Dad is a veep with Shearson Lehman Bros.; mom, a homemaker, is the daughter of the veteran radio and TV personality John Roedel and Mary Ellen Roedel. . . . Overheard at Straub's was Erbie Human Kessinger's joy over her upcoming engagement to Joel Cooley. Meanwhile, Erbie's ex, Jim Human, and Genya Doyle McCarr discovered that two can live as cheaply as one. Jim, a Bakewell super agent, by the way, just sold Donna and Bill Nussbaum's Ladue Road pad. . . . Candicci's in Clayton was where entertainer John Davidso n took five the other night on the terrace with his wife, Rhonda, and daughter, Ashley. Davidson is here for rehearsals at The Muny of "I Do, I Do," in which he's co-starring with Judy Kaye. . . . WAVE OF THE FUTURE: "We did it so that patients won't become intimidated by the smell of Eugenol (for treating gums and the sight of white uniforms," said dentist E. Glenn Glassman, owner of Orthocare Systems. Glassman referred to "the space station," the name for his new offices on

Clarkson Road and Manchester Road, which bow Saturday. The offices were modeled by a design team after the space station built by NASA, and it features a sliding, pressurized air lock; a space walk; a laser display built into lighting fixtures; and a Nintendo command center. To further intrigue patients, the dental assistants - Nancy Rickard, Stacy Bistrick and Tracy Norman - wear official NASA space suits. Design credits go to Gary Roux and Ed Unwin and the architectural firm of Lawrence Goldberg and Associates. Incidentally, Glassman operates other offices with novel themes: the Star Ship in Bridgeton, the Submarine in South County and the Land of Lilliputians in St. Charles (cute?) GAFFE: The apartment building on Brentwood boulevard, that was bought by Robert Rafael as chronicled in Thursday's column, should have been described as 10-unit (not 10-story).

GRAPHIC: Photo; PHOTO Headshot of Paula Ingram.

LOAD-DATE: October 14, 1993

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New trade show formed in Atlanta; Atlanta Haberdashery Market begun by sales representatives unhappy with Atlanta Men's and Boy's Apparel Market Daily News Record July 19, 1991

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July 19, 1991

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LENGTH: 729 words

HEADLINE: New trade show formed in Atlanta; Atlanta Haberdashery Market begun by sales representatives unhappy with Atlanta Men's and Boy's Apparel Market

BYLINE: Lloyd, Brenda

BODY:
ATLANTA -- Unhappy with the Atlanta Men's and Boys' Apparel Market, a group of sales representatives for better men's wear lines have started their own market with help from a similar show in Charlotte, N.C.

The Atlanta Haberdashery Market (AHM) will hold its first show Aug. 11-12, two weeks after the men's wear show that is sponsored by the Atlanta Apparel Mart and the Southeastern Men's and Boys' Apparel Club (SEMBAC). Neither the Apparel Mart nor SEMBAC is pleased.

The new show, which has 30 to 35 exhibitors so far, representing about 100 lines, will be held at the Embassy Suites Hotel in Atlanta's Buckhead neighborhood, according to Adria Appleby, AHM's director of exhibitor services. Exhibitors will show their lines in their rooms by appointment only. Lines include Gitman Brothers, Barry Bricken, **Nautica,** Cutter & Buck, Artwear, Peerless, British Khaki, Axis and Polo Ralph Lauren.

Official show dates are Aug. 11-12, but Appleby said exhibitors and retailers also have optional days on the 10th and 13th.

A reason for starting the new show was to narrow resources to ones that better specialty stores want, said Appleby. "The Atlanta Apparel Market is a huge show that sells anything to anyone. What this does is offer convenience and comfort in a hotel setting. They have privacy and no distractions," she said. It also offers a complimentary breakfast and a cocktail hour.

AHM is sponsored by Ad Marketing, a Charlotte, N.C., organization formed to operate the show. The concept of the AHM is based on the Southern Men's Clothing Market, a successful show that has helped the AHM get its start.

Appleby said that AHM will try to draw retailers from Georgia, Florida, South Carolina, Tennessee, Alabama, Kentucky, Mississippi and Louisiana, but not from North Carolina and Virginia. That is because retailers from those states go to the Southern Men's Clothing Market, a part of the Charlotte Men's Apparel Club and offspring of the men's wear market in Charlotte.

Bill Bishop, executive secretary of SEMBAC, said that his organization is opposed to the new show. The

board of directors sent a letter to its membership stating, "Two men's shows in the same area within two weeks is too much." He said, it also confuses retailers who may have to choose which shows to attend.

John Rosenberg, director of trade shows, Atlanta Apparel Mart, said, "We're disappointed, of course, that this other show is taking place. I think it's very confusing to the retailer." Retailers are already being asked to come to the Atlanta Apparel Mart's four markets a year, he said, as well as to another five women's wear markets if they also carry women's apparel.

The Apparel Mart also is offering a Southern Traditional Clothing Collective on Aug. 24-27 in conjunction with the women's wear show. That market, Rosenberg said, will feature all of the Mart's permanent showroom lines, plus temporary exhibitors, including Willis & Geiger, Henry Grethel and Sero.

Graham Thomas, who represents Peerless Clothing, said the main reason he will be part of the Atlanta Haberdashery Market is because of the success of the Southern Men's Clothing market in Charlotte. "If this one is half as successful, it will be good,' he said. Also, because two weeks separate the Atlanta show and AHM, he will have time to contact customers he did not see at the Apparel Mart.

Hal Richards, owner of H. Richards, a better specialty store in Rome, Ga., said he will attend both the Atlanta Apparel Mart show and AHM. "It's going to be a very easy and concentrated two days (at AHM)," he said. "I can make my appointments and most of the guys I do business with will be there. If the Apparel Mart would do this (type of specialized show), I would go there."

Another sales representative, who did not want to be named, said he likes the AHM idea because it will attract only better-quality speciality stores, he will have private and better surroundings, and he can work as late as he likes, but most of all because his spring 1992 line breaks after Aug. 1 -- after the Atlanta Apparel Mart market has ended.

Another factor in his decision is that exhibiting in more shows cuts down on his travel time to individual stores. "I've got shows after shows, but that's where you need to do business. It's better for the retailers and the salesmen."

SIC: 5136 Men's and boys' clothing ; 2320 Men's and Boys' Furnishings

IAC-NUMBER: IAC 11010503

IAC-CLASS: Trade & Industry

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SWANK, INC. REPORTS RESULTS FOR SECOND QUARTER AND SIX MONTHS PR Newswire July 29, 1991, Monday

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July 29, 1991, Monday

SECTION: Financial News

DISTRIBUTION: TO BUSINESS EDITOR

LENGTH: 324 words

HEADLINE: SWANK, INC. REPORTS RESULTS FOR SECOND QUARTER AND SIX MONTHS

DATELINE: ATTLEBORO, Mass., July 29

BODY:
Marshall Tulin, president of Swank, Inc. (NASDAQ: SNKI) today reported sales and earnings for the second quarter and six months ended June 30, 1991.

Tulin indicated that although the sluggish retail environment continues to dampen sales results, the cost savings measures implemented as part of the restructuring plan reduced the pre-tax loss by $1,560,000 in the first six months.

Swank manufactures and markets men's and women's jewelry, belts, personal leather goods, fragrances and gift items. The company distributes its products to retail outlets throughout the United States and in 50 foreign countries. These products which are known throughout the world, are distributed under the names "Swank," "Colours by Alexander Julian," "Royal Copenhagen," "Pierre Cardin," "L'Aiglon," "Anne Klein," "**Nautica,**" "Richard Scott," "90 Park," and "Anne Klein Men," among others. Swank, Inc. also manufactures jewelry and leather items for distribution under private label.

SWANK, INC.
Financial Highlights
(in thousands)

	Three Months Ended		Six Months Ended	
	6/30/91	6/30/90	6/30/91	6/30/90
Net sales	$23,214	$25,214	$46,692	$49,035
Loss before income tax	3,007	3,748	3,263	4,823
Net loss	3,023	2,210	3,281	2,927
Net loss per share	19 cents	14 cents	20 cents	18 cents
Average shares and equivalents outstanding	16,304,971	16,247,579	16,304,971	16,232,329

CONTACT: A.C. Corsini of Swank, Inc., 508-222-3400

LOAD-DATE: 072991 NE007

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GENESCO ANNOUNCES NAUTICA FOOTWEAR LINE PR Newswire August 12, 1991, Monday

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PR Newswire

August 12, 1991, Monday

SECTION: Financial News

DISTRIBUTION: TO BUSINESS EDITOR

LENGTH: 397 words

HEADLINE: GENESCO ANNOUNCES **NAUTICA** FOOTWEAR LINE

DATELINE: NASHVILLE, Tenn., Aug. 12

BODY:
GENESCO Inc. (NYSE: GCO) announced today it will launch a new **Nautica** label footwear line for men under a licensing agreement with State-O-Maine, a New-York public company. The **Nautica** line, which will be in stores next spring, will be manufactured and marketed by a newly-formed unit of the Johnston & Murphy Shoe Co., a GENESCO company.

Financial terms of the licensing agreement were not disclosed.

"Like Johnston & Murphy, **Nautica** is respected for distinctive styling and superb craftsmanship," said Kent Wall, president of Johnston & Murphy. "Our two companies have much in common that we believe will make for an exciting and profitable relationship."

Wall said the **Nautica** line is being designed in close collaboration with David Chu, designer and president of **Nautica** Apparel, Inc.

"The new footwear will contain styles to complement and enhance the full range of **Nautica's** sportswear, outerwear, dress furnishings and accessories," said Wall. "The same attention to detail characteristic of **Nautica's** collection will be a hallmark of **Nautica** footwear."

"This licensing agreement extends the **Nautica** design concept to a new category and brings the **Nautica** lifestyle approach and philosophy of style and function to footwear," said David Chu. "We are proud to be working with Johnston & Murphy, with its 141-year history of quality and craftmanship."

The spring collection, which will include three groups of casual, dress/casual and active styles, will retail from $50 to $170. The footwear will be produced in J&M's Nashville manufacturing facility and sourced outside the company.

Wall has named James W. Boscamp president of the newly formed **Nautica** Footwear group. Boscamp comes to **Nautica** Footwear from Munsingwear, where he was executive vice president, marketing. He will be responsible for merchandising and sales for the new line.

Sales efforts already underway are targeting the same major department and specialty stores that now sell the **Nautica** collections. Boscamp said the new footwear will be supported by advertising and retail marketing programs in conjunction with **Nautica** and its other licensees.

Johnson & Murphy's parent company, GENESCO, is headquartered in Nashville, Tenn., and has operations concentrated in footwear and tailored clothing. CONTACT: Teresa N. Miller, GENESCO Inc., 615-367-8281

LOAD-DATE: 081291 CH008

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What they want for back-to-school; The Consumer Speaks Daily News Record August 12, 1991

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August 12, 1991

SECTION: Vol. 21 ; No. 155 ; Pg. 6; ISSN: 0162-2161

LENGTH: 438 words

HEADLINE: What they want for back-to-school; The Consumer Speaks

BYLINE: Nelson, Alexandra

BODY:
Southern California's temperate climate calls for shorts and T-shirts almost year-round, but students who took time out from the LA.-area beaches to shop for back-to-school at the Beverly Center were looking for more than just shirts and pants.

DNR asked them about brand names they preferred, if they would consider purchasing an article of clothing that contains wool anal just where they prefer to shop.

Then we went to the cooler climes of Boulder, Colo., to the Cross Roads Mall and asked the same questions to another group of guys. The following are their responses:

In L.A.:

Donald York, 23: "I am just looking to see what's ont there. I don't really have anything special in mind. I shop at a variety of different stores. My favorite brands are Z. Cavaricci and Guess. I don't really like to wear wool that much except maybe in sweaters."

Clinton Rubinson, 25: "I enjoy shopping. I love clothes and keeping up on fashion. I like Adolfo a lot."

Rick Aviles, 17, who was shopping with his girlfriend: "I don't do most of my own back-to-school shopping, my mom does. I have lots of Lev's, and like almost anything from the Gap. I have a blazer or two made out of wool and some sweaters, but, because it's so warm here, I wear mostly cotton."

Meanwhile, in Boulder,

students had this

to say:

David Jensen, 16: "I don't really think about clothes that much. I like Nike and Levi's. I don't wear that much wool. I might have a wool blazer or a couple of wool sweaters, but that's about it."

Matt Boresi, 16, who was with his friends: "We're just here to hang out. I let my mom do most of my back-to-school shopping. I like comfortable clothes, but labels aren't that important. The only one that I ask for

by name is Z. Cavaricci. I have some wool in my wardrobe like blazers and sweaters. I think that I have some pieces that have wool blends, mostly wool and cotton stuff."

Randal Holliness, 20, explained: "I am not looking for anything in particular today. I don't have any real preference towards brands. I shop at different stores all the time because they all carry different things. As for wool, it's too itchy to wear, I prefer cotton."

Brent Riley, 20, put it this way: "I am very fashion conscious. I like to wear what both looks and feels good. My favorite brands are Guess and Polo, but I don't shop at any store in particular."

Lindsey Crisanti, 21, said: "I'm looking for some back-to-school clothes. My favorite brands are Polo and **Nautica.** I like woold and have a lot of wool sweaters and socks. Other than Polo and **Nautica,** I'm not really brand conscious."

GRAPHIC: Photograph

SIC: 5611 Men's & boys' clothing stores

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Terms: nautica and date(geq (1/1/1990) and leq (12/31/1991)) (Edit Search | Suggest Terms for My Search)

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J&M to produce Nautica shoes; Johnston & Murphy Shoe Co. is licensed by Nautica Apparel Inc. to produce a line of coordinating footwear; Brief Article Footwear News August 19, 1991

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Footwear News

August 19, 1991

SECTION: Vol. 47 ; No. 33 ; Pg. 2; ISSN: 0162-914X

LENGTH: 464 words

HEADLINE: J&M to produce **Nautica** shoes; Johnston & Murphy Shoe Co. is licensed by **Nautica** Apparel Inc. to produce a line of coordinating footwear; Brief Article

BODY:
J&M to produce **Nautica** shoes

NEW YORK - **Nautica** Apparel Inc., known for men's outdoors-inspired activewear and sportswear, has licensed its name to Johnston & Murphy Shoe Co., Nashville, under which J&M will produce a line of coordinating footwear.

The shoes, designed by David Chu, president and designer of **Nautica,** also will be distributed by Johnston & Murphy through the company's new division, **Nautica** Footwear. James W. Boscamp is the division's president.

The premier line - spring '92 footwear - will include active styles like colorful boat shoes and cvos; weekend casual designs such as handsewns and espadrilles; and what Chu refers to as semi-casual looks like nubuck monk strappers and classic bucks.

Nautica footwear will be priced to retail from $ 50 to $ 170, with shoes manufactured in Asia and South America as well as in Johnston & Murphy's domestic factories, according to Boscamp. The line will be sold through J&M's headquarters in Nashville.

Johnston & Murphy, which holds the worldwide licensing rights for all production and distribution of the footwear collection, plans to sell the line to stores that currently carry **Nautica** apparel as well as to select independents.

The line may also be carried in some of the Genesco division's own Johnston & Murphy retail outlets, added Boscamp.

The idea to do a footwear line to add to **Nautica's** stable of apparel and accessories, was a mutual one, according to both Chu and Boscamp. The two companies have been putting the package together for the past six-to-nine months.

The key to successful licensing in the '90s, however, is to be closely involved with the products, said Chu, who also licenses the **Nautica** name in such categories as eyewear, children's wear, neckwear and belts.

Chu went on to explain, however, that designers need to make sure products can stand on their own and to

stay on top of what consumers want.

To kick off the spring line, Chu put together a package of 15 patterns in a range of colors for a total of about 40 styles. The designer's favorite looks focus on handsewns like classic Americana-inspired moccasins.

Chu admitted there is currently a side offering of vulcanized looks in the marketplace, so he has tried to make the **Nautica** versions more high-tech, with features like eva insoles and siped bot-high-tech, with features like eva insoles and siped bottoms. The cvos come with fabric linings that feature sea charts.

The entire collection of shoes work with **Nautica's** line of rugged activewear and sportswear that is designed to combine functionable and fashionable elements, according to Chu. "**Nautica** is not just boating looks, but a lifestyle approach," he said. The line is about "men and nature and how to enjoy the outdoors."

SIC: 5139 Footwear ; 2320 Men's and Boys' Furnishings ; 3140 Footwear, Except Rubber

IAC-NUMBER: IAC 11200058

IAC-CLASS: Trade & Industry

LOAD-DATE: October 10, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1990) and leq (12/31/1991)) (Edit Search | Suggest Terms for My Search)
View: Full
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Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1990) and leq (12/31/1991)) (Edit Search | Suggest Terms for My Search)

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New Atlanta men's show generates good bookings for spring, holiday; buyers from better men's speciality stores leave paper for sportswear, clothing, furnishings and other items. Daily News Record August 19, 1991

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Daily News Record

August 19, 1991

SECTION: Vol. 21 ; No. 160 ; Pg. 6; ISSN: 0162-2161

LENGTH: 563 words

HEADLINE: New Atlanta men's show generates good bookings for spring, holiday; buyers from better men's speciality stores leave paper for sportswear, clothing, furnishings and other items.

BYLINE: Lloyd, Brenda

BODY:
ATLANTA--The first Atlanta Haberdashers Market turned into a successful forum for better specialty retailers to book categories from sportswear to clothing, according to a consensus of buyers and exhibitors.

Exhibitors were pleased with the amount of orders placed for spring and holiday, and men's buyers liked the fact that the show was small and concise, carrying only the lines they wanted to see.

The market, which ran last week at a hotel here, is fashioned after the Southern Clothing Market held in Charlotte, N.C., but isn't associated with that event. It was operated by Ad Marketing, a company organized to run the show. The first-time show, open only to better men's apparel and shoe lines, attracted 47 exhibitors.

Lines shown included Alan Flusser, Willis & Geiger, Ferrell Reed, Ruff Hewn, Tango, Ike Behar, Barry Bricken, Country Britches, **Nautica,** Cutter & Buck, Axis Sportswear, Boston Prepatory Co. and Robert Comstock.

John Beis, Southeast sales representative for Jacobs & Roberts Ltd., a Los Angeles-based neckwear company, said of the show, "This is the wave of the future for our kind of stores, for the bettern specialty store."

Cindy Jacobs, vice-president of the firm, added, "The retailers here are our targeted customers, and the show is small enough that you're able to see all the retailers. It's well attended, and I'm pleased with our results."

Phil Barnett, president of Barnett-Simmons, Mobile, Ala., said he would book 40 to 50 percent of his spring goods, as well as some holiday, at this show. "I'm very much in favor of it," he said, speaking of the show, naming convenience and good atmosphere as two reasons.

Retailers such as Bruce Baird, owner of Bruce Baird & Co., Chattanooga, Tenn., plan to return to the next show. Baird, who was booking most of spring furnishings, 60 percent of sportswear and finalizing some clothing bookings here, not only liked the selection of vendors and the ease of working, he also highly

approved of the upscale Buckhead location.

Troy Sprister, head golf pro at Marriott's Orlando World Center, Orlando, Fla., said that his store is a golf shop that is crossing over into more men's sportswear that can be worn off the golf course, including brands such as Cutter & Buck and Boston Prepatory Co. He does not attend the Atlanta Apparel Mart men's wear show, but goes to MAGIC, New York shows and PGA events for his apparel. He was pleased with the lines here, and said, "We're definitely finding what we want for our store." He was booking mostly spring lines, and planned to book 10 to 15 percent of his open-to-buy dollars here.

Van Jernigan, Southeastern sales representative for Norman Hilton, was visiting the Atlanta show to determine whether he wanted to exhibit at the next market, probably in February. "I'll be here," he said, adding that Norman Hilton does not normally exhibit at large regional markets. "This (show) is extremely compatible with the stores I do business with," he said.

Jimmy LeBlanc, president of Leon & Sons, Augusta, Ga., said he found the show (conducive to doing business in a nice atmosphere. Not all the lines I want to see are here," he added, "but they're not all at the Atlanta Apparel Mart either. But there are lines here that normally don't show in Atlanta." For example, he said he was able to book **Nautica** Sportswear.

SIC: 5136 Men's and boys' clothing ; 5611 Men's & boys' clothing stores ; 2320 Men's and Boys' Furnishings ; 5651 Family clothing stores

IAC-NUMBER: IAC 11169220

IAC-CLASS: Trade & Industry

LOAD-DATE: October 10, 1995

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Moms and kids all over the city are going through the annual August ritual - picking out clothes for the classroom Newsday (New York) August 25, 1991, Sunday, CITY EDITION

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Newsday (New York)

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August 25, 1991, Sunday, CITY EDITION

SECTION: FANFARE; BACK TO SCHOOL '91; Pg. 22
Other Edition: Nassau and Suffolk Pg. 22

LENGTH: 933 words

HEADLINE: Moms and kids all over the city are going through the annual August ritual - picking out clothes for the classroom

BYLINE: BY SHERYL A. BARNETT. STAFF WRITER

BODY:
AT TIMES, trying to agree on what the kids are going to wear back to school seems to provoke more friction than trying to agree on who sits where at the Middle East peace talks. Every little purchase is the topic of endless debate, irate exchanges and tireless nitpicking.

This year we've brought the debate out into the open. Moms and kids were asked to go shopping - together yet separately - and pick out their own choices for the first day of school, while we eavesdropped on the discussions over whose taste was better than whose. Here they are: a first grader, a seventh grader and a ninth grader wearing their choices and Moms'. You decide.

FIRST GRADE

Joseph Thomas Chappell III

P.S. 104

Far Rockaway

JOSEPH THOMAS CHAPPELL III, age 5, whizzed among the racks of colorful jeans, shirts and jackets in Morris Brothers Stores, on upper Broadway, singing "no, no, no, no," as he fingered the garments, then rejected them one by one.

"Slow down, Joey," admonished his grandmother, Mary Clement, as she rushed to keep up with her grandson. "He's got very definite ideas," she explained. "He knows what he likes."

Unfortunately, liking has little to do with what Joey will wear to first grade at PS 104 in Far Rockaway this

fall. Although the school's uniform is optional, his mother, Faith Clement, has decided that having Joey wear it is a good way to cut down on expenses, since there will be a new baby in the family soon.

"Last year he wore his own clothes," said Faith Clement. "But with a new baby I figured that the uniform would be easier on our budget. We'd only have to buy some shirts, socks, shoes and underthings."

So, at Morris Brothers, uniformers for some of New York's most elite prep schools, Joey chose a navy blue wool blazer, $ 150, by Gant; a white oxford cloth shirt, $ 15, by Kaynee; a navy blue tie, $ 6.50 and gray wool and polyester pants, $ 24, by Ivy Hill.

Next it was off to Bloomingdale's, where, in the second-floor boys' department, Joey went through his litany again.

"Do you like this sweater?" asked a store executive, holding up an aqua, yellow, red and brown swirl-patterned sweater, $ 165, by Ralph Lauren.

"Nope," said Joey, shaking his head emphatically.

"How about this?" she asked, pointing out a brightly colored sweats outfit.

"Nope."

Finally, he was instructed by his mother: "Pick out something you like, Joey."

That's when he settled on a hunter green golfer's jacket with red and navy trim, $ 52, by Choozie; hunter green wide wale corduroy pants, $ 36, by **Nautica,** and a red knit shirt, $ 22, by Polo, Ralph Lauren.

"Do you like it?" Joey was asked.

"It's OK," he murmured, smiling.
SEVENTH GRADE

Sharon Silveira

I.S. 68

Canarsie

'IT'S DISGUSTING," said 12-year-old Sharon Silveira of the aqua pants, $ 19.99, and aqua and pink color-blocked top, $ 19.99, that her mother had picked as the perfect outfit for the first day of school.

"What's the matter with it?" asked her mother, Diana Silveira of Canarsie. "I think it's cute, the way the colors match up and everything.""Then you wear it, Ma," suggested Sharon, who will enter the seventh grade at IS 68 in Canarsie next month.

Obviously mother and daughter have radically different tastes. So much so, said Diana Silveira, who has two other children, a younger son and an older daughter, that "I don't want to go buy for them anymore. They say I go to the wrong stores. I pick the wrong things."

Letting her daughter go it alone meant a good half-hour meandering through the junior department at Lord & Taylor on Fifth Avenue as Sharon looked at the skinny pants, baggy sweaters, leggings, miniskirts and other fall offerings.

Finally, Sharon settled on gold cotton leggings, $ 14.98; a gold knit top, $ 19.99, and a rust, gold and green Alpine knit cardigan, $ 24.99, all from Young America.

"This looks great," said Sharon, admiring her choice in the mirror.

As for her mother's taste, said Sharon, with a giggle: "That's it Ma, I'm not letting you pick out my clothes anymore."

NINTH GRADE

Jennifer Boyd

Manhattan Center High School

'WHAT are you planning to wear the first day of school," asked Toni Boyd of her 14-year-old daughter, Jennifer.

"Shorts."

"Shorts," echoed Toni Boyd. "It will be fall. Besides nobody wears shorts the first day. Wear something nice."

Soon the appropriateness of shorts was sorted out. Then mother's and daughter's tastes seemed to be on a par as they sorted through the items in A&S Better Junior Department.

"Sixty dollars for a plain top," objected Toni Boyd. "It's Guess? Mom," said Jennifer, who will be a ninth grader at Manhattan Center High School this fall.

First Jennifer tried on a pair of Guess? overalls. "They need to be baggier," said the saleswoman who helped the pair. "Yeah," said Jennifer, "but there are no size fives." Next, it was Bongo jeans and a blue and white striped Guess? top. "I like that," said Toni Boyd. "Me, too," said Jennifer.

A few more trips between the racks and the fitting room and the choices were settled.

Jennifer chose black jeans by Guess?, $ 60, teamed with a black-and-white plaid shirt with see-through sleeves and bottom, $ 42 by Anxiety. To complete the outfit, said Jennifer, she'd wear white Reeboks with white socks.

Mom and daughter agreed on one point, at least. Toni Boyd also chose an Anxiety plaid shirt with see-through sleeves and bottom, $ 42. However, she paired it with a black-pleated skirt from City Clothing, $ 34, and a black-and-white checked blouson jacket from Mirrors, $ 38.

GRAPHIC: 1) Newsday Color Photo by Michael E. Ach-FIRST GRADE: Mom's Choice. 2) Newsday Color Photo by Erice Berger-Joey's Choice. Newsday Color Photos by Michael E. Ach-3) Plastic containers that come with a litterless lunchbox elminate the need for wrappings. By Rubbermaid, approximately $ 10. 4) Top right, rainbow school bag is by Newspirit, $ 16.50. 5) Bottom right, all-purpose bag by Horizon Design Inc., $ 15.50. 6) Left, that's a 1,2,3 chalkboard hairclip she's wearing. By Bayer Essentials, $ 9.50. 7) Right, a clock on his waist satchel will help this student arrive on time for classes. By Cheval Sport, $ 25.50. 8) Right in style are these Air Huarache sneakers by Nike, $ 110. Call (800) 344-NIKE for stores in your area. 9) Below, plaid cloth bag is by Esprit Accessories, $ 110. 10) All keyed up: Collecting unusual key chains, lots of them, is one of this year's teen fads. 11) Cap, $ 17.50, and Malcolm X pin, $ 3, are available at Spike's Joint in Brooklyn. 12) A smart-looking carryall for schoolbooks and lunch is this bag by Esprit Accessories, $ 45. Newsday Color Photos by Michael E. Ach-13) MOM'S CHOICE 14) SHARON'S CHOICE. Newsday Color Photos by Donna Dietrich-15) MOM'S CHOICE 16) JENNIFER'S CHOICE

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1990) and leq (12/31/1991)) (Edit Search | Suggest Terms for My Search)

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Girl takes the wind out of boys' sails USA TODAY August 30, 1991, Friday, FINAL EDITION

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USA TODAY

August 30, 1991, Friday, FINAL EDITION

SECTION: SPORTS; Pg. 2C

LENGTH: 375 words

HEADLINE: Girl takes the wind out of boys' sails

BYLINE: Carolyn White

BODY:
The best man did not win the singlehanded trophy at the United States Yacht Racing Union/Rolex Junior Sailing Championships last week in Mentor, Ohio.

But the best sailor did: Elizabeth Kratzig's familiarity with the Europe dinghy helped her outsail nine male competitors and win the coveted Smythe Trophy.

Kratzig, 17, of Corpus Christi, Texas, led with a low-point score of 18 and is the first female sailor to win the singlehanded trophy in 18 years of competition.

Silver medalist Brian Camet of San Diego trailed by 4.25 points.

The boats used in the USYRU/Rolex championship change each year. This year, the Europe dinghy was used.

For the first time in 1992, the Europe will be featured in Olympic competition as a women's sailing event.

Kratzig hopes to represent the USA in Europe dinghy competition in Barcelona, Spain, next year.

"I had an advantage in terms of Europe dinghy experience, but not necessarily racing experience," said Kratzig. "A lot of the guys I was racing against have just as much, if not more, racing experience than I had.

"At most regattas, they give a trophy to the top girl competing. The joke this time around was that there should have been a trophy for the top guy."

By winning the Smythe Trophy, Kratzig automatically was named to the 18- member 1991 USYRU/Rolex Junior Sailing Team. The team, composed of sailors ages 15-19, include the singlehanded, doublehanded, triplehanded, girls, boardsailing and sportsmanship award winners at four major junior sailing regattas this summer: the USYRU/Rolex championships, the USYRU/**Nautica** Youth Sailing Championships , the USYRU/Rolex Junior Boardsailing Championship and the USYRU/Rolex Junior Women's Sailing Championship.

Members of the team: Kratzig; Brett Davis, Largo, Fla.; Peter Katcha, Dallas; Kevin Lowery, Alexandria, Va.; Scott Haladay and Randy Rhodes, Gulf Breeze, Fla.; Forrest Fennell, Tiburon, Calif; Peter Wells, La Canada, Calif.; K.C. Alfred, Thousand Oaks, Calif.; Brett Percell, Edina, Minn.; Rebecca Harris, Vacaville,

Calif.; Rebecca Cheney, Austin, Texas; Will Steans, Plymouth, Mass.; Bill Ward, Corona Del Mar, Calif.; Ryan Millett, Newport, Beach, Calif.; Charles Meade, John Alden Meade and John Moss, New Orleans.

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Boy, oh! Boy; boy's wear retailers Children's Business September, 1991

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Children's Business

September, 1991

SECTION: Vol. 6 ; No. 9 ; Pg. 32; ISSN: 0884-2280

LENGTH: 1519 words

HEADLINE: Boy, oh! Boy; boy's wear retailers

BYLINE: Colman, Gregory

BODY:
BOY, OH! BOY

Boys' wear retailers aren't sighing relief yet, but they're hoping new fashion trends will boost their bewildered bottom lines.

Boys' wear sales may have lost some bounce this year compared to infants' and girls' wear, but several boys' fashion trends have emerged that point to a strong back-to-school season, according to children's wear buyers across the country. These trends include the growing popularity of dressy styles, activewear and selected classic styles.

As in previous slow periods, children's wear continues to outsell women's and men's wear, according to The NPD Group, the Port Washington-based market research firm. But boys' wear sales come in third, after infants' wear, which is the fastest growing category, and girls' wear.

Within the boys' wear category, however, strong trends have emerged. Sportswear/activewear is the fastest growing area for many retailers, including J.C. Penney and Dayton Hudson. Always a significant part of the boys' wear market, sweats and warm-ups have grown to nearly 12 percent of the market in 1990, making it larger than any other boys' wear category except for knit sports shirts, according to The NPD Group, a Port Washington, New York-based market research firm.

"The beach look was really strong when spring kicked off, but in summer, the influence really shifted away from the beach looks and onto athletic styles," says Rozanne Pfister, Dayton Hudson's buyer for boys' 8-20. Important athletic resources at Dayton's include Nike, Bum Equipment and college logo fleece from a variety of manufacturers.

Other buyers confirm the rapid growth of sports activewear but still find strength in the beach styles. "Nike and Champion are very hot," says a New York buyer. "They are active functional wear, different from OP and PCH, the beach/street wear that is still pretty important to the business." A buyer for a chain in northern New Jersey agrees. "Both basic fleece and the surfer look remain strong, though how long the surfer look will hold out is hard to say."

Along with sportswear/activewear, retailers note an increase in dressy styles for boys. A key component of the new look is rayon shirts. "Last year we sold a lot of shorts sets with nice prints," says Stephanie Hou,

owner of Children's World, a specialty store in Los Angeles. "But this year the customer has changed and wants dressy clothes, such as 100 percent rayon shorts with tops from Idea Kids." Other retailers mention rayon shirts from Sahara Club.

The boys' wear merchandise manager for a large Northeastern store says the appeal of rayon has been a long time in coming. "Rayon, and woven shirts generally, are growing into a substantial boys' business for the first time in a while," he says. "The idea has always been that boys don't wear woven shirts because they're not as easy as knit shirts to fool around in. While woven shirts are slowing down in young men's, they're growing in boys'. It has helped create a dressy sportswear look. If the boy used to wear a denim jean and a knit fleece top, now he'll wear a denim jean and a white woven shirt. It looks cleaner and dressier, even though it's still casual."

The dressy look has already reached down to toddler boys, says Mel Conste, toddler and girls' 4-14 buyer for Burdine's Department Store in Miami. "Dress-up has become a key classification for boys since last fall," she says. "We used to bring in dress-up only for holiday and Easter seasons. Now we need it all year-round."

Conste says this represents a change in where toddler fashions originate. "The sophisticated looks are coming down from 4-20 boys'. Before, the fashion came up from infants."

A strong, though so far modest, element in boys' wear this year is classic styles, according to buyers. Polo by Ralph Lauren, Levi Dockers and **Nautica** are among those cited in this area. According to J.C. Penney, boys' fashion is moving back somewhat towards classic styles as part of the normal evolution of trends. One retailer that has been waiting for just such a turn is Culwell & Son, a men's and boys' wear store in Dallas that specializes in classic boys' styles.

Noting that traditional boys' wear is still soft, Jud Hewlett, Culwell & Son's boys' and young men's wear buyer, believes the market is heading back in that direction. Ten years ago, he says, traditional styles were very strong and remained so for six or seven years. Then the market changed radically.

"Three or four years ago boys were much more into what I would call the higher-fashion clothes than now," he says. "I wouldn't say traditional is back, but I think we're moving more towards it." The store's best line is Polo by Ralph Lauren, including khaki pants and knit shirts with bright, bold stripes and crew necks. Also popular are Gant, Boston Traders and **Nautica.**

Despite a number of popular styles, buyers say sales of boys' wear has slowed down more than girls' and infants' wear, especially older boys' clothing. "Boys' usually sells less than the others because of the type of clothes--less dressy, more jeans and sweatwear," says the buyer from the northern New Jersey children's wear chain, who asked to remain anonymous. "But I think now boys' wear is off more than usual."

Within boys' wear, toddler boys' and 4-7 are outselling older boys' apparel, and not only in upper-end specialty and department stores. Garan, a major producer of children's wear for WalMart, acknowledged in its quarterly financial report filed with the SEC that sales have dropped off particularly with older boys. The reasons are not hard to find.

The population of boys ages 0-5 is estimated to be growing more than twice as fast as boys ages 6-10 from 1989 through 1991, according to the Census Bureau.

The slowing sales has put considerable pressure on prices in department stores and in specialty stores. Surveys by market researchers show that middle-and upper-income families continue to spend freely on boys' wear, yet the sales of department and specialty stores, where the well-off normally shop, actually declined in the first part of 1991. Meanwhile sales of discounters and chains serving the lower to middle of the market continue to thrive. Evidently upper-income customers are buying more boys' wear in middle and low market stores.

Mae Simon, owner of Gabriels Fashion for Children, a middle-market specialty store in Chicago, says she

now has trouble selling items that cost above $ 20, whereas before $ 30 items sold well. She attributes the price resistance partly to the recession, and partly to the entrance of middle and lower market stores in her area, such as Sears and KidStop, a relatively new Chicago-based discount children's wear chain. KidStop's owners report strong sales, especially in denim boys' wear.

George Rabinovich, buyer and manager of Peppermint Playground, an upper-end specialty store in Miami, says his price ceilings are higher but just as real. "We try to keep our girls' outfits under $ 50 and our boys' under $ 40. It doesn't mean they won't pay more, but it has to be something special."

Rabinovich believes Kids "R" Us' entry into his market has had a definite impact; five specialty children's wear stores in the area have closed down in the past two years. "We're middle to upper-end, while they're middle and perhaps a little lower. But in times like these, some people who ordinarily would not choose them may."

Stores such as Peppermint Playground have also felt pressure on their traditional brands. Brands such as Bugle Boy, OshKosh, Cotler, Jordache, Maneuvers, Lee and others form the store's nucleus of brands, but Rabinovitch says he carries less Bugle Boy, for instance, because it's being distributed more widely than before.

Several stores that report strong sales this year avoid the mid-market melee and carry a number of European lines, as well as selected American labels. Cerutti's Children's Shop in New York city sold more boys' wear this year than last, according to Andriette Fleming and Jonathan Wood, buyers. Popular lines include Jean Bourget, Petit Boy and Polo.

"The import season has been really strong this year," says Fleming. "We're doing a strong business in very dressy clothes, which we normally wouldn't at this time of the year. People are buying conservatively, so they can use the suit for the whole season."

European lines have also lifted the sales of For Kids Only in Los Angeles, says the store's owner Stephen Miller. The store discounts very high-end lines both from the U.S. and abroad for a high-income and diverse clientele. "There are two types of European children's wear," he says, "The classic European and the far-out, trendy European, and both are selling very well. We're able to get a lot of lines because of the poor economy. Manufacturers are sitting on goods because many of the stores that sell full-price don't have any credit."

PHOTO : Although classic styles don't represent a strong trend in boys', there are still traditional lines, like Polo Ralph Lauren, that perform well regardless.

GRAPHIC: Graph; Children's wear at retail, first half '91 vs. first half '90. (graph)

SIC: 5611 Men's & boys' clothing stores ; 2320 Men's and Boys' Furnishings ; 2360 Girls' and Children's Outerwear

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Genesco's J&M division to market Dockers for men; Genesco Inc. signs licensing agreement with Levi Strauss and Co. to produce Dockers men's shoes to be marketed by new division of Johnston and Murphy
Footwear News September 9, 1991

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September 9, 1991

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HEADLINE: Genesco's J&M division to market Dockers for men; Genesco Inc. signs licensing agreement with Levi Strauss and Co. to produce Dockers men's shoes to be marketed by new division of Johnston and Murphy

BYLINE: Schneider-Levy, Barbara

BODY:
NEW YORK -- Genesco Inc. last week disclosed it has signed a licensing agreement with Levi Strauss & Co., under which it will produce a line of Dockers men's shoes to be marketed by a new division of Johnston & Murphy (J&M).

Kent Wall, president of Genesco's J&M division, said the company hopes to "create in footwear what they (Levi Strauss) created in their garments," referring to the fit and comfort needs of consumers Levi has identified.

The initial line, set to debut for fall '92, will consist of about 85 styles that feature a range of color combinations. The collection will run the gamut from casual to dress-casual looks that work with the Dockers apparel line. Retail prices range from $ 65 to $ 80 for the casuals and $ 95 to $ 115 for the dress-casuals.

Dockers footwear will be sourced offshore, said Wall, with a small portion of the line to possibly be manufactured at Johnston & Murphy's facilities in Nashville.

The new Dockers division will be headed by Wall, who noted Johnston & Murphy will make a major advertising commitment to the brand beginning in fall '92.

Wall stated that Johnston & Murphy "has the potential to be one of the largest men's shoe companies in the industry," now that Dockers has been added to its offering of footwear that also includes the new **Nautica** line. "We're highly excited," said Wall. "This is big stuff for us."

To begin with, Johnston & Murphy will follow Levi's line of distribution for the sale of Dockers footwear.

SIC: 3140 Footwear, Except Rubber ; 2325 Men's and boys' trousers and slacks ; 2369 Girls' and children's outerwear, not elsewhere classified ; 2300 APPAREL AND OTHER TEXTILE PRODUCTS

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Mission: beat last year's figures; men's retailers hopeful for better sales Daily News Record September 23, 1991

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Daily News Record

September 23, 1991

SECTION: Vol. 21 ; No. 184 ; Pg. 9; ISSN: 0162-2161

LENGTH: 2037 words

HEADLINE: Mission: beat last year's figures; men's retailers hopeful for better sales

BODY:
When the premier retail trade association predicted only a 2 percent sales gain for Christmas this year, many merchants may have swallowed hard.

But despite the National Retail Federation's recent gloomy forecast, department and men's specialty stores across the country are keeping a positive attitude about the fourh quarter. Fall business in men's wear has started off well for many stores and they are hopeful that the trend will continue.

Although most retailers are not deluding themselves into thinking fall and Christmas business will be stellar, they are nevertheless hopeful that they can beat last year's numbers.

Patrick Kelly, The Broadway: "We have begun to see some improvements in the early part of the month and expect this to continue through Christmas."

David Raymond, Clothiers Corp., says business across the country is "very mixed" right now; nevertheless, nearly all specialty retailers are "relatively optimistic" about Christmas.

Tom Hutchens, J.C. Penney: "August was the best month we have had this year and the first week of September was very good. This gives us reason to be very optimistic about the balance of 1991."

SOUTHEAST

Despite lingering summer heat, Southeastern retailers report good early fall business. Up against what was a loser season for many last year, merchants are optimistic about Christmas and are planning sales increases.

Proffitt's men's division is "running nicely ahead of plan" and is up against a year ago, according to Ron Cate, divisional merchandise manager. The outlook for holiday is "wonderful," he added. "It was so bad last year, I don't think business this year can be anything but good. I feel real encouraged, and we have planned business up."

To date, the 10-unit department store chain, based in Knoxville, Tenn., has consolidated summer merchandise into two stores and converted the other eight to fall. Hot items for fall so far include twill shirts by Alexander Julian, rugby shirts, Dockers tops and bottoms, Duck Head bottoms, contemporary silk neckwear, and braided leather belts.

Larry Greer, divisional merchandise manager of men's and boys' wear for Hudson's in Shelby, N.C., said fall business in August and September is up about 12 percent -- a trend he expects to continue. He's planning an 8 to 10 percent increase during holiday.

Hot items now include washed, overdyed, striped pique shirts, bib overalls, young men's printed woven-shirts, relaxed- or baggy-fit casual pants, and contemporary silk neckwear.

Jeff Gauker, business planning manager for men's wear at J.C. Penney's Atlanta district, said that his business has gotten "dramatically better" in the last 45 to 60 days. Bact-to-school was "phenomenal," he said, while sales previously were "okay." He expects sales to continue strong through Christmas, attributing much of his optimism to the district's improved mix of merchandise.

Hot items include long-sleeved rayon tops, ruggedwear -- specifically flannel, chambray and denim shirts, brushed-twill slacks, and nylon wind sets with a light fleece lining.

NORTHEAST

Retailers in the Northeast report mixed results so far this fall season. Nevertheless, they continue to maintain a positive attitude about the remainder of the year.

Stuart Glasser, executive vice-president and general merchandize manager of men's wear for Bloomingdale's, said, "Our business is okay. Sport furnishings are selling well, as are dress furnishings. Clothing is difficult."

He added, "We remain positive about fall and are cautiously optimistic about the holiday season. Business is tough and then it gets better; we're rolling with it."

Jerry DeBoer, the newly named senio vice-president of men's wear for Hess's Department Stores in Allentown, Pa., noted, "Our young men's business is awful, but men's furnishings are good, particularly basics. Men's sportswear sales are even. Tailored clothing is good, but we have a small base, which we will expand. Blazers sold well and suits are promotional but good."

As far as best sellers, DeBoer said that in the young men's area "denim at all price points is selling, as are denim and chambray tops. The college fleece programs are outstanding."

In men's sportswear, Dockers tops, both wovens and knits, as well as bottoms are selling, along with rugby shirts. In furnishings, deep-tone dress shirts and cotton/rayon printed ties are selling well, especially those in the $ 25 range, he said. "The only collection that is selling well is Chaps," he added.

Looking ahead to Christmas, DeBoer Said, "I think we'll do okay in the areas where we're focused and have value attached to that focus."

David Raymond, executive director of Clothiers Corp., which represents some 300 men's specialty stores, reported that business across the country is "very mixed" right now. "Some people are coming off good back-to-school business and others had terrible results. There's no consistency."

Nevertheless, nearly all specialty retailers are "relatively optimistic" about Christmas. Inventories are in line, Raymond said, and stores still have open-to-buy left to react to hot-selling seasonal items.

"Santa always comes and he's usually bearing gifts," Raymond added.

Hot sellers among Clothiers' members include basic turtlenecks as well as fashion clothing and some early outerwear items. Some stores are also reporting strong sweater business even though most retailers steered clear of buying many sweaters this year.

SOUTHWEST

In the Southwest, men's wear has been holding its own. Good back-to-school business gave a boost to young men's sales and retailers are optimistic about the remainder of the year.

At J.C. Penney, dress shirts, neckwear, men's and young men's collections, Dockers and clothing have been strong early-fall performers for the company on a national basis, according to Tom Hutchens, president of the men's division.

"August was the best month we have had this year and the first week of September was very good," said Hutchens. "This gives us reason to be very optimistic about the balance of 1991."

The strength of denim in the young men's business helps to foster optimism for both fall and holiday for Richard Gundy, executive vice-president of merchandising and marketing for County Seat Stores.

Top sellers so far in the young men's area for the Dallas-based stores include bleached, five-pocket, loose-fitting jeans.

"August was not as strong aas everybody would have liked for it to be," said Gundy. "The customers continued buying summer through the month and we are now out of those goods. The trend appears to be that kids are going back to school much more informally. Customers are not coming in and making one large back-to-school purchase, but buying less merchandise more often."

At the upscale M. Penner in Houston, fall business has been good in spite of "tropical" weather, said owner Sonny Penner. "We beat August of last year even with the disruption of remodeling, but right now September is flat with last year."

Penner said clothing has been strong at both opening price points of $ 600, and at the top end, with Ermenegildo Zegna, but not in the middle range. Sport coats have been very strong all year. In sportswear, cut-and-sewn sport shirts, such as Barry Bricken's denim, is selling very well as are prints in cotton and lightweight wool challis. Armani's cotton pants at $ 200 "have flown out."

Going forward, Penner said he is a little pessimistic. "I'd be delighted with a 5 to 6 percent increase this year. We had double-digit increases last year. With a break in the weather and nothing unforeseen happening in the economy, I think we should have a good holiday season."

MIDWEST

In the Midwest, retailers are posting low single-digit sales gains so far this fall and are expecting similar results for Christmas. Outerwear sales are just getting out of the starting gate; however, leather appears to be an early favorite.

At Des Moines-based Younkers, men's is up "about 3 or 4 percent," said men's vice-president Dave Sanguinetti.

He added that the standouts so far are mainfloor sportswear, suit separates, dress shirts, neckwear and activewear.

"The customer is very price-sensitive right now," Sanguinetti added. "The moderate businesses are doing well. What's lagging are the higher-priced categories like clothing and better sportswear."

Sanguinetti said the initial response to outerwear has been "decent" but "it's tough to make any predictions because the business is so weather-driven."

He added that Christmas "looks no different than the rest of the season -- up maybe 3 to 5 percent. I'm sure it's going to be promotional."

At Milwaukee-based Harley's, business was soft at the beginning of the month but has picked up in the last few weeks, according to vice-president Tim Ryan.

Leading the way, he added, is fashion clothing by Nick Hilton, Joseph Abboud II and others. "We're selling a lot of earth tones -- mustard has been especially good -- as well as some of the newer petrol colors."

Ryan said outerwear is just getting started and that the initial reaction to the new leather looks has been positive. "We're anticipating a very good leather season. We have quite a few longer coats and we're also trying some new colors such as mustard, olive and navy." Key resources, he added, are Comstock and **Nautica.**

Ryan said the store has aggressive plans for the season. "We're looking for a 15 percent increase -- and that's on top of pretty good numbers from last year."

At Minneapolis-based Juster's, a Timberland trunk show got the season off to a strong start, said president Mark Thompson.

He added that better clothing by Corneliani, Lubiam and others has also done well. "The weather hasn't turned enough for the people who have to buy to come out yet. What we're getting now are the fashion customers."

In sportswear, Thompson said Polo merchandise, as well as sweaters by Tricot St. Raphael, is doing well. "We increased our sweater (buty) this year. We're a contrary store. When everyone else is getting out of something, I figure there might be an opportunity there."

Thompson said that outerwear has been "a little show off the mark" but leather has been "very good. Almost all of it is three-quarter-length. We got out of bombers this year."

Overall, Thompson said he is looking for "a small increase" for the reason.

WEST COAST

Retailers on the West Coast remain optimistic about Christmas despite flat early fall business.

Patrick Kelly, senior vice-president and general merchandise manager of The Broadway, said fall business is performing as he expected.

"Our early fall business is flat, which was along the lines of our expectations. We have begun to see some improvements in the early part of the month and expect this to continue through Christmas," he said.

Some of the top sellers for fall so far, Kelly added, are leather jackets, along with mock turtle-neck and printed twill tops.

Ray Wills, men's fashion director for Macy's California in San Francisco, said it's still too early to judge fall business. He added, however, "It's in the stores, it looks good and we're remaining optimistic about our expectations for fall."

Wills said that contemporary collections continue to do well. "Perry Ellis, Tommy Hilfiger and Mondo are some our biggest sellers. The European designers are also beginning to hit."

As for Christmas business, Wills said he is keeping a positive attitude. "We're hoping that Christmas sales will be great and will wash all these retail blues away," he concluded.

Donald Kaufman, president of the Boston Stores, 21-unit department store chain based in Carson, Calif., said, "Business has been flat so far this fall but is beginning to make a comeback. Fancy dress shirts and

neckwear continue to perform well."

Kaufman said that he isn't banking on gangbuster Christmas business but will be happy if it remains the same or improves slightly over last year.

Contributing to this survey were DeAnna Jarnagin, Brenda Lloyd, Lisa Marsh, Alexandara Nelos, Jean Palmieri and Robert Sharoff.

SIC: 5611 Men's & boys' clothing stores ; 5651 Family clothing stores ; 2320 Men's and Boys' Furnishings

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WHERE TO FIND THE FALL FASHIONS The Post-Standard (Syracuse, NY) September 25, 1991 Wednesday City Edition

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The Post-Standard

The Post-Standard (Syracuse, NY)

September 25, 1991 Wednesday City Edition

SECTION: LIFESTYLE

LENGTH: 193 words

HEADLINE: WHERE TO FIND THE FALL FASHIONS

SERIES: Fall Fashion '91

BODY:
ON THE COVER: Reporter color block sweater ($250) and Mani trousers ($220), Mr. Shop.

PAGE 2: Byblos sport coat ($695), Haupt shirt ($95), Mani trousers ($220), Mr. Shop.

Trader Bay trousers ($39.50), Jeremy Boston plaid shirt ($24.50), Boat Works toggle coat ($145), Learbury Clothes Inc.

Cooper Collection Louisville Slugger jacket ($199.99), Michael Hoban football letterman jacket ($250), St. John's turtlenecks ($11.99), JCPenney.

Nautica fleece turtleneck ($48), **Nautica** striped fleece turtleneck ($72), **Nautica** fleece pants ($52), Chappell's.

PAGE 3: Boston Trader sweater ($135), Pattini shirt ($32.50), Gary's.

Double-breasted navy wool chalk stripe suit by La Cross Clothing Co. ($325), Racquet Club shirt ($21), Rooster Neckwear silk tie ($22.50), Le Jon leather belt ($20), Rooster silk pocket square ($8), Koolakian's.

THE MODELS: Jeff Wall and Tom O'Hara of Michar Model & Talent Agency Inc., and David Powell.

Scamp, a mixture of German shepherd and Old English sheepdog, appears on page 2. He is owned by Charles Abry Jr. of Syracuse.

GRAPHIC: PHOTOS; No Credits; POWELL WALL O'HARA

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Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
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Fashion Pointers Forbes September 30, 1991

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September 30, 1991

SECTION: FORBES FYI; Pg. 119

LENGTH: 1693 words

HEADLINE: Fashion Pointers

BODY:
Okay, you've got your oiled cotton jacket, buffalo plaids, and waterproof boots. But aren't you forgetting something? Out there in the field, you're naked -- naked -- without a dog. He may be man's best friend, but he's also the essential outdoors accessory. What to wear with green rubber waders? May we suggest something in a golden retriever? With the houndstooth? The German shorthaired pointer, we think. This fall, put on the dog.

GERMAN SHORTHAIRED POINTER

CH. CHARLENS SURELY YOU JEST

CHARLENS ACRES Charles and Helen Ingher Putnam Valley, NY

All prices in this story are approximate; for store information, see last page. Wool Aspen jacket, $ 595, and wool cable-knit sweater, $ 205, by Joseph Abboud. Denim shirt by Alexander Julian. $ 67.50. Cotton pants by **Nautica.** $ 56. Wool socks by Barbour. $ 13. Chukka boots by Timberland. $ 195. Madder silk scarf by Coach. $ 125. Her suede parka, $ 2,995; merino wool sweater, $ 495; and stretch stirrup pants, $ 475; by Cerruti 1881.

Jacket and sweater by Joseph Abboud: jacket at The Hub, Raleigh, NC; Mark Justin, Aspen; and Bloomingdale's, New York; sweater at Macy's San Francisco; Britches of Georgetown, Washington, DC; and John's & Co., Phoenix. *Shirt by Alexander Julian:* Frank Stella, New York; Franklin's, Phoenix; and Gary's, Newport Beach, CA. *Pants by **Nautica:*** **Nautica** Stores, New York and Newport Beach, CA; Kaufman's, Pittsburgh; and Macy's Northeast stores. *Boots by Timberland:* Timberland stores in Newport, RI; Annapolis, MD; Sausalito, CA; Boston; and Washington, DC. *Socks by Barbour:* Orvis, New York; and Swaine Adeney, San Francisco. *Scarf by Coach:* Coach stores nationwide. *Her parka and sweater by Cerruti 1881:* V.I.P. Boutique, Los Angeles. *Stirrup pants:* Lina Lee, Beverly Hills; and Harriet Kassman, Washington, DC.

LABRADOR RETRIEVER

SECOND SIGHT SCALA

GUIDE DOG FOUNDATION FOR THE BLIND/DOG SPONSORSHIP PROGRAM Smithtown, NY 800-548-4337

Wool Manchester jacket, $ 295, and reversed lambskin gloves, $ 85, by Brooks Brothers. Denim jacket by Lee Jeans. $ 45. Heavy cotton twill pants by Nigel Cabourn. $ 104. Woven leather belt by Timberland. $ 52 Field & Country rubber boots by Barbour. $ 74. Her cotton field jacket, $ 150, and wool wrap skirt, $ 68, by Woolrich. Cotton/Lycra long-sleeved catsuit by Tapemeasure. $ 51. Minibag, $ 70, belt, $ 46, and madder silk scarf, $ 125, by Coach.

Jacket and gloves by Brooks Brothers: to order, or for stores in your area, call 800-274-1816. *Denim jacket by Lee Jeans:* Belk's stores nationwide. *Shirt and belt by Timberland:* Timberland stores nationwide. *Pants by Nigel Cabourn:* Louis, Boston; and Rosey Jekes, Hanover, NH. *Boots by Barbour:* Britches of Georgetown, Herndon, VA; Legend Outfitters, Conroe, TX; and A. B. Bilzerian, Boston. *Her jacket and skirt by Woolrich:* for stores in your area, call 800-962-8974. *Bodysuit by Tapemeasure:* Saks Fifth Avenue, Macy's and Bloomingdale's stores nationwide. *Bag and scarf by Coach:* Coach stores nationwide.

GOLDEN RETRIEVER

PEPPERHILL'S NO LOOSE ENDS "LUCY"

PEPPERHILLS KENNELS REG.

Buffalo plaid wool jacket (on seat) by Woolrich. $ 80. Super Tak-L-Pak fishing vest, $ 72, and HLS Cutthroat 9' rod with Battenkill 5/6 reel and line, $ 435, by Orvis. Fair Isle wool sweater by Brooks Brothers. $ 195. Orange corduroy shirt by Calvin Klein. $ 70. PVC chest waders by Barbour. $ 210.

Jacket by Woolrich: for stores in your area, call 800-962-8974. *Sweater by Brooks Brothers:* to order, or for stores in your area, call 800-274-1816. *Shirt by Calvin Klein:* I. Magnin, Chicago; Macy's Northeast; and all Calvin Klein stores. *Waders by Barbour:* Hunter Bradlee Co., Dallas; and Swaine Adeney, San Francisco. *Vest, rod and reel by Orvis:* Orvis, New York, Philadelphia, and Boston.

ENGLISH SPRINGER SPANIEL

CH. KIRWIN BOXCAR WILLIE C.D.

Kathryn Kirk/Kirwin Springers Oxford, CT 203-881-0040

Waxed cotton Packer Coat by C. C. Filson. $ 212. Cotton/rayon camp shirt by Greif's Gray's by Gary Wasserman. $ 97.50. Maine Guide shooting vest, $ 69, and gloves, $ 25, by L. L. Bean. Grey wool pants by Woolrich. $ 68. "Superboot" by Timberland. $ 230. Stainless steel Speedmaster Professional watch by Omega. $ 1,500. Yakima camp blanket by Pendleton. $ 44. Waterfowler/Sporting Clays Over-and-Under shotgun by Orvis. $ 2,850.

Jacket by C. C. Filson: To order, or for stores in your area, call 800-624-0201. *Vest and gloves by L. L. Bean:* to order, call 800-221-4221. *Shirt by Greif's Gray's:* Nordstrom, Oakbrook, IL; Gary's & Co., Marina Del Rey, CA; and J. P. Poll, West Hartford, CT. *Pants by Woolrich:* for stores in your area, call 800-962-8974. *Boots by Timberland:* Timberland stores nationwide. *Watch by Omega:* Tourneau, New York; Ben Bridge, Seattle; and Mayors, Miami. *Blanket by Pendleton:* Mattawan, New York; and Pendleton Specialty Stores nationwide. *Gun by Orvis:* Orvis, New York, Philadelphia, and Boston.

GORDON SETTER

CH. CHARLENS KERRI KILLENE

CHARLEN ACRES Charles and Helen Ingher Putnam, Valley, NY

"Beaufort" thornproof oilcloth coat by Barbour. $ 320. Poplin hunting vest by C. C. Filson. $ 106. Handknit cotton sweater by The Gap. $ 95. Royal Stewart wool scarf by Brooks Brothers. $ 40. Cotton twill pants by Ruff Hewn. $ 75. Wool melton cap by Pendleton. $ 11.25. Gokey Snakeproof boots by Orvis. $ 375. Her

shearling coat, $ 1,300; belt, $ 84; and boots, $ 188; by Timberland. Stretch top, $ 130, and stirrup pants, $ 108, by Bettina Riedel. Madder silk scarf by Coach. $ 125.

Jacket by Barbour: Orvis, New York; A. B. Bilzerian,Boston; and Rowbottoms & Willoughby, Chicago. *Vest by C. C. Filson:* To order, or for stores in your area, call 800-624-0201. *Sweater by The Gap:* The Gap stores nationwide. *Pants by Ruff Hewn:* Lord & Taylor, New York; Belk's, Morrisville, NC; and Parisian, Birmingham, AL. *Scarf by Brooks Brothers:* to order, or for stores in your area, call 800-274-1816. *Cap by Pendleton:* Pendleton Specialty Stores nationwide. *Boots by Orvis:* to order, call 800-541-3541. *Her coat, belt, and boots by Timberland:* Timberland stores nationwide. *Top and pants by Bettina Riedel:* The Cage, Virginia Beach; B. Barnett, Little Rock; and Bloomingdale's stores nationwide. *Scarf by Coach:* Coach stores nationwide.

WEIMARANER

CH. NORMAN'S GREYWIND PHOEBE SNOW

GREYWIND Ellen Grevatt Chester, CT

Cotton canvas jacket with mouton collar, $ 575; wool sweater, $ 395; and corduroy pants, $ 77.50; by Polo by Ralph Lauren. Boots by Ralph Lauren Footwear. Socks by Ralph Lauren Hosiery. $ 13. Her wool gabardine greatcoat with mouton collar, $ 1,900; black cotton/wool turtleneck, $ 175; and black wool-blend trail pants, $ 195; by Ralph Lauren Country. Black leather gloves and boots by Ralph Lauren.

Jacket: Polo/Ralph Lauren, New York and Greenwich, CT. *Sweater:* Polo/Ralph Lauren, Chicago and Philadelphia. *Shirt:* Polo/Ralph Lauren, Beverly Hills and Santa Barbara. *Pants:* Polo/Ralph Lauren, New York; and the Polo Country Store, East Hampton, NY. *Her jacket, turtleneck, and pants:* Polo/Ralph Lauren, New York, Dallas, and Birmingham, MI.

BRITTANY

CH. BRUZZONE'S SON KISSED

Michael and Lisa Bruzzone Toms River, NJ 908-244-0421

Deerskin parka by Calvin Klein. $ 1,000. Rayon hombre plaid shirt by Ruff Hewn. $ 75. Cottonlong-sleeved T-shirt by Banana Republic. $ 26. Easy-fit jeans by Calvin Klein. $ 56. Handwoven braided belt by Coach. $ 72. Wool socks by Ralph Lauren Hosiery. $ 13. Gore-tex thinsulate-lined ankle boots by H. H. Brown. $ 175. Thornproof hunting cap by Barbour. $ 32. Chronograph with leather strap by Swiss Army Brand. $ 700.

Parka and jeans by Calvin Klein: Parka at I. Magnin, Chicago; jeans at Lord & Taylor, New York; both at Macy's Northeast. *Shirt by Ruff Hewn:* Nordstrom, Los Angeles; Banbury Cross, New York; and Hartmarx, Columbus. *T-shirt by Banana Republic:* Banana Republic stores nationwide. *Boots by H. H. Brown:* Paragon, New York; and Nordstrom, and Johnston & Murphy stores nationwide. *Socks by Ralph Lauren Hosiery:* Barneys, New York; Neiman Marcus, Dallas; and Mark Shale, Chicago. *Cap by Barbour:* Hunter Bradlee Co., Dallas; Rowbottoms & Willoughby, Chicago; Orvis, New York. *Belt by Coach:* Coach stores nationwide. *Watch by Swiss Army Band:* Saks Fifth Avenue stores nationwide.

POINTER

CH. LUFTNASE ALBELARM MR. BENTLEY

HONORA'S KENNELS Glen Wild, NY

Split cowhide jacket with steerhide collar by Schott NYC. $ 250. Natural tweed zip-front cardigan by Pendleton. $ 82.50. Cotton T-shirt by Calvin Klein. $ 32. Cottonshirt by **Nautica.** $ 56. Brushed cotton twill

pants by Izod. $ 55. Leather belt by Joseph Abboud. $ 85. 12" Maine Hunting Shoes by L. L. Bean. $ 79. Pigskin gloves by Ermenegildo Zegna. $ 200. Madder silk scarf by Coach. $ 125. PRX Automatic watch by Tissot. $ 725. FYI

Jacket by Schott NYC: 59th Street Menswear, New York; Palais des Modes, Los Angeles; and Kittery Trading Post, Kittery, ME. *Cardigan by Pendleton:* Frederick and Nelson, Seattle; Kline Bros., Wisconsin Rapids, WI; and Pendleton Specialty Stores nationwide. *T-shirt by Calvin Klein:* Calvin Klein Stores in Dallas; Chestnut Hill, MA; and Costa Mesa, CA. *Shirt by* ***Nautica:*** L. S. Ayres, Indianapolis; and G. Fox, Hartford, CT. *Pants by Izod:* Daytona's, Chicago; *Belt by Joseph Abboud:* Joseph Abboud, Boston; and Saks Fifth Avenue, New York. *Boots by L. L. Bean:* to order, call 800-221-4221. *Gloves by Ermenegildo Zegna:* Ultimo, Chicago; Louis, Boston; and Ermenegildo Zegna, New York. *Scarf by Coach:* Coach stores nationwide. *Watch by Tissot:* Marshall Field's, Chicago; Macy's and Bloomingdale's stores nationwide.

GRAPHIC: Photographs 1 through 8, no caption, BY MONICA STEVENSON, PRODUCED AND STYLED BY MARK GRISCHKE, HAIR AND MAKEUP BY WESS BERLYN FOR SUBACHUS HAIRDRESSINGS

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STATE-O-MAINE ANNOUNCES SECOND QUARTER RESULTS PR Newswire October 7, 1991, Monday

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October 7, 1991, Monday

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HEADLINE: STATE-O-MAINE ANNOUNCES SECOND QUARTER RESULTS

DATELINE: NEW YORK, Oct. 7

BODY:
Harvey Sanders, president of State- O-Maine, Inc. (NASDAQ: SOME), a company engaged in the design, manufacture and sale of fine quality men's activewear, sportswear, outerwear and furnishings, announced today results for the second quarter ended Aug. 31, 1991.

Second quarter 1991 sales from continuing operations reached a record of $26,703,040, an increase of 35 percent over the $19,700,140 from continuing operations posted in the corresponding 1990 quarter. Net earnings from continuing operations were $1,743,180 (35 cents per share) compared to $610,757 (12 cents per share) in the second quarter of 1990. The increase in income from continuing operations was primarily due to increased sales of **Nautica** products.

For the six months ended Aug. 31, 1991, record sales from continuing operations were $44,083,671, compared with $34,802,599 recorded in the corresponding period in 1990. Income from continuing operations was $2,235,500 (45 cents per share) compared to $963,133 in the prior year period (20 cents per share).

STATE-O-MAINE, INC.
Consolidated Condensed Earnings Summary

Periods ended	Six months		Three months	
Aug. 31:	1991	1990	1991	1990
Net sales from cont. opers.	$44,083,671	$34,802,599	$26,703,040	$19,700,140
Income from cont. opers.	2,235,500	963,133	1,743,180	610,757
Income (loss) from discont. opers.	--	361,135	--	372,244
Net earnings	2,235,500	1,324,268	1,743,180	983,001
Earnings (loss) per share:				
Cont. opers.	.45	.20	.35	.12
Discontinued opers.	--	.07	--	.08
Net earnings per share	.45	.27	.35	.20
Weighted average shares	4,937,353	4,885,633	4,937,803	4,890,778

CONTACT: Sharon Burd, controller of State-O-Maine, 212-244-1111

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