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DOWN TO EARTH St. Louis Post-Dispatch (Missouri) October 10, 1991, THURSDAY, FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

October 10, 1991, THURSDAY, FIVE STAR Edition

SECTION: STYLE WEST; Pg. 1

LENGTH: 974 words

HEADLINE: DOWN TO EARTH

BYLINE: Becky Homan Post-Dispatch Fashion Editor Photos by Wes Paz Of the Post-Dispatch Staff

BODY:
YOU'VE SEEN THESE guys - windblown and handsome, with their ties brightly colored, if rumpled, and worn over work shirts of denim or chambray, atop olive or khaki pleated pants and under natural-shouldered wool blazers. They're in every other catalog and men's magazine coming through the mail slot this fall. And they represent what's happening - to a great degree - on the casual side of men's fashion. Designs are rational, less frivolous. Function is foremost, and form follows with a dose of what some observers have cal led "proletarian style." Woodsmen, workmen, fishermen and mountaineers are the role models. They inspire designers of these new clothes to go for "relaxed sophistication" in some collections, and to work with all of the elan of an Italian designer, for instance, who might try his hand at restyling L.L. Bean. Tommy Hilfiger, a successful young American who made an appearance in Famous-Barr's menswear department recently, does just that, in his own way, of course. As important as his pioneering ideas of keeping new merchandise flowing through stores every few weeks is Hilfiger's innovation in taking authentic outdoor gear and mixing it with traditional sportswear pieces. Many of the clothes are dubbed "Euro-prep" by fashion wags. In a new fall group, which he calls "survival," Hilfiger contrasts classic olive and khaki tones with such bright colors as "safety green," "yield yellow" and "reflector orange" to create bold while generally affordable, casual styles. "I stick with traditional colors and houndstooth," he says, "but mix them with brights." He also takes his favorite hobby, surfcasting, and his favorite part of the country, Nantucket, into the design process. "A lot of my clothes are inspired from Nantucket," he says. "It attracts a lot of people from New England who dress in interesting ways. "I see a very strong continuation of classics," Hilfiger adds of his slightly oversized shirts in washed cottons, of hand-knit sweaters, baggy pants and unconstructed jackets or blazers. "And tartan plaid is and always will be one of my favorites." In Famous-Barr and other St. Louis stores, the distinction between Hilfiger's kind of casual-only clothes and men's dressier "clothing" is blurring in a number of collections this year. "That line between sportswear and suits is really becoming very fuzzy," says Kim Johnson Gross, executive fashion editor with Esquire magazine and also a recent St. Louis visitor - to Dillard's at the Galleria. "There are a lot of suits in really traditional fabrics but in sportswear colors - the greens, olives and browns, those warm environmental colors - and styled often with denim shirts or turtlenecks. So that's giving the suit more options. You can wear it to work and wear it out at night to more casual settings with denim." Sportswear, meanwhile, is "going in two directions," she says. "One is extremely casual in denim with sweat pants, that Gap kind of thing . . . and then dressier sportswear, loose-fitting sports jackets, almost like a sweater. There's a very hazy line between the two." Gross pegs all of the interest in menswear - and some of the changes in style - to huge doses of fashion information geared to men as well as women. Also, she says, "men used to have their wives shop for them. Now, most wives are working with no time to shop for their husbands. So, once you get men into stores with good sales help and good merchandise, they ask a lot of questions, and some of them even love to hang out." "Manufacturers," she added, "are responding to this 'new man' who was affluent in the '80s and now is more value conscious. . . . And now when men go into stores, the

merchandise is exciting." Colby McWilliams, Neiman Marcus' fashion director for men, also made a trip here, from Dallas, to talk to customers in that store's menswear department. His focus was on suits that particular day. But he stopped for a moment to talk about the functional, casual styles from such sources as Winston Woods, Giorgio Armani, Ralph Lauren, even Go Silk. "There are quilted pieces, coats with toggles and hoods that are really strong," he said. "Men like details. We've seen a lot of merchandise, solid in color but with quilting or toggles or drawstring waists." To McWilliams, "all those people" now joining the established makers of casual men's "are focused on woodsmen this season." And they know that the customer is looking for so-called "investment" pieces in casual as well as dressier styles. "Men want to invest in things that will last a long time," he said. "Obviously that's not something that's too loud a color or trendy . . . something that's in a closet for a long time." On others' lists of "hot items" for fall - in this case, provided by Saks Fifth Avenue's New York fashion office - are more of the working-class styles, including: Parkas and car coats, some quilted, others in country plaids and checks. Three-button sport jackets. Cardigans as well as classic pullovers. Corduroy pants in loose, comfortable styling. Washed, weathered knits, including polos, in unusual colors of camel, taupe, moss and indigo blue. Suede, or sueded silks, more so than hard-finished leathers. Turtlenecks. Several of the visiting menswear experts were asked if the plain-front, no-pleat trousers showing up in a few new collections - Banana Republic's among them - were the wave of the future. All, including Hilfiger, Gross and McWilliams, said no. "As far as Europeans are concerned, that avant-garde, very forward designer may be featuring plain fronts,' ' McWilliams said. "And there are a lot of men who still buy plain front pants and regard pleats more as fashion. We don't really have plain-front pants. Everything still is real pleated."

GRAPHIC: Photo; PHOTOS.....RIGHT: Designer Tommy Hilfiger at a recent Famous-Barr appearance, with models in two of his outfits: at left, a toggle coat ($350), print shirt ($60), cotton turtleneck ($38) and pleated pants ($49.50); at right, a wool jacket ($195), cotton polo with seersucker collar lining ($42), multicolor shirt ($42) and Hilfiger jeans ($52, all from Famous). BELOW: Go Silk's quilted bomber jacket ($425), with T-shirt ($145), silk-knit cardigan ($235), baggy, washed-silk pants ($295) and nubby scarf ($148, all from Neiman Marcus). BELOW: Banana Republic has included plain-front khakis in its fall line ($48), here with denim-dyed work shirt ($48), bright tie ($48), wide leather belt ($38) and unconstructed wool blazer ($149.99). PHOTO (COLOR).....A version of slouchy blazer by Bill Robinson ($500), polo ($55) and cardigan ($155, all from Saks Fifth Avenue). PHOTO (COLOR).....**Nautica's** plaids down-filled jacket ($190), stripe-neck cotton turtleneck ($48) and pleated pants ($54, all from Dillard's). By Becky Homan Post-Dispatch Fashion Editor Photos by Wes Paz Of the

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Hartmarx to debut video yule catalog; clothing maker, retailer; Brief Article Daily News Record October 10, 1991

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Daily News Record

October 10, 1991

SECTION: Vol. 21 ; No. 197 ; Pg. 3; ISSN: 0162-2161

LENGTH: 230 words

HEADLINE: Hartmarx to debut video yule catalog; clothing maker, retailer; Brief Article

BYLINE: Sharoff, Robert

BODY:
CHICAGO -- Hartmarx Corp. plans to send a video Christmas catalog to 150,000 of its best customers around the country.

The 12-minute video, which is called "A Picture Perfect Holiday," depicts a traditional family and its Christmas Eve guests wearing a variety of appareal from Hartmarx's specialty stores. Outside vendors include **Nautica,** Boston Traders, Chaps and Timberland.

According to Hartmarx Specialty Stores, Inc.'s chief executive officer John Eyler, the video depicts about the same number of items as appeared in last year's print catalog, which went out to 110,000 customers. "This really brings the merchandise to life and gives it personality," said Eyler.

The video cost about $ 1 million to produce -- $ 600,000 of which Hartmarx put up; the rest was picked up by outside vendors.

Analysts had mixed opinions about the campaign. "They need to try something new and this is new," said Deborah Bronston at Prudential Bache. "However, they are losing market share in retail and should be trying to reach out to new customers. This doesn't satisfy that requirement."

Fred Marx, of Marx Management Services, added: "It's like sending somebody a plate of mashed potatoes -- where's the sizzle? It's not like you're sending people Dances With Wolves or something they really want to see. I would suspect many of them never come out of the box."

SIC: 2311 Men's and boys' suits and coats ; 2337 Women's and misses' suits and coats ; 5611 Men's & boys' clothing stores ; 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 11354908

IAC-CLASS: Trade & Industry

LOAD-DATE: October 11, 1995

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Nautica: J&M's new license to design; Nautica International Inc. gives Johnston and Murphy Shoe Co. license to produce and distribute shoes with Nautica name Footwear News October 14, 1991

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Footwear News

October 14, 1991

SECTION: Vol. 47 ; No. 41 ; Pg. 22B; ISSN: 0162-914X

LENGTH: 935 words

HEADLINE: Nautica: J&M's new license to design; **Nautica** International Inc. gives Johnston and Murphy Shoe Co. license to produce and distribute shoes with **Nautica** name

BYLINE: Schneider-Levy, Barbara

BODY:
When David Chu, president and designer of **Nautica** International Inc., first introduced his outerwear collection back in 1983, it consisted of five styles. Today, the expanded line, which also includes men's activewear and sportswear, is licensed worldwide and includes products like belts, jewelry, gloves, hosiery -- and now -- footwear.

A new licensing venture between **Nautica** and Johnston & Murphy, Nashville, Tenn., gives the footwear company exclusive rights to produce and distribute shoes with the **Nautica** name throughout the world.

Johnston & Murphy envisions the **Nautica** business becoming 30 percent of its overall sales, so it has formed a new division under the **Nautica** Footwear name with James W. Boscamp as president. The premier line of **Nautica** footwear will be available for spring '92.

About three years ago, Chu says, **Nautica** went heavily into licensing, with Johnston & Murphy being one of the more recent companies to come on board.

Both Johnston & Murphy and Chu have high expectations for the new line's success. Within the next three years, Chu sees the shoes becoming 20 percent of **Nautica's** overall business.

"If you have a point of view and a marketing niche, there's room for you," says Chu about the chances of the new line of classic footwear, which includes handsewns, cvo's and bucks. Chu is responsible for designing all of the footwear, and he will focus initially on two or three ideas, then expand them in seasons to come. "It's the right ideas (that count)," Chu says, "not the amount of styles."

The first collection will include approximately 15 patterns, which Chu divides into three separate categories: active, casual-relaxed styles and semi-casual. The active grouping focuses on colorful deck shoes and sandals; the casual - relaxed include espadrilles and moccasins, and the semi-casual grouping features monk straps and oxfords in nubuck and oiled leather.

Like the rest of the shoe industry, Chu gave both performance and comfort considerations when putting the line together, as he does when designing his clothes. Comfort features include removable footbeds and siped bottoms in the cvo's.

"Everything in design is working within limitations of a product," explains Chu, "and (knowing) how to be creative within these limitations." Chu also has added some fun fashion details to the cvo's, such as sea-chart linings, and has done his deck styles in a range of fun color combinations.

Although the name **Nautica** may have some customers expecting apparel and footwear made for the high seas, **Nautica** apparel actually centers around casual sportswear and weekend wear as well as dress shirts that, according to Chu, are meant to be worn with a navy blazer rather than a suit.

For spring, Chu is doing three separate apparel collections. The first grouping, which he refers to as Casa Blanca, is casually sophisticated, and includes linen shirts and blazers in muted colors. The second, known as the Mediterranean collection, is an active collection in bright colors. The last group is a marine series that features classics like chambray shirts and denim.

To launch the footwear line, collections will be shown twice a year, although additional groupings may be added to work with specific apparel collections, Chu says.

Like the apparel, Boscamp sees the footwear as a collection rather than an item business. He thinks the shoe industry needs to develop a collection attitude toward footwear. The shoes, he says, incorporate detail touches found in the apparel line and are a direct tie-in with the product.

To really make the apparel-footwear connection, **Nautica** will advertise the shoes in the same fashion as the existing **Nautica** lifestyle ads found in magazines. These ads create a rugged, outdoor mood, often incorporating several **Nautica** products.

When it comes to relating prices between **Nautica's** apparel and footwear, apparel falls in the better price points, with outerwear selling from $ 90 to $ 700 (for leather jackets), and sweaters from $ 85 to $ 220. Footwear will be priced to retail in the $ 50 to $ 170 range.

Both Chu and Boscamp are stepping into the footwear industry together for the first time. In fact, says Boscamp, he was chosen to head the division because of his meanswear background, working for a major shirt company before joining **Nautica.**

Chu became interested in fashion in a roundabout way when he took a life drawing course before entering college. He decided to continue studying in the field and later enrolled in the Fashion Institute of Technology (E.I.T.) in New York, from which he graduated 13 years ago. Because he was originally aiming for a career in architecture and was a naturally good illustrator, Chu says the transition to fashion design was an easy one. But he went one step further, adding courses in marketing, management and design.

It was in 1982, two years after he finished his studies at F.I.T. that Chu came out with his first **Nautica** outerwear collection. At the urging of a friend, Chu and that friend decided to go into the outerwear business. Then, in 1984, Chu's friend sold his shares in the **Nautica** business to State-O-Maine Inc., New York, which pumped money into **Nautica** and expanded the line to include sportswear.

Chu understands not only how a garment gets from the drawing board to the sewing machine but also how apparel is distributed at retail. "Design is problem solving," he explains. Designers, he continues, need to know what consumers want now and a season down the road.

Barbara Schneider-Levy is men's editor.

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

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 3143 Men's footwear, except athletic ; 2339 Women's and misses' outerwear, not elsewhere classified ; 3140 Footwear, Except Rubber

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SWEATERS: MEN'S DESIGNERS HAVE EDGE OVER WOMEN'S DESIGNERS St. Louis Post-Dispatch (Missouri) October 17, 1991, THURSDAY, FIVE STAR Edition

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SECTION: STYLE WEST; Pg. 7

LENGTH: 481 words

HEADLINE: SWEATERS: MEN'S DESIGNERS HAVE EDGE OVER WOMEN'S DESIGNERS

BYLINE: Marilou Berry Scripps Howard News Service

BODY:
IT'S NOT SURPRISING that more women are making their way to men's departments to buy sweaters. The popularity of the oversized look is one reason. But another is styling and originality. Menswear designers often top the women's styles in sweaters. A case in point is designer Ron Chereskin, who said he works hard to make "very special items" of the sweaters he designs. "Last year I was browsing through an art book store and came upon a book of prints by the famous designer William Morris," Chereskin said. "My own background as an illustrator had given me a great appreciation of Morris over the years, but now I looked at adapting them (the prints) to fashion. As I began to develop my fall collection, I saw the incredible possibilities for beautiful dimensional textures." But no matter how great the design, Chereskin said, in today's economy "the price has to be right." His sweaters are priced in the $70-$80 range. Barry Zelman, director of sportswear design and merchandising for Members Only, said, "Color is the single biggest explosion in the menswear industry." But what makes Members Only sweaters unique, along with the bright colors, is the collection concept. Zelman has taken the look of "designer" labels and made them available in the price range of $45 to $100. Top price is for hand-knits. The designer said his collection concept is his answer to the consumer who wants quality but is price-conscious. "In today's market," Zelman said, "people can't afford to duplicate garments they already have. We have designed styles that consumers won't see everywhere else." The designs of Members Only sweaters have been influenced by kilim rugs, mosaic tile patterns, blanket and quilt designs and Native American art. Chereskin's collection includes sweaters with intarsia (a woven mosaic-like inlay) designs that have a handmade look, because each element of the design is knitted separately and then linked together to form an intricate pattern. **Nautica's** fall selection of sweaters, designed by David Chu, includes such rough-and-ready looks as the wool fisherman's knit in a combination of diamond and cable stitches. Falke, the German knitwear company known for its unusual sweaters, offers one of its most creative collections ever, including off-white models with single oversized intarsia designs in soft shades of green, brown and off- white. Designer Tommy Hilfiger offers sweaters in oversized plaids, boldly colored cotton chenilles and luxurious shetland and lambswool blends. The season's newest sweater is one that hangs straight and loose at the waistline. "It's a look inspired by Sicilian fishermen that appears especially masculine and rugged," said Nonnie Moore, fashion director for Gentleman's Quarterly magazine. "It all fits right in with the evolution toward softer shapes and rich, soft fabrics."

GRAPHIC: Photo; Photo ... Geometric patterns on a gray alpaca wool blend crewneck from Pronto Uomo. Photo ... A mosaic of flags make up this Members Only cardigan.

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Revlon says it has found its footing; cosmetics firm WWD October 18, 1991

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October 18, 1991

SECTION: Vol. 162 ; No. 75 ; Pg. 1; ISSN: 0149-5380

LENGTH: 1906 words

HEADLINE: Revlon says it has found its footing; cosmetics firm

BODY:
Born, Pete

NEW YORK -- Revlon says its act is finally coming together. It is even dabbling with the idea of going public.

The $ 1.9 billion cosmetics company, which over the years often appeared to be a floundering giant in search of an identity, believes it has found a new path after six months of gut-wrenching reorganization.

Jerry W. Levin, who succeeded Sol Levine as president in April, has recently finished carving out a new management structure that left an anguishing trail of layoffs. It also produced a leaner, and theoretically more responsive and profitable organization.

Revlon is now a company of core brands, with fewer peripheral distractions. Stockkeeping units have been eliminated. Product marketing plans have been made coherent to more closely match specific consumers and classes of trade.

Levin has pledged a new spirit in dealing with retailers.

"This time we will deliver on the promise," he said. "We're not promising anything that we are not highly confident we can deliver on. That's why we're making many fewer promises."

Not only is Levin and his Revlon staff ready to roll, but owner Ronald O. Perelman, the chairman and chief executive officer, is toying with the idea of a public stock offering.

"We are giving some thought to taking Revlon public," Perelman told WWD this week. "But as yet, we have made no decision."

He declined to elaborate.

Perelman also moved to squash the widespread suspicion that he may sell the company.

"Revlon is not for sale," he asserted. "We intend to develop and grow the company and are excited about its prospects."

Levin, in his first major interview on the corporate reorganization, also discussed the divestiture issue.

Accompanied by Michael Hammond, president of Revlon north America, Levin said some sale possibilities had lingered since spring, when a number of properties had been put up for sale.

"There are a few little pieces on the edge that could represent about 10 percent of the volume that might be sold, but we are simultaneously preparing plans to keep them and operate them," Levin said.

He declined to comment on the rumored sale of Princess Marcella Borghese, which reportedly is being discussed with a Saudi Arabian group and a few other parties. A deal, which might be made within a month, also might include Alexandra de-Markoff.

Levin did point out, however, that in November Revlon is bankrolling the first TV campaign in Borghese's 32-year history, as reported on Oct. 4.

Levin also declined to comment about a possible sale of the Halston fragrance business, which reportedly is also under discussion.

As for Revlon's plans to put a sharper focus on its core business, there are these developments:

* Cost savings have been funneled back into product support. Revlon ha more than doubled its fourth-quarter advertising budget to a total estimated by industry sources at $ 20 million.

* The company has reaffirmed its commitment to department stores and vowed not expand distribution of its core Ultima II cosmetics and treatment business into the mass market. Concerned department store executives had feared that possibility when Revlon announced in August it would sell Ultima and other upscale products to J.C. Penney Co.

That move was said to be the reason R.H. Macy & Co. dropped Ultima. Other department store executives are reportedly still smarting over the decision.

Hammond, however, said he has discussed Ultima with virtually every major store group, and "most of the meetings have been extremely positive."

* Admittedly "disappointed" by a slowdown in Guess fragrance sales, Revlon executives pledged to develop the brand further in the belief the marketing power of the Guess name would ultimately fuel huge growth.

As for the fourth-quarter TV ad plans, Levin pointed out that the comparative budget for 1990 included Factor and Betrix.

"Now, we're spending more than double for fewer brands," he said.

Paul W. Shaum, managing director and manager of high yield research at Bear, Stearns & Co., pointed out that the money Revlon plans to pump into advertising is made available because Perelman paid down bank debt this year.

"The significant financial deleveraging," Shaum observed, "provides Revlon with the financial flexibility to invest increased advertising dollars in its core business."

"What this ad push does show for the fourth quarter of 1991," said Hammond, "and what we intend and have budgeted ourselves to do ongoing into 1992 is to be a major factor with a multimedia campaign and to support all the brands."

The lineup of products to be featured in the company's fall TV schedule ranges from the Revlon mass market cosmetics brand to the Guess fragrance to Borghese.

The step-up in advertising is importance to Revlon since it will be the first manifestation of the reorganization.

Now that the plans are in place, Revlon's obvious challenge is build credibility and win support from a retail community that has grown skeptical over at least the past decade. Revlon, say retailers, has been dogged by a reputation of doing about-faces on marketing stragetgies, abruptly dropping brand support and lacking follow-through on in-store execution, both in the prestige and mass markets.

"We're in it for the long term," Levin said. "We've always been able to sell a line in and e've never supported it to the extent necessary to sell it through. We're not going to do that any more. There's nothing that's going out in the field without the programs behind it, both in terms of people, money, whatever we need to create the sell-through."

"The major failing in the past ," said Levin, "was a lack of strategic direction and focus."

He also noted that the proliferation of brands caused manufacturing backups to the detriment of customer service, a problem he said is being corrected.

One of Revlon's focal points will be Ultima II, a cosmetics and treatment brand doing roughly $ 50 million in the U.S. The brand will get an extra boost next year with a $ 20 million outlay in co-op TV advertising, Hammond said, while the print budget will be increased by 50 percent. Less than $ 2 million was spent on Ultima this year.

Hammond said he expects Ultima to show a door-for-door sales increase of 20 percent next year. He said Ultima has lost major share over the last few years "for several reasons."

Revlon, Hammond said, has met virtually all department store groups and the retailers "feel there is a definite place for an Ultima brand in their stores, especially with our new marketing and pricing strategy, which deals closely with the Middle America woman."

Ultima's color palette, which was dominated by the much-copied and fashion- forward neutral look of its Nakeds cosmetics collection, has been expanded for fall to also include a more colorful statement with broader market appeal appeal.

"The Nakeds was extremely successful and still is," Hammond said. "However, it is one look, or a series of looks, for a specific consumer who wants that natural finish to her face."

He added that the majority of American women want a more pronounced color look.

Revlon is also trimming Ultima's stockkeeping units by !50 items, or 30 percent of the line, to less than 400 sku's. In addition, Ultima's treatment regimen is being reduced in price by 10 to 50 percent, with prices ranging from $ 10 for a moisturizer to $ 15 for a cleanser or toner.

The repriced items were shippped this week and will be on-counter next month.

Hammond's goal is to position treatment with moderate, "reasonable" price points below those of competitor Elizabeth Arden.

In addition, Revlon's Ciara and Maroc fragrances have been moved from the fragrance bar to the Ultima counter to give the beauty advisers another product category to sell.

"The key to what we're doing," said Levin, "is to be strong and profitable in each of the channels of distribution we're in. We will have a strong, profitable business in the department store channel."

Conceding that Revlon has been losing money in department stores, Levin predicted the prestige business will make money in 1992.

As for the Guess women's and men's fragrances, Revlon admits that an entry price point of $ 35 for a 1.7-

ounce bottle might be too high.

"Both ourselves and the Marcianos owners of Guess, Inc. feel that to gain increased trial and usage, we need to be more reasonable," said Hammond." We are introducing a new one-ounce spray bottle in spring 1992 at a $ 22 retail price point."

The women's fragrance got off to a strong start following its launch in spring 1990, but reportedly has since faded. Guess Men was launched in April.

"We are somewhat disappointed with Guess, with the growth," Hammond confessed. "We think the Guess brand will and should be one of the major, if not one of the top, fragrance brands, both in the U.S. and internationally."

To help make it that way, Revlon has added a flight of TV advertising in December for the women's fragrance and the print campaign has been expanded for fall.

The rest of the fine fragrance division will be expanded next year with the introductions of scents by Ellen Tracy, Adrienne Vittadini and **Nautica.**

"Those brands will basically follow the distribution patterns of the ready-to-wear companies they represent," Hammond said, noting that Tracy will be in specialty stores while **Nautica** is being earmarked for more broad-based department stores.

Visage, a custom-color and treatment brand that does an estimated $ 12 million, has appeal because "it's one of the most unique brands we own and it fills a consumer niche that most brands in department stores have walked away from," Hammond sais. "Years and years ago, the custom approach to certain foundation or treatment products was the only approach."

Hammond said Visage is now experimenting with new training techniques and technology to enable counter personnel to more efficiently match colors in the stores.

"It is a good plan," said James Held, senior vice president and general merchandise manager of Bloomingdale's. "If they are able to piece it together it should work for them."

He emphasized, however, that the accent is on execution.

Ed Kelly, vice president of merchandising at Jack Eckerd Corp., a giant drugstore chain based in Cleawater,Fla., said one of Revlon's problems in the past was that marketing programs sometimes lacked aggressiveness or longevity.

However, he added, "Revlon is very important to us and we welcome any change in infusion of investment."

"Retailers have taken a 'show me' attitude toward them," said Diana K. Temple, a cosmetics industry security analyst at Salomon Bros. She applauded Revlon's decision to plow cost savings from staff reductions into additional advertising.

As for the possibility Revlon might go public, Andrew Shore, a cosmetics and household products analyst at Prudential-Bache Securities, said the idea "certainly makes sense."

He pointed out that profits from this year's sale of Max Factor and Betrix to Procter & Gamble Co. plus the divestiture of a large block of stock in National Health Laboratories -- amounting to about $ 1.8 billion -- was used to pay down bank debt. Shore estimated that the proceeds from a stock offering would then be "all gravy."

It's a prospect Revlon must relish.

GRAPHIC: Photograph; Portrait; Jerry W. Levin; Michael Hammond. (portrait)

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SMOOTH SAILING: An interview with Nautica's David Chu A. Magazine October 31, 1991

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Ethnic NewsWatch
A. Magazine

October 31, 1991

SECTION: Vol. 1; No. 2; Pg. 40

SLI-ACC-NO: 0495AMLR 117 000070

LENGTH: 542 words

HEADLINE: SMOOTH SAILING: An interview with **Nautica's** David Chu

BYLINE: Huang, Ling Ling

BODY:

SMOOTH SAILING: An interview with **Nautica's** David Chu.

The **Nautica** look is casual and easy. The statement is classic, not trendy. It reinterprets sporty activewear for the urban consumer. It's designed for men, borrowed by women. All this hardly new. So why is **Nautica** such a hit?

The man behind the label is David Chu, **Nautica's** president and head designer. Chu has created all-American sportswear that is uncomplicated, with familiar silhouettes and color palettes. His avowed target is the "baby-boomer generation" -- people with mortgages to pay and kids to send to school. "They're looking for clothes that are practical and affordable," says Chu. His fall collection includes basic cotton twill chinos, cotton oxfords, cotton Fair Isle sweaters, and a fabulous suede parka.

Nautica's "lifestyle marketing" strategy, which associates their clothing with an elite upper class, puts them in the company of La Coste and Ralph Lauren's Polo. While La Coste's styling embraces tennis and Polo embodies equestrianism, Chu has chosen sailing as the inspiration for his clothes. Though not a sailor himself, he became attuned early to the sport's prestige. **Nautica's** advertising capitalizes on the public's affinity for elitism, associating the clothing with yacht clubs and boating enclaves like Newport and the Hamptons. "The nautical theme was conceived because it is a universal theme, a common denominator of all cultures," says Chu, downplaying the marketing angle. But it is precisely Chu's marketing savvy that has turned **Nautica** into a thriving multimillion-dollar enterprise. Chu has infused a basic line with status, collaborating with department stores such as Bloomingdale's and Macy's to set up "stores within a store." In these specialty locations, designed by Chu's own people, the **Nautica** team is able to control the image and merchandise presentation and monitor sales. **Nautica** has also branched out with

free-standing retail locations, on Columbus Avenue in New York and in the Fashion Island Mall in Newport, California. Outside of the United States, one can find **Nautica** in Japan, South America and Europe.

Many would call Chu, just 35, a remarkable success, but he maintains a becoming modesty, and stresses the importance of home and family as well as business. Chu is married and currently expecting his second child. A first generation Chinese American from Taiwan who immigrated to New York with his family while still in his early teens, Chu toyed with architecture before enrolling at New York's Fashion Institute of Technology to pursue menswear design. Before venturing out on his own, he designed for a sportswear company called Catalina. He found **Nautica** in 1983 to produce a line of outerwear. Eight years later, Chu oversees an empire that includes men's sportswear and activewear as well, with licensing agreements to produce, among many other products, children's clothing, watches, hosiery, and eyewear. Chu's future, in which he hopes to concentrate on monitoring and controlling his company's amazing growth, looks like smooth sailing ahead.

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GRAPHIC: Photo, David Chu

JOURNAL-CODE: AM

LOAD-DATE: August 17, 2001

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Hudson's Bay to shop U.S. for vendors; Toronto-based clothing retailer Daily News Record October 31, 1991

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Copyright 1991 Capital Cities Media Inc.
Daily News Record

October 31, 1991

SECTION: Vol. 21 ; No. 212 ; Pg. 4; ISSN: 0162-2161

LENGTH: 509 words

HEADLINE: Hudson's Bay to shop U.S. for vendors; Toronto-based clothing retailer

BODY:
NEW YORK -- Hudson's Bay Co. wants to shop America.

In an unusual move, the Toronto-based retailer, will send a contingent of 50 executives and buyers to New York next week in an attempt to establish more direct buying relationships with American companies.

The group is holding an invitation-only presentation at the Puck Building Nov. 6 and is expecting representatives from over 200 men's, women's, shoe, accessories and home furnishings companies to attend.

The action was prompted by the evolution of the Free Trade Act, which will eliminate most duties in two years, as well as the company's attempt to expand its merchandising horizons.

In men's wear, Hudson's Bay will be looking to broaden its assortment of updated, contemporary lines and will be searching for secondary designer labels to "embellish" its merchandise offerings, according to Jeffrey Rusinow, executive vice-president of marketing for The Bay, the company's department store division. Before joinging The Bay this summer, Rusinow served as senior vice-president of Bullock's.

This year, The Bay will generate over $ 250 million in men's wear sales, Rusinow told DNR in a telephone interview. Total 1991 sales at the division, which operates 89 units in major cities across Canada and is the seventh largest department store group in North America, will be about $ 2 billion, rusinow said.

The Hudson's Bay corporation, which also operates Zellers and Fields discount department stores, had net earnings of $ 158 million on sales of just under $ 5 billion in 1990.

In men's wear, The Bay currently offers Armani Hugo Boss, Polo, Gant, Tommy Hilfiger and **Nautica.** Rusinow said, "Those companies are terrific and we want to continue growing our business with them while we develop relationships with new ones."

Rusinow noted that The Bay's assortment tends to be a little too traditional and, on their trip next week, buyers will be searching for "more updated and contemporary resources. There are a great many designer and secondary labels out there and we're encouraging our buyers to explore the possibilities."

Another key strategy, Rusinow said, is to "add fashion to our assortment. And further expansion into the U.S. will provide that."

In addition to Rusinow, other executives who will make the trip next Wednesday include George Kosich, president/chief executive officer of Hudson's Bay; Bob Peter, president of The Bay; Wayne Vincar, vice-president of merchandising for The Bay; as well as general merchandise managers for all areas.

The Hudson's Bay Co. was founded in England in 1670. In 1688, it began its first transatlantic expedition to discover new sources of beaver pelts. Two years later, King Charles 2d of England granted the company a charter to explore Canada and the first trading post was established.

To capitalize on the history of the company, Rusinow said some of the trade ads, which will run next week, will say: "When we first started buying in Manhattan, you didn't have a president, you had a king."

GRAPHIC: Photograph

SIC: 5311 Department stores ; 5130 Apparel, Piece Goods, and Notions ; 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 11489971

IAC-CLASS: Trade & Industry

LOAD-DATE: October 11, 1995

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Filene's doubles men's wear area; Natick, Ma. department store Daily News Record November 1, 1991

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November 1, 1991

SECTION: Vol. 21 ; No. 213 ; Pg. 3; ISSN: 0162-2161

LENGTH: 314 words

HEADLINE: Filene's doubles men's wear area; Natick, Ma. department store

BYLINE: Palmieri, Jean E.

BODY:
NEW YORK -- The space devoted to men's wear will be more than doubled when Filene's opens its newly remodeled Natick, Mass., store today.

In a telephone interview, Heywood Wilansky, president/chief executive officer of the Boston-based department store, said, "The allocation of space for men's has been increased from 15 percent to almost 20 percent of the total floor space."

Before the renovation, men's occupied 16,000 square feet, but now, 34,000 square feed have been carved out for the category, he added.

In addition to increasing the physical space devoted to men's, Wilansky said that several categories of merchandise have been added or expanded. Most notably, tailored clothing has been added to the mix from such vendors as Hart Schaffner & Marx, Nino Cerruti and Evan-Picone.

"We never had suits in this store before," Wilansky said, "so that's a real change for us." Dress furnishings have also been expanded including new additions such as **Nautica** and Hathaway dress shirts and a vastly increased neckwear selection.

In sportswear, the store will add a men's collections department featuring Claiborne, Tommy Hilfiger, **Nautica,** Alexander Julian, Guess and Girbaud. a "full-blown" Polo shop has also been built.

The men's wear is housed on the second floor of the two-level, 180,000-square-foot unit. Originally built in 1965, the store was 110,000 square feet before it was enlarged and renovated beginning last December. The store was worked on in sections and was kept open throughout the remodeling.

Although Wilansky would not release sales figures for the unit, sources expect the store to produce between $ 40 million and $ 50 million its first year.

Natick is located in a suburb of Boston, approximately 20 minutes west of town. The Natick mall is co-anchored by Sears.

Filene's is a division of May Department Stores Co.

SIC: 5311 Department stores

IAC-NUMBER: IAC 11443796

IAC-CLASS: Trade & Industry

LOAD-DATE: October 11, 1995

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The Power Runway Show;Menswear marketing comes out of the closet BRANDWEEK formerly Adweek Marketing Week November 4, 1991

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BRANDWEEK formerly Adweek Marketing Week

November 4, 1991

SECTION: AMERICAN PULSE; Pg. 18

LENGTH: 680 words

HEADLINE: The Power Runway Show;
Menswear marketing comes out of the closet

BYLINE: By Elaine Underwood

BODY:
Male model Randy strides down the runway in an olive glen plaid double-breasted suit. Accountant Bob watches appreciatively as he fingers his uniform-gray suit, blue oxford-cloth shirt and red silk tie.

Could that, he muses, play at work?

"Don't use my last name," Bob, an administrator at Price Waterhouse in New York, insists hastily. "The less you stand out in a conservative firm, the better." Bob sheepishly admits he canceled his morning meetings to attend the breakfast fashion show at Manhattan's trendy Hotel Macklowe. "I'm here to pick up on a few power keys -- the extras that separate a CPA from a CEO."

Bob isn't the only modest professional at Fashion and the Changing American Man, a seminar sponsored by the Men's Fashion Association (MFA). An overflow crowd of 250 men forks over $ 18 each for a fall fashion debriefing. After juice and muffins, a runway show and workshop cover hot trends like mustard topcoats and chenille sweaters.

Power dressers have always tracked apparel trends in the pages of GQ, Esquire and other fashion books. But those are just the primers. Fashion marketers are finding that sales-driving traditions from the women's market work their charms on men just as well. Elaborate runway shows, seminars and Q&A sessions with the experts -- even the door prize, that highlight of many a Junior League show -- are crossing gender lines.

"We should have started copying women's fashion marketing sooner," says Stephen Taylor, executive vice president of marketing for the Italian sportswear manufacturer Mondo Inc.

The menswear segment is getting a little soft and recessionary. But studies show that there's room to grow -- thus the new marketing push. MFA research indicates that more men believe youthful designs can add a little vigor to their steps, and their careers.

Taylor doesn't think the male interest in fashion is anything new. "It simply comes down to that we marketers had never offered men the option of attending anything like this before."

Nor is this attention to men's fashion limited to the streets around New York's garment district. Similar events in the heartland draw men as much concerned with neckwear as they are with sales curves.

When the MFA co-sponsored a "career-wear" fashion workshop in Pittsburgh last month, some 250 professionals clogged the aisles at Joseph Horne Co.'s downtown store. "As long as you are standing there, they'll keep on asking questions," says Diane Greco, men's fashion coordinator at Horne. The store made a day of it, offering attendees mustache trims, shoe shines and custom fittings.

Cedrics, an Edina, Minn. specialty store, held a trunk show of designer menswear one recent Saturday. "Informal modeling" of the fashions was done to the strains of a pianist. A turnaway crowd feasted on hors d'oeuvres, wine and espresso.

For the New York show, Taylor brought what he thought was an adequate supply of Mondo catalogues. "Between 8:30 and 9:05 I handed out all 150 of them," he says.

The New York turnout delights the event's promoters, who had expected fewer than 200. Another pleasant surprise: middle-aged, conservatively dressed organization men dominate the crowd. Fashion sharks are in the distinct minority.

Joe Vigilante, operations manager at the United Federation of Teachers, carefully measures his praise. "A lot of the stuff they showed [during the runway display] was not by style, especially those silk pajama sets,"he says. "Some of the suits, though, were really nice."

Joe, Bob and a couple other hundred regular guys lingered about the runway show, perusing exhibits set up by fashion marketers such as Cole-Haan, **Nautica** and Alan Flusser. Others grilled MFA fashion director Tom Julian, who emceed the show.

One man asked how to pick the right hosiery. Another discussed the ins and outs of three-piece suits. An elderly man suggested that Julian tailor some advice for older consumers. "I guess they were kind of embarrassed to ask during the regular question-and-answer session," Julian says.

GRAPHIC: Picture 1, no caption; Picture 2, Runway shows and other traditions of women's fashion marketing work just as well for men. JERRY KEAN

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Cold blast at last lifts biz; cold weather stimulates sales of men's outerwear Daily News Record November 12, 1991

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November 12, 1991

SECTION: Vol. 21 ; No. 220 ; Pg. 1; ISSN: 0162-2161

LENGTH: 1113 words

HEADLINE: Cold blast at last lifts biz; cold weather stimulates sales of men's outerwear

BYLINE: Sharoff, Robert ; Lloyd, Brenda

BODY:
NEW YORK -- Men's outerwear veterans have a saying: "I don't care about Christmas. I don't give a hoot about Thanksgiving and Columbus Day. Just give me cold, cold weather all winter long."

The right weather pattern finally fell into place. Retailers in many parts of the nation said men's outerwear sales began jumping last Friday and Saturday after a sustained breath of cool air blew through the country last week.

"The weekend was great," said Larry Greer, men's divisional merchandise manager at W.H. Hudson & Co., in Shelby, N.C. "Cold, rainy, drizzly -- perfect for outerwear sales."

Following a lackluster October, stores leapt on the good news. "Outerwear in the last 6 to 10 days is just off the map," said Warren Flick, men's senior vice-president, Sears, Roebuck, in Chicago. "It's great that it's coming so early because it's more of a regular-price business."

"It was a blowout weekend for us in outerwear," said Thomas Andaloro, men's clothing and outerwear buyer for Strawbridge & Clothier, Philadelphia. "I haven't seen all the numbers yet, but this should carry us through for a while."

Even so, this will only mean limited reorders for vendors. At Rich's in Atlanta, for instance, "we basically feel now that we're at a proper inventory level to take us through holiday," said men's DMM Phil Salvato.

A jobber in New York, who closes out inventory for vendors, said that a large amount of outerwear is still being moved through his doors. He explained that the cold weather is coming too late this season to deplete the inventories on hand.

For retailers, the weekend gave them a good indication of what is and will be trending for fall and holiday.

"Parka length in just about every fabrication is the big story," said Sears' Flick. "We're reordering where we can. Probably the biggest increase is in down. We're doing very well both with ski looks and with streetwear. Pacific Trail is a key label for us.

"Leather looks a little flat," he continued. "Better leather is still doing okay, but that's a very small part of

the business. Wool coats are on plan, but it hasn't been a great business overall. I'm feeling good about outerwear this year. It should be a better season that last fall."

Generally, value-priced leathers were selling well to okay at retail, and there is some interest in better leathers. It's also a year of longer lengths.

Most retailers, noted however, that no matter how frigid it has been, promotions have been necessary to lure business.

"I think (good outerwear business) is a combination of the weather -- we've already had several snow days -- and an outerwear promotion we ran in October," said Dave Sanguinetti, men's vice-president of Younkers, in Des Moines, Iowa.

"The bulk of the business is with moderate lines like London Fog, Gant and Members Only, but we're also doing much better than I expected with better lines like M. Julian and Dash. We're selling a lot of longer coats this year -- probably 30 to 40 percent of the assortment is 32 inches or longer."

The Younkers executive added: "In leather, the promotion bomber business has flattened out. We saturated that marked over the last few years. We're doing okay, though, with better leathers, say $ 300 and up. Probably the hottest look overall is anything in a baseball-jacket style. We've got them from $ 75 to $ 400 and they're all doing well."

Mark Thompson, owner of Juster's, based in Minneapolis, Minn., said, "Outerwear so far has been slow, but I think it will pick up from now on. What's been selling is longer lengths. Timberland, **Nautica** and B.W. Harris have all been good. Timberland has a group of canvas jackets that sell for $ 150 and they've done very well"

Since the weather turned wintry the first of November, setting records in many areas of the Southeast, jackets have been a hot item at Southern stores.

Rich's outerwear sales were lead by moderately priced leather bomber jackets, said Salvato. Other jackets styles that performed well were cotton, bomber-length jackets with zip-out linings, also at moderate prices.

"The combination of marketing, and cool weather helps," said Salvato. He noted that sweaters also had a significant sales increase during the period.

Though the weather has been cold in much of the country, some stores have had mixed results with outerwear so far.

Vaughan McRae, vice-president and general merchandise manager for men's wear, McRae's, Jackson, Miss., said, "The cold weather has helped outerwear sales, but it's affected other areas more positively." Sales of sweaters; cold-weather accessories such as gloves and scarfs; robes; and fleece activewear have benefited even more, he said.

"We've been averaging 5 to 10 percent sales increases every day in outerwear. London Fog rainwear and heavier-weight outerwear have been doing well, and leather bomber jackets continue to sell at moderate price points."

McRae's planned outerwear sales down about 10 percent this year after a lackluster year in 1990. "We're exceeding that plan and doing it with a lot less inventory," McRae said. No inventory adjustments will be necessary for McRae's. "We have enough," he said.

Ron Cate, divisional merchandise manager of men's wear, Proffitt's, Knoxville, Tenn., said outerwear sales had been running behind plan until the cold weather hit. Now they're flat. The weather has had more effect on sweater sales.

The outerwear items that are selling at Proffitt's are lightweight fashion items. "Most have a nylon or Satin lining, or a cotton shell lining," he said. "We've done well with **Nautica** because of the fashion, and London Fog has done well."

Hudson & Co.'s Greer said that "people don't buy (outerwear) until it actually gets cold and they see the thermometer drop. It takes cold weather to sell outerwear now, and we've had it -- a hard frost."

Greer is selling midweight outerwear but not heavyweights like down- or poly-filled items. the best item has been Woolrich's Crew jacket, which has a polar fleece lining. That, Greer said, has sold down to one piece. He also has done well with leather bomber jackets and long washed dusters. Moderate prices sell best, with the average selling price in men's at $ 95 and in young men's at $ 125.

Despite a bad outerwear season in 1990, Greer planned the category's sales up 20 percent. The logic: "Last year was so bad, I thought it couldn't be that bad again." So far, Greer has reordered two items, including a Woolrich jacket, and said, "I'll let that do it (for reorders). You're so dependent on the weather (for outerwear sales), which is so fickle in the Southeast."

GRAPHIC: Photograph

SIC: 2311 Men's and boys' suits and coats ; 5611 Men's & boys' clothing stores ; 5651 Family clothing stores ; 2320 Men's and Boys' Furnishings ; 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 11523479

IAC-CLASS: Trade & Industry

LOAD-DATE: October 11, 1995

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Retailers are far from blase about new casual dress shirts: strong spring bookings to date are reported.
Daily News Record November 18, 1991

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November 18, 1991

SECTION: Vol. 21 ; No. 224 ; Pg. 6; ISSN: 0162-2161

LENGTH: 556 words

HEADLINE: Retailers are far from blase about new casual dress shirts: strong spring bookings to date are reported.

BYLINE: Hart, Elena

BODY:
Retailers Are Far From Blase About New Casual Dress Shirts

Strong Spring Bookings to Date Are Reported

NEW YORK -- The casual dress shirt is more sophisticated for spring and, based on bookings to date, retailers like it that way.

Elegant, European-inspired looks are coming to the fore in a category long dominated by sporty, buttondown chambray dress shirts.

Among the top features of the new shirts are:

* Soft long point collars;

* Classic bengal-striped patterns;

* Deep, dark, solid colors;

* New stonewashed, sandwashed and iridescent effects; and

* Cotton/linen constructions.

Scott Bowman, vice-president and merchandise administrator, Macy's California, said, "The fashion customers that have been wearing casual and deep-tone solid, sporty dress shirts are going back to more understandable dress shirts."

He added that he's booking cotton/linen and solid washed-twill dress shirts in spring color palettes with long point collars that are more European in feeling.

Michael Karpik, chief operating officer of merchandising at Bigsby & Kruthers in Chicago, agreed that more sophisticated, sporty cotton dress shirts with long point collars and fashion pocket details are the store's

preference for casual dress shirts this spring.

"The new dress shirts will be placed in both dress shirt and sport shirt departments for dual appeal. More sophisticated fabrics that feature tighter prints work with our more classic neckwear offerings this spring," Karpik said.

Manufacturers that produce higher-priced, directional lines agree that the look of casual dress shirts has been revised for spring because of an overall international approach. Peter Corritori, president, the Designer Group, a unit of the Phillips-Van Heusen Corp., said "new twists on pigment-dyed washed poplins have been selling -- and selling well. Soft, washed dark solid dress shirts with long point collars have added to the overall grown-up look."

He added that these updated sport dress shirts have experienced double-digit bookings increases this spring over last spring.

Ken Pearlstein, president and CEO of Gitman Bros. Shirt Co., the better dress shirt manufacturer based in Somerville, N.J., said that bookings in the dressed-down dress shirt category are about the same this year as they were last year -- but the fashion emphasis has changed.

"Dress shirts have gone from transitional sport casual ideas to loose and comfortable pieces that still look like dress shirts. For this reason casual dress shirt sales should increase marginally over last year," he said.

"Classicism has come back. Basic classic striped shirts in strong colors are entering the market again," according to Pearlstein. "More sophisticated dress shirts that work with relaxed, soft point collars are heavily booked this spring."

Paul Carden, merchandise manager for State-O-Maine's **Nautica** dress shirt division, agreed. "For spring '92 we introduced an indigo-dyed pinpoint dress shirt that is dressier than the denim shirts we have been offering for several seasons. The casual look in which we have always taken a stand will remain important, but it has to look more sophisticated," he added.

PHOTO : Long point collars that feature soft construction are important in the casual shirt category for spring.

GRAPHIC: Photograph

SIC: 5136 Men's and boys' clothing ; 5611 Men's & boys' clothing stores ; 5651 Family clothing stores ; 2320 Men's and Boys' Furnishings ; 2321 Men's and boys' shirts

IAC-NUMBER: IAC 11547491

IAC-CLASS: Trade & Industry

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Tops drive collections business; men's clothing industry Daily News Record November 20, 1991

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November 20, 1991

SECTION: Vol. 21 ; No. 226 ; Pg. 1; ISSN: 0162-2161

LENGTH: 1223 words

HEADLINE: Tops drive collections business; men's clothing industry

BYLINE: Spevack, Rachel

BODY:
NEW YORK -- Tops are keeping the mainfloor collections business spinning in a tough retail market this fall/holiday season.

Department store retailers said the demand for tops crosses all lines to incorporate fashion and basics, knits and wovens.

In addition, sweaters are showing strength, particularly unique items with a lot of colors or unusual patterns or novelty stitching.

Among the best-selling tops cited by retailes in recent interviews are:

* Solid-color woven twill shirts from Colour by Alexander Julian;

* Woven shirts from Tommy Hilfiger's Mexico concept group;

* Novelty woven shirts by **Nautica;** and

* Weahter-washed pique or fleece turtleneck and mock turtle pullovers by Calvin Klein.

Retailers are also banking on white denim jeans by Calvin Klein and Guess, and silk outerwear jackets by Perry Ellis to ring up sales during the current holiday season.

At Bloomingdale's, New York, microfiber outerwear by Calvin Klein and Tommy Hilfiger has been strong, said Pat Peterson, group buyer for men's City Sport, a main-floor sportswear collections area; activewear and outerwear. "We've worked very aggressively with our sales associates (to educate them) as to what exactly microfiber is and how to explain it at point-of-sale."

Weather-washed fleece and weather-washed pique mock-neck pullovers in muted colors from Calvin Klein have been performing well, as have Calvin's Black River relaxed denim jeans. Bloomigndale's expects his white denim jeans to move for holiday and spring.

In Hilfiger, the Vermont group has done extremely well, particularly novelty sweaters in both wool and cotton, Peterson said. The brightly colored Mexico group, which just hit the floor for holiday, should do best

in the woven category, she predicted. Bloomingdale's also does "tremendous volume" with basic items from Hilfiger, including the "Prep" cotton crewneck sweater and the "Public" cotton twill pants.

Updated silk jackets by Perry Ellis are another best seller at Bloomingdale's, especially quilted longer-length silk parkas.

At the 59th Street flagship store here, the **Nautica** shop is far exceeding plan, Peterson said. "The emphasis within the shop is 30 percent driven by outerwear. However, we're seeing tremendous growth in the sportswear portion of the business compared to a year ago." The best sellers this season are a microfiber raglan parka, a leather bomber jacket, the "Harvest" lambswool plaid blazer and brushed-cotton twill pants. **Nautica's** novelty woven shirts are averaging an 8 to 15 percent sell-through per week, she added.

Saks Fifth Avenue, New York, has also had success with **Nautica's** woven cotton shirts, particularly in foulard and paisley patterns. These are priced at $ 64, a spokesman for the 48-unit department store chain said. An unconstructed lambswool sport jacket by **Nautica** has been another best seller, at $ 285.

In Perry Ellis, equestrian novelty shirts in silk and rayon have been checking at Saks, the silks at $ 110 and the rayons at $ 65. Ellis's silk baseball-style blouson jacket, priced at $ 155, and a silk bomber at $ 175 have also been strong.

Other best sellers at Saks this season include brightly colored multi-striped woven shirts from Tommy Hilfiger's Mexico group, at $ 59.50 to $ 69.50; and, from Calvin Klein, a solid-color rayon camp shirt, at $ 72; a printed cotton pique knit shirt, at $ 69; and a weather-washed cotton turtleneck, at #39.

Collections has been one of the strongest areas in men's over the last 18 months at P.A. Bergner Co., Milwaukee, which includes Carson Pirie Scott, Boston Store and Bergner's, said Dennis Abramczyk, senior vice-president and general merchandise manager for men's and children's. "We wanted to have a more dominant better collections area and the way to do that was to be positioned more dominantly with each resource." Over the 18-month period, the company cut its resource structure by 50 percent and used the freed-up open-to-buy dollars (plus some additional funds) to buy the remaining collections in greater depth, he explained.

The number-one seller this season is solid-color woven twill shirts by Colours, priced at $ 40, Abramczyk said. The P.A. Bergner stores are also having success with Claiborne's Essentials program of key items, especially cotton sweaters, solid wovens and twill pants.

Guess jeans is another bright spot, Abramczyk said. "We've been very pleased with the performance of the colored denim business by Guess. The fashion customer reacts to the constant flow of new colors." P.A. Bergner expects white denim jeans by Guess to be important in the fourth quarter, he added.

Sweathers have been selling well for the last couple of weeks, Abramczyk continued. Cotton sweaters in particular (both solids and facies) are moving briskly, to the point where they've become a very dominant part of the total sweater business. Sweaters with mixed stitches are also very important.

"One of the things we did as a company in both mainfloor and collections was plan the sweater business very tight -- both the stocks and the sales. They were actually planned down for third quarter. For the fourth quarter we have positioned ourselves to be very aggressive in sweaters."

Sweaters have also been strong at Macy's South/Bullock's, "but they have to be unique with a lot of color and pattern to them," said Robert Rosenthal, fashion director for the Atlanta-based department store chain. He said that the store always does well with cotton sweaters because of the climate. Sweaters in blends of cotton, rayon and silk are becoming more prevalent as well.

Rosenthal, who declined to disclose any vendor names, said that colored denim five-pocket jeans are another best-selling category.

At Lord & Taylor, New York, silk shirts and jackets in solid jewel tones by Perry Ellis are star performers in collections this season, according to Lavelle Olexa, senior vice-president of fashion merchandising. Ellis yarndyed woven shirts in stripes and checks, selling for $ 59.50 to $ 110, are also strong, she said.

In Tommy Hilfiger, the classic crewneck sweater in solids is checking at $ 69.50, as is the basic oxford shirt at $ 49.50 and chino pants, also at $ 49.50. In Calvin Klein, the strongest sellers are corduroy trousers, a solid knit mock T-shirt at $ 39 and a printed corduroy shirt at $ 78.

At the Philadelphia-based department store Strawbridge & Clothier, the collections business was soft around early third quarter, but it's gotten better in the fourth quarter, according to Richard Ameisen, divisional merchandise manager for men's and young men's sportwear. Both knit and woven shirts by Tommy Hilfiger have been strong, he said, adding that in men's as a total business, the knit business has been "a great deal better" than the woven business.

Colours' basic twill long-sleeved sport shirts have been selling very well at Strawbridge & Clothier, Ameisen said. The shirts, which come in a wide range of solid colors, are priced just under $ 40.

"The sweater business is starting to get better," he noted. "We're getting closer to Christmas, and people in this kind of economy are bying closer to their need. You need several days to cool weather. Just one day of cold weather won't spur people to shop."

GRAPHIC: Photograph

SIC: 5136 Men's and boys' clothing ; 2321 Men's and boys' shirts ; 5611 Men's & boys' clothing stores ; 5651 Family clothing stores ; 2320 Men's and Boys' Furnishings

IAC-NUMBER: IAC 11559123

IAC-CLASS: Trade & Industry

LOAD-DATE: October 11, 1995

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Kismet on Seventh Avenue Forbes November 25, 1991

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November 25, 1991

SECTION: COMPANIES/INDUSTRIES; Up & Comers; Partners; Pg. 152

LENGTH: 901 words

HEADLINE: Kismet on Seventh Avenue

BYLINE: By Katherine Weisman

HIGHLIGHT:
Eight years ago Harvey Sanders' State-O-Maine was stuck in the bathrobe business. Then he chanced into a partnership that reshaped the company.

BODY:
HARVEY SANDERS was in the bathrobe manufacturing business. Not a flashy business by Seventh Avenue standards, but it was a good living. Sanders' publicly owned firm, State-O-Maine Inc., earned $ 509,000 on revenues of $ 19 million in 1983. His customers included Bloomingdale's, Nordstrom and Saks.

But Sanders, a former varsity guard for the University of Maryland basketball team, was only 33 and had ambitions beyond bathrobes. His only quandary was how best to expand State-O-Maine's line.

In 1983 Sanders lucked out. A product manager from Federated Department Stores introduced him to David Chu, a 28-year-old Taiwanese-born clothing designer.

Chu had a problem. He and a partner had started a sportswear firm called **Nautica** two years earlier. The thinly capitalized company -- his partner put up about $ 160,000 for an 80% stake -- introduced a collection of brightly colored outdoor jackets for men. The jackets sold well, but Chu's financial backer was getting cold feet about expanding. To keep **Nautica** going, Chu needed a new partner, fast. Was Sanders interested?

Going on little but his desire to expand beyond bathrobes and an instinctive liking for Chu and his **Nautica** line, Sanders said yes. In 1984 State-O-Maine bought out Chu's partner for a small amount of cash and assumption of around $ 1 million in liabilities. Chu later swapped his interest for State-O-Maine stock.

The result of the Sanders/Chu partnership has been an almost textbook case of how to build an apparel brand. Last year **Nautica** accounted for about two-thirds of State-O-Maine's $ 95 million in revenues. The company's market capitalization has grown from $ 2 million in 1983 to a recent $ 74 million.

Using the steady cash flow from State-O-Maine's bathrobe business, Sanders and Chu expanded **Nautica's** stylish jacket line and pushed it into a carefully selected group of retail stores -- only one or two department stores in each market, except in New York. To build demand, Sanders spent about 6% of **Nautica's** $ 60 million in revenues last year on advertising, a fairly high ratio for an apparel company.

In an image-intensive business, Sanders and Chu carefully monitor their retailers' sales racks. "You look for a retailer that is going to keep the product clean," says Sanders. "By 'clean,' I mean keeping it at regular price, with the exception of certain times of the year when it should go on sale."

Sanders isn't kidding. Much to his displeasure, he recalls, a big department store account marked down **Nautica** goods midseason. Sanders warned the chain not to do it again, but the warning went unheeded. So Sanders canceled the account's order for the next season, and hasn't sold to it since. "Retailers have their bottom lines to meet," says Chu. "But when someone is not doing justice to your product, knowing when to say no is important."

More than image is at stake here. By keeping the line fresh and working closely with retailers on merchandising, Sanders and Chu are better able to maximize **Nautica's** full-price sell-through rate -- the percentage of its goods that are sold for the retailers' original markup and that don't have to be marked down. **Nautica's** ratio is around 65%, much better than the average of about 55% for men's sportswear. Because the retailers tend to do well on **Nautica,** State-O-Maine has little trouble getting additional floor space for its products. Dillard Department Stores, among other retailers, have significantly broadened their **Nautica** offerings in recent years, opening separate **Nautica** shops within some of their stores. This, in turn, has enabled Sanders and Chu to expand the **Nautica** line from outerwear into a broad line of men's and children's sportswear. With licensed products, the entire **Nautica** collection now features some 400 pieces, including swim trunks, watches, ties and sweaters.

Which is not to say that Sanders and Chu haven't made their mistakes, one of which has recently come home to roost. Three years ago the company introduced a **Nautica** line of women's sportswear. Sales hit $ 11 million last year, but the line failed to establish a clear niche in the highly competitive women's market and was losing money. Sanders and Chu cut their losses. In fiscal 1991 (ended Feb. 28) State-O-Maine took a one-time pretax charge of $ 1.9 million to close down the operation. "We're menswear people," Sanders now concludes.

The writeoff, plus the generally bleak retailing climate, clobbered State-O-Maine's earnings. While revenues rose 10% last year, to $ 95 million, net income slipped to $ 2.2 million (44 cents a share), from $ 5.8 million ($ 1.15 a share). But the company's earnings have begun to bounce back and are expected to top $ 1 a share in fiscal 1992. At a recent 15, the company's 5 million o-t-c-traded shares were near their 52-week high, but Sanders and Chu own 19% and 11%, respectively, of State-O-Maine's stock and have every incentive to manage the virtually debt-free company well.

Sanders says he's still thrilled at the good luck of hooking up with Chu in 1983. "David has sensational taste, and he's a fantastic marketer," he says. "What I do well is manage a business. In seven years, sure, we've had a few disagreements. But I can't even remember what they were about." Not many partners can say that about each other, especially on Seventh Avenue.

GRAPHIC: Photo 1, **Nautica's** flagship shop in New York City, Selective retailing, heavy advertising, careful attention to product.; Photo 2, State-O-Maine's David Chu and Harvey Sanders; Photos 1 and 2 by Edward Santelone

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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KM by Krizia sportswear line to reflect dressy attitude; a sportswear collection to be manufactured and distributed by a subsidiary of Hartmarx Corp. Daily News Record December 2, 1991

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Daily News Record

December 2, 1991

SECTION: Vol. 2 ; No. 232 ; Pg. 6; ISSN: 0162-2161

LENGTH: 339 words

HEADLINE: KM by Krizia sportswear line to reflect dressy attitude; a sportswear collection to be manufactured and distributed by a subsidiary of Hartmarx Corp.

BYLINE: Vasilopoulo, Vicki

BODY:
NEW YORK -- Coming on the heels of the KM by Krizia tailored clothing line introduced for spring '92, a new upper moderate contemporary sportswear collection is being introduced for fall '92. It will be manufactured and marketed by the TransApparel Group, a subsidiary of Hartmarx Corp.

In contrast to the washed, rugged sportswear prevalent in the market (the company mentions Timberland, **Nautica,** Hilfiger and Claiborne), the KM by Krizia sportswear line will be dressy, and will reflect a sophisticated attitude characteristic of more expensive designer collections. Roy Ricks, president and CEO of Trans-Apparel, says, "We priced it where we think we can do the most business."

Ricks says unequivocally that "we anticipate being a major player in the sportswear game." Projecting significant volume, he says that sales of over $ 50 million "are not pie-in-they-sky." He adds that the distribution of the Krizia Uomo collection in the U.S. is "so irrelevant that KM will become Krizia for America."

Better department and specialty stores that have been consulted during the development of the line have been "interested and supportive through the whole process," Ricks says. He emphasizes that the KM by Krizia line "is not a licensing agreement but a marketing relationship." He adds that "her influence is positively there," refrring to Krizia's designer, Mariuccia Mandelli.

Mike Hogan, vice-president of merchandising for KM, and designer Sharon Johnson will be handling design for KM domestically in direct consultation with Mandelli in Italy. He characterizes the upcoming collection as "refined gentleman's sportswear -- not victim wear."

Retail price points for KM will range from $ 55 to $ 95 for pants, $ 55 to $ 85 for wovens, $ 45 to $ 140 for knits and sweaters and $ 175 to $ 225 for outerwear. Production will be divided between the Far East, Italy and Korea.

The fall '92 prototypes previewed by DNR closely reflect the subtle pattern and texture mixes that Krizia Uomo is known for.

SIC: 2311 Men's and boys' suits and coats ; 2337 Women's and misses' suits and coats ; 2320 Men's and

Boys' Furnishings

IAC-NUMBER: IAC 11596907

IAC-CLASS: Trade & Industry

LOAD-DATE: October 11, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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'92 collections outlook: Measured growth on mainfloor...; 1992 forecast for men's sportswear industry Daily News Record December 4, 1991

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December 4, 1991

SECTION: Vol. 21 ; No. 234 ; Pg. 12; ISSN: 0162-2161

LENGTH: 881 words

HEADLINE: '92 collections outlook: Measured growth on mainfloor...; 1992 forecast for men's sportswear industry

BYLINE: Spevack, Rachel

BODY:
NEW YORK -- Executives at better mainfloor sportswear collection companies are projecting growth for 1992, but not by leaps and bounds.

Most say they intend to concentrate on maximizing their businesses with their existing retail accounts rather than try to add new stores to their account rosters. Some want to open more in-store shops to showcase their collections at the same time that they plan to increase business in their existing in-store shops.

Executives at these sportswear collection firms are optimistic about their segment of the market going forward. Jay Friedman, for example, president of Calvin Klein, Inc., noted that sportswear collections have been one of the best segments of the men's market this year. "There's more and more (retail) floor space going to these sportswear collections, and more funding, so the business is growing rapidly."

Collections have a great advantage over classifications once they are on the selling floor, he continued -- they're designed and merchandised from a single point of view. "The sportswear collections have more powerful presentations and make much more of an impact. A mainfloor classifications area is bought by a number of different people from a number of different resources. It's a more difficult merchandising problem for the retailer to deal with."

A cautionary note concerning the outlook for collections was sounded by more than one executive, however. Paul Raffin, president of Colours by Alexander Julian, a unit of Collection Clothing Corp., believes that some kind of shakeout will take place in the collections area next year. "I think there will emerge a handful of brands that are preeminent in the marketplace due to the stores' needs to better edit their assortments. The stores will reduce their vendor structures, focus in on the best resources they can find, and those people will be the recipients of strong growth at retail."

Designer Tommy Hilfiger agreed. "I believe a lot of designers and manufacturers tend to look very similar on the floor at this point, colorwise, fabricwise and attitudewise. The stores will be forced to choose the best of the best as opposed to trying and buying everyone. The stores are in need of newness, and that, in itself, will create some sort of a shakeout. At the same time, private label doesn't appear to be as strong as the stores had anticipated, so the stores are forced to get behind the better brands as much as possible."

Hilfiger expects his company, Tommy Hilfiger Sportswear, Inc., to grow in '92, but not to the "tremendous" extent it has over the past two years. One priority for the firm will be to fine-tune the in-stores shops it has installed throughout its retail accounts in the U.S. and Canada with the right balance of core product to fashion. "We feel that growing with existing accounts as opposed to opening new doors is absolutely important at this point," he said, adding that he still wants to open more in-store shops with his existing retail accounts.

Calvin Klein, Inc., also plans to "continue to increase the penetration with our existing customer base," Friedman said. its goals are to open new branches of existing accounts, as well as to maximize its business in existing branch stores.

Friedman expects the Calvin Klein men's collection business to continue to grow in 1992. "Spring bookings have been very good, so we're forecasting bookings will continue to increase for the full year. With the opening of the men's business in clothing and furnishings, this will fully round out the men's wear presentation for the stores." (The new Klein clothing and furnishings lines will be produced and sold by GFT and designed by Calvin Klein, Inc.)

David Chu, president of **Nautica** Apparel, Inc., a subsidiary of State-O-Maine, Inc., expects **Nautica's** business to be "very, very strong" next year based on the spring and Father's Day orders it has already written. Its major strategy for '92 is to maximize the business in its existing in-store shops as well as to install more in-store shops, Chu said. "We try to package well, we try to stay focused, we try to do the best sourcing. In today's environment, we have to look at every possibility to be more value-oriented. Without the right sourcing, your product will not represent a good value."

Gant, a unit of Crystal Brands, Inc., expects growth in 1992, said Jay Shaw, president. "Our segment of the market -- the better collections area -- is experiencing good business right now," he explained, adding that better collections are outperforming classifications. Gant's new lower pricing policy will also help, he said. "We made the price points much sharper because we feel the consumer of the '90s is a price/value-driven customer. We're seeing it in the automobile business and we'll see it in all aspects of the (men's wear) business."

Raffin said that next year Colours will strive for "strong growth with existing accounts" rather than trying to open new accounts. To achieve that goal, the company plans to "continue to invest in providing the stores and the ultimate consumer with more marketing support for the Alexander Julian products, whether it's a national ad campaign, retail shop enhancements or merchandise coordinators."

GRAPHIC: Photograph

SIC: 5136 Men's and boys' clothing ; 2320 Men's and Boys' Furnishings

IAC-NUMBER: IAC 11614571

IAC-CLASS: Trade & Industry

LOAD-DATE: October 11, 1995

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FASHION FLASHES;Accessories have a silken touch Orange County Register (California) December 6, 1991 Friday

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Orange County Register (California)

December 6, 1991 Friday MORNING EDITION

SECTION: IMAGE; Pg. E02

LENGTH: 114 words

HEADLINE: FASHION FLASHES;
Accessories have a silken touch

BYLINE: Katherine Blake, The Orange County Register

BODY:
Silk boxer shorts? Sure. These, bottom right, with a holly design ($ 21.99), are available at Tie Rack stores.

Reversible scarf ($ 35) in earth tones, right, combines best features of silk and wool. Available at Tie Rack stores.

Pheasant hunt motif in rich brown, olive and gold, below, adorns a silk jacquard necktie ($ 55), available at the **Nautica** store, Newport Beach.

Hermes ties a silk-pocket handkerchief or pochette ($ 75), below right, into a plump bow on a belt loop. Available at Hermes stores or by calling Hermes' Personal Shopping Service at (800) 441-4488.

GRAPHIC: BLACK & WHITE PHOTO

LOAD-DATE: March 20, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Rainforest, Nautica settle suit; Nautica Apparel Inc. settles "Rain Forest" trademark suit; Brief Article Daily News Record December 10, 1991

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December 10, 1991

SECTION: Vol. 21 ; No. 238 ; Pg. 14; ISSN: 0162-2161

LENGTH: 72 words

HEADLINE: Rainforest, **Nautica** settle suit; **Nautica** Apparel Inc. settles "Rain Forest" trademark suit; Brief Article

BODY:
NEW YORK -- Rainforest, Inc., and **Nautica** Apparel, Inc., said they have amicably resolved their federal court trademark suit.

Rainforest had sued **Nautica** and its parent company, State-O-Maine, alleging infringement of Rainforest's federally registered trademark "Rain Forest."

As part of the settlement, **Nautica** acknowledged the continuing validity of the trademark and agreed not to use the words "Rain Forest" again.

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

IAC-NUMBER: IAC 11680345

IAC-CLASS: Trade & Industry

LOAD-DATE: October 16, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Traditional yule items sell best; five mini-articles regarding the best-selling men's clothing items in the Southeast, Southwest, Midwest, Northeast, and West Coast for Christmas 1991 Daily News Record December 10, 1991

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December 10, 1991

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LENGTH: 1688 words

HEADLINE: Traditional yule items sell best; five mini-articles regarding the best-selling men's clothing items in the Southeast, Southwest, Midwest, Northeast, and West Coast for Christmas 1991

BYLINE: Lloyd, Brenda ; Jarnagin, DeAnna ; Sharoff, Robert ; Marsh, Lisa ; Nelson, Alexandra

BODY:
SWEATERS HOT

IN SOUTHEAST

ATLANTA -- Sweaters and woven sport shirts were the hottest sellers in the Southeast last week as men's wear continued to do fairly well at retail.

Joseph Lauder, president of Joseph Lauder Clothiers, Hendersonville, N.C., said last week's sales exceeded expectations. Hot items included all-cotton or wool/rayon woven sport shirts in patterns other than plaids from Gitman Brothers, Boston Traders, Ruff Hewn and Barry Bricken. Also, fancy cotton sweaters by Boston Traders, Timberland and Falke, and solid-color crew and V-neck cotton sweaters by Bay Street were popular, along with short lambskin leather jackets from Robert Comstock and Silverado.

Lauder said that he is sticking with his current prices and will run no price promotions until after Christmas.

However, at Dawahare's of Lexington, Kr., price promotions are a way of life at this time of year. Although the 14-store chain is no more promotional this year than last, Richard Dawahare, general merchandise manager for men's, characterized the climate as "very promotional."

Dawahare said the division had a good sales increase on Thanksgiving weekend, but sales last week were flat. Still, he anticipates a total sales increase for the month of December of around 5 percent.

The hottest items last week were private label pieces such as color-blocked washed twill shirts and sweaters; fisherman knit sweaters; all-silk sport shirts, and cotton turtlenecks and mock turtlenecks.

Some brands were also strong. These included Bon Homme, Tommy Hilfiger and Colours by Alexander Julian in tops, along with fleece from Crable and Genus and sweatshirts from Duck Head. Polo, Dockers and Guess were the top-selling bottoms resources. Leather bomber jackets from Greg Bell and G3 also were strong.

Dawahare said that all of the best sellers were "value priced" or marked down.

Sales were up 18 percent last week at Granger Owings, a specialty store in Columbia, S.C. The store has not broken price yet.

William Owings, president, said best sellers were cashmere sport coats from Southwick and Oakland, and formalwear from Norman Hilton, Southwick and Oritsky. He attributed the upsurge in formalwear to a series of holiday parties.

HEAT COOLS BIZ

IN SOUTHWEST

DALLAS -- Hot weather put a damper on holiday sales at family-owned department stores in the Southwest last week. However, stores remain cautiously optimistic about the holiday season.

At the three-unit Scarbroughs in Austin, men's wear is running even with last year, according to Frank Watson, president. "But we are less promotional and we will hopefully get better gross margins," he said. "This past weekend was bigger than the after-Thanksgiving time and we look for each weekend until Christmas to get bigger and bigger."

Watson said that men's sportswear is doing well across-the-board with strength in rugby and knit shirts. Dress shirts, ties and boxer shorts are also doing well.

At The Popular department stores in El Paso, sales over the weekend also outpaced the previous weekend, according to Edward Schwartz, chairman. "Business since Thanksgiving has been good. Men's wear in October and early November was weak, but for the first week of December men's is running ahead. We are cautiously optimistic."

Schwartz said tailored clothing "is excellent and young men's is improving." Men's and young men's collections have been healthy performers. However, furnishings are running slightly behind.

Price promotions are being held even with last year. However, "I'm fearful we might have to get more promotional," Schwartz said.

Skip Chustz, executive vice-president/general merchandise manager for Maison Blanche in Baton Rouge, La., voicedsimilar concerns. "We have less price promotions scheduled this year. We are trying not to panic, though business is really tough," he said. "There are a lot of customers in the stores, but they are not buying."

Chustz said top sellers include neckwear from Randa and Barbara Blank, Geoffrey Beene dress shirts, Claiborne cotton novelty weaters, Gant sportswear, Girbaud stonewashed "skinny cowboy" jeans, Levi's 550 jeans and Nike nylon warmups. Mock turtlenecks, silk shirts by Robert Stock and private-label cotton sweaters were also hot.

MIDWEST SEES

PRICE CUTTING

CHICAGO -- Specialty retailers in the Midwest were surprised by flat sales last week and many added they will be forced to promote if business doesn't pick up.

At Chicago-based Bigsby & Kruthers, senior vice-president Michael Karpik said business last week was basically on plan with cotton cut-and-sewn sport shirts and novelty neckwear leading the way. A new line of hand-painted neckwear by Marc Hauser, casual outerwear in shorter lengths by Mondo, **Nautica** and some

Italian resources, and crewneck sweaters by Hugo Boss and Jhane Barnes also did well.

At Milwaukee-based Harley's, business is about even with last year, said vice-president Tim Ryan. So far, clothing and contemporary neckwear by Zanzara, Jhane Barnes and Hugo Boss are the top-selling categories along with sport coats by Bill Robinson, Joseph Abboud and Hugo Boss.

Although crewneck sweaters by Mondo and Jhane Barnes are doing well, Ryan said overall sweater sales are slow. Outerwear -- with the exception of better overcoats -- is lagging, and the store will begin marking it down this weekend.

At Wichita-based Henry's, business is "pretty flat," said vice-president Tim O'Connell. "We're still planning on a 3 to 5 percent increase, but I'm less optimistic than I was a few weeks ago."

Solid melton blazers by Peerless, toggle coats by Hugo Boss, outerwear and denim are doing well.

At Minneapolis-based Hubert White, outerwear and dressy sportswear are doing well, said co-owner Robert White. He added that cut-and-sewn sport shirts by Ruff Hewn and Heartland are standouts.

BIZ MODERATE

IN NORTHEAST

NEW YORK -- Traditional gift items, most notably men's furnishings, were among the hot sellers in the Northeast last week as retailers trudged through the second shopping week of the holiday season.

At Jordan Marsh in Boston, "the hot item this holiday season is fleece in every way, shape and form," said Joel Friedman, senior vice-president/general merchandise manager (GMM) of men's. Cold-weather-related products are also selling well along with outerwear, clothing and fashion and dress shirts.

"The hot item to have is flannel boxers and then silk boxers," said Kelly Bolen, senior vice-president, GMM of men's, for Joseph Horne in Pittsburgh. "Men's dress furnishings, especially ties by Manhattan, are selling." Dark-colored fashion dress shirts, leather outerwear and young men's college fleece were also hot.

Retailers report that after a strong Thanksgiving weekend, business last week was moderate.

"Last week was just fair," said Friedman, "but Thanksgiving weekend was very good. Part of that was our bad weather on Friday morning and a sleet storm last Monday that made those two days a problem."

He added, "Christmas is going to be late and, in the Northeast, weather will play a big part. I think Christmas will be okay, but it will just come later."

"Basically, we're right on plan," said Bolen. "We had a pretty decent week last week and Thanksgiving was good. The plus in our business will come out of the last week before Christmas."

Regarding promotions, Bolen added, "Our promotions are planned the same as last year -- we're no more aggressive. We have no plans to cut prices closer to Christmas. Our stocks are in line and the pressure to promote is off."

The customer, however, is still shopping for the best price. Case in point comes from Howard Baskin, owner, H. Baskin Clothiers, Pittsburgh.

"Our sales are way up," Baskin said, "mostly because of our sale, because we're closing the men's department in February."

COLD SPURS BIZ

ON WEST COAST

LOS ANGELES -- Cold weather helped to spark holiday sales on the West Coast, according to department and specialty store retailers in the area. Outerwear and sweaters continued to be the gifts of choice.

At Wilkes Bashford in San Francisco, "Cashmere sweaters are doing very well for us," said Wilkes Bashford, owner. In tailored clothing, Zegna and Richard Tyler sport coats were strong.

"We've done some promotion for the holidays including a fashion show and print advertising," Bashford noted.

For the rest of the year, Bashford says he will probably break even, but he is planning for moderate increases for 1992.

A retailer with a large northern California department store chain said business has been meeting expectations for the first two weeks of the holiday season.

"The biggest sellers continue to be dress shirts and neckwear," said this general merchandise manager. "Our own private label is doing well along with Perry Ellis. Casual shoes seem to be a hot buy with Timberland-like shoes selling especially well."

This executive further noted that lower-priced goods are more appealing to customers this year. "We've brought our price points down a bit from last year and the customer is responding," he said.

The retailer added that he expects 1991 to end up slightly better than last year, with better margins.

At Sy Davore, in Sherman Oaks, "It's the novelty items that are selling," said president Leonard Freedman. Pajamas with Western motifs or vegetable-garden prints have "done great in the last two weeks," he said. Freedman added that midweight wool/cotton sweaters are also doing well in new olive, teal and rust.

As for the future, he said, "Business is tight, but there is business to be done and the customer has to buy something for the holidays. I think the first four or five months of next year will be difficult, but hopefully after that we will see a turnaround."

At Mariani's Men's & Boys' in Stockton, "The outerwear business has been very good for us so far this holiday season," said owner Paul Mariani. "Last year seems to have been the sweater year for us, and this year it's jackets," he said.

GRAPHIC: Photograph

SIC: 5611 Men's & boys' clothing stores ; 2320 Men's and Boys' Furnishings ; 2311 Men's and boys' suits and coats ; 5651 Family clothing stores

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FASHION FLASHES;Sweaters fit the season Orange County Register (California) December 13, 1991 Friday

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Orange County Register (California)

December 13, 1991 Friday MORNING EDITION

SECTION: IMAGE; Pg. 002

LENGTH: 96 words

HEADLINE: FASHION FLASHES;
Sweaters fit the season

BYLINE: Katherine Blake, The Orange County Register

BODY:
Some interesting lines: Diamond and cable stitching gives rich texture to this **Nautica** fisherman's sweater, right, ($ 165). Made of natural-colored wool with a sweeping shawl collar, it's available at the **Nautica** store, Newport Beach.

Wintery look, warm feel: This Pendleton crew neck sweater, below, ($ 77.50) _ landscaped with geometric snowflakes, mountains and evergreens _ is made of 100 percent wool. Available at the Pendleton stores, Laguna Hills, Brea and South Coast Plaza.

GRAPHIC: BLACK & WHITE PHOTO

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Sunday Outing;For the Bargain Hunter, Ample Outlets The New York Times December 15, 1991, Sunday, Late Edition - Final

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View Related Topics

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SECTION: Section 1; Part 2; Page 71; Column 1; Style Desk; Life Style Page

LENGTH: 1388 words

HEADLINE: Sunday Outing;
For the Bargain Hunter, Ample Outlets

BODY:
At the start, they were a drowsy bunch, as these intrepid bargain hunters left the Upper West Side of Manhattan. While their warm charter bus hummed on its two-and-a-half-hour trek toward Reading, Pa., early one frosty Saturday morning, many dozed. Others chatted quietly, recalling past shopping triumphs in the place known as the Outlet Capital of the World.

"I saved a lot of money on name brands last year," said Canzetta Hamilton, a legal assistant. "For $300, I got so many things: sweaters and shirts for Christmas gifts and a whole lot of lingerie for myself.

"The best deal was a $100 Perry Ellis sweater," she went on, lowering her voice conspiratorially. "I paid $36. I was real excited about that one."

As the toll plazas of the New Jersey Turnpike gave way to the steel mills and corn fields of Pennsylvania, the slumbering, shoppers-to-be shoppers awoke. Momentum began to build.

"I brought my credit card," said Lucille Desisso, an office clerk. "I've never been to Reading, but I've heard about the 50-percent-off lingerie."

Others were lured by the savings to be found in a state with no sales tax on clothing. Some had less tangible motives.

Safer Than the Subway

"There's safety in numbers," said Maude A. Adams, who organized the trip for the Canaan Baptist Church of Christ, on West 116th Street near Adam Clayton Powell Jr. Boulevard in Harlem, where she is the librarian. "In New York, people are afraid to ride the subways. I've never heard of anyone's purse getting snatched on one of these trips."

Among the older members of the group was Ernestine Richards, 75 years old. Seated near the front of the Community Coach bus, she was looking forward to picking up some underwear and treating herself to ice cream at a stand near the Vanity Fair (V.F.) Factory Outlet complex, the first scheduled stop.

"Then maybe I'll just come back to the bus and sleep for a while," said Miss Richards, who had spent the previous day with another charter group going to Franklin Mills, an outlet mall in Philadelphia.

Outlet stores -- where manufacturers sell overruns, imperfects, or last year's goods at discounted prices -- were born in Reading in the 60's and early 70's, according to Kelly A. Price, executive director of the Berks County Visitors Information Association. The early stores bore little resemblance to the six-outlet complexes in and around Reading that now draw eight million visitors (and about 8,000 buses) a year, mostly from the New York metropolitan area.

Old Factories House Stores

Then, customers often sifted through racks of damaged (or distinctively ugly) clothing in the hopes of finding a rare gem.

Today, a host of top-name manufacturers have moved into town.

At the former factory buildings now occupied by the Reading Outlet Center in downtown Reading, one can find the discounted wares of Polo/ Ralph Lauren, Coach leather goods, Joan & David shoes, Jaeger ladies' sportswear, and **Nautica** men's and women's wear. Most of the goods are first quality; discounts range from 25 to 75 percent.

Another huge outlet center, the Reading Station, whose stores are scheduled to open next spring and summer, will include Calvin Klein, Cole-Haan shoes and Johnston & Murphy footwear.

Many Try to Cash In

Visitors should be wary, however: Sprinkled among the legitimate outlets (usually run by manufacturers) are shopkeepers trying to cash in on the town's $1 billion-a-year industry. One can find questionably-named snack "outlets," musical instrument "outlets" and, yes, even a tropical fish "outlet."

On the Canaan Baptist bus, Martha Bazemore, an intermediate school teacher in the Bronx and a repeat visitor to Reading, gazed out the window at the farm houses north of the town. "You need to get out of the city every now and then to maintain your sanity," she said with a sigh.

Savings, yes, by the shopping bag full. Sanity? That, of course, depends on one's definition. As the bus pulled into the immense parking lot at the V.F. complex, the scene was anything but calm. Holiday bargain fever was rampant.

About 250 to 300 buses -- and at least 5,000 cars -- had already let passengers loose on the more than 50 outlet stores, housed in eight sprawling buildings that were once home to the world's largest hosiery mill, Berkshire Knitting Mills.

Long Lines of Eager Shoppers

Inside one of the two main buildings, named Big Red in the complex's color-coded scheme, lines 10 people deep snaked back from the registers. Shoppers sifted through rack after rack of Vanity Fair underwear, bras, slips and bathrobes -- first quality and half-price -- so fast and furiously that the lacy lingerie ended up in heaps on the floor.

Nearby, at one of the many checkout stations, a cashier, Janet Conrad of West Reading, sported a festive wreath pin and smiled sweetly amid the clamor.

"The trick is, you never look into the line," she said, gesturing at the rows of shoppers. "It's like if you're at the top of a 25-story building, you never look down."

Elsewhere in the complex, customers browsed at the Eagle's Eye store, where richly colored ladies' sweaters (retail price: $99) were going for $69.50.

At the Carter's Children's Wear store, Baby Dior rompers were $19.99, down from $38, and at Danskin Round-the-Clock Hosiery, ladies' tights sold at half the normal price ($6 versus $12).

Not for the Faint of Heart

The crowds are part of the experience. Outlet shopping (especially on weekends) is not for the faint of heart in October, November and December. Things quiet down considerably in January, and prices are dropped even further.

But on this gray Saturday, the commotion wasn't bothering Lucille Desisso or her friend Thelma Perkins, a nurse's aide, one bit. Heading into the Big Mill Outlet Complex downtown, the group's second stop, the pair was positively gleeful.

"I love it," Ms. Desisso said. "I bought three pairs of Lee jeans, three sweat suits and a bunch of other stuff. It would have cost twice as much in the city.

"I'm ready to go again," she added, surveying the outlet center's list of stores before heading toward her next bargain.

Ernestine Richards, the would-be bus sleeper and underwear buyer, was the day's biggest winner. Her purchases -- a $2.50 jar of pickles, warm socks for winter and fragrant hand wipes -- were modest compared to those of some of the other group members. But, part way through the trip, the group leader announced that Miss Richards had won the group's "door prize" -- a raffle jackpot worth $100.

"Thank you," she said, carefully folding the envelope containing her winnings and placing it into her purse. "God bless you. "I'm very happy, I'm going to make other people happy with this money."

Getting There

Outlets are scattered through several towns, centered on Reading. A useful first stop for visitors is the Berks County Visitors Information Association, in the V.F. Factory Outlet Complex. Staff at the association can give directions to individual outlets; maps are also on sale. The office is open Monday through Friday, 9 A.M. to 5 P.M., Saturday 10-2. From May to December it is also open on Sunday, 10-2.

To get there by car: From Manhattan, take the Lincoln Tunnel to the New Jersey Turnpike, south. At Exit 14 (the Newark Airport exit) join I-78 west, then take Route 222 south into Pennsylvania. At the approach to Reading, go right on Route 422. At the first traffic light, go left on Park Road. The entrance to the V.F. Factory Outlet complex is in one mile, on the left.

Driving time: about 2 1/2 hours.

By public transportation: Carl R. Bieber Tourways buses go to Reading from Port Authority Bus Terminal; call (215) 683-7333 for schedule information. Round-trip fare is $27.50. From the Reading bus station, take a Reading Metro Taxi, (215) 374-5111, or the local BARTA bus, which stops at the major outlet centers; (215) 921-0601 for information. Local bus fare is 95 cents.

By charter bus: With a bus filled to capacity (about 49 people), the cost is $12 to $15 a person.

For more information about outlet stores in Reading and vicinity, write or call the Berks County Visitors Information Association, V.F. Factory Outlet Complex, Park Road and Hill Avenue, P.O. Box 6677, Reading, Pa. 19610; (800) 443-6610.

GRAPHIC: Photo: Bargains at the V.F. Factory Outlet complex, above, and other outlet centers in the Reading, Pa., area draw large crowds before Christmas. (Sal DiMarco for The New York Times)

Map of Pennsylvania showing location of Reading

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OUT HUNTING FOR DEALS ?;Free-standing outlet stores offer bargains by the barrel Orange County Register (California) December 16, 1991 Monday

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December 16, 1991 Monday MORNING EDITION

SECTION: ACCENT; Pg. E01

LENGTH: 2064 words

HEADLINE: OUT HUNTING FOR DEALS ?;
Free-standing outlet stores offer bargains by the barrel

BYLINE: Jennifer Lowe, The Orange County Register

BODY:
Outlet stores in Orange County are like the mismatched bargains that hang on a store's rear sales racks.

They're off the beaten path and aren't heavily advertised, but can offer consumers real savings.

Most shoppers are familiar with outlet malls _ usually a half-hour to two-hour drive away. But a smattering of free-standing outlet stores are tucked into nearby industrial parks or nondescript buildings. The local outlets, like those in malls, keep a low profile but have attracted a big following.

Outlets have become one of the hottest trends in retail.

Operated by manufacturers, outlets sell overstocked, past-season or irregular merchandise as much as 80 percent off retail, eliminating a middleman. Some even stock current items.

"Why pay more when you know you can get it for less? You don't need the name of a fancy store," said Maria Valentini, 42, a homemaker from Seal Beach, shopping in the PCH Clothing Co. Factory Outlet in Los Alamitos.

She rarely visits a mall, preferring outlets and clearance stores (stores operated by well-known retailers that stock merchandise they can no longer sell in their regular stores).

To help economy-minded shoppers with an eye toward the holidays, we've compiled a list of some of the outlet and clearance stores in Orange County (addresses and hours on page E1):
Bullock's clearance center

A mob scene when it opened, this Anaheim store is the last stop

for clothing cleared from Bullock's stores. It will be open only until Christmas, and it looks as if shipments have slowed to a trickle and shoppers have mowed down anything good.

Gone are the men's and children's clothes; left are racks and racks of women's clothes jumbled together. You'll be lucky to happen on DKNY and other designer labels that were there at the start, but much pawing might yield some good deals. Much of the merchandise is summery. Everything is 75 percent off the final price.

Most promising: Several rows of name-brand bikinis.

All sales final. Checks and credit cards accepted.

Contempo Casuals clearance store

Tucked in the Loehmann's Five Points shopping center in Huntington Beach, this outlet for the popular boutiques carrying funky clothing for juniors offers weekly specials for less than $ 10. The week we checked: selected tank tops, shorts and dresses, $ 2, $ 4 and $ 6.

All other merchandise is 65 percent off the original price; ignore the tags' many lined-through prices. We liked Capri leggings (originally $ 24, now $ 12-$ 13); cotton shorts (originally $ 21, now $ 5) and some of the earrings and jewelry ($ 2 to $ 3).

All sales are final. Credit cards and checks accepted.

Harris' Red Tag clearance store
DKNY, Liz Claiborne and Ralph Lauren are among the designer names at this clearance store stocked from the women's departments of the San Bernardino-based department store chain. Most items are 50 percent off.

Pickings are slim for a few of the big names, though we liked the DKNY stirrup pants (originally $ 235, now $ 116.99) and the paisley silk Liz jacket ($ 168, now $ 83.99). Part of the store is devoted to petites; the rest is shoes, sweaters, blouses, skirts, jackets and pants.

Though merchandise is past-season or moved out of the main stores to make way for new items, we still found holiday wear, including an Anne Klein II black wool-blend top with gold sequins ($ 240, now $ 119.99).

Thirty-day return policy with receipt. Checks and credit cards accepted.

Nordstrom Rack

Stuffed to the gills like its big brother _ Nordstrom _ the Rack is a clearance center for the department store. It carries past-season, end-of-season and overstocked men's, women's and children's clothing, shoes and accessories at 30 to 70 percent off.

We liked Via Spiga navy slingback pumps ($ 69.90); men's Burberry casual shirts ($ 29.97); a women's Nicole Miller color-blocked suit ($ 250); a boy's **Nautica** jacket ($ 39.97); and a must for Nordies _ a cotton bra top ($ 4) with Nordstrom written on the band.

Tags do not list original prices.

Thirty-day return policy with receipt and tags attached. Credit cards and checks accepted.

Olga-Warner's Outlet
Plenty of panties, bras, slips and other lingerie fill this modestly sized store. Merchandise _ typically past-season and surplus from the manufacturer _ starts out at 30 percent off retail, but red-tag sales can discount it another 25 percent.

We found Olga bras (originally $ 25, marked to $ 9.99) and matching panties ($ 17.50, now $ 7.99); a rack of slips ($ 11, now $ 7.99); and a nice V-neck gown ($ 44, now $ 30.99). A sale rack held an Olga camisole (originally $ 33, down to $ 7.88). The store also carries irregulars (usually the flaws are difficult to see), and has a rack of bras for $ 5 and panties for $ 2. We also found maternity undergarments and some lingerie with a holiday theme.

Exchanges/refunds within 10 days. Checks and credit cards accepted.

PCH Clothing Co. Factory Outlet

Next to Los Alamitos Race Track, this boutique at the end of a bland building bursts with color and fashion inside the door. The manufacturer, right behind it, turns out men's and boy's casual wear with a beach/surf theme.

The day we visited, everything was an additional 20 percent off; most things are sold at 35 percent below retail. A table of samples _ used by the company's sales force _ has $ 5 items, such as T-shirts.

We fell for a chambray shirt ($ 34 retail, $ 17.99 on promotion); mock turtlenecks ($ 24, now $ 16.99); and cotton pants, (were $ 34 to $ 36, down to $ 19 on promotion). For boys, we liked striped T's ($ 26, now $ 18).

Returns must be made within two weeks with receipt and tags on garment; credit cards and checks accepted.

Sutter Place

Fluffy fabric, velvet, gold thread. You'll find plenty of these at this outlet for Scott McClintock and Jessica McClintock clothing.

We saw many women's dresses perfect for the holidays, such as a deep-backed dress ($ 208, now $ 106) and a short-skirted black dress with gold sequins ($ 150, now $ 58). The store also carries daywear,

wedding dresses and children's clothing; some are irregulars.

All sales final. Credit cards and checks accepted. No baby strollers on weekends.

Wet Seal clearance store

The merchandise here _ 50 to 75 percent off _ comes as buyers' mistakes, overruns or damaged items from the chain of trendy, junior clothing stores.

You need to hunt, but we found leggings ($ 34, now $ 8); jeans ($ 36, now $ 18) and a YES Clothing Co. cotton jacket ($ 49, now $ 24) and matching skirt ($ 36, now $ 18). Racks marked "damaged" offer deals for just a few dollars _ typically, garment seams have come apart or items have stains. There are several $ 4 tables. Earrings are $ 1 a pair.

All sales are final. Checks, credit cards accepted.

FOOD
Entenmann's/Oroweat Bakery Outlets

We thought we had died and gone to bread heaven. Baked goods under both labels tempted us at every turn. Items for sale have been returned unsold from stores or are bakery-direct _ they just may vary in weight or have imperfections, such as frosting gone awry. Prices range 30 to 50 percent off retail.

We found Boboli pizza crusts ($ 3.19, now $ 1.49); Oroweat honey-wheatberry bread ($ 1.89, now $ 1.23); and a package of Francisco International French rolls ($ 1.29, now 84 cents). Then there is the Entenmann's brand _ everything from our favorite raspberry twist to fudge-nut brownies to devil's-food crumb donuts.

Cake products are 50 percent off on Wednesdays; breads are 50 percent off on Saturdays.

No credit cards; 10-percent senior discount.

FURNITURE
Broadway Home Clearance Center

Somewhat hodgepodge but worth looking through, this clearance store for The Broadway's furniture department carries items that have been discontinued. Markdowns are up to 75 percent off of retail.

We found a floral sofa ($ 299) and matching loveseat ($ 249); a ginger jar-style lamp ($ 24.95); and dining-room set ($ 889.99). The store also carries electronics, mattresses and rug remnants.

All sales final. Credit cards accepted. Delivery available.

GENERAL
MERCHANDISE

JC Penney Outlet Store

This good-sized, two-level store set in a small shopping center sells out-of-season, overrun and irregular Penney merchandise at 50 to 80 percent off. The entire lower floor is furniture.

We found a queen-sized thermal blanket ($ 12.99, no original price listed); patterned boys sweaters ($ 21, now $ 14.99); and towels ($ 3.99 and $ 4.99, no original price listed.)

Returns with receipt; credit cards accepted.

Sears Outlet

Our favorite thing about this slightly cluttered store was the official "greeter" at the door who wished us well. Discontinued or overstocked merchandise from Sears stores is shipped here and sold up to 70 percent off.

We noticed girls' black velvetlike dresses (originally $ 32, marked to $ 20); girls' red plaid pajamas ($ 13.99, now $ 10); holiday cookie tins ($ 4.50, now $ 3.49); a men's Voit jogging set ($ 44.88, now $ 30); and men's LA Lakers sweat pants ($ 18.98, now $ 13).

All sales final; checks and Sears and Discover credit cards accepted.

Know of another outlet in Orange County or have a favorite? Write Shopping/Accent, The Orange County Register, PO Box 11626, Santa Ana, Calif. 92711.

SIDEBAR
TIPS FOR OUTLET SHOPPERS
Ultimately, if you're pleased with what you find, it doesn't matter if the store is an outlet, a clearance center or something else.

"If you're an outlet shopper, you have to be careful to look at what you're buying, to be aware of what good quality is all about," said Nancy McCluney, editor of the Florida-based "Joy of Outlet Shopping. "
Keep these tips from McCluney and other sources in mind when shopping at outlet and clearance stores:
Try things on. Make sure they fit. Don't fall for them just because the price seems right.

Comparison shop. Know what things cost. That way, you'll know if the bargain really is one.

Ask questions. Find out who the manufacturer is. Find out the store's return policy. Find out if the merchandise is irregular.

(It should be marked.) Call and ask questions before you go. Find out when the sales are.

Be prepared for disappointment. Often sizes are limited, merchandise may not be current-season, the environment may be less

than luxurious.

We know of three guides to outlet shopping:
"The Joy of Outlet Shopping," $ 5.95. Write JOY, Dept. MS, Box 17129, Clearwater, Fla. 34622.

"Outletbound," $ 6.95, PO Box 1255, Orange, Conn. 06477.

"The Outlet Report," $ 8.95, Lazar Media Group Inc., 112 E. 36th St., New York, NY 10016.

GRAPHIC: MAP; MAP; Sites of local outlet stores; List of stores

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Richard Bennett cashes in on soft sell approach; men's store provides customers with clublike atmosphere.
Daily News Record December 31, 1991

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LENGTH: 689 words

HEADLINE: Richard Bennett cashes in on soft sell approach; men's store provides customers with clublike atmosphere.

BODY:
HADDONFIELD, N.J. --Few men shop for their apparel where they socialize, but that's not the case at Richard Bennett.

Benjamin Santoro, president and owner of Richard Bennett, a specialty store in southern New Jersey, tries to give the store more of a social atmosphere and less of a high-pressure sales environment. "Our store is like a club. Customers come in with cake on Saturdays and some even have their own coffee cups."

The store's location, on old Kings Highway in Haddonfield, a town that dates back to colonial times, has a varied history.

"The building was built in 1742 by William Griscom, a soldier in the Revolutionary War," said Santoro. "In 1854 it was two residences and in 1945 it was turned into a movie theater."

Santoro took over the space in the early 1980s, remodeling it three years ago and almost tripling the selling space. "We were small and wanted to be a little bigger," Santoro said.

The store currently has 2,500 square feet of selling space, up from 800 square feet before the remodel. Richard Bennett has annual sales of about $ 1 million, Santoro said, with 60 percent of the business done in sportswear and the remaining 40 percent in tailored clothing and formalwear.

Resources include Gitman Bros., Jacob Roberts, Joseph & Feiss, Geoffrey Beene, Canali, Verri, Louis Roth, Cole-Haan, Xacus, Gran Sasso and Zanella. Sportswear resources include Bill Robinson, **Nautica,** Options by Byblos, St. Croix, Tricots St. Raphael, Falke, STNT and Gus Bari.

Santoro has a long and varied background in retailing, which started when he was in college. "I had an uncle in Cherry Hill (N.J.) who ran a store called Fimiani's; I worked as a gofer. I was there for nine years through college and after, learning his philosophy in the late 1970s and early 1980s," Santoro said.

"I then went to work for another firm in the same location and got laid off in 1982," which led to the opening of Richard Bennett, which is not named after anyone in particular.

"The name, Richard Bennett, was just created," Santoro said. "We put the names (of the employees) together and the name just felt right for the location."

In this conservative Philadelphia suburb, selling fashion merchandise would seem to be an impossibility, but that's not the case, says Santoro.

"In Haddonfield, 50 percent of the people are from very traditional backgrounds. People think Haddonfield is so conservative, but it's not. They're wealthy, but not stuffy," Santoro said.

Instead, his customers' traditional backgrounds allow Santoro to sell higher-priced merchandise. "They have buttondowns to the finest repps you can sell them," Santoro said. "We're not a traditional store. We sell to the 45- to 50-year-old Ivy Leaguers looking for the fashion end of traditional merchandise.

"What they wear to work is one thing. There's no limit to what they'll wear in sportswear," Santoro continued.

He added that not all of his customers come from Haddonfield itself. "We pull men from a 20-mile radius. He's 40 years old or up and he demands service. He likes style and aggressively approaches it.

"We know the community and we know our customers," Santoro said, adding that he and his staff "have 25 years of experience between the four of us (Santoro, buyer Susan Berg and two salespeople)."

As for service, "We take you by the hand and give you all the service and romance you can handle without being aggressive. We usually deal with people for a long time and we know what they want, so people come back to that," he said.

"You have to give people a reason to shop today," Santoro added. "Some 80 percent are repeat customers, some are even second generation."

Santoro keeps a "tasty" selection in the store by buying up fron instead of waiting until the season approaches. However, Berg said, "We do save some money for last-minute buying. We hit on things that will give the store personality."

"We always find tasty merchandise," Santoro added, "but we don't buy it in bulk. Our customers socialize together and by buying on a small scale, they won't all own the same things."

GRAPHIC: Photograph

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

IAC-NUMBER: IAC 11714387

IAC-CLASS: Trade & Industry

LOAD-DATE: October 16, 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
Date/Time: Thursday, March 23, 2006 - 9:51 AM EST

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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

OPPOSER'S SEVENTH NOTICE OF RELIANCE
PURSUANT TO 37 CFR §2.122(e)

Please take notice that Opposer, Nautica Apparel, Inc., pursuant to 37 CFR §2.122(e) is hereby noticing its reliance on various excerpts from printed publications downloaded and printed from Nexis. The excerpts are comprised of representative examples of English language third party articles from the year 1992 that reference Opposer and/or Opposer's goods and/or services.

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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

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I hereby certify that on December 3, 2008 a true and complete copy of the foregoing OPPOSER'S SEVENTH NOTICE OF RELIANCE was deposited with the United States Postal Service with sufficient postage as First-class mail in an envelope addressed to:

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I hereby certify that a true and complete copy of the foregoing OPPOSER'S SEVENTH NOTICE OF RELIANCE was forwarded by first class postage pre-paid mail by depositing the same with the U.S. Postal Service on this 3rd day of December, 2008 to the attorneys for the Applicant at the following address:

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/Neil B. Friedman/
Neil B. Friedman

NAUTICA APPAREL, INC.

January – Jun 1992

Third Party Articles

Date	Publication	Page	Headline
1/8/1992	Daily News Record	Vol. 22, no. 5, pg. 4	Apparel Inc. enters licensing agreement
1/15/1992	USA Today	Life; pg. 1D	Olympic colors play into men's fashion
1/17/1992	Orange County Register	Image; pg. O02	Fashion Flashes
1/19/1992	Newsday	Sports, pg. 22	Timeout
1/19/1992	Columbus Dispatch	Entertainment, pg. 5D	Style; It's fashion away with America's cup
1/26/1992	The Atlanta Journal and Constitution	High Style, Sect. L, p.O2	Fashion Q&A
1/29/1992	Chicago Tribune	Style; pg. 11	(no headline)
2/13/1992	Daily News Record	Vol. 22; no. 29; p. 8	Land ho! A preview of fall 1992 men's outerwear
2/21/1992	Los Angeles Times	View; Part E; p.6, col.3	Boot Camp
2/27/1992	The Ottawa Citizen	Living; what's hot; pg. E2	Proceeds from spring fashion show will go to help unwed mothers
3/12/1992	The Commercial Appeal	Image; pg. F1	Walking in Memphis
3/1992	Children's Business	Vol. 7; no. 3; pg. 120	Can we shop?
3/5/1992	CBS news transcripts	Interview	Tom Julian Discusses Men's sleepwear
3/6/1992	Women's Wear Daily (WWD)	Vol. 163; no. 46; p. 14	Nautica's new odyssey
3/9/1992	Footwear News	Vol. 48; no. 10. pg.37	Genesco shoemaking div. Posts
3/15/1992	The New York Times	Sect. 6; Part 2; pg. 38; col. 1	Southern Exposure
3/16/1992	Forbes	FYI; pg. 120	Store Credits
3/20/1992	St. Petersburg Times	Sailing; pg. 4	World class sailors
4/9/1992	St. Louis Post-Dispatch	Style West; pg. 14	America's Cup: Designers Set Sail
4/13/1992	Forbes	Money & Investing; The Funds; pg. 133	Royce's Run
4/15/1992	Chicago Tribune	Style; pg. 16	Ocean worthy fashions
4/17/1992	The Washington Post	Sports, pg. C24	Newcomers find there's room for a view
4/18/1992	Calgary Herald	Sports; pg. D4	Club dives into auction waters
4/21/1992	USA Today	Sports; pg. 11C	Bronco's Johnson sues HBO for naked footage
4/22/1992	Chicago Tribune	Style; pg. 22;	Plain and simple
4/23/1992	The Independent	Sport Page; p. 33	Sport in short: sailing
4/29/1992	The Atlanta Journal and Constitution	Living, Sect. B.; pg. 7	Living; Sect. B; pg. 7
5/11/1992	Footwear News	Vol. 48; no. 19; pg. 18	Shopping spree

NAUTICA APPAREL, INC.

January – Jun 1992

Third Party Articles

Date	Publication	Page	Headline
5/13/1992	USA Today	Life; pg. 5D	If suit feels good, you'll look good
5/13/1992	The Seattle Times	Style; pg. F1	Making a splash with kids
5/15/1992	Orange County Register	Image; pg. Q02	Fashion Flashes
5/28/1992	St. Louis Post-Dispatch	Style West; pg. 1	Unstuffed shirts
5/28/1992	The Houston Chronicle	Outdoors; pg. 14	Recreation Notebook
6/3/1992	Chicago Sun Times	Sect. 2; pg. 46	Bandannas bring a western touch to town
6/5/1992	WWD	Vol.163; No. 110; pg. F32	New Orleans sings a happier tune
6/9/1992	Los Angeles Times	Sports; Part C; pg. 7; Col. 3	Sailing: Alchemy has a golden touch
6/10/1992	Star Tribune	Variety; pg. 1E	Casually Correct
6/10/1992	Cosmetics International	Vol. 16; no. 369; pg. 8	Nautica sets sail for fragrance market
6/11/1992	The Post Standard	Living; Fashion pix. Pg. C1	Stalking the casual look
6/12/1992	Chicago Tribune	Sports; pg. 11	(no title)
6/14/1992	St. Louis Post-Dispatch	Business; pg. 1E	Famous adding jobs investment expected to reach $100 million
6/19/1992	St. Petersburg Times	Community Times; Sailing; pg. 8	Tarpon Springs designer creates new sailboard
6/21/1992	The New York Times	Sect. 3; pg. 10; col 1	All about men/men's fragrances
6/23/1992	Los Angeles Times	Sports; part C; pg. 10; col. 1	Sailing: Club helps youths correct courses
6/23/1992	Calgary Herald	Life Today; pg. C2	Men hem and haw on pleats
6/26/1992	WWD	Vol. 163; no. 125; pg.4	Dad did it
6/26/1992	Los Angeles Times	Sports; Part C; pg. 3	Sailing
6/29/1992	WWD	Vol. 163; no. 126; p.11	Harrods promotions will have U.S. themes
6/30/1992	USA Today	Sports; pg 11C	Football

NAUTICA APPAREL, INC.

Jun – Dec 1992

Third Party Articles

Date	Publication	Page	Headline
7/1/1992	Chicago Tribune	Style; pg. 15	The trunks line
7/7/1992	The Boston Globe	Living; pg. 25	Not necessarily navy
7/16/1992	Daily News Record	Vol. 22; No. 136; pg.l0	Wall Street hot on jeans
7/27/1992	Women's Wear Daily (WWD)	Vol. 164; No. 18; pg. 8	Selling Dallas to Mexico
7/27/1992	Advertising Age	People; pg. 16	Graphic: photo 1
8/3/1992	PR Newswire	Financial News	Swank, Inc. reports results for second quarter
8/9/1992	The New York Times	Sect. 6; pg. 38;col.1	Fashion
8/11/1992	Daily News Record	Vol. 22; No. 154; Pg. 2	Men's gets casual flavor
8/16/1992	St. Louis Dispatch	Style Plus, pg. 1	Lessons in Fashion
8/17/1992	Daily News Record	Vol. 22; No. 158; pg. 12	Keeping Profitt's in the plus column
8/19/1992	St. Petersburg Times	Sports In Brief; pg. 5	Sailors see national action
9/1992	Children's Business	Vol. 7; No. 9; pg. 57	Boy talk: manufacturers and retailers talk tactics
9/6/1992	St. Louis Dispatch	Style Plus; pg. 1	Fashion Electives
9/6/1992	Orange County Register	Travel; Pg. K04	Discounts; Factory prices cast a special lure
9/10/1992	The Houston Chronicle	Outdoors; pg. 11	La Porte's Hare gets honor
9/15/1992	Hartford Courant	Lifestyles; pg. C1	Retailers take notice: students have their own favorite fashion
9/23/1992	The Post-Standard	Lifestyle	Where to find the fashions
9/23/1992	Chicago Tribune	Style; Pg. 14	New York designer Byron Lars soars with Amelia Earhart
10/6/1992	PR Newswire	To Business Editor	State-O-Maine, Inc. announces second-quarter results
10/18/1992	St. Louis Dispatch	Style Plus; pg. 1	Dress Code: Casual
10/23/1992	Orange County Register	Image; pg. Q02	Fashion Flashes
11/2/1992	The Atlanta Journal and constitution	Living; Sect. E; pg. 7	Paula Crouch Thrashersales
11/12/1992	Business Wire	Business Editors	Orbit International announces record first quarter revenues
11/29/1992	The Commercial Appeal	News; pg. A1	Stores give thanks a day late as sales take a leap
12/4/1992	Orange County Register	Image; pg. Q02	Fashion Flashes
12/8/1992	WWD	Vol. 164; No. 108; pg.2	Halston Borghese gets Nautica fragrance
12/13/1992	The Atlanta Journal Constitution	Style; Section L; pg.1	Eau Natural
12/15/1992	Daily News Record	Vol.22;No.236;pg.4	Midwest Stores holding price
12/24/1992	Plain Dealer	Metro; pg. 6B	Four face charges of counterfeitting

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)

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Nautica Apparel Inc; enters licensing agreement with Leisure Merchandising Corp.; Brief Article Daily News Record January 8, 1992

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ASAP
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Daily News Record

January 8, 1992

SECTION: Vol. 22 ; No. 5 ; Pg. 4; ISSN: 0162-2161

LENGTH: 121 words

HEADLINE: **Nautica** Apparel Inc; enters licensing agreement with Leisure Merchandising Corp.; Brief Article

BODY:
NAUTICA APPAREL, INC., a subsidiary of Stat-O-Maione, Inc., has licensed LEISURE MERCHANDISING CORP. to produce and market a line of luggage, business cases and travel bags for spring '92.

The line will range at retail from approximately $ 35 to $ 350 and will be targeted to department stores, specialty stores and luggage shops. The initial line will consist primarily of ballistic nylon pieces with leather trim, with an all-leather luggage line to be added for late spring delivery.

Cliff Ensley, president of Leisure Merchandising Corp., said that the **Nautica** luggage line should generate between $ 2 and 3 million in its first year. The New York-based company is located at 260 Fifth Avenue, Suite 505.

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 3161 Luggage ; 2320 Men's and Boys' Furnishings

IAC-NUMBER: IAC 11750965

IAC-CLASS: Trade & Industry

LOAD-DATE: August 22, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
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Olympic colors play into men's fashion USA TODAY January 15, 1992, Wednesday, FINAL EDITION

Copyright 1992 Gannett Company, Inc.
USA TODAY

January 15, 1992, Wednesday, FINAL EDITION

SECTION: LIFE; Pg. 1D

LENGTH: 188 words

HEADLINE: Olympic colors play into men's fashion

BYLINE: Craig Wilson

BODY:
Forget the earthy, the environmental, the moody hues.

It's back to primary colors for men this spring and summer, a look spurred on by the upcoming Olympic Games.

The Men's Fashion Association opens its spring/summer shows in Los Angeles Thursday with lots of color.

"It's been a good five years since primary colors have really covered the spectrum in men's fashion," says the MFA's Tom Julian.

Primary colors - echoing the bright, bold colors of the Olympic rings - replace the neon look in sportswear of the past few seasons.

Nautica is showing what designer David Chu calls "a rush of color" - T- shirts ($ 49) in bright sun yellow, blouson jackets in parrot green ($ 115) and pleated shorts ($ 43) in blues of "almost startling clarity."

Designer Henry Grethel, who designed the U.S. Winter Olympic Team parade uniform, is also designing the uniforms for the summer games in Barcelona. He'll carry the "Olympic look" into his collection of ties, sweaters and shirts.

"The summer look will be going much brighter," Grethel says. "I'll be using bright shades of red, clean white, Barcelona gold."

GRAPHIC: PHOTO; color, Rob Brown, USA TODAY

CUTLINE: FLYING COLORS: Bold T-shirt ($ 60) and pants ($ 68) from Marithe & Francois Girbaud.

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Thursday, March 23, 2006 - 10:41 PM EST

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)

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FASHION FLASHES;Blaze a sharp, fashionable trail;Men's jackets are crisp and clean Orange County Register (California) January 17, 1992 Friday

Copyright 1992 Orange County Register
Orange County Register (California)

January 17, 1992 Friday MORNING EDITION

SECTION: IMAGE; Pg. O02

LENGTH: 104 words

HEADLINE: FASHION FLASHES;
Blaze a sharp, fashionable trail;
Men's jackets are crisp and clean

BYLINE: Katherine Blake, The Orange County Register

BODY:
Mondo di Marco breaks away from the neutral colors of fall and winter, right, with a splash of color. This teal silk blend single-breasted blazer ($ 400) is available at Bullock's Men's Store, South Coast Plaza, Costa Mesa.

This marine blue jacquard single-breasted blazer ($ 350) of linen blend, left, has classic good looks. From the Mondo di Marco collection, it's available at I. Magnin, Newport Beach.

Lighten up with a natural-hue linen blazer, left($ 185), by **Nautica.**

Available at the **Nautica** store, Newport Beach.

GRAPHIC: BLACK & WHITE PHOTO

LOAD-DATE: March 10, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
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TIMEOUT Newsday (New York) January 19, 1992, Sunday, ALL EDITIONS

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Newsday

Newsday (New York)

♦ View Related Topics

January 19, 1992, Sunday, ALL EDITIONS

SECTION: SPORTS; Pg. 22

LENGTH: 1108 words

HEADLINE: TIMEOUT

BYLINE: LEON H. CARTER

BODY:

Daly Is High On

South African Tour

Many tennis players and golfers have refused to play in South Africa because of apartheid. And although the South African government has said reforms are taking place, Yannick Noah, captain of France's Davis Cup team, recently reminded the athletic world that apartheid still exists and said he refuses to go there as a player or captain. Noah made his comments after seeing footage of white security officials beating blacks.

So Timeout was a little surprised to hear John Daly's comments on playing in South Africa on Ann Liguori's "Sports Innerview," which was scheduled to air at 10:30 last night on MSG.

Daly, who is white, played in South Africa in 1990. He was virtually unknown until he stormed to stardom by winning the 1991 PGA Championship. Timeout was unsuccessful in reaching the 25-year-old PGA Tour rookie yesterday in Bermuda Dunes, Calif., where he played this weekend in the Bob Hope Classic.

Here's what Daly said:

"The South African Tour is where my whole career really started for me. The people down there are great and the tour is absolutely wonderful. They treat Americans like kings down there. I was so comfortable there."

Liguori: Were you worried about getting flak because of apartheid?

"I never worried about it. All I care about is people. I felt really safe in South Africa. I didn't feel like I had anything to worry about."

What do you think about tennis players and golfers refusing to play in South Africa because of apartheid?

"A lot of players use a lot of excuses. I'm not going to use that for an excuse because I think you have to play somewhere and I think South Africa is one of the best tours a guy who doesn't have his [PGA] Tour card can go play.

So you put the critics on hold and say, hey, I got to play golf?

"When you're dealing with sports, there is really no country that's going to turn too many people away in professional sports when it comes to politics, which I really don't care too much about and don't know anything about . . . I can be safe anywhere playing golf, as long as you keep your nose clean and do the things that you are there for and that's to play golf. And basically that's what I did . . ."

Pair of Whats?

The award for the most provocativeend-of-the-year column goes to Pat Hickey of the Montreal Gazette. Hickey named Magic Johnson and Wilt Chamberlain "Sports Sluts of the Year." He cited Johnson, who tested positive for HIV and retired from the Lakers in November, for being promiscuous. Chamberlain was chosen for the 20,000 sexual encounters he writes about in his book, "A View From Above."

Of Johnson, Hickey told Timeout: "It's wonderful that he raised all this concern about AIDS, but you cannot overlook the fact how he got the disease."

On Chamberlain: "Now I know why he was watching all those women's tennis matches at the U.S. Open last year. I even saw him watching two Canadian women - in the qualifier."

Sail-abration

Danielle Brennan, 16, of Manhattan has been sailing for nine years out of Long Island's Centerport Yacht Club, putting in a lot of hours on and off the water.

A typical weekday includes attending classes at Manhattan's Dwight High School, basketball practice and a two-hour workout of running, jumping and lifting weights. Then it's home and homework so she can maintain her A average.

On weekends, she's either sailing or doing maintenance work on her 13-foot sailboat.

Her efforts paid off at the Orange Bowl International Youth Regatta Dec. 28-30 in Miami, where she earned a spot on the U.S. team that will compete in one of youth sailing's most prestigious awards, the Nautical Cup in Portugal in April. Though she needed only to be the first woman to finish to qualify, she also defeated the men in her division.

"Very seldom do girls beat boys," Brennan told Timeout.

She was in ninth place after two races on the first day. "After the first day, I had a lot of catching up to do.

"The competition was tough. It was like competing against the Michael Jordans of sailing."

You could say the next two days she came up with her own Jordan-like moves on the rough seas. She posted three firsts to win the regatta. "This is my first major accomplishment," Brennan said. "I'm very excited. I've been really working hard."

After returning to New York, Brennan, who picks up **Nautica** as a sponsor, had a lot of thank-yous to hand out: to her friends at Dwight High who raised money for her expenses, to her parents, Ed and Janet, who have supported her ($ 30,000 in 1991) and, of course, to her competition at the Centerport Yacht Club.

What's Up Jock?

Michael Jordan, who has done some amazing things with the basketball, records another first next Sunday during the Super Bowl. He teams with Bugs Bunny in a new Nike commercial, "Hare Jordan." Bugs is bullied by four players during a pickup game and calls on Jordan to save the day. Jordan does, of course.

After shooting the commercial, Jordan was asked if Bugs reminded him of Bulls teammate Scottie Pippen or 76ers forward Charles Barkley. "I think he's more like Charles because he says what's on his mind. And most of it is humorous. Just like Charles."

Super Heroes

During Super Bowl week, the hoopla always seems to overshadow some of the wonderful things players do.

Today in Minneapolis, 42 players were to conduct an all-day clinic for 1,500 disadvantaged youths. Among the participants: Ottis Anderson and Everson Walls of the Giants. E.J. Junior of the Dolphins, a good motivational speaker, has been called upon for the third time to speak. In the afternoon, the youngsters were to be treated to autographs and drills on the Metrodome field. "I wish I had this when I was growing up," Junior said. "I didn't get a chance to see pro players until I got to college."

On Saturday night, 50 NFL players, including Marcus Allen, Steve Wright, Henry Ellard, Warren Moon and Lawrence Taylor, are scheduled to team with soul singer Jeffrey Osborne to sing "The Heart of a Hero." It's an NFL-themed anthem Osborne wrote to honor players who have spent time in hospitals trying to bring joy to children with terminal illnesses.

Timeout heard the song being rehearsed, and it's worth listening to. The song will be the finale to the "Super Bowl Saturday Night Special" at 8 p.m. on TNT. A video of the 90-minute show will be in stores in a few weeks, and proceeds from sales will go to the Children's Miracle Network, which benefits hospitals that treat children with illnesses such as cerebral palsy, cancer and AIDS.

So the only question Timeout has is: Can LT sing?

GRAPHIC: Photos- 1) John Daly, above, sees nothing wrong with playing in South Africa, 2) Danielle Brennan of Manhattan has some sail-abrating to do, and 3) Bugs Bunny gets a big assist from Michael Jordan.

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1992) and leq (12/31/1992))** (Edit Search | Suggest Terms for My Search)
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STYLE;IT'S FASHION AWEIGH WITH AMERICA'S CUP Columbus Dispatch (Ohio) January 19, 1992, Sunday

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January 19, 1992, Sunday

SECTION: FEATURES ACCENT & ENTERTAINMENT; Pg. 5D

LENGTH: 614 words

HEADLINE: STYLE;
IT'S FASHION AWEIGH WITH AMERICA'S CUP

BODY:
Two popular fashion houses have climbed aboard the America's Cup hoopla and created sailing-inspired apparel for real and wanna-be yachtsmen.

Ralph Lauren/Polo has designed uniforms for the America3 team, and sportswear manufacturer **Nautica** will introduce its America's Cup jacket for spring.

Preliminary trials for the May '92 sailing competition begin this month off the coast of San Diego.

Lauren previewed part of his America3 collection last fall in New York.

He is donating uniforms and sportswear to the 150 sailing team members and staff of America3.

The line, which is selling well, includes polo shirts and shorts, canvas Windbreakers, sweaters, rugby shirts, sweat shirts and accessories in the team's colors of red, white and blue and bearing the A3 logo.

"When competing in such a visible forum, the team needs to project a strong, unified image and also wear clothes that stand up to the elements," said David A. Rosow, A3 vice president of development.

Lauren also will provide team blazers, chinos, shirts and ties for ceremonial events.

Nautica, known for its sailing-inspired sportswear, created its America's Cup jacket with st!rong graphics on white with multicolor commemorative chest insignia.

Functional details include a hidden hood, elastic waistband and cuffs, sleeve pen pocket and classic marine woven taping trim.

For Swatch watchers

Fans of Swatchmania, unite!

The Swiss watch company that created one of the most endearing pop culture icons - the Swatch watch - has established a club for Swatch collectors and fans.

Company press materials say the club is "an ideal communication venue among Swatch, Swatch collectors

and fans to exchange ideas and experience as well as share information on a global scale."

People, it's only a watch!

Anyway, for an $ 80 annual membership fee, Swatch-aholics receive:

A collector's edition watch.

An "impressive, coffee-table quality catalog."

A subscription to the Swatch newsletter, and seasonal brochures.

Upcoming trunk shows

The Union at Kingsdale Center will preview two of its most popular lines for spring at upcoming trunk shows. Informal modeling of Canvasback sportswear will be 10 a.m.- 9 p.m. Friday and 10 a.m.- 4 p.m. Saturday. Showings of Mondi will be the same hours Jan. 31 and Feb. 1.

'thirtysomething' returns

Remember thirtysomething?

The TV program may be off the network's active list, but the clothes worn by the upwardly mobile characters are not.

The look can be found in a catalog derived from the show's wardrobe. So while the man who gave thirtysomething its look, Patrick Norris, is gone, the look remains.

To order a catalog, write thirtysomething Apparel, Suite 401U, 499 7th Ave., New York, N.Y. 10018.

Skin skinny

Leather jackets were hot properties for holiday giving, according to my sources at the North Pole. Now, my sources at the Leather Apparel Association in New York offer some tips for keeping your new skin shipshape.

Some of this advice goes without saying, but you never know:

Don't use hair spray or spritz cologne while you're wearing leather. It can damage the surface.

If leather gets wet, let it air-dry naturally, and avoid heat and humidity.

Before you wear it (is it too late?) apply a water or stain repellent.

Wrinkles will fall out, but a dry iron, on the lowest setting, can remove wrinkles. But cover the garment with heavy paper before ironing.

Pulled hems can be repaired with a bit of rubber cement.

If stained, take the garment to a qualified specialist. If you can't find one, call the Leather Apparel Association (1-212-924-8895) for service in your area.

GRAPHIC: Photo, File photo, Polo's royal blue Starboard jacket with logo

LOAD-DATE: September 15, 1994

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)

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FASHION Q & A; A day on the slopes is murder on the skin The Atlanta Journal and Constitution January 26, 1992, Sunday

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The Atlanta Journal and Constitution

January 26, 1992, Sunday

SECTION: HIGH STYLE; SECTION L; PAGE 02

LENGTH: 328 words

HEADLINE: FASHION Q & A; A day on the slopes is murder on the skin

BYLINE: By Jean Pattesonfashion; men; trends

BODY:
Q: Every winter we go skiing in Colorado. I love the skiing, but I hate the way my skin feels rough and dry for weeks after I return. Is there anything I can do to prevent this?

A: The hot, dry air inside ski lodges and the cold, dry air on the slopes are the culprits.

Your best defense while you're away is applying moisturizer at bedtime, in the morning and a couple of times during the day.

Before you leave, schedule a facial at your favorite salon for the day after you return.

This professional treatment will get rid of the roughness caused by dry air, sunburn, cold and wind. It will rehydrate the skin, leaving it smooth and moist.

Most facials follow the same procedure. The skin is cleaned, massaged, moisturized and toned. The treatment can last 30 minutes to two hours and cost $ 35 to $ 85.

Q: When I wear a tie or shirt with a strong stripe or pattern, I always make sure everything else I'm wearing is very plain. My girlfriend says it's OK to mix stripes. Is it?

A: Yes - if it's done with flair and worn with confidence.

Patterns can be mixed successfully when the scale of each is different and the colors are coordinated.

These pictures show two examples.

The dress shirt from **Nautica** has thin pinstripes in blue and olive; the tie features a pheasant hunting motif in brown, olive and gold.

In the second picture, Tommy Hilfiger's printed polo shirt is paired with a wool checked blazer.

It's a dashing, daring outfit - but because the patterns are balanced and the colors complementary, it's obviously no accident.

Try it. You may like it.

Q: How do I prevent lipstick from feathering into the lines around my mouth?

A: A lip pencil will prevent some of this "bleeding," but your best bet is a product made to counteract this problem. You could try Chanel's Protective Colour Control Stick, Coty's Stop-It or Revlon's Color-Lock. They cost $ 5 to $ 12.

Jean Patteson writes for The Orlando Sentinel.

GRAPHIC: Photo: Pair a pinstriped dress shirt from **Nautica** with a tie featuring a pheasant motif. SPECIAL Photo: Tommy Hilfiger's printed polo shirt is worn with a wool checked blazer. These patterns work together because they have different scales and complementary colors. SPECIAL

LOAD-DATE: March 18, 1992

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1992) and leq (12/31/1992))** (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Thursday, March 23, 2006 - 10:38 PM EST

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Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)

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Chicago Tribune January 29, 1992, Wednesday, SOUTH SPORTS FINAL EDITION

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Chicago Tribune

January 29, 1992, Wednesday, SOUTH SPORTS FINAL EDITION

SECTION: STYLE; Pg. 11; ZONE: CS; Material world. Sales and bargains

LENGTH: 950 words

BYLINE: By Johnnie Miller-Cleaves

BODY:

Several shops at the Chicago Place shopping complex, 700 N. Michigan Ave., are featuring special sales including: Chiasso, level 5, 312-642-2808, and 303 W. Madison Ave., 312-491-1121. Through Feb. 10, find up to 50 percent savings on modern designs for home and office including: multicolored or black Sitcom folding chairs that were $90, now $54; Michael Graves wood frames were $95, now $66.50; 18-karat gold earrings by Hans Appenzeller that were $275, now $151.25 and Annieglass 24-karat gold glass plates were $90, now $54. Through Monday, take an additional 10 percent off ticketed prices.

Sassparella Ltd., level 7, 312-642-7340. Through Friday, find: Cannon Royal classic towels were $3.25 to $16, now $2.60 to $12.80; shower curtains were $15 to $115, now $12 to $92; decorative pillows were $18 to $165, now $14.40 to $132; fall and holiday placemats were $3.60 to $10, now $1.75 to $5 and holiday paper products were $2.50 to $4, now $1.25 to $2.

Politix, level 3, 312-440-9222. Through Saturday, find winter menswear including: Italian silk shirts were $99, now $79; cashmere sport jackets were $299, now $225; silk ties in mini-prints were $49, now $29.

Tyke The Store, level 3, 312-943-6050. Through Saturday, find children's: corduroy jackets that were $36, now $21.60; artist blouses were $30, now $18; leggings were $12.50, now $7.50; rompers were $34, now $20.40 and turtlenecks were $14, now $8.50.

Athletes In Motion, level 6, 312-751-1214. Through Feb. 29, Chicago Bulls No. 23 replica jersey by Champion was $29.99, now $23.99; all NFL T-shirts were $13.99 to $18.99, now $10; college and professional baseball hats were $19.99, now $15.99.

Rigorno Sunglass, level 5, 312-440-1725. Through Feb. 29, Ray-Ban Wayfarers were $77, now $44.95; Corning's Wickett Serengetti sunglasses were $137, now $109.60 and Corning Hampton No. 6237 were $114, now $91.20.

The Real Nancy Drew, level 7, 312-944-4282. Through Friday, Nancy Drew decorated T-shirts were $24 to $30, now $16.80 to $21; hand-painted throw pillows were $55 to $115, now $38.50 to $80.50; decorated multicolor party dresses were $75 to $175, now $52.50 to $122.50 and sweatshirts with felt appliques and graphics were $52 to $75, now $36.50 to $52.50.

Florsheim Shoe Shop, level 2, 312-951-0449. Through Feb. 15, find men's shoes including: Royal Imperial calf-skin leather moccasin by Baron,were $175, now $125; Regency Royal Imperial wing-tips were $180, now $126 and selected styles were $89.95, now $49.80.

Trooping the Colour, 896 Green Bay Rd., Winnetka, 708-446-6360. This men's and women's clothing store will hold a "Trooping the Night Fantastic" sale. From 5 to 11 p.m. Thursday (store will be closed 3 to 5 p.m. Thursday); 9:30 a.m. to 8 p.m. Friday; 9:30 a.m. to 5:30 p.m. Saturday and 10 a.m. to 4 p.m. Sunday. Sale includes: Labott ties that were $39.50 to $80, now $9 to $27; Corbin flannel slacks were $110, now $39; Ralph Lauren denim jackets were $120, now $49; sport coats were $175 to $450, now $79 to $250; cashmere mufflers were $90, now $39 and other updated traditional sportswear by Ruff Hewn, Ralph Lauren, Canvasback, David Brooks, Robert Scott, Maria Rodriguez, **Nautica,** Lanz and Corbin.

Stern's Camera, 818 Elm St., Winnetka, 708-446-6830. Through Feb. 29, find 20 to 50 percent off all in-stock frames and albums including: Pioneer 100-page albums for 500 3 1/2 -by-5-inch photos that were $19.95, now $9.95; Pico glass frames were $14.50 to $22.50, now $10.85 to $16.85; Giovanni floral 5-by-7-inch frames were $36, now $24; Webway classic leather albums were $32, now $25.60; Carr 11-by-14-inch antique-style frames were $42, now $32.

Women's wear

Studio 90, 5239 N. Clark St., 312-878-0097. While quantities last, find Angela Turley and Jill Hilgenberg winter separates are 20 to 75 percent off including: wool jersey dresses that were $90, now $60; wool jersey skirts and pants were $68, now $48; hand-knit sweaters and tunics were $175 to $250, now $90 to $175.

Cookie jars

Jazze Junque, 3831 N. Lincoln Ave., 312-472-1500. Closed Wednesdays and Sundays. Through March 1, find new cookie jars that were $29, now $26; vintage cookie jars were $29, now $23; printed linen tablecloths were $8 to $15, now $7 to $13.50; women's beaded sweaters were $12 to $22, now $9 to $18 and vintage salt and pepper shakers were $8, now $7.20.

Bath and gift

Impressions Bath & Gift Finery, 2511 Waukegan Rd., Bannockburn, 708-945-3972. Through February, Regal rugs were $25 to $39, now $19.99 to $31.20; J.G. Durand crystal was $31.50 to $39.75, now $25.20 to $31.80 and shower curtains were $24.25 to $53, now $18.25 to $39.75.

Austrian imports

Austrian Station, 3504 N. Elston Ave., 312-583-8288. Saturday through Feb. 7, this importer of Austrian and European wares is conducting its "First Annual Warehouse" sale. Crystal stemware (Austrian, German and Polish)was $8 to $20, now $4 to $10; Swarovski's signature collection of crystal was $20 to $150, now $10 to $75; wood carvings from Tirol were $50 to $250, now $25 to $125; all apparel from Germany and Austria in boiled wool, loden cloth and linen was $80 to $500, now $40 to $250; beer steins were $30 to $120, now $15 to $60 and gift items were $3 to $50, now $1.50 to $25. -
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Send information about your store's sales and bargains to Material World, Style, The Chicago Tribune, 435 N. Michigan Ave., Chicago 60611, at least two weeks before sale date. Information must include regular and sale price ranges. No telephone calls, please.

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ADDITIONAL INFORMATION:

This story is a composite of versions published in the various zones.

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Nautica: land ho! a preview of fall 1992 mens outerwear from Nautica Apparel Inc. Daily News Record February 13, 1992

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Daily News Record

February 13, 1992

SECTION: Vol. 22 ; No. 29 ; Pg. 8; ISSN: 0162-2161

LENGTH: 161 words

HEADLINE: Nautica: land ho! a preview of fall 1992 mens outerwear from **Nautica** Apparel Inc.

BODY:
Nautica has turned inland for fall '92. Though **Nautica** generally produces maritime-inspired looks, new styles this season are inspired by the American Southwest and the English countryside.

As usual, **Nautica's** strength comes from its outerwear. Although designer David Chu admitted that warm weather conditions have not been good for outerwear sales, they have spurred him to develop jackets and coats for easier weather transitions. Prime examples of this are heavy-looking waterproof nylon microfiber parkas that are lightweight and two-in-one jackets with zip-out second jackets.

Best items in the collection include flat-front worker pants, burnt cotton yarn textured sweaters depicting outdoor scenes, denim-inspired striped rugbys and mini-checked wool double-pleated trousers.

Colors range from burnished, warm desert colors to rich, tonal forest hues. Fabrics run from corduroy and merino wool to silk/cotton twill and wool/acrylic fleece.

GRAPHIC: Photograph

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

IAC-NUMBER: IAC 11850608

IAC-CLASS: Trade & Industry

LOAD-DATE: August 23, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Date/Time: Thursday, March 23, 2006 - 10:36 PM EST

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BOOT CAMP;UPDATED CHUKKAS HIT THE URBAN TRAIL Los Angeles Times February 21, 1992, Friday, Home Edition

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February 21, 1992, Friday, Home Edition

SECTION: View; Part E; Page 6; Column 3; View Desk

LENGTH: 283 words

HEADLINE: BOOT CAMP;
UPDATED CHUKKAS HIT THE URBAN TRAIL

BYLINE: By WILLIAM KISSEL

BODY:
Los Angeles may not be known as outback country. But chukkas -- durable, ankle-high boots originally created for hikers -- are being worn by L.A. men whose daily treks are largely confined to studio back lots or Beverly Hills sidewalks.

What prompted the boot-wearing boom? Some manufacturers credit TV shows such as "Northern Exposure" with popularizing rugged garb. Others say the boots telegraph wearers' sensitivity to environmental issues.

"We designed and developed them for hiking enthusiasts," explains Jay Steere, a manager for Timberland, a longtime boot-maker whose business is up 10% on the West Coast. "But what's happened as part of the green movement is this rugged fashion look in urban environments."

But not *too* rugged. "Men want the appearance of a weighty shoe without it actually being heavy," says Adam Derrick, president of To Boot, the men's shoe concession at I. Magnin, Beverly Hills.

The Wallabees of the '70s were never paired with high-end suits. But Ron Ross, whose Tarzana store bears his name, says his customers are wearing rugged boots in the $250 to $275 range by Cesare Paciotti, Armani, Verri, Byblos and Superga with their tailored clothing.

The most popular chukkas -- priced from $60 to $95 -- come in brown or black leather, suede, or a combination of leather and water-repellent Cordura nylon from makers such as L.A. Gear, Timberland and Eastland. Chukkas are available at Bullock's, Nordstrom and Bernini.

Libby Edelman -- co-owner of Sam & Libby, which introduced a $65 men's leather chukka late last year -- predicts chukka hybrids will extend the life of the trend. "We're working on a kick-boxing boot for fall '92."
WILLIAM KISSEL

GRAPHIC: Photo, Chukka style choices for spring include Sam & Libby's $65 All or Nothing Boot, above, **Nautica's** $120 brown leather boot, below, and Timberland's $92 Euro Hiker. AL SEIB / Los Angeles Times

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1992) and leq (12/31/1992))** (Edit Search | Suggest Terms for My Search)
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Proceeds from spring fashion show will go to help unwed mothers The Ottawa Citizen February 27, 1992, Thursday, FINAL EDITION

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The Ottawa Citizen

February 27, 1992, Thursday, FINAL EDITION

SECTION: LIVING; WHAT'S HOT; Pg. E2

LENGTH: 339 words

HEADLINE: Proceeds from spring fashion show will go to help unwed mothers

BYLINE: MARGO ROSTON; CITIZEN

BODY:
The Junior Service League of Ottawa is out to give a helping hand to the Youville Centre, a retreat for unwed mothers that provides education and day-care services.

The organization will hold a spring fashion show March 31 in the Chateau Laurier ballroom in conjunction with the Polo-Ralph Lauren Store and Bucklands Fine Clothing. Items shown will be for men and women.

Spring collections from Anne Klein II, Apriori, Ellen Tracy, Debbie Schuchat, Adrienne Vittadini, **Nautica,** Baracuta, Tommy Hilfiger and J. J. Farmer will all be on show.

Cocktails at a cash bar begin at 6:30 p.m., with dessert and coffee following the show. Tickets are $ 25, available at Polo-Ralph Lauren, 11 York St. or Bucklands, 722 Bank St. or by calling 729-0798.

*

What's new for spring?

To help answer the question, Brettons will hold a special Liz Claiborne spring fashion show March 14 at its St. Laurent Shopping Centre store, along with a Liz Claiborne wardrobe workshop. A specialist be on hand to answer fashion questions.

In response to demand, Brettons has also opened its Brettons Woman department, for full-figured fashionable women.

Along with dresses size 14-22, there are sportswear styles from Adrienne Vittadini, Outlander, Louben, Jones New York, Diane Gilman and Elizabeth by Liz Claiborne.

*

Sir Guy Carleton Secondary School students will hold a fashion extravaganza March 12.

The Time Warp will feature fashion looks from the '50s to the present, with music and styling to fit the theme. The show will involve more than 100 students.

The student/staff project is to raise funds for the SHOUT (Students Helping Out) program's planned teen drug and alcohol rehabilition centre in Ottawa.

Fashions will come from Classy Formal Wear, Thrifty, Smart Set, Reitmans, Stitches, Suzy Shier, Steel, Sears, The Bay, Fairweather, Town Shoes and Liz Porter.

The show will be held at the school, 55 Centrepointe Dr., at 7 p.m. Tickets are $ 2.50 in advance, $ 3 at the door. For information call 723-5136.

LOAD-DATE: February 27, 1992

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1992) and leq (12/31/1992))** (Edit Search | Suggest Terms for My Search)
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WALKING IN MEMPHIS The Commercial Appeal (Memphis) March 1, 1992, Sunday,

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The Commercial Appeal (Memphis)

March 1, 1992, Sunday, FINAL EDITION

SECTION: IMAGE, Pg. F1

LENGTH: 213 words

HEADLINE: WALKING IN MEMPHIS

BYLINE: Photographs by Steve Jones

BODY:

"Muriel plays the piano every Friday at the Hollywood.

and they brought me down to see her,

and they asked me if I would do a little number.

And I sang with all my might.

She said "tell me are you

a Christian child?"

And I said "Ma'am I am tonight." "

Memphis always looked pretty good to us. Now it's looking good to others.

Grammy winner Marc Cohn recognized the special allure of Beale Street, Graceland and the Delta Blues when he penned his hit single Walking In Memphis.

To showcase the short and long, the trendy and classic, the sporty and dressy of spring fashions this year, we took Cohn's advice and went walking in Memphis.

(Color) Step into spring partying with sequined cocktail dress by Modi, below, $ 159.97 from Stein Mart. Right, Hart Schaffner & Marx sportcoat ($ 275), **Nautica** khaki slacks ($ 48) and Colours T-shirt ($ 28), from Dillard's.

(Color) Margie Damell linen pants suit, $ 290 from James Davis, says spring and summer.

(Color) Some of the best suits for spring have short skirts that show movement when you walk. Two-piece suit with pleated skirt $ 89 from Paul Harris.

Walking In Memphis Music and Lyrics by Marc Cohn 1991 Museum Steps Music

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NOTES:
Spring Fashion

LOAD-DATE: April 2, 1996

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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Can we shop? profiles of 16 children's specialty stores around the U.S.: Children's Boutique, Philadelphia, PA; Greenstone's, New York, N.Y.; Bloomers for Kids, Los Angeles, CA; Celebration for Kids, Merion, PA; Children's Bazaar, Cape Girardeau, MO; Jessica's, McAllen, TX; Just So, Washington, D.C.; Lola Herndon's, Shreveport, LA; Monkeys and Bears, New York, N.Y.; and others Children's Business March, 1992

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Children's Business

March, 1992

SECTION: Vol. 7 ; No. 3 ; Pg. 120; ISSN: 0884-2280

LENGTH: 6925 words

HEADLINE: Can we shop? profiles of 16 children's specialty stores around the U.S.: Children's Boutique, Philadelphia, PA; Greenstone's, New York, N.Y.; Bloomers for Kids, Los Angeles, CA; Celebration for Kids, Merion, PA; Children's Bazaar, Cape Girardeau, MO; Jessica's, McAllen, TX; Just So, Washington, D.C.; Lola Herndon's, Shreveport, LA; Monkeys and Bears, New York, N.Y.; and others

BYLINE: Biederman, Danny

BODY:
"Servicing the customer is what we're all about," says Linda Berman, owner of the 27-year-old Children's Boutique. "We'll do anything for anybody," such as paying overnight shipping charges to get a certain item for a customer who needs it immediately, Berman explains.

Although the store goes all out when it comes to servicing the customer, it takes a more subtle approach to merchandising and decor. The Children's Boutique is "subdued," explains Berman, "not glitzy or trendy. We're traditional leaning toward elegance, with lots of things that kids love. It's very different from your average store of the (90s."

The 1,300-square-foot shop is located in a downtown shopping area, just around the corner from such newer upscale retailers as Ann Taylor, Laura Ashley and GapKids. Among the Children's Boutique's product mix is boys' and girls' apparel, layette, shoes, accessories, stuffed animals and unusual toys. Offering newborn to boys' size 20 and girls' preteen, the store sells both imported and domestic lines, including Mousefeathers, Wes & Willy and "lots of Polo." The sweater business is "very, very important to us," says Berman, who sells an exclusive sweater line from a private designer.

The store's volume had increased by 30 percent during the past few years but has recently plateaued due to the recession. Business nonetheless remains strong, according to Berman, and it is the upper-end merchandise that she counts on. "High-priced goods are not at all a thing of the past," she insists. "On the contrary, it's the only thing that's really stable. I'd never downgrade. People want quality and service."

Berman's customers are "all kinds," she says, including a "huge clientele of secretaries," who buy shower gifts, and "fancy people from Philadelphia and the suburbs" who have shopped the Boutique for years. After a quarter-century in business, grandmothers who dressed their kids there are now hauling in their grandchildren.

Perhaps the biggest attraction of the pretty, pale blue shop is the huge display window facing the street

corner. It is changed religiously every week. It has to be, says Berman - every display item is snatched up by customers within the week.

Another draw are the vendor "trunk shows" Berman hosts regularly throughout the year. She says she gets some of her biggest sales during these events. All of the merchandise in the store turns over quickly, says Berman. Customers on the "Want list" that's held behind the counter are often the culprits. Some of Berman's special touches have been borrowed by her competitors, but she realizes she can't keep such things secret forever.

The Children's Boutique does a big out-of-town business, with calls coming in from New York, Iowa and Florida. There are some local customers who Berman has never even met, like the secretaries at law firms that hold corporate accounts and phone in orders for baby gifts as needed.

The secret to Berman's success, she says, is her love for what she does. "You have to treat it like a child," she says. "And if you stop loving it, you lose it."

THE CHILDREN'S

COLLECTION

Houston, TX

The Children's Collection is a one-stop kid's shop offering a play area and a hair salon along with its mix of highend apparel, shoes, accessories and toys.

With other units in Dallas; Tulsa, Oklahoma; and Scottsdale, Arizona, the stores are "filling a void between the department stores and the specialty stores" says company CEO Mike Lindblad. That void, he notes, has widened across the country as Saks has systematically shut down, and Neiman-Marcus has scaled back, their respective stores' children's departments.

"We are departmentalized and offer a size and assortment that is greater than that of our competitors," explains Lindblad, who took the reins a year ago. Total vendor listing is near 200, with sizes covering infants' to preteen girls and boys' size 20. Product is strictly domestic and includes lines such as Polo, **Nautica,** J.G. Hook, Boston Trader, Iya, Esprit, Guess, Hartstrings, Kitestrings, Monkey Wear and Nini Bambini. Toy merchandise includes Brio and Playskook, as well as the "more gifty, unique items."

In accessories, the store does a big business in bows and headbands, dancewear, and handbags. "We are very oriented to following the trends," says Lindbland. "We try to stay forward, and are cognizant of the trendlines going on in both the women's and juniors' apparel business in markets throughout the country."

Lindblad maintains a total sales staff of 25 employees in his Houston store, about 18 in Dallas, and 16 in Tulsa. Each store also has several managers who oversee stock shipments, as well as four buyers.

The Houston outlet is located in the Galleria in the area's main shopping district, not far from a Saks and Neiman-Marcus. The Dallas store is set up in the city's most affluent residential strip, and the Tulsa shop is in an open-air shopping area adjacent to a Saks. The Scottsdale store will be down the road from a new Neiman-Marcus.

Dallas is Lindblad's primary market, though he shops New York at least a half-dozen times a year. Kay Roane founded The Children's Collection in Houston in 1981. It expanded to its present 12,000-square-foot size six years later and spun off the 9,500-square-foot Dallas store. Using Dallas as its prototype, the Tulsa outlet opened in 1988, followed by the Scottsdale store this month. Lindblad is currently in negotiations with other markets and plans to open his next two stores in August (92 and March (93.

GREENSTONES

or non-working, says Wilferth. The shop attracts plenty such customers, as it is situated on a corner between a "better residential area and the best grocery store" in town. The store is smack in the center of the city - where traffic flow is at its peak - midway between the older downtown area and a large, newer shopping mall.

As much as Wilferth enjoys operating a children's apparel store, she says it's not half as fun as being landlady, which she finds "a lot easier than retail." Judy and her husband are, in fact, owners of the entire shopping strip where Children's Bazaar is located. There's also a children's shoe store and The Boys' Corner, which offers size 8-20 apparel. All three shops connect in the middle. Other retailers in the center include a deli, a beauty salon, a pizza parlor, a photo lab and a women's clothing outlet.

There are more than a dozen employees on staff at Children's Bazaar, some of whom have worked there for 17 years. "We even recycle our staff," jokes Wilferth, "as some of my girls leave to have children of their own, then return to work later." Local university students are also recruited for heavy summer and holiday business.

Wilferth's staff is in charge of all shop displays. There are two small display windows that are changed regularly, and department displays get a new look every two weeks.

The businesswoman in Wilferth complains about the damage being done by discounters. "They've hurt terribly," she says. "I'd hate for all the specialty stores to close and be left with four big manufacturers that sell to everybody. It won't go that far, but that's the direction we're heading."

JESSICA'S

McAllen, TX

Kids never want to leave the little playhouse that's set up for their amusement in the small-town children's store called Jessica's. And hopefully, their parents will never want to leave either. Keeping them coming back, says owner Sylvia Johnson, are her free gift wrapping and free alterations services. And of course there's the apparel itself.

Johnson carries "middle and upper lines - the nicer, popular brands; no lower and no high-high price points." Among them are J.G. Hook, Iya, Basic Elements, **Nautica,** Ann Savoy and Sara Kent. She does her shopping in Dallas and selects very few imports. The highest price at Jessica's, $ 150, is for a girls' special-occasion dress. Overall, sizes range from infant to preteen girls and boys' size 7.

The shop also features a complete line of boys' and girls' shoes, including Stride-Rite, Keds, Amiana and Little Capezio. There is a children's gift department with a large mix of unique toys and dolls. Johnson shops 11 markets per year in search of unusual toys, puzzles and books that won't be found in the major chains.

Baby showers bring in a lot of business, and in addition to the clothes, toys and accessories, a small line of Lexington baby furniture is carried. Most of her customers, says Johnson, are middle- to upper-income people who like fashion for their children and seek out product that will last.

When Johnson opened Jessica's (named after her youngest daughter) in November 1988, the plan was for a little girls' store. Johnson was already operating Sylvia's, a "mini department store-style" women's shop, a men's store was nearby, and an adjoining children's outlet had just declared bankruptcy. But so many of her customers complained about the lack of boys' apparel that she decided to alter her original concept. She currently carries 70 percent girls' wear, but boys will soon be on the increase. Johnson is planning a more complete boys' department (sizes will jump to 14 in the fall), and a more masculine motif will be created to help make little gentlemen feel more at home.

Right now, the look of Jessica's is garden-like - bright and airy. Johnson's husband, a retired architectural and cabinetry designer, built and designed the 3,800-square-foot shop and its fixtures. Everything is

Chicago-based photographers Jerry and Judy Adams shot fashion for publications such as Playboy and Women's Wear Daily and a number of children's catalogs before picking up and moving to Petoskey, a resort area in Northern Michigan that's been around since the 1870s. There they opened a gallery called Northern Possessions which, two years ago, was spun off into a second gallery - Northern Possessions For Children.

This unusual gallery for kids features - and offers for sale - apparel, artwork, furniture and toys, most of which is one-of-a-kind, created exclusively for the Adamses by designers from across the country. Last year the couple traveled the U.S. 23 times in their ongoing search for artists for their children's lines. Among those they've commissioned to date is Creshaw, who, over a 12-month period, built a 5-foot-long Noah's Ark, complete with a hundred animals. Kim Dormandy created a collection of handpainted 4"x4" building blocks, all of which fit into one giant building-block. Robin Brown has provided hand-painted dresses and jumpsuits, Shaub is doing hats, Julie Nudd makes folk art dolls, and two adults' apparel designers - Suzanne and Blue Fish - are each now turning their talents to kids'. Additional product is in the form of jackets, shoes, toys, dresses, baby items, and a collection of handpainted children's furniture (the latter ranging in price from $ 75 to $ 3,000). There will never be a mail order catalog available from Northern Possessions For children, says Jerry. "Offering only one-of-a-kind items, it would never be fresh. The only way to do that would be to increase production. But I prefer it this way; it's more unique." Adams says that he is continually on the lookout for "that special designer with character, who's not cranking out the mass merchandise that you see everywhere."

The Adams family and their three employees work out of a hundred-year-old building, which they restored and decorated with whimsical cut-out figures that lead shoppers from room to room via the structure's unique passageways. A second kids' gallery is now under construction in Charlevoix, which is near the meeting of the Great Lakes. An old building is being renovated for the project, and it will include huge white gothic columns wrapped in sheets of glass. A third gallery may eventually be set up in Scottsdale, Arizona.

THE QUILTED BUNNY Hutchinson, Kansas

What's pink and white and cuddly all over? Why, the Quilted Bunny, of course. Dee Dillon moved to Hutchinson with her husband about seven years ago. She had three children to clothe and found Hutchinson sorely lacking in such resources. In search of a project to keep her busy, and faced with such a need in her newly adopted hometown, Dillon hopped headlong into the children's retail scene.

The 2,200-square-foot shop is decorated in pinks and whites, with a stenciled bunny wall border and a white picket fence in the display windows. The store is located next door to a better-priced men's and women's store in a strip center that is one of Hutchinson's main thoroughfares.

Dillon attends market in Dallas and claims not to really follow the trends. Instead, she prides herself on the fact that she carries special quality merchandise that cannot be found in department stores. The store carries no imports, and devotes 75 percent of the product mix to girls' wear. Among the lines are Flapdoodles ("our very best"), Mexx, Hartstrings, **Nautica** For Girls, Mousefeathers, Cary, and, for boys' wear, Boston Trader. Prices in the store range in girls' apparel from $ 14 leggings to $ 150 dresses.

The Quilted Bunny often holds day-long trunk shows in neighboring cities, selling store product out of the home of one of Dillon's friends. Dillon and her staff of five handle a lot of out-of-town business, all resulting from word-of-mouth.

"We're a simple business," says Dillon, whose main goal is to "be here for our customers-people who come to us for special things."

The store also sells such accessories as bows and headbands, offers a giftwrapping service, and stocks $ 8-$ 15 gift items for birthday party shopping.

Few locals know it, but Dillon even offers another free, unofficial service: Protecting the pride of Hutchinson

schoolgirls.

"This is a town of 45,000 people," she points out. "Everybody knows everybody, so you have to be very careful. In choosing my lines, I try not to let every girl in the same school wear the same thing."

THE STAMP

COLLECTION

Omaha, Nebraska

Here's a woman who's put her own stamp on her business. Indeed, the logo for Eileen Stamp's children's apparel outlet is a teddy bear inside a postage stamp. Her shop, The Stamp Collection, is a retailer of high-end traditional lines - particularly coats and dresses - along with fun and funky play clothes.

Included in the Stamp Collection are labels such as Polo, Sylvia White, Plum Pudding, **Nautica,** Robin of Canada, and Tickle Me. There are 150 to 200 lines in all, with less than 10 percent imported - "just enough to be icing on the cake," says Stamp. She goes to market seven times a year, and splits her time between New York and Dallas. Regional shows are avoided, as they are not found to be cost-effective.

The store brings new merchandise in stock regularly, and no reorders are ever done unless it's a single-customer special order. "I like a lot of breadth but no depth," says Stamp. Sizes are from infants to preteen girls and boys size 14, except for Polo for Boys, which goes to size 20 because of its popularity among preteen girls. Additional merchandise includes infants' shoes, accessories, bedding and towels. Stamp also carries socks, underwear and slips, which she finds "a pain to buy, but I don't want to send my customers somewhere else to finish the wardrobe."

New York's hand-knit Berek Sweaters for women, which retail in the $ 400-500 range, is one of Stamp's most unusual items. She originally carried it in both children's and adults' sizes as a mommy-and-me idea, but when the manufacturer dropped kids' sizes, the demand remained strong for the adults fittings.

The Stamp Collection sends complete head-to-toe orders to out-of-town customers in California, Texas, Washington, and other areas of Nebraska. Located in a strip mall along with a post office, shoe store, pharmacy, market and shoe repair, the store's big draw is its four display windows, which feature new merchandise weekly. And inside, no more than one of any item is kept on the floor at all times.

With 2,000 square feet of upstairs selling space, plus 2000 square feet of basement space, the shop is decorated in kelly green, white and navy with oak, brass and antique accessories. Teddy bears are stenciled along walls as well. Stamp employs a staff of eight, and her husband - an accountant - assists in retail operations.

It was her husband's travels with his wife years ago that gave Stamp the idea to open her business. An interior designer and mother of a three-year-old boy, she discovered that Omaha offered less boys' apparel than most other cities she visited. And so, in 1980 she opened her shop to fill the void.

Stamp describes her customer as well-heeled. And while she values the business she gets from grandmothers, she admits that she really wants "the moms; I want to sell the wardrobes. We're not an item store."

No plans exist to open a second store, nor to expand on the existing one. "Bigger is not necessarily better," says Stamp. "It's at a size I like, and I can control the buying. If I enlarged it, I would add juniors which, in my mind, is a whole other business. It would no longer be just kids, and I probably couldn't do it as well."

TERRI'S

BUBBLEGUM & BOWS

Walk into this children's retailer and you'll feel like you're at home. Owner Terri Cline's staff of seven have been given explicit instructions to greet customers at the door, not with a sales-oriented question, but with a more personal "Hello, how are you?" The customer is offered coffee and crackers and generally made to feel as comfortable as possible.

The apparel at Terri's is contemporary with some European influences. She offers a lot of brights, knits, and glitz for the girls and more traditional looks for the boys. Although she does indeed offer some dress lines, her shop is more sportswear than dressy. Among her key manufacturers are Flapdoodles, Tickle Me, and Mousefeathers. Prices range from a $ 22 T-shirt to a $ 200 dress. The high for boys is a $ 130 three-piece outfit from Monkey Wear.

"Basics don't sell," says Cline, so she is on constant lookout for "that unique item." When she finds it, she orders just one per size. "My customers do not want to see themselves coming and going," she says.

Accessories is one of Terri's strong points. "It's one thing that's made our business what it is," Cline insists. "We have tights and socks in every shape and color. Bows are brought in each day to match the colors of the apparel. I really believe in outfitting the child. We don't just sell a T-shirt or a pair of jeans; we wardrobe kids." Cline feels she offers a unique selection, and she works hard to bring in items that other shops in her area don't carry.

"Many of my customers think some of our items are custom-made for my store," she says. Sooner or later, her competitors pick up on her selections. But by that time, she has replaced those items in her shop with something completely new. "Each time I'm at market, I try to come up with a new line," says Cline.

Some items are pre-sold to customers, who are telephoned upon the item's arrival. For this reason, some merchandise never even makes it to the floor. A mail-order business is under consideration, though the store already has an established list of out-of-town customers hailing from Georgia, Arkansas, Texas, Misourri, Kansas and Oklahoma City.

The shop is situated in a rural strip center (check out the cows grazing across the street, says Cline.), located just a couple blocks away from a private school, which means Terri's is always on hand to supply birthday gifts. Store size is 4,000 feet - "a pretty good size for Tulsa," Cline notes. The interior design is bright, with turquoise carpet and multicolored walls. Stuffed animals and dolls are everywhere, and custom-made fixtures are in the shapes of giraffes, teddy bears, lions and pandas.

THE TOGGERY

Phil and Penny Olinghouse purchased Arkansas oldest children's store - The Toggery - in 1980. At that time the store, which dates back to 1947, carried one bow. Today, it carries 5,000 bows - that's 12 bows to coordinate with any one outfit they carry. "It's nice to have something you're dominant in," says Phil.

In addition to the bows, The Toggery offers "tons of other accessories," birthday items, and 250 to 300 lines of moderate-to-better apparel. Labels on hand include Esprit, Flapdoodles, **Nautica,** Sylvia White, Mousefeathers, Wee Clancy, Nike, Boston Trader, Tickle Me, Basic Elements, Levi, and Patsy Aiken. Sizes run from infants to boys' 20 and preteen girls.

"Our mission at The Toggery," explains Olinghouse, "is to provide the upscale consumer in Little Rock with merchandise they want at a fair and reasonable price." This includes, he says, unique and unusual items not found in department stores, as well as basics at competitive prices. "Little Rock's a very conservative town," points out Olinghouse. "It's not like Dallas or Los Angeles. We can serve 40 to 50,000 of the city's 250,000 people, and they are not going to spend a lot of money. They want value, and we try to fill that need." There are two Toggery shops in Little Rock, and a staff of 15 is employed between them. Both shops are in strip centers and both are in the 4,000 to 4,500-square-foot range.

The Olinghouses' plan is to continually upgrade and strengthen The Toggery. Phil, who worked for J.C.

today's retail climate. It's pretty tough out there."

Fineberg and Gottlieb have developed quite a stable of regular customers over the past few years, including some out-of-town relatives of their local faithfuls. The resulting positive word-of-mouth ensures a steady influx of new faces. Keeping their community intrigued and the local children entertained are the promotional events held at Macaroni. To the delight of all, the boutique can frequently be seen hosting puppet shows, cookie decorating parties, and appearances by an organ grinder and his monkey.

Like lyrics from the song after which their shop was named, Fineberg and Gottlieb have, indeed, placed a feather in their hat.

SIC: 2360 Girls' and Children's Outerwear ; 5641 Children's and infants' wear stores ; 5621 Women's clothing stores

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TOM JULIAN DISCUSSES MEN'S SLEEPWEAR CBS News Transcripts March 05, 1992, Thursday

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March 05, 1992, Thursday

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HEADLINE: TOM JULIAN DISCUSSES MEN'S SLEEPWEAR

ANCHORS: Paula Zahn

BODY:
Paula Zahn, co-host:

The economy's not so great. Department stores are restructuring and fashion designers are rethinking their collections and prices. But there's one retail area that's managed to grow--men's sleepwear. Tom Julian is the director of the Men's Fashion Association and he joins us this morning. Nice to see you again.

Tom Julian (Fashion Director, Men's Fashion Association): Hi, Paula. Good morning.

Zahn: Harry did an informal poll of our staff yesterday and couldn't find one man on staff that wore pajamas. How do you explain this increase in sales.

Julian: Well, Paula, in the last five years, the sleepwear business has become a booming business. We have found that pajamas are increasing in sales by 8 percent, robes and loungewear by 10 percent and boxers by 20 percent and it's because people are not wearing loungewear just in the bedrooms. They're wearing it on the street, at the beaches and even this men's business is carrying over into the women's business. So it's a very diversified business.

Zahn: Let's look at what's selling out there these days.

Julian: OK. We're going to start back in the 30s when boxer shorts worn by prizefighters became the underwear that we now call boxer shorts. Basics like white T-shirts and boxers still account for a big portion of the underwear market. The boxer is still designed with an elastic waistband as well as a non-fitted oversize shape for comfort. But as men continue to seek comfort, they're looking for some classics with a twist and that's where the novelty boxer comes in.

Zahn: Yeah, the blue boxer gets kind of boring after you see what's new on the market.

Julian: Exactly. Now we have humor and this trend began five years ago with Joe boxer. Designer Nicholas Graham gives humor to underwear with a turtle- pattern cotton boxer. These sell for $ 14 and are worn with an athletic-style tank top. Women today buy a big percentage of boxers and end up wearing them themselves but we expect this kind of look to be found on the beach this summer on men.

Zahn: I imagine people are getting into collecting these, too...

Julian: Yes, exactly, a lot of personality. Now we move on to pajamas. They date back to the early 1900s in the form of jumpsuits with feet. But by the Roaring '20s, we'd lost the feet and sleepwear became stylish. Striped pajamas, like these from Christian Dior, are still considered classics, especially in navy and gray. The bottoms are French cuffed while the top is oversized and roomy. It includes details like open patch pockets, pearllike buttons and a convertible collar. These retail for about $ 40.

Zahn: Pretty dressy pajamas there.

Julian: Yes and very classic. But today now pajamas are fun. They are designed with vibrant colors, great patterns and more personality. Loungewear company Charles Goodnight shows us a multicolored, conversational pattern of playing cards and tropical foliage that appeals to both men and women. These retail for $ 50 but they can be worn more than one way, Paula. She can wear the top while he wears the bottom or, to take it out of the bedroom, this shirt is designed with a true shirt collar. So this can be worn possibly on the weekend with jeans or maybe for a woman with leggings.

Zahn: Tights, shorts.

Julian: Exactly. So it transfers over relatively easy. Now robes date back to the early 1900s when there was no central heating. But by the 50s, lightweight robes became a necessity for year-round use, especially terrycloth. We are showing this nautical robe with pajamas from Host. The robe is truly classic and comfortable in white cotton terry, trimmed in navy, with a shawl collar, sash belt and open patch pockets.

Zahn: And, once again, you said that robe was about how much?

Julian: It's about $ 85.

Zahn: All right.

Julian: Now in the 90s, robes take on a whole new look when paired with separates called loungewear. Loungewear is the buzzword for the 90s. These separates are comfortable for lounging at home or running errands around town. It's like the next generation of sweatsuits. **Nautica's** loungewear includes a navy cotton T-shirt but it has a rib-knit effect for an active look. The matching pull-on pants are styled with an elastic waistband and the gathered bottoms add the comfort and practicality of a sweatpant. So we've just really shown how this innerwear can work as outerwear.

Zahn: And you can see women wearing that type of clothing, very--it transfers.

Julian: Exactly. It is truly unisex and it has a lot of appeal and it's all about lifestyle dressing in the '90s. So we see that as a continuing growth for the sleepwear market.

Zahn: Tom Julian, nice to see you again.

Julian: Thank you, Paula.

Zahn: Thank you so much. Harry.

Harry Smith (Co-host): Eighteen minutes before the hour. Coming up next, Dr. Bob Arnot on a simple cancer detection test that could save your life.

LOAD-DATE: April 28, 1998

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Source: News & Business > Combined Sources > News, All (English, Full Text)
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Nautica's new odyssey; Nautica International Inc.; launches new men's scent WWD (Women's Wear Daily) March 6, 1992

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March 6, 1992

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HEADLINE: **Nautica's** new odyssey; **Nautica** International Inc.; launches new men's scent

BYLINE: Edelson, Sharon

BODY:
NEW YORK -- David Chu is trying to do for the sailing circuit what Ralph Lauren did for the equestrian set.

Chu, the designer and president of **Nautica** International, Inc., who successfully translated the boating lifestyle into a $ 70 million ready-to-wear business, is now trying to apply the same touch to a fragrance.

Nautica, a men's scent marketed by Revlon, is scheduled for introduction in late April, and is expected to do about $ 30 million at retail this year, according to industry sources.

Chu said he chose Revlon to help him navigate the uncharted waters of the fragrance industry because that firm showed the most enthusiasm for the idea.

"We spoke to a few fragrance companies," Chu said. "Everybody has a stable with different brands . Revlon is trying to get back into the department-store business. We looked at who really needed this brand. They have the know-how and the conviction to go through with it."

"The interesting thing to Revlon is that we feel the company is positioned well for the Nineties," Geoffrey Donaldson, president of the Revlon department store group, said of **Nautica,** whose target customer is 23 to 45, but can be as young as 16. "We have a major opportunity to capture a younger audience and stay with them through their 20s."

Nautica will be rolled out to 450 doors this spring and an additional 450 doors in the fall, according to Arthur DeGaetano, president of marketing of Revlon's department store group.

The May Co., Dillard's Belk's, Bloomingdale's and Nordstrom are considered key accounts and will launch the fragrance between April 26 and May 10, according to Revlon.

Chu began licensing the **Nautica** name about four years ago with watches and eyewear. In addition to the fragrance, the company will launch a line of footwear and luggage this spring.

From bottle to top note, the translation of the nautical concept to fragrance seems particularly seamless. The flask-like bottle, designed by Chu, is shaped like a spinnaker. The products have seaworthy colors such as aqua blue for the cologne and the amber of a deck for the after shave.

Several of the product formulations contain natural ingredients such as seaweed extract and aloe. The fragrance, developed by Creations Aromatique, contains a top note called "sea accord."

The nine items in the product line are described as affordable, ranging in price from $ 8 for a 0.33-ounce sun fighter to $ 35 for a 3.4-ounce cologne spray.

"Today, you can't ignore the opportunities of something that's already accepted by the consumer, whether it's a designer or a fashion line," said Michelle Williams, group fragrance manager at Bloomingdale's. "We have the opportunity to capitalize on the concept of the **Nautica** name because we do a very large **Nautica** business as a store.

"The real success of this brand is going to come from its name, the design of the bottle and the fact that the scent is clean and sexy," Williams said. "I think this has been missing from the men's fragrance bar. We don't have a clean, updated sports line. I think it will have an immediate appeal."

Revlon executives and Chu expect the fresh-scented **Nautica** to cross over to a female audience.

"It will appeal to both men and women," Chu said. "**Nautica** has unisex items in its sportswear line. The message is being directed toward me, but women will pick up on it."

DeGaetano called **Nautica,** "the most heavily supported men's launch from Revlon." The company's past men's launches in the prestige market include Guess Men and Boss Spirit and Boss Sport from Hugo Boss.

Industry sources have estimated the advertising and promotional budget for **Nautica** at $ 7 million for this year.

The ad campaign includes three flights of TV commercials running in 25 markets in late April, next fall and next Christmas.

The company is dropping a total of 10 million scented strips in May and June issues in Gentleman's Quarterly, Esquire, Conde Nast's Traveler, New York and Vanity Fair. The national print ad features a young man adjusting the ropes on the boom of a boat.

DeGaetano called **Nautica's** instore merchandising "very consistent" and said Revlon will attempt the same quality of visual package on the cosmetics floor. A tester unit consisting of a canvas sail attached to a wooden platform, banners and photographs will complete the look.

Nautica's two company-owned stores -- in Newport Beach, Calif., and on Columbus Avenue in New York -- will launch the fragrance in May. So will be freestanding licensed stores in Korea, Japan, Mexico, Australia, New Zealand and Hawaii. An international rollout will begin in 1993.

"There is a lot of possibility to expand the concept," Chu said. "We are negotiating to come out with a women's line for spring 1993. We could do another men's fragrance and body care items."

Revlon is discussing a tie-in with the **Nautica** Cup, an annual sailing event established by the company last year. Another concept, called **Nautica** Week, would bring the entire array of **Nautica** licensees together for a promotional event.

Chu, who has been using, sailing as an emblem of the active, affluent lifestyle since starting the company in 1983, said he took up the sport himself only recently.

"I went to sailing school last summer and started to learn," he said. "I didn't have time before that."----------

GRAPHIC: Photograph

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 2844 Toilet preparations

IAC-NUMBER: IAC 11928190

IAC-CLASS: Trade & Industry

LOAD-DATE: August 22, 1995

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Genesco shoemaking div. posts 71.8% operating gain in 4th qtr. Footwear News March 9, 1992

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Footwear News

March 9, 1992

SECTION: Vol. 48 ; No. 10 ; Pg. 37; ISSN: 0162-914X

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HEADLINE: Genesco shoemaking div. posts 71.8% operating gain in 4th qtr.

BODY:
NASHVILLE, Tenn. (FNS) - A 71.8 percent increase in Genesco Inc.'s footwear manufacturing operating profits helped offset a 31.4 percent decline in the company's footwear retailing segment in the fourth quarter ended Jan. 31.

For the year, footwear manufacturing operating profits more than doubled to $ 13,094,000, while the footwear retail segment - including Jarman, Johnston & Murphy, Hardy and Journey stores - posted a $ 47,000 loss.

The corporation managed, however, to turn a bottom-line profit for the quarter and year.

Footwear manufacturing operating profit in the quarter surged to $ 2,775,000 from $ 1,615,000. Fourth-quarter sales slipped 3.2 percent to $ 35,344,000 from $ 36,505,000. For the year, the segment posted a $ 13,094,000 operating profit, against $ 5,164,000 a year ago. Year-end sales rose 2 percent to $ 139,533,000 from $ 136,791,000.

Explaining why footwear manufacturing profits rose sharply while sales were soft, a spokeswoman noted that 1990 sales include the divested Charm Step and Easy Street women's footwear operations, which lost money in 1990.

Fourth-quarter operating profits in the footwear retailing segment slid to $ 2,146,000 from $ 3,520,000. Sales rose slightly to $ 63,839,000 from $ 63,680,000.

The $ 47,000 footwear retailing loss for the year compares with a 1990 profit of $ 6,732,000. Sales crept down 2.7 percent to $ 212,942,000 from $ 218,949,000.

The spokeswoman blamed the weak results in retailing primarily on the Jarman chain, where sales were off in the quarter and year. On a brighter note, sales increased threefold at Boot Factory outlet stores, which turned a profit for the first time since startup three years ago, the company reported.

Elaborating on footwear manufacturing results, Genesco officials said Laredo/Code West continued to gain market share and posted a 32 percent gain in revenue for the fiscal year.

Genesco's Volunteer Leather tanning operation turned around and improved its earnings substantially in the year.

At the Mitre cleated and non-cleated athletic footwear unit, sales rose 24 percent, in part due to increased sales of soccer shoes and Street Hot court shoes.

The company moved the Johnston & Murphy manufacturing business more into the men's casual footwear market, spending $ 2.1 million in 1991 for licensing agreements with Levi Strauss & Co. for the Dockers brand and with State-O-Maine Inc. for the **Nautica** brand. **Nautica** will be available this spring, the company said, while Dockers will be on shelves this fall.

Genesco's companywide net profit in the fourth quarter, including tailored clothing operations, fell 10.8 percent to $ 1,473,000 or 6 cents a share, from $ 1,652,000 or 7 cents a share.

Sales softened 4 percent to $ 125,327,000 from $ 130,606,000.

For the year, the corporation had a profit of $ 461,000 or 1 cent a share, against a loss of $ 406,000 in 1990. Sales slipped 1 percent to $ 471,766,000 from $ 476,342,000.

William S. Wire 2d, Genesco chairman and ceo, said, "Despite the disappointing sales in fiscal 1992, we are very pleased with our improved inventory turn during a recession year.

"Inventories at year end were $ 11 million lower than last year."

The Genesco chairman and ceo added that he expected the company to emerge from the recession a "stronger, more competitive company."

SIC: 3140 Footwear, Except Rubber ; 3143 Men's footwear, except athletic ; 3144 Women's footwear, except athletic ; 3021 Rubber and plastics footwear

IAC-NUMBER: IAC 12111013

IAC-CLASS: Trade & Industry

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Southern Exposure: The New York Times March 15, 1992, Sunday, Late Edition - Final

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March 15, 1992, Sunday, Late Edition - Final

SECTION: Section 6; Part 2; Page 38; Column 1; Men's Fashions of The Times Magazine

LENGTH: 54 words

HEADLINE: Southern Exposure:

BODY:
Get past beach, Deco and golden beauties, and there's a vibrant city buzzing with funky charm, seductive ethnicity and a less breathless attitude toward everyday toil -- the perfect setting for men's wear that finally fits as roomily as favorite sweat clothes, moves with breezy elegance and looks as good as a suntan.

GRAPHIC: Photos: 1. Summer-weight wool suit from V2 by Versace, $815. At Barneys New York. Saks Fifth Avenue. Cotton shirt by Ike Behar, $85. At Bergdorf Goodman Men. Tie by Gene Meyer. Belt, Kleinberg Sherrill. Shoes, To Boot.
2. Washed-silk suit from V2 by Versace, $975. At Charivari 57 and Charivari 72. Fred Segal Melrose, Los Angeles. Louis, Boston, Boston. Neiman Marcus. Shoes, Charles Jourdan.
3. Suit of linen and viscose by Andrew Fezza, $910. At Bloomingdale's, New York City. Alex Forma, Portland, Ore. Mark Richard, Glencoe, Ill. Cotton cardigan by Antonio Miro, $175. At Charivari 72. Silk and rayon shirt by Bill Robinson. Tie from Modules.
4., at left, and 6. Suit by Andrew Fezza. For details, see caption for photograph 3.
4., at right, and 5: Suit from V2 by Versace. For details, see caption for photograph 2. Linen shirt by Dolce & Gabbana, $325. At Bagutta Boutique, 402 West Broadway. Barneys New York, by special order. Bergdorf Goodman Men. Charivari 57 and Charivari 72. Saks Fifth Avenue. T-shirt from the Gap. (pg. 39)
1. Left: Wool suit, $1,180, with sleeveless cotton pullover, $165, by Paul Smith. At Paul Smith, 108 Fifth Avenue. Suit also at Bergdorf Goodman Men. Pullover also at Fred Segal Melrose, Los Angeles. Ultimo Ltd., Chicago. Cotton shirt, $32. At the Gap, all stores. Tie by Gene Meyer, $50. At Bergdorf Goodman Men. Center: Jacket by Joseph Abboud. Shoes from To Boot New York. For details, see caption for photographs 2 and 3. Right: Wool jacket, $750, and linen and viscose trousers, $225, from Hugo Boss. At Barneys New York, New York City. Bergdorf Goodman Men. Hugo Boss, Bal Harbour, Fla. Cotton shirt from XMI, $235. At Bergdorf Goodman Men. Silk tie from Hugo Boss. 2. and 3. Wool and nylon jacket, $685, linen pants, $195, and vest, $230, by Joseph Abboud. At Saks Fifth Avenue, to order. Jay Wolf, Los Angeles. Joseph Abboud, Boston. Long-sleeved T-shirt of viscose and silk from Versus by Gianni Versace, $150. At Jimmy's, Brooklyn. 4. Suit with pullover by Paul Smith. Pin by Barbara Klar for Clear Metals. For details, see caption for photograph 1, at left. (pg. 40); 5. Left: Wool/cotton blend jacket, $915, and vest, $328, cotton pants, $305, and shirt, $275. All by Romeo Gigli. At Bergdorf Goodman Men. Spazio Romeo Gigli, 21 East 69th Street. Tie by Romeo Gigli. Center: Silk jacket, $525, linen and rayon pants, $225, and silk and rayon shirt, $225. All by Bill Robinson. Jacket at Charivari 72 and Charivari Sport. Saks Fifth Avenue, to order. Pants at Saks Fifth Avenue. Stanley Korshak, Dallas. Shirt at Neiman Marcus. Belt by Joseph Abboud. Shoes by Charles Jourdan. 6. Left: Jacket, pants and shirt by Bill Robinson. For details, see caption for photograph 5, at center. Center: Linen jacket, $365, and trousers, $165, from Basco. At Barneys New York. Cotton shirt by Frank et Gertie, $110, and cotton cardigan by Gugliermo Capone, $325. At Barneys New York. Right: Worsted-wool suit from Austin Reed, $475. At Wallachs, 555 Fifth Avenue. Cotton shirt by Andrew Fezza,

$55. At Bloomingdale's. Silk tie from Modules, $65. At Barneys New York. 7. and 8.: Suit from Austin Reed. Belt by Joseph Abboud. For details, see caption for photograph 6, at right. (pg. 41); Double-breasted suit of silk and wool, $2,240, silk shirt, $605, and silk tie, $95. All by Giorgio Armani. At Giorgio Armani Boutique, 815 Madison Avenue; Manhasset, L.I.; Beverly Hills, Calif., and Boston. Maxfield, Los Angeles. Leather shoes by Charles Jourdan, $190. At Charles Jourdan, 769 Madison Avenue and Beverly Hills, Calif. Suede and leather bag by Joseph Abboud. Belt from Kleinberg Sherrill. Woman's outfit by Thierry Mugler. (pg. 42); Three-button wool jacket from Hugo Boss, $650. At Barneys New York, New York City. Bergdorf Goodman Men, to order. Bigsby & Kruthers, Chicago. Hugo Boss, Bal Harbour, Fla. Pleated linen trousers by Bill Robinson, $174. At Saks Fifth Avenue. Short-sleeved linen shirt with camp collar from **Nautica,** $115. At Bloomingdale's, New York City; Hackensack, N.J.; White Plains, and Chicago. The **Nautica** Store, 216 Columbus Avenue and Newport Beach, Calif. Pocket T-shirt from the Gap. (pg. 43)(Photographs by Pepe Botella for The New York Times)

LOAD-DATE: March 15, 1992

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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Store Credits Forbes March 16, 1992

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March 16, 1992

SECTION: FORBES FYI; Pg. 120

LENGTH: 1115 words

HEADLINE: Store Credits

BODY:

Bermuda Ho!
His jacket and trunks by ***Nautica:*** jacket, Macy's, California and Jacobson's, Jackson, MI; trunks, Maison Blanche, Baton Rouge, and G. Fox, Hartford; both, **Nautica** Store, New York. *Shirt by J. Peterman Company:* to order, 800-231-7341. *Shoes by Sperry Top-Sider:* department and specialty stores nationwide. *Sunglasses by Ray-Ban:* all Saks Fifth Avenue, Neiman-Marcus, and Bloomingdale's stores. *Watch by Omega:* select Ben Bridge and Mayor's stores; and all Tourneau stores. *Her coat by Gottex:* Beach House of Naples, Naples, FL; and the Jerrie Shop, Cedarhurst, NY. *Shirt by Rebecca Moses 101:* Henri Bendel, New York; Meltlers, Sarasota, FL; and A'Marees, Newport Beach, CA. *Leggings by KORS:* Harry B's, Nashville. *Shoes by Keds:* department and specialty stores nationwide. *Sunglasses by Mary McFadden:* all Saks Fifth Avenue, Neiman-Marcus, and I. Magnin stores. *Scarf by Gucci:* all Gucci stores.

Strong Suit
His trunks by ***Nautica:*** Famous-Barr, St. Louis; Hecht Company, Washington, DC; and select Belk stores. *Shoes by Adidas:* running specialty stores nationwide. *Sunglasses by Ray-Ban:* all Macy's, Lord & Taylor, and Saks Fifth Avenue stores. *Cap by Pendleton:* Von Maur's, Iowa; the May Company, Ohio; and the Pendleton Shop, New Canaan, CT. *Her maillot by Leonard:* Martha, Palm Beach. *Sandals by Manolo Blahnik:* I. Magnin, San Francisco; Neiman-Marcus, Beverly Hills; and Bergdorf Goodman, New York. *Earrings by Kenneth Jay Lane:* Henri Bendel, New York; and all Kenneth Jay Lane boutiques. *Beach towel by Hermes:* all Hermes boutiques, or to order, 800-441-4488.

Dinner At Eight
His clothing by Polo/Ralph Lauren: suit, Polo/Ralph Lauren, Beverly Hills and Palo Alto; and Barneys, New York. Shirt, Polo/Ralph Lauren, Aspen, Beverly Hills, and Pittsburgh. Shoes, Polo/Ralph Lauren, New York and Beverly Hills. *Sunglasses by Serengeti:* all Sunmark, Sunsations, and Sunglass Hut stores. *Her jacket, shirt and blouse by Randy Kemper:* Oblio, New York; Henri Bendel, New York; and select Saks Fifth Avenue stores. *Shoes by Manolo Blahnik:* Manolo Blahnik, New York. *Scarf by Gucci:* all Gucci stores. *Sunglasses by Mary McFadden:* Bergdorf Goodman, New York; and all Neiman-Marcus and Nordstrom stores. *Earrings by Kenneth Jay Lane:* Henri Bendel, New York; and all Kenneth Jay Lane boutiques.

Dawn Patrol
His shirt by Brooks Brothers: all Brooks Brothers stores, or to order, 800-274-1815. *Her maillot by Calvin Klein:* Calvin Klein stores in Boston, Dallas, Palm Beach, Cleveland, and Costa Mesa. *Skirt by DKNY:* Macy's California; Macy's Northeast; and all I. Magnin stores. *Bracelet by Kenneth Jay Lane:* Henri Bendel, New

York; and all Kenneth Jay Lane boutiques

Hidden Agenda
His jacket and pants by Andrew Fezza: jacket, Charivari, New York; and all Macy's stores; pants, Macy's California; and all I. Magnin stores; both, Mark Richards, Glencoe, IL. *T-shirt by Calvin Klein Sport:* Calvin Klein stores in Dallas and Boston; Saks Fifth Avenue, New York; and all Bloomingdale's stores. *Belt by Ermenegildo Zegna:* Ultimo, Chicago; Louis, Boston; and Ermenegildo Zegna, New York. *Her clothing by DKNY:* jacket, Bergdorf Goodman, New York; and all I. Magnin and Nordstrom stores. Camisole, all Nordstrom stores. Vest, Bergdorf Goodman, New York; and all Dillard's and Bloomingdale's stores. Mini skirt, Bergdorf Goodman, New York; and all Bullock's and Dillard's stores. Belt, all Bloomingdale's and I. Magnin stores. Hat, all Bloomingdale's and Dillard's stores. *Scarf by Gucci:* all Gucci stores. *Earrings by Yves Saint Laurent:* Beaton's, Phoenix.

Style On Tap
His jacket by Ermenegildo Zegna: Ultimo, Chicago; Louis, Boston; and Ermenegildo Zegna, New York. *Short by Lacoste:* all Macy's Northeast, Dillard's and Bullock's stores. *Shorts by Calvin Klein Sport:* Calvin Klein stores, Dallas and Boston; Saks Fifth Avenue, New York; and all Bloomingdale's stores. *Belt by Brooks Brothers:* select Brooks Brothers stores. *Shoes by Walk-Over:* all Bullock's and select Dillard's stores. *Sunglasses by Serengeti:* all Sunmark, Sunsations and Sunglass Hut stores. *Her bodysuit and skirt by Guess?:* Gantos, Grand Rapids, MI; Foley's, Houston; and all Bloomingdale's stores. *Earrings by St. John:* all Saks Fifth Avenue and Neiman-Marcus stores; and all St. John boutiques.

Start It Up
His clothing, Polo/Ralph Lauren: jacket, Polo/Ralph Lauren, New York; and Saks Fifth Avenue, New York. Trousers, Polo/Ralph Lauren in Dallas, Pittsburgh, and Short Hills, NJ. Shirt, Polo/Ralph Lauren New York, and Chicago,. Socks, Macy's, California; Bloomingdale's, New York; and Polo/Ralph Lauren nationwide. Shoes, Polo/Ralph Lauren, New York. *Her dress by Badgley Mischka:* Bergdorf Goodman, New York; and all Saks Fifth Avenue and Neiman-Marcus stores. *Shoes by Stuart Weitzman:* I. Magnin, Beverly Hills; Halls, Kansas City, MO; and Saks Fifth, Avenue, Palm Beach Gardens, FL. *Scarf and earrings by Yves Saint Laurent:* scarf, Bergdorf Goodman, New York; and select Saks Fifth Avenue and I. Magnin stores. Earrings, Marie Leavell, Dallas; and Yves Saint Laurent Rive Gauche, New York

Pool Cool
His shirt by Tommy Hilfiger: Hecht Company, Washington, DC; Lord & Taylor and Bloomingdale's, New York. *Swimsuit by Gottex:* all Bloomingdale's and Neiman-Marcus stores; and Loring Southhampton, Southhampton, NY. *Her maillot by Anne Cole Collection:* Dillard's, Little Rock; Canyon Beach, Santa Monica; and Lord & Taylor, New York. *Shoes by Stuart Weitzman:* Mirage Casino Hotel, Las Vegas; and Classic Shoes, Memphis. *Sunglasses by Renaissance:* all Macy's, Dayton-Hudson and Bullock's stores. *Jewelry by Yves Saint Laurent:* cuff, Yves Saint Laurent Accessories boutique, New York; and Daniel Foxx, Palm Desert, CA. Earrings, I. Magnin, San Francisco and Beverly Hills; and Galeries Lafayette, New York. Belt, Yves Saint Laurent Rive Gauche, New York.

Party Talk
His blazer and shirt by Gieves & Hawkes: Barneys, New York. *Pants by Bobby Jones:* all Saks Fifth Avenue and Neiman-Marcus stores. *Loafers by Gucci:* all Gucci stores. *Her jacket and skirt by Randy Kemper:* Balliet's, Oklahoma City; Polly Adams, Laredo, TX; and select Carol & Mary stores, Hawaii. *Maillot by Gottex:* Beach House of Naples, Naples, FL; and the Jerrie Shop, Cedarhurst, NY. *Earrings by Kenneth Jay Lane:* Henri Bendel, New York; and all Kenneth Jay Lane boutiques.

GRAPHIC: Picture, no caption

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St. Petersburg Yacht Club a world-beater St. Petersburg Times (Florida) March 20, 1992, Friday, City Edition

Times Publishing Company
St. Petersburg Times (Florida)

View Related Topics

March 20, 1992, Friday, City Edition

SECTION: LARGO-SEMINOLE TIMES; SAILING; Pg. 4

DISTRIBUTION: LARGO-SEMINOLE TIMES; NORTH PINELLAS TIMES; CLEARWATER TIMES; CITY TIMES

LENGTH: 481 words

HEADLINE: St. Petersburg Yacht Club a world-beater

BYLINE: AMY E. SMITH

DATELINE: ST. PETERSBURG

BODY:
One night a year, local sailors are honored for their success in competitions around the world. For 1991, the honors go on and on.

"As far as I know, there have never been this many national and international trophies won by a single club or rather, I should say, by the sailors of St. Pete," said Bruce Watters, information officer for the St. Petersburg Yacht Club.

The club, a downtown fixture since the turn of the century, consistently turns up in the winner's circle. Year-round sailing helps explain how bay area sailors keep an edge, but in St. Petersburg, the winners praise their host club.

It often helps sailors cover their expenses while competing, and the club hosts dozens of events, including the venerable Southern Ocean Racing Conference. At the heart of the club, however, is a nationally recognized youth program that is open to the public (call 822-3113).

Whatever helps them win races, the sailors of St. Petersburg brought home the prizes again in 1991. Mark Mendelblatt won the Laser II World Championship in England last summer and the National Laser II Midwinters Regatta, as well as heading the St. Petersburg High team (including Jon Green, Jon Glauser and Kara Shadwick) that won the national high school title.

Another junior sailor, Brett Davis, counted among his titles the National Single-Handed Championship, the Orange Bowl Youth Championship and the **Nautica** Youth Championship.

Marty Kulman was named a collegiate All-American for the second year in a row at Old Dominion. Along with Howard Miller, Kulman crewed for Chris Larson, a St. Petersburg alumni who won the Prince of Wales National Championship.

St. Petersburg won the prestigious Hinman Trophy team championship with young sailors Dave

Mendelblatt, Mark Mendelblatt and Billy Schoenberg, and crew Caj Flynn (of New Orleans), Mitchell Rodgers and John Jennings.

Among the adults, Ed Baird won the Nations Cup World Match-Racing Championship in Europe. Sandy Schoenberg won the Captain Morgan Suncoast Boat of the Year award with his Frequent Flyer. Michael Robertson and Tim Landt were both recognized for skippering first-place boats in local regattas.

Pat Seidenspinner was honored for her work in organizing the Prince of Wales nationals, which was hosted by the St. Petersburg Yacht Club. Fred Bickley's efforts for the junior sailing program garnered him notice, and Ray Gauthier was nominated for the U.S. Sailing Sportsman of the Year award.

Among its non-sailing activities, the club hosted the North American Cruiser Navigation Championships in October. The event drew teams from all over the United States and Canada to test their seamanship and navigation skills in powerboats, and club member Dick Joule won.

In short, it was a very good year.

GRAPHIC: BLACK AND WHITE PHOTO, Times files; BLACK AND WHITE PHOTO, (2); Sandy Schoenberg aboard his boat Frequent Flyer; Mark Mendelblatt; Dave Mendelblatt

LOAD-DATE: November 4, 1992

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World-class sailors USA TODAY April 7, 1992, Tuesday, FINAL EDITION

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USA TODAY

April 7, 1992, Tuesday, FINAL EDITION

SECTION: SPORTS; Pg. 1C

LENGTH: 86 words

HEADLINE: World-class sailors

BODY:
World-class sailors ... The world's top 147 youth sailors will compete for the **Nautica** Cup beginning Thursday in the International Yacht Racing Union **Nautica** World Youth Sailing Championships at Villamoura, Portugal. Youths from 33 nations have been entered in the 10-day competition.

Top bull riders ... Ty Murray, pro rodeo's all-around champion, and Tuff Hedeman, the No. 1-ranked bull rider, will be among contestants in the Justin World Bull Riding Championship beginning Thursday at Scottsdale, Ariz.

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AMERICA'S CUP: DESIGNERS SET SAIL St. Louis Post-Dispatch (Missouri) April 9, 1992, THURSDAY, FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

April 9, 1992, THURSDAY, FIVE STAR Edition

SECTION: STYLE WEST; Pg. 14

LENGTH: 327 words

HEADLINE: AMERICA'S CUP: DESIGNERS SET SAIL

BYLINE: Barbara Cloud Scripps Howard News Service

BODY:
THE AMERICA'S CUP runneth over in the world of retail. The sailing race has given rise to all kinds of ocean-worthy clothing from such names as Gant, Ralph Lauren, Mark Cross, **Nautica** and Louis Vuitton. Would you believe the newest fragrance from Lauren, called Polo Crest, has been named the official men's fragrance of the 1992 America's Cup races? Does this mean every male running around San Diego in May for the races will leave lingering whiffs of this scent? Whew. In fact, it means the makers of Polo Crest are helping the event hone its image. "This is the first time any fragrance firm has chosen to become involved in this sporting event," says Tom Ehman, general manager of the organizing committee for the races. And there won't just be the fragrance. The cup logo will be visible on crested umbrellas, duffle bags and shaving kits, too. Polo/Ralph Lauren will provide uniforms and sportswear to the 150 America Foundation sailing team members and staff competing in the trials. Consumers can find the same clothing in specialty and department stores. Lauren's white cotton T-shirts with the America logo are $35. Louis Vuitton has what it calls a "Cup Collection," which includes limited edition silk scarves. One is called The Winner, with details of historic America's Cup yachts, and the other is The Coronado, based on the compass rose and traditional flying of the colors. The Vuitton collection also includes small bags and totes with the America's Cup theme. The price range is $325 to $820. Gant is supplying skipper Dennis Conner with all the apparel for his 23-man crew of Stars and Stripes. That line, including rugby shirts, shorts, blazers and slacks, will be sold at retail this spring. You will also find a functional sailing jacket with America's Cup insignia in the **Nautica** line for $110. Mark Cross is offering a variety of scarves in cotton squares for $32, as well as key rings, pens and neckties.

GRAPHIC: Photo; PHOTO ... America Foundation team members are ready for sailing in white cotton T-shirts by Ralph Lauren ($35) with white cotton shorts ($57.50) . PHOTO ... ABOVE: The official America's Cup emblem on a jacket by **Nautica** ($110). PHOTO ... LEFT: Louis Vuitton has designed limited edition silk scarves called The Coronado (foreground) and The Winner.

LOAD-DATE: October 11, 1993

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Royce's turn Forbes April 13, 1992

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April 13, 1992

SECTION: MONEY & INVESTING; The Funds; Pg. 133

LENGTH: 891 words

HEADLINE: Royce's turn

BYLINE: By Mary Beth Grover; EDITED BY SUZANNE OLIVER

HIGHLIGHT:
Small stocks are still hot, but the year ahead will probably be better for value-oriented managers like Charles Royce than for aggressive growth managers like John Hartwell.

BODY:
"CHRISTMAS forgot to come last year for value investors," says Pennsylvania Mutual fund manager Charles Royce. Then he adds, "We'll get ours this spring." Indeed he may.

Not that Royce has done badly in the last year. Pennsylvania Mutual was up 32%, beating the overall market. But managers like John Hartwell did far better. Hartwell's aggressive, momentum-oriented Hartwell Emerging Growth Fund climbed up to 72% in 1991.

If value investing makes a comeback this year, as a number of smart money managers believe, then Royce's Pennsylvania Mutual Fund and closed-end Royce Value Trust are likely to outperform Hartwell Emerging Growth and similar growth stock funds. The average price/earnings multiple of the stocks in Hartwell Emerging Growth's portfolio is a steep 39 times trailing earnings. Contrast that with Pennsylvania Mutual, with a 20 average multiple. Already in 1992 Pennsylvania Mutual has climbed 7.5%, while Hartwell Emerging Growth is down 1.3%.

Years ago Hartwell, now 74, and Royce, 52, chased the same high-flying stocks. They both made a mint in Syntex, which pioneered the development of the birth control pill.

Then came the bear market of 1973-74. Royce's Pennsylvania Mutual portfolio lost half its value, and Royce got conservative. "One of the ways to compound money wonderfully is just by not losing it," says Royce, whose Pennsylvania Mutual has entered a C rating from FORBES in up markets and a B rating in down markets.

Hartwell, meanwhile, stuck to his old aggressive growth ways and has the ratings to prove it: A-plus from FORBES in up markets, and a big fat F in down markets.

Look inside those ratings and it turns out that both these small-cap fund managers have done well by their fundholders -- but a different times. Royce's $ 789 million Pennsylvania Mutual handily beat Hartwell's flashy $ 108 million fund on an annualized basis for the ten years ending February: 18.5% to 17.8%.

The past five years, however, tell a different story. Hartwell scored an annualized return of 16.7%, versus Royce's 10.4%.

Could it be Royce's turn to push ahead again? It could.

Royce hews to the value path blazed by Benjamin Graham. He buys cheap assets and strong balance sheets. According to Morningstar, Inc., the average price/book and debt/total capitalization ratios of the companies in Royce's portfolios are 2.1 and 17.8%, about half the corresponding ratios for the market as a whole (as measured by the S&P 500).

Royce likes to buy good companies whose earnings growth has faltered and whose stocks have been hit as the growth crowd flees on bad news. He looks for companies that he thinks can sustain earnings growth of 10% to 15% over several years.

Right now Royce is buying three oil and gas related stocks. One is oil and gas dealer Helmerich & Payne, which, at a recent 21, trades at about book value and at 24 times 1991's depressed earnings of 88 cents a share. Royce expects the company to earn $ 3 per share by 1995.

Another play is Offshore Logistics, a helicopter operator serving the oil and gas business. It recently traded at 7 1/2 and its book value is $ 6 per share; cash alone is $ 2 a share.

Then there's Vallen Corp., a distributor of industrial safety equipment, including fire extinguishers, goggles and face masks used in the oil and gas industries. Vallen's earnings were flat last year, after previously growing at a 20%-per-year clip. Royce recently picked up the stock at around $ 21 per share and expects earnings to grow by 15% in 1993.

Another equipment maker Royce likes is Manitowoc, a manufacturer of heavy-lift cranes and ice machines. The company has cut costs, and its order backlog for cranes is climbing. Royce is buying the stock at $ 21 per share and expects it to earn up to $ 4 a share by 1995.

Royce says he gets many of his stock ideas from personal observation. He bought into clothing maker State-O-Maine (FORBES, *Nov. 25, 1992*) at $ 10 after purchasing one of its **Nautica** windbreakers. Recent price, 24.

When he noticed the proliferation of ads for home equity loans, Royce bought some companies selling a necessary ingredient, title insurance: Allegheny Corp., Old Republic, Fidelity National Financial and Lawyers Title. Gain on his group of title insurance companies: 40%.

If you want to bet on small-capitalization stocks, a small-cap value fund, such as Pennsylvania Mutual or the ones features in the table, is a safer place to put your money than Hartwell Emerging Growth and other funds whose big gains last year are unlikely to be repeated in the year ahead.

Small-cap value funds

Fund	Total return		P/E	Expense	Load
	Year to date	3 years (annualized			
Pennsylvania Mutual	7.6%	11.6%	20	0.95%	none *
Lazard Special Equity	6.3	13.5	15	1.77	none
T. Rowe Price Small-Cap Value	11.1	13.7	19	1.25	none
Selected Special Shares	5.1	14.8	19	1.39	none
Skyline Special Equities	14.1	20.9	18	1.55	3.85%

* 1% charge on shares held less than one year.

Returns and P/E through Feb. 29. Expense ratio as of Dec. 31.

Sources: Lipper Analytical Services; Morningstar; Forbes.
With the S&P 500 trading at 26 times latest 12-month earnings, these fund look like bargains.

GRAPHIC: Picture, Pennsylvania Mutual's Charles Royce, Waiting for Santa Claus. Kenneth Chen

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Ocean-worthy fashions gear up for the America's Cup race Chicago Tribune April 15, 1992, Wednesday, NORTH SPORTS FINAL EDITION

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Chicago Tribune

April 15, 1992, Wednesday, NORTH SPORTS FINAL EDITION

SECTION: STYLE; Pg. 16; ZONE: CN

LENGTH: 330 words

HEADLINE: Ocean-worthy fashions gear up for the America's Cup race

BYLINE: By Barbara Cloud, Scripps Howard News Service.

BODY:
The America's Cup runneth over in the world of retail.

The sailing race has given rise to all kinds of ocean-worthy clothing from such names as Ralph Lauren, Gant, Mark Cross, **Nautica** and Louis Vuitton.

Would you believe the newest fragrance from Lauren, called Polo Crest, has been named the official men's fragrance of the 1992 America's Cup races? Does this mean every male running around San Diego in May for the races will leave lingering whiffs of this scent? Whew.

In fact, it means the makers of Polo Crest are helping the event hone its image.

"This is the first time any fragrance firm has chosen to become involved in this sporting event," says Tom Ehman, general manager of the organizing committee for the races.

And there won't just be the fragrance. The cup logo will be visible on crested umbrellas, duffle bags and shaving kits, too.

From neckties to totes

Polo/Ralph Lauren will provide uniforms and sportswear to the 150 America 3 Foundation sailing team members and staff competing in the trials. Consumers can find the same clothing in specialty and department stores.

Lauren's white cotton T-shirts with the America 3 logo are $35. Meanwhile, Louis Vuitton has what it calls a "Cup Collection," which includes limited-edition silk scarves. One is called The Winner, with details of historic America's Cup yachts, and the other is The Coronado, based on the compass rose and traditional flying of the colors. The Vuitton collection also includes small bags and totes with the America's Cup theme. The price range is $325 to $820.

Gant is supplying skipper Dennis Connor with all the apparel for his 23-man crew. That line, including rugbys, shorts, blazers and slacks, will be sold at retail this spring.

Mark Cross is offering a variety of scarves in cotton squares for $32, as well as key rings, pens, totes and neckties.

Even if you aren't a sailing buff, you have to admit the nautical flavor is a sign of spring.

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View: Full
Date/Time: Thursday, March 23, 2006 - 10:27 PM EST

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Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
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Newcomers Find There's Room for a View;No Longer Only Yachting Elite, Spectators Accompanied by TVs, Bands, Ads The Washington Post April 17, 1992, Friday, Final Edition

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The Washington Post

April 17, 1992, Friday, Final Edition

SECTION: SPORTS; PAGE C24

LENGTH: 943 words

HEADLINE: Newcomers Find There's Room for a View;
No Longer Only Yachting Elite, Spectators Accompanied by TVs, Bands, Ads

SERIES: Occasional

BYLINE: Angus Phillips, Washington Post Staff Writer

DATELINE: SAN DIEGO

BODY:
The 70 spectators aboard Obsession, a gleaming, 110-foot motor yacht chartered by Motorola for the America's Cup, were a far cry from experienced yacht-watchers.

Most had won a three-day trip here, including one day at the zoo and another at sea to watch the races, as a prize for meeting company sales objectives. The Cup was a first glimpse at a sailboat race and it was confusing, to say the least.

"Excuse me," said a woman from Wisconsin with zinc oxide on her nose, "is that one of those see-through, liquid crystal sails I've been reading about in the newspaper?"

She pointed to Defiant, one of Bill Koch's four Cup entries, tooling around under tow after having helped tune up stablemate Kanza before a race.

"No, ma'am," chuckled her neighbor on the top deck. "The reason you can see right through that sail is there isn't one up there. He's already taken his sails down."

The woman had a good laugh at her imaginary invisible mainsail, and followed up with a good time all day on Obsession, where the drinks are free, the two-piece band plays on (and on) and if you get bored you can go below and get your caricature drawn at no charge by Cap'n Bob, a rosy-cheeked artist whose billboard proclaims his long tenure with Mad magazine before he struck out on his own. What, me worry?

The tinkle of glasses and the murmur of laughter aboard Obsession sounded a lot like the old glory days of Cup-watching off Newport, R.I., but represent a new wrinkle on an old phenomenon -- real people in the picture.

Ten years ago, before Australia II snatched the Cup and turned the event into a world attention-getter, about the only folks who watched Cup trials were those hopelessly addicted to the arcane sport -- the moneyed yachting set.

In those days spectator craft with privilege flags allowing them to get close to the action were almost all private motor yachts of the rich and powerful; those aboard arrived by invitation in blue blazers and straw hats, with stopwatches, binoculars and a copy of the International Yacht Racing Union rules under their arms.

The commoner who wangled a day's invitation was dazzled by the elegance. At dinner aboard New York Yacht Club Commodore Robert McCullough's boat in the 1983 Cup season, the silverware was gold-plated.

That all changed in the wild winds off Fremantle, Australia, five years ago, where only the brave ventured to sea to watch in daily 25-knot tempests, many in chartered crayfishing boats, about the only local craft available for hire.

Now the Cup is firmly entrenched in placid Southern California and an egalitarian spirit is emerging in the spectator fleet, led by the companies that are footing most of the bill for the regatta through corporate sponsorships.

AT&T has a boat for its tireless workers and prized customers, as do Citizen Watch, Ralph Lauren, Mt. Gay Rum, Louis Vuitton, **Nautica** Clothes, Trimble Navigation Systems and others.

Motorola spent $ 1.2 million providing communications links for the event and its reward was one of the 100 coveted privilege flags, entitling it to a spot of honor close to the action. All the company needed was a boat.

It chartered Obsession, with full crew, and fills the big yacht daily. New Zealand radio reporter Larry Keating explains what's going on over the intercom, and even if no one pays attention, a good time is guaranteed. "You couldn't ask for a nicer job," said Keating. "The bar's open all day, the food is terrific and everyone is nice to you."

The passengers also get the best view during prestart maneuvers as competing skippers generally make straight for the spectator boats of their most generous sponsors to do at least a circle or two around them at close quarters, wowing the passengers with in-your-face spins and ensuring that TV cameras pick up the corporate logos flapping in the breeze as they track the action.

Meantime, for the pure of heart or unconnected, at least a dozen craft run daily trips for the paying public, ranging from the big, wave-piercing catamaran Sea Jet to the sportfishing boat American Angler. Tickets are $ 50 to $ 100 a day now, rising to $ 500 a day when the best-of-seven Cup final opens May 9.

The view from a spectator boat is alternately dazzling and frustrating. During prestart maneuvers and some mark roundings, the fleet rolls within 50 or 100 yards of the racers and you can see the furrows on the trailing skipper's brow.

At other times, orders from race control force spectator boats away to avoid their wakes roiling the water and thus making sailing conditions unfair. That's when you need your "Rommels," as the British call binoculars.

Obsession was three miles from the action last week when Dennis Conner's Stars & Stripes whacked into Bill Koch's Kanza at the last windward mark, deciding the race in one fractious instant, and the cognoscenti on board were livid. They could see just enough through their Rommels to know something big was going on, but what?

"That's when you need TV on board," said Tom Ehman, executive director of the host America's Cup Organizing Committee and an early orchestrator of the extensive TV coverage of the racing.

Indeed, the best spectator craft here installed televisions and tune in to the live ESPN telecasts every day.

"You get the best of both worlds that way," said Ehman. "The best seat of all is in your house in front of the

TV. Next best is on an umpire boat, right behind the racers.

"But if you're on a privilege-flagged boat with a TV, you get to be on the water, watching first-hand when the boats are close, and keeping track of everything that's going on on the **TV** when you're not."

GRAPHIC: PHOTO, DENNIS CONNER'S STARS & STRIPES GIVES CHEERING ONLOOKERS UP-CLOSE PERSPECTIVE, AS AMERICA'S CUP YACHTS OFTEN DO FOR SPONSORS BEFORE RACES. AFP; PHOTO, REUTER

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Club dives into auction waters Calgary Herald (Alberta, Canada) April 18, 1992, Saturday, FINAL EDITION

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Calgary Herald (Alberta, Canada)

April 18, 1992, Saturday, FINAL EDITION

SECTION: SPORTS; Pg. D4

LENGTH: 569 words

HEADLINE: Club dives into auction waters

BYLINE: MARIO TONEGUZZI

BODY:
The University of Calgary Swim Club has come up with a novel approach to fund its potential Olympic athletes.

The club is holding its first ever Swim Auction May 23 at Lindsay Park Sports Centre.

"Community support for the project has been fabulous," says Dan Reardon, chairman of the event. "Among the 80 items, we will have a 44- passenger bus (for a day, anywhere in Alberta), art, equipment, balloon flights, holidays, a case of steaks.

"The Flames have even promised us the stick Al MacInnis used in his glass- smashing shot during the recent Los Angeles game."

The auction will be televised by Calgary Cable 10 from 4 to 8 p.m. the same day. On hand during the festivities will be some of the world's best swimmers who belong to the club: Mark Tewksbury, Tom Ponting, Andrea Nugent, Darren Ward, and Curtis Myden.

During the auction, the swimmers will demonstrate their events. This will be one of the last days the top swimmers will be in Calgary prior to the Olympics.

The university club, which is community-based and has about 300 swimmers ages five to 27, needs up to $ 60,000 to send its elite athletes to the training camps and competitions before the Olympic trials in May. The university swim club expects to send about 30 swimmers to the trials May 13-17 in Montreal.

It's a little known fact but figure skaters Isabelle Brasseur and Lloyd Eisler sought the assistance of a world champion prior to this season - but the world champion wasn't a skater.

The Canadian figure skating pair worked with synchronized swimming great Sylvie Frechette of Montreal. She helped the pair with their routine for the Olympics in Albertville. The figure skaters needed help simulating underwater movements. Brasseur and Eisler took to the pool with Frechette in October to learn how to simulate the fluid motions necessary to portray flying fish in their long program.

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There's rumblings south of the border that some of the biggest American track and field stars are fed up with competitors who take performance-enhancing drugs. The complainants are even calling for blood testing. The International Olympic Committee uses urine testing, which detects anabolic steroids, but not human growth hormones.

"People are beating the urine test. I hear them talk about it at meets," hurdler Renaldo Nehemiah was quoted as saying. "The implications of drug use are running rampant and the only way to save our sport is to begin blood testing."

Said sprinter Thomas Jefferson: "I don't believe everyone in this country is clean, especially in the sprints. It's sad that every time someone runs an excellent time, the first thing people want to know is: 'Was he clean?' Blood work is common practice in today's medicine and the only way to be sure." There is a possibility that some form of blood testing will be implemented for the Summer Olympics in Barcelona.

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The world's top youth sailors are competing this week for the **Nautica** Cup at Vilamoura, Portugal. The competition has attracted the top 150 sailors from 32 nations.

The sailors are the future America's Cup and Olympic hopefuls for their respective nations. This year, for the first time ever, the competition will have separate events for the male and female double-handed discipline. The move is in response to the increasing number of young females wanting to compete in the top sailing events.

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Broncos' Johnson sues HBO for naked footage USA TODAY April 21, 1992, Tuesday, FIRST EDITION

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USA TODAY

April 21, 1992, Tuesday, FIRST EDITION

SECTION: SPORTS; Pg. 11C

LENGTH: 803 words

HEADLINE: Broncos' Johnson sues HBO for naked footage

BODY:
Denver Broncos wide receiver Vance Johnson filed a lawsuit Monday against Home Box Office for a broadcast of locker-room footage that showed him naked.

"Unfortunately, it showed everything," said Johnson's lawyer, Mike Burg. "It was very embarrassing and humiliating to Vance, because it showed total frontal nudity."

Johnson's mother-in-law, sister and grandmother saw the footage, shot Jan. 5 after an American Football Conference playoff game in Denver between the Broncos and the Houston Oilers and aired Jan. 8 and 9.

After the airing, Burg said Johnson became the subject of radio disc- jockey jokes. The footage and its fallout, he added, has cost his client "personal appearances and some other commercial ventures."

Johnson is suing for invasion of privacy, outrageous conduct, defamation and negligence. The suit, filed in U.S. District Court in Denver, does not specify a damage amount, but says it does exceed $ 50,000.

HBO had no comment. Johnson, 28, is known for his off-field antics. He has been arrested on domestic violence warrants, most recently in June when he rammed his car into that of his estranged wife. In August, he pleaded guilty to criminal mischief and spent a week in jail.

"Like any other young man, Vance may have done certain things that have drawn attention to him in the past," Burg said. "Private facts about a public person may be privileged and protected, but we do not believe this is the case in this set of circumstances."

BOXING: Don King, among 10 people who visited imprisoned Mike Tyson at the Indiana Youth Center outside Indianapolis the last three days, said the former heavyweight champion "is hanging in there. ... He feels he's been unjustly incarcerated." Tyson, 26, was sentenced in March to six years in prison for the rape of a Miss Black America contestant in Indianapolis last summer.

The Polish Professional Boxing Association joined
Russia, Yugoslavia, Romania, Hungary and Estonia and became a member of the World Boxing Council.

HOCKEY: Cammi Granato scored four goals to lead the USA to a 17-0 victory against Switzerland Monday in the first round of the Women's World Ice Hockey Championships at Tampere, Finland. Granato, 21, of Providence College, is the sister of the Los Angeles Kings' Tony Granato. Cindy Curley and Beth Beagan each had two goals and two assists. Kelley Dyer and Jennifer Hanley split time in goal. The USA plays Norway today. Tournament favorite Canada opened with an 8-0 victory against China.

TRACK: Illness forced Olympic 800-meter gold medalist Paul Ereng to withdraw from this weekend's Drake Relays in Des Moines. Ereng won the 800 gold medal at the 1988 Olympics in Seoul. He also was a time-time NCAA champion in the event.

AUTO RACING: Memorabilia collected by Bobby Allison during more than 30 years of stock-car racing went on display at the International Motorsports Hall of Fame and Museum in Talladega, Ala. Allison dedicated the display to his father, E.J. Allison, who recently died. "He was so influential in my racing career," said Allison. "He also gave me such a good set of values and examples on how to live." The display, valued by Hall of Fame executive director Don Naman at $ 100,000, includes the 1983 Winston Cup championship trophy; the NASCAR Award of Excellence; a photograph sent to Allison from four U.S. presidents; racing helmets; race uniforms, including one he wore while racing at Indianapolis; and the 1991 Florida Governor's Cup.

VOLLEYBALL: Tim Hovland and Mike Dodd joined Sinjin Smith and Randy Stoklos as qualifiers for the $ 150,000 Jose Cuervo Gold Crown tournament. The first of the three-part Gold Crown series is Friday and Saturday in Clearwater, Fla.

ELSEWHERE: The USA, led by gold medal-winning Tracy Haley and Linda Winnerstrom in the International 420 and Mike Hare in the Laser, finished second behind France in the IYRU **Nautica** World Youth Sailing Championships in Vilamoura, Portugal. ... The National Doping Commission banned six Bulgarian weightlifters from competition for two years after urine tests turned up a prohibited diuretic. The six include Petar Stefanov, 1989 world champion in the 110-kilogram category, and Plamen Bratoichev, 1989 world champion and 1990 European silver medalist at 82.5 kilograms. Both were expected to contend for medals at the European Championships this week in Hungary and at the Olympics in Barcelona. ... Excessive speed was a factor in a single-car crash in Cumberland, Md., that left two West Virginia University basketball players seriously injured, Maryland state police said. Injured in the Sunday accident: Wilfred Kirkaldy, 19, a center who has played one season; and Lawrence Pollard, 21, a forward who has played two seasons.

Compiled by Greg Boeck

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Plain and simpleSuck in that gut, guys, wear a girdle or lose weight. Pleatless pants are making a comeback Chicago Tribune April 22, 1992, Wednesday, NORTH SPORTS FINAL EDITION

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Chicago Tribune

April 22, 1992, Wednesday, NORTH SPORTS FINAL EDITION

SECTION: STYLE; Pg. 22; ZONE: CN

LENGTH: 662 words

HEADLINE: Plain and simple
Suck in that gut, guys, wear a girdle or lose weight. Pleatless pants are making a comeback

BYLINE: By T.J. Howard

BODY:
Look, Ma, no pleats! Plain-front pants are showing up again.

Pleatless pants made their debut in the menswear spring sportswear collections, and the trend is expected to be even stronger for fall, say designers.

Andrew Fezza, Michael Kors and Bill Robinson are among the designers embracing the trend.

"You get a little tired of drapey, floppy pants," says Robinson, who is devoting almost one-third of the pants in his fall collection to flat-front styles. "I think younger men may go for plain-fronts. . . .Pleats now look too establishment."

Although designers say they were inspired by pleatless styles of the late '50s and '60s, today's plain-fronts have higher waistbands and roomier thighs, and the legs taper to the ankles instead of being stick-straight. The pants also come in such new fabrics as wool and rayon blends and cotton finishes, which feel like suede. Michael Kors gives his wool flannel plain-fronts a shot of Lycra for extra ease in fit.

Trickle-down theory

Although primarily limited to high-end designers, plain-front pants also are being offered by a handful of better-priced sportswear companies including **Nautica,** Ruff Hewn and Marithe/Francois Girbaud.

Still, retailers are lukewarm about the new pants. "It's being bought with an eyedropper," says Colby McWilliams, director of men's fashion for Neiman Marcus stores.

Many retailers, including Stephen Davis, owner of Davis for Men stores in Chicago, recalls the controversy when pleats first came onto the scene during the '70s. "It was a fight you wouldn't believe (converting men to pleats)," says Davis.

"I can't think of a thing about them (plain-front pants) that is positive," says John Jones, men's buyer at Ultimo, 114 E. Oak St. "The only flat-front styles I like are jeans and jean-styled things."

Yet David Chu, designer and president of **Nautica,** is not worried. "Pleated pants are still the popular choice, but the plain-front pant is making a comeback in fashion circles across the country." **Nautica**

introduced plain-front pants this spring and will continue to offer them for fall.

Suck in that gut

A point of caution: flat-fronts are for the fit. "If you're in good shape, plain-front pants will make you look taller and show off your hard work in the gym," says Kors. "I don't think it's a style for out-of-shape men."

Chicago architect Marvin Herman gives plain-front pants a thumbs-down. "I only like plain-fronts in jeans. It's wonderful to be part of fashion, but not so good to be a fashion victim," says Herman, 51, who likes pleats because of the "softness" they give pants.

A more recent convert to pleats is Dr. Chuck Musfeldt, a general practitioner in Chicago, who started wearing pleated pants two years ago. "Most physicians don't care how they dress. You're too busy taking care of patients." Yet Musfeldt, 37, found it necessary to become interested in fashion with the recent launch of his health-care consulting business. "I'm now lights years ahead of where I was in fashion," says Musfeldt, an advocate of pleats because they're "almost as comfortable as scrubs but a lot better looking."

A lone supporter

Still, flat-front fanatics are heaving sighs of relief upon hearing the news about pleatless pants. "Thank God," exclaimed 28-year-old Peter Holstein, investment director of Romanek Properties, a real estate development firm. Holstein has some pleated pants hanging in his closet, "but only because pleats are all that's been in stores for the last few years. Pleats just don't lie right - they always look balloony on me."

Phyllis Collins, buyer of men's designer clothing at Marshall Field & Co., compares the plain-front trend to the controversy between short and long hemlines for women. "Men will wear both pleats and plain-fronts," she says diplomatically.

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ADDITIONAL INFORMATION:

This story is a composite of versions published in the various zones.

GRAPHIC: PHOTO: Today's plain-fronts have higher waistbands and legs that taper to the ankles. These are from Andrew Fezza's fall line which will be in stores in mid-summer.
PHOTO: Although primarily limited to high-end designers, plain-front pants also are being offered by a handful of better-priced sportswear companies, like these from **Nautica.**

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Sport in Short: Sailing The Independent (London) April 23, 1992, Thursday

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The Independent (London)

April 23, 1992, Thursday

SECTION: SPORT PAGE; Page 33

LENGTH: 45 words

HEADLINE: Sport in Short: Sailing

BODY:
BRITAIN'S young sailors finished ninth from 32 countries contesting the **Nautica** World Youth Championships at Vilamoura, Portugal. France scored the highest number of points and medals in the six-event competition, with the United States second and Australia third.

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Shopping The Atlanta Journal and Constitution April 29, 1992, Wednesday

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The Atlanta Journal and Constitution

April 29, 1992, Wednesday

SECTION: LIVING; Section B; Page 7

LENGTH: 164 words

HEADLINE: Shopping

BYLINE: Ny Colin Bessonette TRAVEL EDITOR

BODY:
Downtown's Warehouse Row, eight handsomely renovated turn-of-the- century railroad warehouse buildings, has 30 factory outlet shops selling the names you know, including Albert Nippon, Perry Ellis, Ralph Lauren, Adrienne Vittadini, Bass, J. Crew, **Nautica,** and Johnston & Murphy. Quality merchandise is billed as 20 percent to 75 percent off retail.

The shops are on two levels, and there are atrium lobbies, bubble elevators and glass-enclosed bridges. There's even a food court a cut or two above what you usually find in a mall, but it's hardly gourmet. Information: 615-267-1111.

Hamilton Place, on I-75 northeast of downtown, is more traditional. With 160 stores, it's Tennessee's largest buying mecca. If you can't wait for Parisian to come to Atlanta, here's where to find it - along with four other department stores.

Hamilton Place's eateries include Chinese, Italian and Mexican food, sit-down restaurants, a cafeteria and fast food. Information: 615-894- 7177.

LOAD-DATE: April 30, 1992

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Shopping spree; Footwear News' footwear shopping; Fashion Mandate; Column Footwear News May 11, 1992

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Footwear News

May 11, 1992

SECTION: Vol. 48 ; No. 19 ; Pg. 18; ISSN: 0162-914X

LENGTH: 642 words

HEADLINE: Shopping spree; Footwear News' footwear shopping; Fashion Mandate; Column

BODY:
Schneider-Levy, Barbara

Are New York's major department and specialty stores different enough to establish their own consumer following or is it simply convenience that lures men in to do their shopping?

FN did a footwear shopping tour of three of New York's key retail stores: Saks Fifth Avenue, Macy's and Lord & Taylor. FN compared ease in locating the shoe departments, product presentations and brand and style selections.

In the realm of presentation, the three stores grouped shoes by brand rather than by category. Brands were clearly noted on decorative signs, with shoes displayed either on shelves along walls or on tables placed in the middle of the departments.

However, in Macy's, some signs did not correspond to the shoes displayed and a few brands advertised were not apparent in the department.

Price ranges at Macy's and Lord & Taylor were somewhat broader than at Saks'. The former stores offered brands in their lower-priced categories like G.H. Bass, Zodiac, Nunn Bush and Boks by Reekbok, while Kenneth Cole and Cable & Co. were the lowest priced categories Saks offered. And while the first two stores had "Sale" signs prominently displayed, Saks did not feature any promotions.

Men who want to do some quick shopping during their lunch breaks or before heading home after work might lose some shopping time in Saks and Lord & Taylor simply trying to find their men's shoe departments. Time can be spent either waiting for the elevator or taking a long escalator ride, with the shoe area in Saks on the sixth floor and Lord & Taylor's up on the 10th.

Macy's, however, has located most of its men's wear and its men's shoe area on the second floor, making it easier to reach. Men can more easily spend time shopping instead of navigating. Several years ago, Saks moved its men's shoe department from the first floor, near an entrance on Fifth Avenue, to the sixth floor, where the bulk of men's wear is now located.

According to a salesman in the department who has been with the store for more than 30 years, the shoe department does not get the street traffic it got in its former location.

Still, business is good, he added, with customers now aware of where the department is and making the trip to the sixth floor. According to the public relations department at Saks, the entire sixth floor will be undergoing a renovation over the next year and the shoe department will again be moved.

Despite the shoe department's shift to an upper floor, between 12 and 14 pairs of shoes are sold on an average day, the salesman said. Prices start at about $ 200. Lines include Ferragamo, Church's, Giorgio Armani, Allen Edmonds, Ralph Lauren, Cole-Haan, R. Martegani, Alden, Timberland and Bally, as well as the store's private label collection. The Italian line, Artioli, is one of the store's best sellers, said the salesman, with some customers buying three and four pairs at a time.

At Lord & Taylor, the shoe area is located just about as high as you can go in the store, the 10th floor. The area is compact, directly off the elevators near a small eatery.

It features brands like Rockport, Cole-Haan, Bally, Timberland, Johnston & Murphy, and casuals by **Nautica.** The store also carries private label merchandise.

Macy's men's shoe department, which could do with a facelift -- the carpet was quite worn and the merchandise not always well organized -- did offer customers a vast selection of styles and brands. But, since the area was not as well maintained as those in Saks and Lord & Taylor, new items sometimes seemed as if they should have been sale items.

The store did do some good planning when it placed its athletic footwear area, housed in its Athletic Club department, adjacent to men's shoes. But, the athletic display did not prove much more exciting than the traditional shoe department.

GRAPHIC: Photograph

LOAD-DATE: September 07, 1995

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If suit feels good, you'll look good USA TODAY May 13, 1992, Wednesday, FINAL EDITION

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USA TODAY

May 13, 1992, Wednesday, FINAL EDITION

SECTION: LIFE; Pg. 5D

LENGTH: 369 words

HEADLINE: If suit feels good, you'll look good

BYLINE: Elizabeth Snead

BODY:
What should a good swimsuit do? Boost the bust? Flatten your stomach? Thin those thighs?

"It should give you self-confidence," says Julie Campbell , senior editor of Sports Illustrated.

She should know, having been in charge of SI's swimsuit issue for 28 years and having fit models Christie Brinkley , Cheryl Tiegs , Paulina Porizkova , Elle Macpherson , Rachel Hunter, Ashley Montana and Naomi Campbell.

But even top models can't always suit themselves. "You can always tell if a model likes a suit by the way she walks out of the dressing room," Campbell says. Porizkova would slump and pout if she didn't like a suit.

Posture is the key to looking best in your suit, says SI covergirl Montana, all 6-foot-1 of her.

"Stand tall, chest up, shoulders back," Montana says. "Keep your stomach in and keep those hips moving."

She demonstrates by sashaying her hips in a circular bump and grind movement.

"Never let them see your hips," says Montana. "That's my secret."

Campbell says the best swimsuit models have a dance background: "Ashley, Elle, Rachel Hunter; they all had years of ballet training as children. And it shows in the way they move, hold themselves and use their hands."

Cocking the hip out to one side also helps create that covergirl S-shape in a swimsuit. Don't laugh. While it may feel odd in life, it looks great in those summertime snapshots.

Point your toes to lengthen your leg line. And always remember that the leg closest to the camera will look larger. Now, smile!

Much of looking good is based on feelings. "If you feel good in a swimsuit, you will look good," Campbell says.

But she also recommends that women lighten up. "American woman are too hard on themselves. Its nice that we're eating better and exercising. But we should stop looking at the lady next door or on the

magazine covers and start living."

Seeking out suits

To find these suits in your area, call:

- Slimsuit by Carol Wior: 800-882-9467 .

- Mossimo Woman : 213-722-0200 .

- Keiko: 212-982-1682.

- DeWeese: Evelyn Kiss, 212-354-6282 .

- Ralph Lauren Swimwear: Publicity, 212-221-0675 .

- Jantzen, **Nautica:** Men's Fashion Association, Tom Julian, 212-683-5665.

GRAPHIC: PHOTO; color, Acey Harper

CUTLINE: 'KEEP THOSE HIPS MOVING': Model Ashley Montana, center, gives posing tips to Kayleen Hong, left, and Wendy Lee.

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
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MAKING A SPLASH WITH KIDS The Seattle Times May 13, 1992, Wednesday, Final Edition

Copyright 1992 The Seattle Times Company
The Seattle Times

May 13, 1992, Wednesday, Final Edition

SECTION: STYLE; Pg. F1

LENGTH: 196 words

HEADLINE: MAKING A SPLASH WITH KIDS

BYLINE: BY ROBIN UPDIKE

BODY:

Like children's shoes, children's beach fashions are usually pint-size, simpler versions of adult styles.

So school-age girls this summer will be hitting the beach in swimsuits of bright prints, particularly floral, tropical or geometric prints. And tank suits are outselling two-piece suits at several Seattle area department stores.

"We're seeing more detail on girls' suits," said Lauren Tranum, Nordstrom's assistant buyer for boys and girls in Washington. "This year they're also getting a little modified in the leg. They're not so high cut. And there are a lot of pinks and yellows."

Neons are fading out of style for kids as well as adults.

Boys, meanwhile, will be wearing boxer-style trunks in tropical prints and big patchworks of color. Nothing too fancy. Said Ed Finholm, a children's buyer at The Bon Marche: "Basically, little boys just want to look like big boys."

GRAPHIC: PHOTO 1) **NAUTICA** ALSO MAKES LONGER, COLOR-BLOCKED TRUNKS FOR BOYS. "BASICALLY, LITTLE BOYS JUST WANT TO LOOK LIKE BIG BOYS," SAYS A BUYER FOR THE BON. > 2) BRIGHT FLORAL PATTERNS, SUCH AS THE PRINTS IN THESE COTTON AND LYCRA SUITS FROM CATALINA, ARE POPULAR WITH GIRLS.

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
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FASHION FLASHES;JACKET TIME;Sporty crispness rules Orange County Register (California) May 15, 1992 Friday

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Orange County Register (California)

May 15, 1992 Friday MORNING EDITION

SECTION: IMAGE; Pg. Q02

LENGTH: 81 words

HEADLINE: FASHION FLASHES;
JACKET TIME;
Sporty crispness rules

BYLINE: Katherine Blake, The Orange County Register

BODY:
A sporty look is available with the time-enduring varsity jacket, left. The Polo, a white cotton twill jacket ($ 155) by Ralph Lauren, is available at Robinson's stores and the Ralph Lauren shop, Costa Mesa.

When breezy sailing days call for a stylish cover on the deck, reach for this nautical bomber-style jacket ($ 115), above, in parrot green and peach. Available at the **Nautica** store, Newport Beach.

GRAPHIC: BLACK & WHITE PHOTO; PHOTO STORY

LOAD-DATE: March 10, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
View: Full
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UNSTUFFED SHIRTS St. Louis Post-Dispatch (Missouri) May 28, 1992, THURSDAY, FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

May 28, 1992, THURSDAY, FIVE STAR Edition

SECTION: STYLE WEST; Pg. 1

LENGTH: 1450 words

HEADLINE: UNSTUFFED SHIRTS

BYLINE: Lucyann Boston Photos by Odell Mitchell Jr. Of the Post-Dispatch Staff

BODY:
IF YOU'RE FOND of fireworks, you don't have to wait until the Fourth of July. The pyrotechnic-like showers of color and flashes of pattern coming from men's shirt departments are worthy of a mid-summer display over the Arch. "Explosion" is a word that continually pops up when retailers and manufacturers of men's shirts start talking business. In terms of color, pattern, styling and fabric, shirts have arrived in the warm-weather season with a bang and sales are skyrocketing. "The (shirt) business continues to get stronger and stronger and stronger," said a spokesman for Dillard's. Menswear designer Henry Grethel goes so far as to call spring and summer 1992, "the era of the shirt." The fashion fireworks in shirt departments are coming from a variety of directions. Dress shirts are being turned out in solid colors so diverse that men might associate them with babies, boudoirs or even their Great Aunt Maude. Striped shirts are bold enough to bedeck jockeys in the Kentucky Derby. Button-down shirts in basic blue oxford are swelling to sweat-shirt size. Silk is no longer for snobs. T-shirts have moved so far uptown that Ralph Lauren is whipping them up in the myriad of colors previously reserved for his collared polo shirts and decorating them with his pony logo. Designers such as David Chu for **Nautica** and Tommy Hilfiger have taken country-club classic polo shirts and catapulted them into the fashion forefront by imprinting them with everything from maps of the world to motifs from Aztec temples. "There's almost a blending of the dress shirt with the sport shirt," explained Pattie Charles, the Columbus, Ohio-based director of marketing for Abercrombie & Fitch. "Consumers are responding to traditional dress shirt styles and fabrics if they're relaxed and oversized, and they're taking what once was considered a sport shirt and putting a tie with it." Blue chambray and denim shirts were the sparks that ignited the dressed-down dress shirt/dressed-up sport shirt market, according to most menswear experts. The blaze began to smolder about two years ago when menswear designers draped a tie around the neck of what always had been considered a working man's shirt and topped it with a sport coat. The now-grown-up men of the 1960s, who had worn blue work shirts as an anti-establishment protest during their high school and college days, understood the look. So did their sons, who appreciated the shirt's non-starched comfort. It wasn't long before both age groups were exploring other ways to be dressed up and comfortable at the same time. The recession has fueled the men's shirt explosion. "It's much cheaper; much more economical to go out and buy a shirt and tie than it is to buy a big ticket item," suggested Rick McClew, men's dress shirt buyer for Famous-Barr. "If you put on an interesting or unusual shirt and tie, people don't realize you have on the same suit you had on last year. It's really a way of updating your wardrobe. "The ties have come so far that men have been almost forced to purchase different shirts than the traditional white button-downs they were used to wearing." Shirts will continue to be a hot category, according to Kim Kuehner, who owns Kim Kuehner Men's Sportswear, because designers and manufacturers are being smart. "They've done what I call traditional with a twist," he explained. "They've taken classical, even preppy, silhouettes and been very creative with color and pattern. Men can accept that but they can't bite off a new style and a new color at the same time." To assist men who want to be in on the fireworks but not get burned, we've compiled a guide to current trends

in the men's shirt market. In addition we've prevailed upon some of St. Louis's most knowledgeable sources to reveal where the market is heading for fall. The chambray and denim shirts that started the dressed-down dress shirt phenomenon will continue strong sellers. While traditional blue will still be important, "market is being driven by color," said McClew. Shades such as peach, lavender, lime and lemon are all available for the man who wants his chambray in Technicolor. Because denim and its lighter-weight cousin chambray are woven with colored warp yarns and white filler yarns, the shirts, no matter what the color, will always have a slightly faded appearance. Karen McClure, furnishings and sportswear buyer for Graham & Gunn, notes that gray chambray is becoming a strong seller. For fall basic blue chambray will be trimmed with plaid. The work shirt look also will be spun off into heavier, twill fabrics in 100 percent cotton in solid colors and tartan plaids, according to McClew. Solid color shirts in dusty shades such as mauve, antique rose, seafoam green, gray and khaki are making news in dress shirts and cutting into the striped shirt market. "Striped shirts used to be 45 percent of our business," said McClew. "Now they're down to 37 percent." The trend toward darker colors began about a year ago when Geoffrey Beene introduced a black dress shirt, McClew recalled. The black shirt sold exceptionally well and helped launch colors such as cranberry, olive and purple for fall '91. Those colors have been lightened up for warm weather but McClew expects them to deepen again for fall '92. The striped shirt is still important and will continue to be important. "It's a toss-up between white ground stripes and colored ground stripes," said a spokesman for Dillard's, noting that stripes are becoming bolder. "Both grounds are selling well." Four years ago the solid white shirt outsold everything else at our stores," said Graham & Gunn's McClure. "Now stripes outsell everything else." Watch for "suiting looks" to be the newest pattern in dress shirts, according to a spokesman for Dillard's. Basically these shirt fabrics resemble the glen plaids, muted checks, pinstripes and windowpane plaids usually reserved for men's suits. They are expected to be strong this fall and carry over into the spring of 1993. Pointed collars are in; spread collars are out. Tab collars, which used to account or 1 or 2 percent of the collar business, now are a steady 10 to 13 percent of the business, according to Famous's McClew. Button-down collars continue to hold their own while contrast collars are as out of fashion as "Wall Street's" Gordon Gekko's greed. Shirts with banded collars may be a coming trend. All the top menswear designers had a turn-of-the-century banded collar shirt in their lines for spring. Dillard's expects the style to become stronger as fall approaches. Abercrombie & Fitch is testing banded collar shirts at a few stores "to see what interest is there," according to Charles. Silk shirts are a trend that's here. "Two years ago I went to a menswear market show and everybody was running around in denim shirts and ties and look what's happened," said Kuehner. "This year I went to that same show and everybody was wearing silk or linen shirts. Silk has a nice feel. It is very strong on both coasts and St. Louis customers will pick it up. Kuehner and other retailers point out that most of the silk found in menswear departments has been treated so that it is able to be machine washed and often machine dried. Athletic-cut dress shirts are now available at several stores, including Famous-Barr and Dillard's. Most carry the John Henry label and are designed with extra room in the shoulders and arms make them more comfortable for men who are into heavy workouts and body building. Although they may look alike in styling, color and pattern, shirts sold in a sportswear department will generally have a looser fit than shirts sold in the dress shirt department. One of the hottest trends in the young men's market is the oversized oxford. Were it not for its deep set armholes and loose body fit, it would be a button-down Boston banker's shirt of choice. Men who envision wearing a shirt, such as a colored chambray, with a tie should shop for it in the dress shirt department, where they can get an exact collar size and sleeve length. But even dress shirts are being cut with a little more fullness, emphasizes David Shockley, who owns Savile Row Custom Clothiers. Bold patterns dominate the sport shirt market. Round-the-world themes include Caribbean prints, South American stripings and motifs and tropical florals. Shirt manufacturers love color blocking and shirts with pieced panels that feature sleeves, side panels, placket and collar in different colors. Patchwork shirts are becoming a strong trend. These trends are important in knits as well as wovens. Lucyann Boston is a St. Louis freelance writer

GRAPHIC: Photo; PHOTO (COLOR) by Odell Mitchell Jr. ... Sport shirt designers have traveled the world for print and pattern inspiration. From left, are: Tommy Hilfiger's Mexican stripe ($59), Boston Preparatory Company's Caribbean fish print ($50) and **Nautica's** world map shirt ($58, all from Kim Kuehner Men's Sportswear). PHOTO (COLOR) by Odell Mitchell Jr. ... ABOVE: Bold stripes and interesting colors give dress shirts the capability of being used as sport shirts. This shirt by **Nautica** ($53) can mean business when worn with an Austin Reed blazer ($235) and tie by Je Suis ($22.50). For play, **Nautica's** striped T-shirt ($44, all from Dillard's). A London Fog baseball cap ($11.95) and Baku straw fedora by Barlesoni ($95) are

from Levine Hat Manufacturing Co. Location is Nu-Era Group Inc., St. Louis-based international suppliers of store furnishings and design. PHOTO (COLOR) by Odell Mitchell Jr. ... RIGHT: The banded-collar shirt like Great Grandpa used to wear is the newest trend coming from menswear designers. This shirt ($85) by Jhane Barnes is from her Barnes Storm collection. It's shown with antique print silk braces by Trafalgar ($125) and a boa ter-style straw hat ($65, all from Neiman-Marcus). PHOTO (COLOR) by Odell Mitchell Jr. ... The popularity of the blue chambray shirt ($38) dressed up with a tie ($37.50) has spawned a trend that blends dress shirts and sports shirts. At the left are chambrays and twills ($38) in vibrant colors and stripes. At right, traditional oxford cloth shirts ($37.50, all from Abercrombie & Fitch) with deeper armholes and an oversized fit. The pinch-crown straw hat by Dobbs ($59.95) is from Levine Hat Manufacturing Co. PHOTO (COLOR) by Odell Mitchell Jr. ... ABOVE: The glen plaid shirt by John Ashford ($32) is shown with a tie by Cezani ($30). The mauve Cezani shirt ($39.50) is with a Bill Blass tie ($28). The tan and black Jacquard stripe shirt by Geoffrey Beene ($37) is shown with an Oscar de la Renta tie ($29.50). Other shirts are a blue-violet and black miniature check by Cezani ($39.50) and a seafoam green shirt by Geoffrey Beene ($32, all from Famous-Barr). PHOTO (COLOR) by Odell Mitchell Jr. ... LEFT: Easy-to-care-for washed-silk shirts are available in a wide variety of solid colors ($39.99) in the Basix line by Fenn Wright & Mason and also in prints ($49.99, all from Lord & Taylor). By Lucyann Boston Photos by Odell Mitchell Jr. Of the Post-Dispatch Staff

LOAD-DATE: October 11, 1993

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Recreation notebook;Sailing The Houston Chronicle May 28, 1992, Thursday, 2 STAR Edition

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The Houston Chronicle

May 28, 1992, Thursday, 2 STAR Edition

SECTION: OUTDOORS; Recreation Notebook; Pg. 14

LENGTH: 126 words

HEADLINE: Recreation notebook;
Sailing

BYLINE: Staff

BODY:
BEST OF BEST: The US Sailing/**Nautica** Youth Sailing Championship, scheduled for June 19-26 at Long Beach, Calif., will be decided among 167 of the nation's top young sailors.

Participants were selected based upon recent regatta finishes at home and abroad. Texans who earned invitations, and their disciplines:

Boardsailing -- Travis Thomas, Houston; Brent Martin, League City; Chad Allen and Jody Barnett, Corpus Christi.

Singlehanded (Laser) -- Mike Hare (gold medalist) and Evangeline Callahan, La Porte; Ryan Mims, Todd Haglund and Will Stout, Houston; Elizabeth and Katie Kratzig, Corpus Christi.

Doublehanded (Laser II) -- Andy Beeckman and Sam Pyne, Houston; James Fredman and Alex Crowell, Fort Worth; Scott Elting, Seabrook.

LOAD-DATE: May 30, 1992

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
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Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)

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Bandannas bring a Western touch to town Chicago Sun-Times June 3, 1992, WEDNESDAY , FIVE STAR SPORTS FINAL

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Chicago Sun-Times

June 3, 1992, WEDNESDAY , FIVE STAR SPORTS FINAL

SECTION: SECTION 2; FEATURES; Pg. 46

LENGTH: 438 words

HEADLINE: Bandannas bring a Western touch to town

SOURCE: Nancy Stuenkel; Lezli BittermanNancy Stuenkel; Lezli Bitterman

BYLINE: Lisbeth Levine

BODY:
Bandanna prints have come off the ranch and out of the country this season. They can look sporty, sophisticated, whimsical or Western, depending on how they're put together.

Inextricably tied to the Western look, bandanna prints are one way for men and women to dip into Western garb without going overboard.

"Whenever Western fashion comes up again, bandanna prints come along with it," said Hillary Weiss, who wrote The American Bandanna (Chronicle Books, $ 16.95).

Bandannas are not of American origin - they sprang up in India, China and Japan centuries ago, Weiss said. Nonetheless, they're closely linked to American history. Martha Washington had bandannas produced with the image of her husband, George, to help boost morale during the Revolutionary War in 1776. Soldiers tied them around their ears to muffle the sound of cannons. Railroad engineers knotted them around their necks - this was before shirt collars - to protect themselves from flying sparks. Cowboys wore them around their necks to ward off the wind and pulled them up over their mouths to keep the dust away, according to Weiss.

Before handbills and advertisements, bandannas were printed to drum up excitement for local events and traveling entertainers. And long before the souvenir T-shirt became popular, Weiss said, bandannas were worn to commemorate events from the circus to the Columbian Exposition of 1893.

Of course, when we think of bandannas today, we conjure up images of red or blue paisley and floral prints. Those are the prints that have inspired everything from dresses to bra tops for women and shirts to boxer shorts for men this season.

"We love bandanna prints," said Christine Gentry, fashion spokeswoman for Bloomingdale's branch stores. "We have a shop in the Y.E.S. department called 'Spaghetti Western,' and it's based on bandanna prints and other Western elements. It's doing very, very well."

For women, the key bandanna item is a sarong skirt. It can be worn with a crisp white shirt or a T-shirt. At Perry Ellis, designer Marc Jacobs showed his wrap bandanna skirt with a lace-up white T-shirt.

Men will get the most use out of a bandanna print camp shirt. They can team it with shorts on the weekend, layer it over a T-shirt or slip it under a linen blazer.

Women who just want a bandanna accent can pick up a patterned baseball cap at Isis, a headband at Lord & Taylor, button covers at Nordstrom or barrettes at Saks Fifth Avenue.

And those who don't want to invest in what may turn out to be this summer's fad can just knot a bandanna around their neck or tuck one into their back pocket.

GRAPHIC: Bandanna prints take on a sporty look for summer that's perfect for picnics or boat outings. A navy bandanna print cotton wrap skirt, $ 34, is paired with a red cotton T-shirt, $ 18. Both available at Ann Taylor. They're topped off by a denim and red bandanna print baseball cap, $ 38, available at Isis. Carolee earrings available at Lord & Taylor. Canvas sneakers available at Ann Taylor. His cotton bandanna print shirt, $ 64, is blocked into navy, green and yellow sections. It's teamed with navy cotton shorts, $ 48. Both by **Nautica.** Red deck shoes by Bass. All available at Marshall Field's. Bandanna prints take on a soft, elegant look in peach silk. Shirt, $ 148, and sarong skirt, $ 98, both by Et Vous. Bracelets and earrings by Anne Klein. All available at Nordstrom. Bandanna prints don't have to look Western. He's wearing patchwork bandanna print shorts by Spot Sport, $ 36, with a red cotton T-shirt, $ 18. Shoes by Vans. All available at Nordstrom. A navy patchwork bandanna print is shaped into a cotton/ Lycra tube skirt, $ 56, and long-sleeve pullover, $ 66. White bodysuit, $ 36. All by Tapemeasure. A red bandanna print vinyl belt by Omega, $ 15, is slung around the hips. Jewelry by Carolee. Sandals by Unisa. All available at Lord & Taylor.

LOAD-DATE: June 30, 1992

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New Orleans sings a happier tune; Supplement: Eye on Fragrance WWD (Women's Wear Daily) June 5, 1992

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WWD (Women's Wear Daily)

June 5, 1992

SECTION: Vol. 163 ; No. 110 ; Pg. F32; ISSN: 0149-5380

LENGTH: 830 words

HEADLINE: New Orleans sings a happier tune; Supplement: Eye on Fragrance

BODY:
Donovan, Sharon

NEW ORLEANS -- Aggressive marketing strategies and a series of new launches, along with consistent sales of classic fragrances are nudging sales into high single-digit increases here, according to retailers.

At the five Maison Blanche stores in the metropolitan New Orleans area, classics such as Channel No. 5, Nina Ricci and Oscar de la Renta, are holding their own despite new launches, said Catherine Culotta, the store's regional cosmetics coordinator.

"While overall sales may not be like the good old days of double-digit increases, they are satisfactory single-digit increases -- a considerable improvement over last year's flat sales," Culotta said.

She attributes the improvement to vendors marketing their fragrances with value-oriented, better quality gifts.

"Vendors are doing value-oriented promotions," she said. "In the past the gifts were not that great. They used trial-size samples. But now they are using larger-size samples in the gift-with-purchase and the customer is responding."

For example, Red for Men ran a gwp of a waterproof travel kit that contains a 5-ounce bottle of colgne and 5-ounce after shave, while the Red for women gwp was a .08-ounce parfum, along with travel-size samples of body cream, shower gel and soap. Both showed "phenomenal" results, Culotta said.

"This kind of strategy really gets the products into the customer's hands," she added.

Launches are also creating excitement. The spring launches of Escape and Romeo Gigli and Gianni Versace's Versus, a men's scent, netted good results. The upcoming launch of Davidoff's Cool Water is eagerly anticipated, she said.

"Launches are important because the fragrance customer is always looking for new and updated products," she said. "Of course the classics are important and represent about 30 percent of overall fragrance sales. Many consumers are eager to smell, test and buy as long as they have the latest."

At Lord & Taylor, customers are adventurous in trying new brands, but also avid fans of classics, observed

LaVelle Olexa, senior vice president fashion merchandising.

New brands such as Jessica McClintock, Escape, White Diamonds and Safari are performing well, while classics such as Oscar de la Renta are also racking up sales, she said.

"Our New Orleans customer seems to especially like the florals and the concept of the floral scents," Olexa said. "Like our customer profile systemwide, the New Orleans customer is not avant-garde. She is conservative but also up-to-date."

A new Dillard's at Oakwood Shopping Center has contributed gains for a combined 7 percent sales increase logged year-to-date by men's and women's fragrances among the six stores in the metropolitan area, said Betty Moulder, divisional merchandising manager.

Men's fragrance sales posted a 10 percent increase, pulling ahead of women's, which logged a 5 percent increase, Moulder said. While the August 1991 launch of White Diamonds and the spring 1992 launches of Escape and Volupte have contributed to the sales increases for women's fragrances, the recent introductions of Cool Water, **Nautica,** Lagerfeld Photo, Polo Crest, and Red for Men, enabled the men's business to pull ahead at such a dramatic level, she said.

A series of launches planned for the fall are expected to boost sales increases even further, Moulder said. On tap are Chloe Narcisse, Amarige, Dune, Joop and Ellen Tracy.

Up against such an array of launches, Moulder said, "the existing brands are striving to maintain their percentages to secure volume."

At the two Macy's stores, men's and women's combined fragrance sales increases are in the high single-digit level, with men's trending slightly higher than women's.

The recent launch of Cool Water energized the men's category, according to fragrance administrator Susan Menyo.

"It's rare that a new launch goes into the top five immediately," she said. "The launch was consistent with other brand's launches. It's just a terrific fragrance."

Spreading out the pace of new launches over a period of months rather than staging introductions within weeks of one another is a strategy that may allow women's fragrances to develop a stronger following.

The store is also working to give smaller brands a moment in the spotlight through various promotional events.

"The New Orleans customer is especially receptive," Menyo said. "They like to try new things and they react to promotions in the store. We may take a brand that ranks relatively low, but if we promote it in store, customers will try it."

As impotant as gwp's are, Menyo believes space is a critical factor in generating sales.

"The customer's buying level is relative to the amount of space devoted to fragrances," Menyo contended. "In New Orleans we have the luxury of space."

The fragrance departments in the New Orleans stores average about 20 percent larger than other stores in the 21-store southern region, she said.

GRAPHIC: Photograph; Table

LOAD-DATE: August 24, 1995

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SAILING: ALCHEMY HAS A GOLDEN TOUCH Los Angeles Times June 9, 1992, Tuesday, Home Edition

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Los Angeles Times

June 9, 1992, Tuesday, Home Edition

SECTION: Sports; Part C; Page 7; Column 3; Sports Desk

LENGTH: 1185 words

HEADLINE: SAILING: ALCHEMY HAS A GOLDEN TOUCH

BYLINE: By RICH ROBERTS

BODY:
The ULDB 70 sled fleet has been virtually one-design competition for Santa Cruz 70s from the time Bill Lee built the first in Northern California in the '80s. The new Andrews-Dencho 70s might change that.

The SC 70s set the pace as the feathery, flat-bottomed 70-footers -- ULDB stands for Ultra-Light Displacement Boat -- dominated the offshore races to Hawaii and Mexico. Those races are essentially off-wind or downwind -- *downhill,* sailors say, hence "sled." With some rig and ballast adjustments they even became fun to sail in buoy races, such as the California Cup out of the California Yacht Club in Marina del Rey, a recent event won by the new Alchemy.

Alchemy was designed by Alan Andrews and built by Dennis Choate's Dencho Marine in Long Beach for Dick and Mary Compton of Santa Barbara. Andrews-Dencho 70s seem to hit the water flying. Last fall they built their first sled, Victoria, for Long Beach's Mike Campbell, who placed it second in its class in the Long Beach-to-Cabo San Lucas race a week after it was launched.

Last month, in its first regatta, Alchemy, despite a premature start in the first race, cracked the SC 70s' seven-year monopoly on the Cal Cup with finishes of 5-3-1-1-2 in the three-day series on Santa Monica Bay. Nelson-Marek and Reichel-Pugh creations occasionally have intruded on the SC 70s' dominance, but no other design has posed as great a threat to the dynasty.

Earlier this season, Alchemy was only about a week old when it started the Newport-to-Ensenada race. Several hundred pounds light before getting its International Offshore Rule rating, it sailed with a Performance Handicap Racing Fleet handicap and swept class and fleet trophies, then came home and set a record in the Hard Way Race from Santa Barbara around Santa Cruz Island to Ventura.

North Sails' Robbie Haines steered Alchemy in the Cal Cup, having been left without a boat when Roy Disney took Pyewacket to Europe after its San Diego-to-Manzanillo victory earlier this year. Doug Rastello called tactics and several others from the Pyewacket crew pulled ropes, along with Compton's Santa Barbara regulars.

SC 70s were second and third -- Ed McDowell's Grand Illusion, with Rick Matzinger at the helm, and Brack Duker's Evolution, with Danny Schiff. Grand Illusion lost its rig two days earlier in a Wednesday night tuneup race and had to replace it with one lent by Disney.

Grand Illusion leads Evolution after three of nine events in the sleds' season series, 45-41. Les Crouch's Maverick, an N/M 68 that was fourth in the Cal Cup, is next with 37 points. Alchemy, with 18, didn't make the first two events but has time to catch up.

Andrews works out of a small office in a marine complex of the Long Beach Marina at Alamitos Bay. He had strong credentials for designing fast boats for the International Measurement System (IMS) creature-comfort class that seems to be displacing IOR as the offshore fleet of choice.

Andrews' first two sleds, Victoria and Alchemy, will sail against each other for the first time in the sled class of Long Beach Race Week out of the Long Beach YC this weekend.

Sailing Notes

NOTEWORTHY -- Redondo Beach's King Harbor Yacht Club will conduct the Tom Collier Memorial Regatta on Saturday for small one-design, catamaran and PHRF classes. Proceeds will go to the American Cancer Society. Collier, a club member, was a former Olson 30 national champion who died of cancer at 31 this year. Details: (310) 376-2459. . . . San Diego Yacht Club will be the host club for the Single/Double-Handed Coronado Islands Race for boats more than 20 feet long June 20. The race will benefit the Trauma Research and Education Foundation. Details: (619) 222-1103. . . . Harbor College will offer "The Complete Sailing Course" seven Saturdays, July 11-Aug. 22, 3 p.m. All lessons are on the water. Fee: $295. Details: (310) 518-3510.

YOUTH -- Twenty-five Southern California boys and girls 19 and younger will be among 167 competing in three classes in the U.S. Sailing-**Nautica** Youth Championships June 19-26 at Alamitos Bay Yacht Club in Long Beach. Six were members of the U.S. team that placed second to France in the IYRU-**Nautica** World Youth Sailing Championships in Portugal in April. Competition will be in single- and double-handed Lasers and on sailboards.

EVENTS -- Southern California's two top multiple-fleet events of the year are scheduled this month -- Long Beach Yacht Club's Long Beach Race Week Friday-Sunday and Bruce Golison's Trimble Navigation-North Sails Race Week June 26-28, with headquarters at the Clarion Edgewater Hotel in east Long Beach. LBYC expects more than 100 boats in seven classes, including eight or nine sleds and a new class for vintage wooden PC 32s from the '40s and '50s. Golison expects to have more than 125 boats in Performance Handicap Racing Fleet (PHRF) classes rating from 24 to 174, plus one-design classes for J-35s, Schock 35s and, for the first time, J-24s, which will be prepping for their North Americans two weeks later.

RESULT -- Balboa Yacht Club, with sailmaker Dave Ullman steering Ed Cummins' Bold Forbes, took the Lipton Cup away from neighbor Newport Harbor Yacht Club at San Diego. Crews from 12 clubs sailed J-35s. Ullman had a first, second and sixth to edge King Harbor Yacht Club by one-quarter point. California Yacht Club was third.

OLYMPICS -- To summarize the U.S. team: men's 470, Morgan Reeser, Miami, Fla., and crew Kevin Burnham, Coral Gables; women's 470, J.J. Isler, San Diego, and crew Pam Healy, San Francisco; Finn, Brian Ledbetter, San Diego; Europe, Julia Trotman, Syosset, N.Y.; Tornado, Randy Smyth, Mary Esther, Fla., and crew Keith Notary, Merritt Island, Fla.; men's sailboard, Mike Gebhardt, Ft. Walton Beach, Fla.; women's sailboard, Lanee Butler, San Juan Capistrano; Soling, Kevin Mahaney, Bangor, Me., and crew Jim Brady, Annapolis, and Doug Kern, Austin, Tex.; Star, Mark Reynolds, San Diego, and crew Hal Haenel, Malibu.

Ledbetter, Gebhardt and Reynolds-Haenel also were on the '88 team. Reynolds-Haenel won a silver medal, Gebhardt a bronze. Smyth won a silver in '84 with crew Jay Glaser. The Flying Dutchman trials will be at Marblehead, Mass., starting Saturday. . . . Isler and Healy dominated their class of 35 boats in the Spa Regatta in Holland that included many Olympic competitors. They won their first four races and were able to sit out the last.

MATCH RACING -- The International Yacht Racing Union's latest Omega world rankings after the America's

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CASUALLY CORRECT; Sport coats, vests, jeans, plaid shirts from designers like Klein, Karan, Grethel or Bricken lead back-to-basics movement in men's clothing Star Tribune (Minneapolis, MN) June 10, 1992, Metro Edition

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Star Tribune (Minneapolis, MN)

June 10, 1992, Metro Edition

SECTION: Variety; Pg. 1E

LENGTH: 1010 words

HEADLINE: CASUALLY CORRECT;
Sport coats, vests, jeans, plaid shirts from designers like Klein, Karan, Grethel or Bricken lead back-to-basics movement in men's clothing

BYLINE: Rosalind Bentley; Staff Writer

DATELINE: New York, N.Y.

BODY:
New York designers are often out of touch with what the rest of America is wearing, particularly what middle America is wearing. They show royal blue Nehru jackets when most men would consider a black, four-button, single-breasted blazer radical. But judging from the collections presented during the Men's Fashion Association fall preview last week, designers may have finally taken heed of the adage, "The whole band isn't out of step - it's you."

Instead of serving up suits and separates in unrealistic shapes and color combinations, designers from Donna Karan and Calvin Klein to Henry Grethel and Barry Bricken have made clothes for the back-to-basics GAP generation. While all the major collections include tailored clothing, the mainstays of many lines look as appropriate for a morning breakfast meeting at the New French Cafe as they would for an afternoon at the Parade of Homes in the 'burbs. "Heathcliff Huxtable" sweaters, wool- and Lycra-blend slacks, tweed sport coats, varsity jackets, separates worn to give the look of a suit and the ubiquitous denim workshirt are all major players in menswear for fall.

How can this be?

It's no secret that the number of white-collar jobs demanding the traditional blue suit, white shirt and paisley tie uniform is shrinking. Many corporate dress codes are gradually being relaxed, with offices including Prudential Insurance Co. having a once a week "dress-down" day. There is also the fact that the baby-bust generation entering the work force grew up with a dress code considerably more casual than that of their parents. Even gear for nighttime gatherings is loosening up, with more black-tie optional benefits and with some theatergoers forgoing neckties altogether.

Add to all of this the idea that it's not very nice, not to mention politically correct, to flaunt your wealth or high credit limit and this chino and denim revolution makes sense.

Among the trends for fall:

The sport coat/ Whether in a herringbone tweed, a wool twill, a plaid or a check, this garment reminds you

of something Fred MacMurray would have worn in "My Three Sons." It's wholesome, nonthreatening and a little plain in a suburban kind of way. But its practicality is probably the reason designers from Giorgio Armani to Alexander Julian are displaying it prominently.

Although the obvious combination of the sport coat and a denim shirt is exploited to the nth degree, what does look fresh is the sport coat (with two- or three-button closure) in shades of brown, rust or olive green, over semitailored broadcloth shirts dyed within a hair of denim blue. Finishing notes: thin-wale corduroy pants or wool crepe slacks with nonpressed pleats at the top.

Living for the weekend/ A Timberland jacket, jeans from Levi Strauss and layers of plaid shirts from Pendleton and **Nautica** are fundamental to achieving the free-time look. Pretty exciting, huh? Well, the mission here isn't to look exciting; it's to appear rugged. "Just do it - or just look like you do it," joked Bill Gibbons, merchandising editor for GQ magazine, in a takeoff of the familiar Nike ad slogan.

Even Giorgio Armani presents an entry into this category through his Armani Jeans label. He puts an indigo denim anorak over full-legged navy corduroys and a denim workshirt. For flair he wraps a seemingly endless nubby, iridescent scarf at the neck. Not exactly walleye-wear, but it could work for a trek through the corridors at Southdale or cafe au lait at Cafe Latte.

Vested interest/ After the sport coat, the must-have item for men for fall is a vest - Mr. Rogers cardigan style, snap-front Western style or zippered. It's worn alone, under a coordinating or matching blazer or over a simple T-shirt.

Gray area/ When it comes to tailored suits, gray is the color for fall. Not simply banker's gray but the range you'd see in an Ansel Adams landscape photograph, from pearl gray to near-jet black.

But they don't match/ For all you men who've gotten away without owning a suit by pairing slacks with blazers, designers have gotten hip to your trick and are trying to make some money off it. Several are offering the "Un-suit": a blazer and a pair of pants, sold together, that blend but don't match. One of the better-looking of such pairings is by Donna Karan for her new DKMAN line. It's a gunmetal gray blazer with a barely perceptible herringbone weave and wool pants of the same color, without pattern.

Black and white/ The combination that wouldn't die: Look for it in houndstooth check sport coats, tick weave slacks and patterned sweaters. Or, separately, look for black jeans, black or white T-shirts, black cowboy or motorcycle boots, black leather belts with silver hardware, black leather jackets and white union-style undershirts.

Heathcliff's legacy/ Those bold sweaters Bill Cosby made famous on TV as Dr. Heathcliff Huxtable will be around this fall even if his show isn't. Look for them in every manner of pattern and color. Designer Jhane Barnes paired her signature abstract pattern men's sweaters with either jeans or paints the same color as the main color in the sweater. Barry Bricken's alphabet and patchwork sweaters are also odes to the Cos tradition.

For the hell of it/ It started with Nicole Miller's quirky ties. Now everybody seems to be getting on the novelty-print kick. Shirts with duck cutouts or beer bottles on them, dalmation-print unitards, socks with Vincent Van Gogh's self portrait on the sides - all are fair game for fall. The more outrageous the better.

Varsity/ If you can't relive the best years of your life, at least you can dress the part. Think rugby-striped shirts, polo sweaters, Keds, varsity jackets, toggle and pea coats, sweatshirts and sweatpants.

Colored jeans/ Look for dalmation prints, awning stripes in red and navy blue, and less eye-catching colors such as rust, olive and plum. Wear them to the Loring Bar, the Riverview or the "Grand Aioli" Bastille Day party outside the New French.

GRAPHIC: Photograph

LOAD-DATE: June 11, 1992

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Terms: **nautica and date(geq (1/1/1992) and leq (12/31/1992))** (Edit Search | Suggest Terms for My Search)
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Nautica sets sail for fragrance market; Nautica International Cosmetics International June 10, 1992

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June 10, 1992

SECTION: Vol. 16 ; No. 369 ; Pg. 8; ISSN: 0963-6137

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HEADLINE: **Nautica** sets sail for fragrance market; **Nautica** International

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STALKING THE CASUAL LOOK The Post-Standard (Syracuse, NY) June 11, 1992 Thursday Metro Edition

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The Post-Standard

The Post-Standard (Syracuse, NY)

June 11, 1992 Thursday Metro Edition

SECTION: LIVING; Fashion pix; Pg. C1

LENGTH: 153 words

HEADLINE: STALKING THE CASUAL LOOK

BODY:
The sun is shining, it's warm, and you're ready to get out and have some fun - but you still want to be in style.

If you're looking for casual, comfortable clothes for summer, choose cotton over polyester because it lets your skin breathe. Poly-cotton blends are also an option. Bright colors are still in this year, and you'll find denim in everything from purple and black to bright yellow.

Men's shorts tend to be long, although if you're planning on getting a workout, you might want to opt for something shorter with a loose, comfortable fit.

The outfit above features a 100 percent cotton multicolored shirt from **Nautica** and blue cotton shorts also from **Nautica.** The shirt retails for $57, the shorts for $39.

Nautica clothing is available locally at most major department stores including Addis and Dey's, Chappell's and Kaufmann's.

Model J.J. Locastro appears courtesy of The Coordinators.

GRAPHIC: PHOTO; RICHARD B. SCHULTZ/The Post-Standard; No Caption. Color.

LOAD-DATE: February 12, 2003

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Chicago Tribune June 12, 1992, Friday, NORTH SPORTS FINAL EDITION

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Chicago Tribune

June 12, 1992, Friday, NORTH SPORTS FINAL EDITION

SECTION: SPORTS; Pg. 11; ZONE: C; Bits & Pieces

LENGTH: 844 words

BODY:

- Players needed: The Sidekick Fast-pitch Softball Association is seeking players for its traveling youth fast-pitch program. The aim of the program is to assist serious-minded players in their development. The program is year-round, and there is an annual fee. Each team will have 13-14 players. Players interested in trying out or receiving more information should contact Art Certosimo for the 16-and-under team at 708-231-1329 or Tim Warga for the 18-and-under team at 708-690-9491.
- Harper honors: Freshman catcher Mike Ryan, who took over as a starter for the Harper College baseball team in the middle of the season, has been named the team's most valuable player. Ryan, from Schaumburg High School, hit .307. Freshman Michelle Cichon (St. Viator), who pitched every inning of her 21 starts, was named MVP of the softball team.
- NJCAA honors: Several local baseball players were tabbed as NJCAA All-Americans this season. Anthony Richardson of Kishwaukee College headed the list by being named to the Division I team. Jeff Tuohy and Jim Reynolds from Du Page and Ruben Olavarria from Truman were all selected to the Division III team.
- College watch: Western Michigan University shortstop Scott Conant (Oak Forest) was unanimously voted to the All-Mid-American Conference first team. Conant hit .392 on the year and drove in 38 runs in 51 games. He finished the season as the school's second all-time career leading hitter (.394), sixth in slugging percentage (.527) and 11th in hits (154).

Dayton forward/guard Alex Robertson was named most valuable player of the basketball team. Robertson, a junior from Marshall, averaged 11.6 points a game and broke the school's single-season (84) and career steals record (189). He ranked 16th in Division I in steals per game with a 2.8 average.

Wisconsin-Whitewater basketball player Colleen Graham of Elmhurst was named to the Wisconsin Women's Intercollegiate Athletic Conference first team. . . . Thornridge alumnus Darin Clauson recently earned second-team All-Capital Athletic Conference honors in baseball at Gallaudet University in Washington, D.C. Clauson, an outfielder/pitcher, was playing his first year of collegiate baseball. He also earned second-team Atlantic Collegiate Conference honors in football as a starting defensive back.
- Honored: Joseph Serafine of Lake Forest has received the F. Ritter Shumway Recognition of Achievement Award from the Professional Skating Guild of America. Serafine has served as a judge and referee for the United State Figure Skating Association for more than 35 years. He has also served as technical coordinator for Olympic, world and international competitions. Serafine is president of the Du Page Figure Skating Club.
- Gone sailin': Several Chicago-area sailors will compete in the 1992 US SAILING/**Nautica** Youth Championships June 19-26 at the Alamitos Bay Yacht Club in Long Beach, Calif. The 167 sailors were picked based on past regatta finishes and training experience and needed to be under 20 years of age. Those from this area are Alexander Abell and Mark Laitin of Chicago and Jonathan Tueting of Winnetka.
- Youth tourney: The 1992 USA Youth Basketball National Invitational Tournament, July 10-19 at the University of Wisconsin-Fond du Lac, is still seeking teams to fill its eight brackets ranging from 5th-6th grade girls to 11th-12th grade boys. Each team is guaranteed five games for its $125 entry fee, with a June 20 deadline. More information is available by calling 414-236-8980 or writing USA Youth Basketball, Box

2761, Oshkosh, Wis., 54902.
- They're traveling: Trish Andrew from the University of Michigan and New Trier and Toni Foster from the University of Iowa and Marshall will lead the Big 10 women's basketball all-star team into New Zealand and Australia July 12-25. The 11-member team will play eight games in 11 days.

Other team members are Northwestern's Patricia Babcock, Penn State's Jackie Donovan, Illinois' Kris Dupps, Purdue's Cindy Lamping, Minnesota's Shannon Loeblein, Indiana's Kris McGrade, Michigan State's Christine Powers, Ohio State's Averrill Roberts and Wisconsin's Robin Threatt. Northwestern coach Don Perrelli will direct the squad.
- Outing: Triton College will host its Cardinal and Gold Golf Classic June 19 at Villa Olivia Country Club in Bartlett. Tee-off time is 10:30 a.m., with buffet dinner at 5:30 p.m. The fee is $75 for a single golfer or $300 for a foursome. For more information, call Athletic Director Gene Mitz at 708-456-0300, ext. 750.
- Illini Day: Illinois football coach Lou Tepper will attend Illini Day Monday at Tamarack Golf Club in Naperville. Cost is $93 and includes 18 holes of golf, a motorized cart, use of the driving range, bag handling, locker room facilities, bag tag and yardage book. There will also be a dinner, which begins at 6 p.m. Tickets for the dinner only are $26. Golfing will start at noon. To make reservations or for more information, call Craig Brown at 708-215-5362 or Jim Fessler at 312-644-8500.

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FAMOUS ADDING JOBS INVESTMENT EXPECTED TO REACH $100 MILLION St. Louis Post-Dispatch (Missouri) June 14, 1992, SUNDAY, LATE FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

June 14, 1992, SUNDAY, LATE FIVE STAR Edition

SECTION: BUSINESS; Pg. 1E

LENGTH: 556 words

HEADLINE: FAMOUS ADDING JOBS INVESTMENT EXPECTED TO REACH $100 MILLION

BYLINE: Jim Gallagher Of the Post-Dispatch Staff

BODY:
Famous-Barr says it plans to add about 400 jobs in St. Louis through 1993. By the company's count, that would bring to 1,200 the number of jobs added here since 1991 as the department store chain expanded its St. Louis presence and swallowed an Indianapolis-based sister chain. "There are going to be a significant number of new jobs," said Anthony Torcasio, Famous-Barr's president and chief executive. Famous-Barr now employs nearly 5,000 people in St. Louis. New investment in St. Louis will total $100 million in the 1991-93 period, Torcasio said. The job growth and investment are coming despite the recession and a persistently slow recovery, which have stalled consumer spending and slowed retail sales growth to a crawl. Much of the hiring yet to come will be in the department stores themselves, the company said. By next year, employment at 11 Famous stores in St. Louis should be up by 600 above 1991 levels. Famous also has been boosting its administrative and distribution operations here. Part of the gain comes from last year's decision to move 15 L.S. Ayres stores under the Famous umbrella. That added 200 jobs in St. Louis, Famous said. Ayres had been headquartered in Indianapolis. With that move, Famous became a 30-store chain with annual sales of about $820 million. Famous now ranks fifth in size among chains in the May Department Stores Co. retailing empire. By 1993, employment at Famous' Midtown distribution center should be up 175 jobs over 1991 levels, the company said. About 200 jobs will have been created at the company's new customer information center in the downtown Famous store. The center is a communications hub for phone calls to 30 Famous stores and 66 other stores. By the end of this year, the center should be serving 250 store locations, the company said. Famous has been closing older stores in St. Louis, while opening or expanding new ones. The 41-year-old Famous on South Kingshighway closed this year and plans call for shuttering the store in Northland Shopping Center in Jennings next year. Meanwhile, Famous plans to open a new store at Jamestown Mall in north St. Louis County and open an expanded store at Chesterfield Mall. The 44-year-old Famous in Clayton closed last year when Famous moved into the expanded Saint Louis Galleria in nearby Richmond Heights. The move to bigger, more modern facilities gives the company room to expand the assortment of goods it offers, while doing a bit of experimenting, Torcasio said. For instance, the display of **Nautica** clothing in the Galleria was such a success that the company plans to copy it at 24 more stores. "We're learning, presentation-wise," Torcasio said. The Galleria also pioneered the chain's use of an electronic bridal registry system, which allows customers to call up the bride's wish list on a computer. Famous is expanding that concept to other stores as well. The new store designs allow departments to more easily expand and contract in response to consumer demand. They also provide more attractive restrooms and fitting rooms, Torcasio said. May Department Stores employs a total of 6,500 people in St. Louis, including workers at Famous, its Lord & Taylor department store, and 44 Payless ShoeSource stores. May employs 770 people at its national headquarters here.

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Tarpon Springs designer creates new sailboard St. Petersburg Times (Florida) June 19, 1992, Friday, City Edition

Times Publishing Company
St. Petersburg Times (Florida)

June 19, 1992, Friday, City Edition

SECTION: COMMUNITY TIMES; SAILING; Pg. 8

LENGTH: 494 words

HEADLINE: Tarpon Springs designer creates new sailboard

BYLINE: AMY E. SMITH

BODY:

For Serge Lascoux of Tarpon Springs, it's not a case of going back to the drawing board. It's more like the long and winding road to the drawing board.

A native of France, Lascoux designed tombstones and raced sidecar motorcycles. After 20 years in Canada, he and wife Susan moved to the Suncoast for the weather.

"He got into fast boats, in the '70s," said Susan. Fast boats that don't burn gas, that is. Lascoux became interested in the speediest of all sailboats: multihulled boats and sailboards.

Drawing on Polynesian influences, Lascoux dreamed up the Proa SL. Like the primitive outrigged vessels common to the South Pacific, this sailboard has a main hull joined by a smaller outrigger that adds to stability.

While the Proa SL looks a little like a windsurfer with training wheels, the boat has more to offer than helping beginners learn to boardsail quickly and with fewer bruises, say the Lascouxs.

Among the touted advantages are good light-air speed, rugged construction and room to carry pets, coolers and the like. Additionally, because the Proa SL is a true double-ender, the sailor need not tack or jibe around the sail. By stalling the Proa SL and kicking up its rudder, the sailor can reverse directions without turning the boat.

Another Lascoux design that can be spotted at speed tests at Howard Park is the 13-foot-long Ricochet trimaran. This tiny boat also shows a Polynesian influence, but with a space-age twist. Similar to the ice boats raced by such yachting greats as Buddy Melges, the Ricochet uses a foot-driven steering system and is "user friendly, trailerable, speedy and easier to maneuver than catamarans."

The Proa SL comes complete at around $ 2,000, while the Ricochet trimaran runs between $ 3,000 and $ 3,300. For details, contact Serge Lascoux at P.O. Box 688, Tarpon Springs, FL 34688.

Notes: Jay Stagg of Clearwater finished fourth at the U.S. Independence Cup in Annapolis, Md., earlier this month. With crew Donna DeMarest of Connecticut, Stagg competed against seven teams for the national championship for physically challenged sailors. St. Petersburg sailor Dave Mendelblatt, who just graduated from Tufts University, was named an All-American and won his division at the Collegiate National

Championships this past spring. St. Petersburg Sailing Center alumna Kara Shadwick was named Outstanding Female Athlete of the Year after her freshman semesters at the College of Charleston. St. Petersburg's youth sailors will be heading to Newport, R.I., this weekend for the **Nautica** Youth Championship. Among the competitors are Mark Mendelblatt, Michael Casesa and Mitchell Rogers in the Laser class, and Eddy Sherman, Phillip Casesa, Freddy Bickley, Nick Carper, Jon Green, Ben Peckham, Molly Slocum and Annie Hirt in the Laser II class. Largo sailor Brett Davis also is expected to vie in the Laser class.

GRAPHIC: BLACK AND WHITE PHOTO, Jim Damaske; Serge Lascoux drew on Polynesian influences in designing a sailboard with an outrigger.

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All About/Men's Fragrances;Scents and the Modern Male The New York Times June 21, 1992, Sunday, Late Edition - Final

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SECTION: Section 3; Page 10; Column 1; Financial Desk

LENGTH: 1639 words

HEADLINE: All About/Men's Fragrances;
Scents and the Modern Male

BYLINE: By TERRY TRUCCO

BODY:
Men's fragrance is the classic Father's Day gift, particularly from wives and children stumped by what to buy for Dad. But while grateful for the annual sales boost each June, the men's fragrance industry is trying hard to take the seasonal spin off items like cologne, after shave and bath gel.

Manufacturers want to get men into the habit of buying fragrances. (Women currently buy 60 to 70 percent of all men's fragrances, often to wear themselves.) Fragrance makers are also exploring ways to persuade men to acquire wardrobes of scents, with different fragrances for evening, work and play.

Such efforts, fragrance makers hope, will inject a little life into a market that grew remarkably in the mid-1980's but has been flat for the last 18 months. Last year's estimated retail sales of $1 billion were in fact down four percent from 1990, according to Paine Webber, the investment firm.

Industry analysts credit this dip to the economy, which has been hard on luxury products. The spate of department store bankruptcies has also hurt the prestige end of the industry. Fernando Aleu, president of Compar Inc., which makes seven premium fragrances, estimates that bankruptcies have involved 586 of his company's prime outlets, or 25 percent of its customer base.

At the same time, manufacturers have lost profits with the increase in so-called diversions, premium products sold at a discount at mass-market outlets like drug stores and cosmetics emporiums, either with or without the blessing of the manufacturer.

The men's fragrance market, like the nearly $2 billion women's fragrance market, is also saturated with scents. Since 1978, when Ralph Lauren initiated the practice of splashy promotions with its Polo men's fragrances, more than 240 men's scents have been introduced, according from the Fragrance Foundation, an industry organization. At least 20 more scents for men are scheduled to appear this year, with names that include Enigma, Feeling Man, Safari for Men, **Nautica** (the bottle is shaped like a sail) and, this being 1992, Christopher Columbus.

The extremely sweet margin on a successful fragrance is the reason for this plethora of fragrance. Jack Salzman, a fragrance industry analyst at Goldman Sachs, estimates the gross profit margin can be as high as 80 percent for a successful prestige fragrance. Even when the market is flat, a fragrance can be hot.

Calvin Klein's Eternity for Men, a three-year-old premium scent, had retail sales of around $38 million last year. "This market is more product-driven than sector-driven," Mr. Salzman said.

Yet the risks are high. "No one makes money the first year," said Andrew Shore, a cosmetics industry analyst at Paine Webber. "And it takes a year and a half on the market to determine if a product is a success." The failure rate of most cosmetics and toiletries is 90 percent, Mr. Shore added.

Promotions
First the Concept, Then the Fragrance

The way a fragrance is introduced can be nearly as important as the way it smells. "You can have a great fragrance, but if it's not promoted, it won't go," said Mike Sweeney, vice president of sales and marketing with International Flavor & Fragrance, which produces fragrance ingredients.

Department stores are often reluctant to stock a new fragrance without a manufacturer's promise of advertisements, magazine scent strips and other promotional activities.

But an introduction with all the trimmings is costly. The initial promotional budget for Davidoff Cool Water, a leading European men's scent introduced here in September, was $6 million. And this year's budget could go up to $15 million with promotions tailored to individual department stores.

With increasingly aggressive promotions has come the practice of designing a fragrance around a concept. "In the past, the focus of a new product would be the scent," said Philippe Guerlain, president of Guerlain, the 164-year-old French perfume and cosmetics maker. "With the modern approach, it's the idea, which comes from top executives and the marketing department." Heritage, Guerlain's latest men's fragrance, which will be available next year, was designed as a classic, conservative scent "for a real man, who cries and eats sweets," according to its promotional literature. Bottle, packaging and name -- preferably something that can be pronounced by an international audience -- are central factors in building the product.

But a lavish launch does not guarantee success. The flashy introduction of Ralph Lauren's Monogram in 1985 included a party at Bloomingdale's, where salespeople dressed as butlers carried perfume bottles on silver trays. Industry members still aren't sure why the scent fizzled. "I don't think the name was exciting," said Annette Green, president of the Fragrance Foundation. "And the concept didn't appeal to American men. So much of fragrance is perception. If it doesn't fulfill your fantasies, it's not going to be a success."

Crossover Products
Male Versions Of Women's Scents

The high cost of fragrance introductions is also responsible for a notable industry success -- men's versions of women's fragrances. Despite disappointments like Liz Claiborne for Men, Calvin Klein's Obsession for Men -- which helped popularize the genre in 1986 -- is still thriving, with sales last year of about $36 million.

"Using a name as an umbrella for men's and women's products is a brilliant concept," said Brenda Landry, a fragrance industry analyst at Morgan Stanley. "It spreads your ad dollar." It's also a way to keep new products in the stores. And since women account for most men's fragrance sales, the new products have names familiar to the audience scent makers want to reach.

Most women buy men's fragrances to give to men, but some actually wear them. Chanel's Egoiste, Eternity for Men by Calvin Klein, and New West, all light and fresh, are popular crossover fragrances. The latter proved so popular that its maker, Aramis, brought out New West for Women in a neat reverse. "Men's fragrances are good for women who don't want to stand out," said Allan G. Mottus, an independent industry analyst.

While women's fragrances often use exotic essences, men's are made from a smaller, predictable palette of woody, spicy and citrusy scents. "Attempts at experimentation with less traditional essences have not done

well with men," said Ann Gottlieb, a fragrance authority who helped create Obsession and Eternity for both sexes. Ms. Gottlieb uses adjectives like fresh, green and bright to describe men's fragrances for the '90's.

But today's men's scents are more sophisticated than the single-note fragrances of the past, like bay rum or lemon. And men seem to want stronger scents. After shave, which accounted for 34 percent of men's fragrance retail sales last year, once dominated the market. But longer-lasting cologne now makes up 66 percent of sales, according to figures from Paine Webber.

Distribution
Prestige Brands at Discount Prices

The financial troubles that beset so many department stores in recent years could change the way fragrances are sold. "The old channels of distribution are no longer in place," said Mr. Salzman, the fragrance analyst.

To increase growth and stem department store losses, manufacturers started selling more prestige products to duty-free outlets overseas at a discount. But much of this has found its way back into the United States, where it turns up in superstores, chain drug stores and cosmetics emporiums, among other places, priced more cheaply than at department stores. Department stores, in turn, have resorted to gifts as a way to make premium-priced fragrances more attractive.

Some industry analysts predict a growth in specialty retailers, like Cosmetics Plus and Cosmetics Center. "They don't want to give you an umbrella," said Mr. Salzman. "They just want to sell at a fair price." Men may be more likely to buy fragrance at such places or at the growing array of free-standing cosmetics boutiques, like the Body Shop, H2O and Origins. Men account for 10 percent of sales at Origins counters in department stores, according to the company, a division of Estee Lauder that sells natural skin products. But 20 percent of Origins' sales to men are at its boutiques in Manhattan and Cambridge, Mass.

At the same time, mass-market men's fragrance manufacturers are burnishing marketing strategies and promoting their products heavily. "Stetson is an example of a high-quality mass-market fragrance," Mr. Salzman said. "As mass-market fragrances get closer to prestige, the difference in price will seem way out of whack."

BLOND NO MORE

Aging male baby boomers are creating a small but growing market for another type of grooming product -- hair color. "At one time, men were only getting color to match a hairpiece," said Dianna Reed Sandonato, technical director at Matrix Essentials, a hair products company. Now beauty salons even advertise hair color for men.

The hair coloring boomlet is driven by more than vanity, according to Diana Temple, an analyst at Salomon Brothers Inc. "Men need to look younger for work in this hay and age of corporate reorganizing and frequent job changes."

Last year, retail sales of men's hair color products were $120 million, up 16 percent from the previous year. Men's hair color services accounted for $510 million in salon revenues, up 40 percent from 1990, according to American Salon magazine. (Hair color for women accounted for $5.7 billion.)

The latest men's products are semi-permanent. Clairol Option Instant, a do-it-yourself treatment, lasts six to eight weeks.L'Oreal's new Technique Equa-Ton Homme is applied like a shampoo. "That way men don't have to be seen getting hair color," said Renee Tilton, a L'Oreal spokeswoman.

GRAPHIC: Photos: Origins, in Cambridge, Mass. (Rick Friedman for The New York Times); The interior of

an Origins cosmetics boutique. (Rick Friedman for The New York Times); The fragrance counter in a Lord & Taylor department store. (Keith Meyers/The New York Times)

Table: "The Essential Essence," lists the top 10 men's liquid fragrances by 1991 sales (Source: Paine Webber)

LOAD-DATE: June 21, 1992

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1992) and leq (12/31/1992))** (Edit Search | Suggest Terms for My Search)
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Date/Time: Thursday, March 23, 2006 - 10:10 PM EST

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SAILING: CLUB HELPS YOUTHS CORRECT COURSES Los Angeles Times June 23, 1992, Tuesday, Home Edition

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Los Angeles Times

June 23, 1992, Tuesday, Home Edition

SECTION: Sports; Part C; Page 10; Column 1; Sports Desk

LENGTH: 619 words

HEADLINE: SAILING: CLUB HELPS YOUTHS CORRECT COURSES

BYLINE: By RICH ROBERTS

BODY:
The U.S. Sailing-**Nautica** Youth Championships -- the national title event for boys and girls 13 to 19 -- are being conducted by Alamitos Bay Yacht Club at Long Beach through Thursday of this week, in single- and double-handed Lasers and sailboards.

Among the 167 entries from around the country are about 40 youngsters representing the Longhorn Yacht Racing Assn. of Ft. Worth, on the first leg of a nationwide, 15,000-mile summer tour of events.

They are not the typical yacht club crowd. Some come from broken homes, some from troubled backgrounds.

The club splintered from the prestigious Ft. Worth Boat Club in the 1970s with the inspiration of Mary Helen Edgecomb and the support of Quentin McGown, a lawyer and former commodore. Only about half the kids are from Texas, the rest coming from around the South and even Canada.

Edgecomb somehow finds them, teaches them to sail and brightens their lives. The LYRA has no clubhouse, but operates out of Buster's Cantina on Eagle Mountain Lake. Funds come from bingo games and donations.

They arrived in Long Beach with five vans and 27 boats, Edgecomb leading in her camper.

Local sailors Mike Segerblom and Ron Rosenberg have run clinics for the LYRA over the years.

"She never has enough money to get to the next place," Segerblom said. "But she always gets there."

Rosenberg, a U.S. Olympic team alternate this year, said, "It's been amazing to watch them grow and build their confidence every year."

Mike Hare, an LYRA member from La Porte, Tex., won the Youth World single-handed Laser title this year.

Sailing Notes

OFFSHORE -- Cabo San Lucas has been a popular destination for races staged by the Los Angeles and Long

Beach Yacht Clubs in alternate years, but LBYC is considering stretching across the Sea of Cortez to Puerto Vallarta in 1993. The reason, LBYC Commodore Phil Murray said, is "100% financial." Puerto Vallarta is offering the club $30,000 worth of discounted rooms, free slips and other amenities to lure the fleet there. Cabo's offer: *nada.* But the ULDB 70 fleet, which dominates the Mexican races, hates the idea, fearing that light November winds in the 300 miles beyond the cape would add three to five days to the race. Some owners have suggested dropping out and staging their own race to Cabo instead.

ULDB 70S -- The week before Brack Duker sailed his Evolution to fourth place among the ULDB 70s in Long Beach Race Week, the boat was seen at Avalon. Duker thought it was in a slip in Long Beach. Persons unknown, with some knowledge of the racing sleds, borrowed the Santa Cruz 70 for the weekend. Upon returning, they cleaned it up inside and out and put on the sail cover, but had damaged the mainsail and broken some stanchions. Duker has offered a $5,000 reward for information on the pirates' identity. . . . Eight ULDB 70s are for sale -- some by owners wanting to build new boats, others by owners no longer interested in competing. One is Blondie, Peter Tong's Santa Cruz 70 that recently won its class title in Long Beach Race Week. Then there is Chance, Bob McNulty's Santa Cruz 70 that won the '91 Transpac race to Hawaii, and is scheduled to be auctioned by a bank Thursday, June 25, at 11 a.m. at Newmark's Yacht Sales in Wilmington.

OBITUARY -- Arthur Knapp Jr., one of the grand old men of sailing, died last week at 85. Knapp sailed on the America's Cup J-boat Ranger in 1937 and skippered the 12-meter trial horse Weatherly in '58. A retired stockbroker, Knapp died of leukemia in a Greenwich, Conn., hospital. He is also remembered for his book "Race Your Boat Right" that is traditionally awarded to the last-place finisher in the Congressional Cup match-racing event at Long Beach.

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1992) and leq (12/31/1992))** (Edit Search | Suggest Terms for My Search)
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Men hem and haw on pleats Calgary Herald (Alberta, Canada) June 23, 1992, Tuesday, FINAL EDITION

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Calgary Herald (Alberta, Canada)

June 23, 1992, Tuesday, FINAL EDITION

SECTION: LIFE TODAY; Pg. C2

LENGTH: 389 words

HEADLINE: Men hem and haw on pleats

BYLINE: MARY GOTTSCHALK, KNIGHT-RIDDER

BODY:
To pleat or not to pleat is fast becoming the male version of the skirt hemline question.

Men's dress pants have been predominantly pleated for the past few years, but plain-front pants are making inroads, as evidenced by the fall menswear lines expected in stores soon.

Proponents of the flat-front trousers include designers Andrew Fezza, Bill Robinson, Donna Karan, Michael Kors and Marcus Ergas, as well as the Ruff Hewn, Falke, **Nautica** and Marithe and Francois Girbaud lines.

"It's the fashion customer, the high-end market" going for the look, says Tom Julian, fashion director for the Men's Fashion Association in New York.

The irony here, not lost on women tired of short vs. long hemlines debates, is that the "high-end market" has spent much of the past decade trying to convert men from flat-front to pleats.

It's taken retailers a long time to drum into men's heads that pleated pants are in style. Now that it's happened, "you can't cut them off cold-turkey," says Larry Hotz, publicist for Fezza.

"Retailers now associate flat-fronts with jeans and very, very casual pants, but flat-front pants are entering the dress-pant category," Hotz says.

"We have three times as many flat-fronts this fall as we had last fall. It's a silhouette Andrew wants to push in terms of retail acceptability."

One retailer who doesn't need any pushing is Ed Mosher, owner of Mosher's Ltd. in downtown San Jose, who says, "Ninety-nine per cent of our suit sales are plain-front. Four out of five of our last customers paid $ 45 extra to have the pleats taken out. I've ordered zero-pleated dress trousers for fall."

Mosher says his percentages are "extreme because of my customers. We sell to the professional businessman an he's working on his weight and looking trim. Pleated trousers make him look 2 inches bigger in the waist and 20 pounds heavier. We're not getting the 30-, 31-inch-waist yuppies who can carry that look off."

Yet, pleated trousers have long been partially promoted as a way of camouflaging flab. "It helps hide

bulges," Hotz says.

Hotz says Fezza and other designers aren't trying to dictate one style exclusively, but are promoting choice.

"Men can choose exactly how they want to look."

Substitute hemlines for pleats and it's a message that will sound familiar to most women.

LOAD-DATE: June 23, 1992

Source: News & Business > Combined Sources > News, All (English, Full Text) | | |
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
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Dad did it; fragrance industry pleased with 1992 Father's Day sales; Brief Article WWD (Women's Wear Daily) June 26, 1992

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WWD (Women's Wear Daily)

June 26, 1992

SECTION: Vol. 163 ; No. 125 ; Pg. 4; ISSN: 0149-5380

LENGTH: 523 words

HEADLINE: Dad did it; fragrance industry pleased with 1992 Father's Day sales; Brief Article

BODY:
Born, Pete

Dad was not forgotten.

Indications of a resurgence in the women's fragance business, seen for Mother's Day last month, was echoed this month among men's scents, as registers rang in anticipation of Father's Day.

Sales of men's fragrances were robust, according to a spot check of retailers across the country.

Some department store executives noted that unexpected strength came from the older brands that held their ground, while newer brands scored high sales, as expected. The hottest new entries were last September's Davidoff Cool Water and Ralph Lauren's Polo Crest, which made its debut in October. Patty Payne, vice president of cosmetics at Federated Merchandising, a division of Federated Department Stores Inc., said percentage gains in men's fragrances hit the high teens in Federated's seven divisions for the three weeks prior to Father's Day.

Among the hottest scents were Lauren's signature Polo, Polo Crest, Cool Water, Calvin Klein's Eternity for Men, Paul Sebastian, Boucheron, Tsar, classic Aramis and **Nautica,** which was introduced in April.

"The existing brands held their own and grew," said Arnold Ohrlick, executive vice president and general merchandise manager at Bloomingdale's.

"We had a very strong double-digit increase in men's fragrances," he said.

Polo and Polo Crest ranked number one among men's scents for the New York-based chain last week, according to Jane Scott, merchandising vice president of cosmetics and fragrances at Bloomingdale's. Other hot sellers, listed in no particular order, were Cool Water, Calvin Kelin's Eternity for Men and Obsession for Men, the Aramis group of fragrances, Boucheron, Armani for Men, **Nautica** and Burberrys for Men.

"We met our plan and exceeded our goal," said Robert Stein, senior vice president and general merchandise manager at Lord & Taylor here.

"I was pleased," said Allen Burke, divisional merchandise manager at Dayton's, Hudson's and Marshall Field's. The men's business generated an increase "almost out of the single digits," Burke said, noting that

the gain was "a few points ahead of plan."

While Cool Water and the Polo fragrances were all "clear winners," Burke said, "What made the difference was not losing ground with the brands that have been around for a while." The store had strong showings from the Klein fragrances, Cacharel Pour Homme, Tsar, Boucheron, Herrera, Romeo Gigli Per Uomo, Boss and Paul Sebastian.

Burke added that Egoiste and Burberrys also did well.

I. Magnin in San Francisco scored a high single-digit increase, exceeding plan, for the week prior to Father's Day, according to Ann Stordahl, vice president and general merchandise manager.

The Davidoff fragrance did well at Magnin's. So did Joop Homme from Wolfgang Joop, Boucheron, Armani, Guerlain, Hermes, Egoiste from Chanel, Polo and Polo Crest and Eau de Hadrien from Annick Goutal Parfums.

The Broadway in Los Angeles also made plan, according to Margo Scavarda, senior vice president. The top brands were Eternity, the Aramis group and Polo, but the biggest gains came from Polo, Tuscany, Boss and Fahrenheit.

GRAPHIC: Photograph

LOAD-DATE: August 25, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
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NEWSWIRE: SAILING Los Angeles Times June 26, 1992, Friday, Home Edition

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June 26, 1992, Friday, Home Edition

SECTION: Sports; Part C; Page 3; Column 6; Sports Desk

LENGTH: 66 words

HEADLINE: NEWSWIRE: SAILING

BYLINE: From Staff and Wire Reports

BODY:
Brian Camet, 17, of San Diego dominated the 70-boat Laser fleet with four victories in eight races of the U.S. Sailing-**Nautica** Youth (national) Sailing Championships at Long Beach concluding Thursday. Other winners: Laser II, Bill Hardesty, San Diego, and crew John Meade, New Orleans; heavyweight sailboard, Lang Holloman, Navarre, Fla.; lightweight sailboard, Scott Haladay, Lake Oswego, Ore.

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
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Harrods promotions will have U.S. themes; 'American Frontiers,' and 'New England Christmas'; Brief Article
WWD (Women's Wear Daily) June 29, 1992

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June 29, 1992

SECTION: Vol. 163 ; No. 126 ; Pg. 11; ISSN: 0149-5380

LENGTH: 283 words

HEADLINE: Harrods promotions will have U.S. themes; 'American Frontiers,' and 'New England Christmas'; Brief Article

BODY:
Fallon, James

LONDON (FNS) -- Harrods is drawing on the U.S. for two major promotions, starting this fall with American Frontiers, which has a buying budget of $ 10 million to $ 15 million.

The holiday promotion hat follows will be centered around a New England Christmas, said Michael Macrae, promotions and product development director at Harrods.

American Frontiers is scheduled for Sept. 7 to Oct. 24 and is the store's first American promotion, he said. It focuses on the states of Kansas and New Mexico, both of which Macrae said are providing funding for marketing and advertising. The amount, which has not been decided, will depend on the amount of merchandise Harrods buys and the positioning in the store.

Most of the merchandise will be in the 5,000-square-foot Central Hall and will cover beauty, women's apparel, men's wear, footwear, home furnishings and food. While the promotion will feature Kansas and New Mexico, products will come from all over the U.S.

Key lines will include Lee jeans, which Harrods hopes to source from the U.S., Joseph Abboud, DKNY, Adrienne Vittadini, Liz Claiborne, Leslie Fay, Clavin Klein Sport, **Nautica,** Marlboro, Timberland apparel and footwear, and footwear from Johnston & Murphy, Allen Edmonds and Bass.

The promotion will include American fragrances, and the store will launch Estee Lauder's Spellbound on Sept. 7.

"There is worldwide interest in America because of Columbus and because the wild west look in fashion is very strong this year," said Macrae. "We wanted to focus on products from America that were natural, homespun and low-key ... to show our customers that America was not all about glitz and tinsel and Hollywood."

LOAD-DATE: August 24, 1995

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FOOTBALL USA TODAY June 30, 1992, Tuesday, FIRST EDITION

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USA TODAY

June 30, 1992, Tuesday, FIRST EDITION

SECTION: SPORTS; Pg. 11C

LENGTH: 530 words

HEADLINE: FOOTBALL

BYLINE: Anne P. Davis

BODY:
Free agency hasn't hurt baseball's competitive balance, baseball union leader Donald Fehr testified Monday at the NFL antitrust trial in Minneapolis. Fehr was called as a witness for the NFL players, whose suit challenges the system restricting movement of football veterans from team to team. Fehr testified that 23 of baseball's 26 teams have won division titles since free agency took effect in 1977. "Baseball looks vastly different in terms of the numbers of teams winning than it did before," said Fehr. In cross-examination, NFL attorney Herb Dym said the New York Yankees signed assorted free agents who helped them play in four World Series from 1976-81. "Isn't it fair to say that when the system was operating properly, major league baseball was dominated by the New York Yankees?" Dym asked. Fehr disagreed, saying Kansas City also was strong and that the Yankees had other good, non-free agent players.

COLLEGES: Penn State will host Ohio State in its first Big Ten basketball game of the 1992-93 season Jan. 5. Both the league opener and a Feb. 9 contest against Indiana will be broadcast on ESPN. The Nittany Lions, who came to the Big Ten from the Atlantic 10 Conference after the 1990-91 season, face Duquesne and Temple - both Atlantic 10 teams - on this year's schedule.

Clemson's men's basketball program was charged with four more NCAA rule violations stemming from the recruitment of Masalis Basey in 1988 and 1989. The NCAA charges that assistant coach Len Gordy, who since has been suspended indefinitely, provided Basey first-class airfare and souvenirs during visits to the school, offered Basey's parents transportation to games and gave false information to NCAA staff regarding the incident. Basey signed with West Virginia.

Also: Yale football coach Carm Cozza said he plans to retire when he reaches 65, after three more seasons. The 1994 season will be Cozza's 30th as Yale coach. ... Alabama football coach Gene Stallings said he wants to talk to wide receiver David Palmer, arrested for driving under the influence after an accident Friday, before deciding on possible disciplinary action. "I haven't heard from (Palmer)," Stallings said, "and until I do, there just isn't a lot I can say." Palmer was not injured in the accident, but two passengers were treated for minor injuries.

HOCKEY: Kevin Stevens and Bryan Trottier of the Stanley Cup champion Pittsburgh Penguins were among 35 National Hockey League players attending a luncheon Monday in Tampa to promote the arrival of the expansion Tampa Bay Lightning next season. The players association accepted an invitation from Lightning President Phil Esposito, a former NHLPA officer, to hold its annual meetings in St. Petersburg.

ELSEWHERE: Bill Hardesty of San Diego narrowly defeated Peter Wells of La Canada, Calif., to win the double-handed Laser II division of the US SAILING/**Nautica** Youth Championship in Long Beach this

weekend. Brian Camet of San Diego won the single-handed Laser division; Scott Halliday of Lake Oswego, Ore., took the lightweight sailboard title; and Lang Holloman of Navarre, Fla. won the heavyweight sailboard division.

Source: News & Business > Combined Sources > News, All (English, Full Text)
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The trunks lineMen's swimwear gets longer and more understated, making the jump from beach to street
Chicago Tribune July 1, 1992, Wednesday, NORTH SPORTS FINAL EDITION

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Chicago Tribune

July 1, 1992, Wednesday, NORTH SPORTS FINAL EDITION

SECTION: STYLE; Pg. 15; ZONE: CN

LENGTH: 517 words

HEADLINE: The trunks line
Men's swimwear gets longer and more understated, making the jump from beach to street

BYLINE: By Marilou Berry, Scripps Howard News Service.

BODY:
Men looking for the perfect swimsuit want something versatile - trunks that let them get into the swim of things but keep them ready for an impromptu volleyball game.

To meet that need, swimwear-makers are introducing Lycra in longer lengths and adding zippers, Velcro and other details borrowed from athletic and street wear.

Roger Yost, vice president of advertising for Jantzen, says his company's swimwear for men "has come a great distance from the neon roar of the past with more subtle prints and understated colors, plus some styles in jewel tones."

Yost says the length is generally an inch longer than a year ago, and the most popular style is the "volley," an active boxer look that does double duty as street wear. And, it's well-priced.

Jantzen prices range from $15 for the brief bikini style to $32, with the bulk in the $20-to-$25 range.

Old is new again

While new-season suits for men offer lots of options (bikinis and the "thong" also are popular for serious swimmers and body-conscious males), the newest looks mostly are about reviving vintage suits, reviving new versions of old favorites and slight silhouette shifts that won't be offensive to a man's sense of masculinity.

"The item that is predicted to make the biggest splash is the loose-fitting trunk," says Joe McMyler, men's swimwear buyer at J.C. Penney Co. Inc.'s corporate office. "It's longer - 15 to 18 inches versus the more traditional 12 to 14 inches - for a more casual look, and the silhouette is full-cut and easy."

Such trunks, McMyler says, are not only seaworthy but can double as active wear.

The sunniest details of the season include drawstring waists (either inside or outside the suit), rigid waistbands with snap closures (a favored style of surfers because it keeps the sand out) and interesting trims, many of which have been inspired by active wear.

Under the **Nautica** label, designer David Chu offers boxer-style swim trunks that do double duty, often substituting as casual shorts with the addition of a T-shirt and/or bomber jacket.

Cover-ups and underwear

Cover-ups that men can toss over swimwear is a strongly emerging trend this season. Many are coordinated with the swim trunks to give a put-together look. They range from T-tops in great designs and prints to tops that are reminiscent of the tie-dye looks of the '60s.

A trend that started in men's underwear has spilled over into this year's swimwear market, according to Tom Julian, fashion director of the Men's Fashion Association, a New York trade group.

"It's a concerted effort by designers to flatter the male physique," Julian says.

Calvin Klein thinks one way to do it is with swimwear that looks like underwear. He's come up with a one-piece suit that buttons down the front and resembles the old-fashioned union suit. The difference is that the legs end 2 to 3 inches above the knee and Lycra has been added to the cotton to make the suit hug a well-developed body.

Think it won't fly? More than a few guys thought the same thing when boxer shorts first hit the beach.

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Not necessarily navy: The new nautical look;FASHION / JULIE HATFIELD The Boston Globe July 7, 1992, Tuesday, City Edition

Copyright 1992 Globe Newspaper Company
The Boston Globe

July 7, 1992, Tuesday, City Edition

SECTION: LIVING; Pg. 25

LENGTH: 332 words

HEADLINE: Not necessarily navy: The new nautical look;
FASHION / JULIE HATFIELD

BYLINE: By Julie Hatfield, Globe Staff

BODY:
The arrival of the Tall Ships might inspire you to dig out the old navy blazer from the closet and wear it down to the harbor along with your old white linen pants and a yachting cap. And this year, as if anticipating a summer with a nautical theme, designers and manufacturers ventured further than the boating cliches. It started when Ralph Lauren based his spring collection on the America's Cup races and made mostly yachting clothes. Most were in refreshingly non-naval colors of red and yellow and green.

Express based its spring/summer collection on St. Tropez, and most of the shorts, leggings, bra tops and jackets are white, with the few color accents done in a vivid Mediterranean blue-green.

French designers are just beginning to latch on to the resort/cruise category of clothing, and Emanuel Ungaro has made a beautiful nautical look for women consisting of a tropical-weight navy blazer, white hooded silk tunic and a white sarong skirt in the new long length, printed to look like a postcard from the Cote d'Azur.

More reasonably priced are the yellow sailing shorts and blue and white striped cotton T-shirts for men by **Nautica.** Or the drawstring-waist cotton pajama pants by Boston Regatta (based, naturally, in New York) with prints of white yacht designs on navy marine flags on a red or blue base, and sailboats on green backgrounds. The pajama pants have been taken outside the bedroom, in this new age of casual dress, and worn for weekend playtimes. They're $ 27 each at Urban Outfitters and the BU Bookstore.

If you'd rather get down to basics and help promote the coming of the fleet, Filene's has opened a temporary Tall Ships Shop on the main floor of its downtown store, and there you can find Champion sweatshirts, T-shirts and cotton fleece shorts, all color-coordinated in white, navy, blue, gray or green, many of the shirts with nautical flag embroidery in bright colors across the chest. The sweatshirts are $ 44 and the T-shirts $ 24.

GRAPHIC: PHOTO, 1. These nautical-print pants are for sailors and landlubbers. 2.Taking its cue from St. Tropez, Express pairs a silk tank top with a plaid sarong wrap skirt. GLOBE STAFF PHOTOS / DIANE BARROS 3. A linen blazer and pants worn with a bra-style Spandex tank top. 4. Emanuel Ungaro's sarong skirt is printed to look like a postcard. 5. White hot with cutoff jeans and a tank top under an eyelet shirt.

LOAD-DATE: July 8, 1992

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)

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Wall Street hot on jeans, t-shirt makers; manufacturers of jeans and t-shirts make greatest profit gains amongst apparel manufacturers in first quarter of 1992 Daily News Record July 16, 1992

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Daily News Record

July 16, 1992

SECTION: Vol. 22 ; No. 136 ; Pg. 10; ISSN: 0162-2161

LENGTH: 788 words

HEADLINE: Wall Street hot on jeans, t-shirt makers; manufacturers of jeans and t-shirts make greatest profit gains amongst apparel manufacturers in first quarter of 1992

BODY:
Ryan, Thomas J.

NEW YORK (FNS) - Makers of basics, such as jeans and T-shirts, racked up the strongest profit gains among apparel manufacturers in the first quarter, and Wall Street analysts expect these manufacturers to continue to excel in the second half.

The largest increases came from Fruit of the Loom, Inc., Russel Corp. and VF Corp. Also doing well were Levi Strauss, Phillips-Van Heusen and State-O-Maine, owners of the **Nautica** label.

A survey of 25 firms in the apparel industry showed average first-quarter profits advanced 16.4 percent on a 14.3 percent gain in sales.

Going forward, most analysts expect all firms to benefit from a pickup in the retail climate following two poor Christmas seasons in a row.

"We continue to believe that the consumer will buy," said Jay J. Meltzer, Goldman Sachs. "We don't think we'll have any kind of a boom upturn, but final demand should be moderately better than it's been."

Meltzer said that men's wear generally should perform better than women's in the short term.

"Now that consumer confidence is beginning to recover somewhat, men are coming back into the market earlier than women," Meltzer said. "Men's furnishings, shirts and sweaters are doing well. Tailored clothing remains weak."

Edward F. Johnson, at the Johnson Redbook Service, also expects a bigger pickup in the second half than the first half, with part of the increase attributable to depressed year-ago earnings. Johnson expects retail sales to be up about 6 percent in the final quarter compared with gains of 2 to 3 percent in the final quarter of 1991.

Deborah Bronston, Prudential Securities, said she expects to see the same trends that were prevalent in the first half of the year, with basic apparel outperforming fashion-oriented goods.

"Retailers are still fairly gun-shy about ordering aggressively, and so you're not going to see much in the

way of fashion goods growing very strongly," Bronston said.

Liz Claiborne, Inc., had a modest earnings gain in the quarter and is expected to follow that pattern for the rest of the year. The company has been hampered by weakness in the department and specialty stores sectors.

Kellwood Co. should report a good pickup against weak year-ago results, according to Wall Street estimates.

On the downside, Crystal Brands, Inc., Hartmarx Corp. and Farah, Inc., are expected to report losses.

Meltzer expects VF Corp. to earn $ 3.25 a share in the current year against $ 2.75 in 1991. He said that while strong demand for jeans continues to drive VF's bottom line, he expects to see an improvement in activewear and a turnaround at Jantzen swimwear.

Levi Strauss is also getting a boost from strong demand for its basic jeans worldwide. Levi Strauss, a privately held firm, recently reported second-quarter profits soared 47.8 percent.

Bronston said Fruit of the Loom and Russell are benefiting from strong demand for their T-shirts and activewear, which results in manufacturing efficiencies, as well as lower raw material costs, particularly for cotton.

Bronston expects Fruit of the Loom to earn $ 2.35 this year against $ 1.55, and Russell to earn $ 2.15 versus $ 1.38 a year earlier.

Another edge for basic apparel companies is that many of them are selling to discounters, which have been performing better than the department stores and specialty store chains.

Meltzer said P-VH is getting a boost from its outlet stores. He expects P-VH to earn $ 1.35 against $ 1.15, and projects earnings to grow in the future at a rate of 15 to 20 percent a year - much better than the industry as a whole.

"I like that they are gaining control of their own destiny through their outlet operations, and they're continuing to pick up market share in their basic branded businesses," Meltzer said.

Redbook's Johnson expects Hartmarx to post a loss of 50 cents a share. He said its wholesale business has improved, but the specialty retail stores continue to struggle.

He estimates that Farah will lose 60 cents a share due to excess inventories resulting from weak retail orders. However, he said Farah's Process 2000 pants are performing well.

For Kellwood, Johnson looks for $ 2.25 versus $ 1.85. He said the company is benefiting from selling to department and mass merchandisers in addition to its basic business of selling primarily to Sears and Penney's.

Meltzer anticipates that Crystal Brands will show an operating loss of about 30 cents a share in the year, excluding a substantial non-recurring loss on the proposed sale of its men's tailored clothing division.

He termed the current year "another transition year" for Crystal Brands and said the company's high leverage is hurting results.

GRAPHIC: Table

LOAD-DATE: August 24, 1995

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Selling Dallas to Mexico; members of the International Apparel Mart in Dallas visit Mexico to sell their goods
WWD (Women's Wear Daily) July 27, 1992

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WWD (Women's Wear Daily)

July 27, 1992

SECTION: Vol. 164 ; No. 18 ; Pg. 8; ISSN: 0149-5380

LENGTH: 1508 words

HEADLINE: Selling Dallas to Mexico; members of the International Apparel Mart in Dallas visit Mexico to sell their goods

BODY:
Williamson, Rusty

MEXICO CITY - While President Bush and Mexican President Carlos Salinas de Gortari discussed the North American Free Trade Agreement in San Diego this month, representatives of the International Apparel Mart in Dallas were here pitching their center to local retailers and apparel manufacturers.

The 32-member group was assembled in a bid to bring more Mexican retailers to the mart to shop and possibly open showrooms there. But they were also on a fact-finding mission, in light of the pending NAFTA.

They returned to the Dallas optimistic about future Mexican trade.

"Mexico literally signifies a whole new world for the mart to do business with," said multi-line wholesaler Larry Becker. "If NAFTA passes, Mexican business in Dallas could really mushroom. The prospects are incredible."

The jaunt, which took place July 12-15, was led by Diane Tanner, the mart's director of retail marketing, and included other mart executives, sales representatives and apparel firm executives. They learned about taxes, shipping and labeling, and what's sold by some stores in this sprawling metropolitan area of 20 million.

Several on the tour spoke Spanish, albeit in varying degrees. Some had participated in the Spanish classes given by the mart twice a week; others made plans to take the lessons after the trip.

The trip included a visit to a surprisingly posh Sears, Roebuck & Co. unit, complete with betterprice sportswear, in the upperclass Polanco district of the city. Inside, there is a wall of video monitors flashing vibrant images of merchandise to the accompaniment of disco music. Elsewhere, there are neon signs highlighting various departments, creating more of a Bloomingdale's mood than a typical Sears setting. Eight of the 33 Sears Mexico stores are in affluent neighborhoods and therefore merchandised with better to bridge goods in a flashier decor.

At the store, the group was met by Thurmon Williams, president of Sears Mexico, who said the 33-unit chain should generate in excess of $ 500 million in sales this year, compared to last year's volume of $ 400

million. Sears opened in Mexico in 1947.

The Mexican operation has its own merchandising department.

He said apparel prices here are close to those in Miami or Houston, reflecting the rising Mexican middle class and a rising demand for moderate-to-better lines.

The 210,000-square-foot Polanco store was converted in 1990 from a distribution center. Some of the best-selling women's lines are Pierre Christine and Julio, two Mexican firms, as well as Evan-Picone and JH Collectibles.

"Mexico is moving forward, folks," said Williams, in his parting comment to the Texas delegation. "Take part in it with us."

Along the trip, the group sought clarification on tariffs and labeling requirements with Mexico. There was also a dinner party hosted by the National Apparel Chamber of Mexico, among other stops.

Mexican duties add about 20 percent to the wholesale cost of U.S. goods.

Additionally, a 10 percent Mexican value-added tax is assessed and paid by the retailer when the goods come into the country.

If NAFTA passes, the Mexican tariff would be phased out over several years. The Mexican value-added tax would remain, although Mexican retailers recoup this tax after a sale is made at retail. Price tags in Mexico usually state the final purchase price - including taxes.

American-made garments destined for Mexico are shipped to the Mexican border for customs clearance, then typically trucked to retail distribution centers for shipment to individual stores.

Benigno A. Osses, import manager for the Las Galas department store chain, explained that garments imported to Mexico should carry Spanish labels listing importer/exporter name and address, importer tax register number, precise fabric content, country of origin, care instructions, and Mexican size scale and style number.

Las Galas, a nine-unit department store chain, has a projected volume of $ 230 million this year, Osses said.

He said he started shopping the Dallas market about two years ago, when Mexico eased border restrictions on imports and exports.

"We love buying in Dallas," said Osses. "Everything is under one roof."

He added, though, that Las Galas buyers often opt for the Los Angeles or New York markets because that's where the principals usually are and where the most fruitful negotiations can occur.

"We like to solve all problems at one time," he said. "If we can talk to the right people at the right place, we'll do business there. But it creates a lot of problems if we have to start with a salesperson who in turn has to call the warehouse manager who then has to call the credit department. It's closer to go to Dallas, but in the past we've found that some of our needs weren't addressed, so we went to Los Angeles or New York."

Linda Easton, an accessories wholesaler at the Dallas mart, told Osses that many showrooms in Dallas have principals on site and urged him to reconsider his stance.

Bestselling women's lines at Las Galas include Ali Miles, I.B. Diffusion, Leslie Lucks, Jessica McClintock, *Members Only*, **Nautica** and Ivy.

Arthur Gome, national sales manager for California Ivy, Los Angeles, a division of Kellwood Co., St. Louis, producing juniors, casualwear and dress lines, said Las Galas has brought Ivy for nearly two years.

"Our business with Las Galas is doubling. We also sell to Sears Mexico, among other stores down here," said Gome.

He projected sales of $ 65 million in 1992, including $ 2 million generated by Mexican accounts.

The texas contingent also visited Liverpool, a moderate to bridge department store; El Palacio de Hierro, a moderate-to-designer store; Robert's, a better-to-designer men's wear chain; Aurerra, a hypermarket; Suburbia, a moderate department store, and Vanity, a moderate apparel manufacturer.

To further promote south-of-the-border ties, the International Apparel Mart and the International Trade Resource Center, both in Dallas, will sponsor a seminar at the mart Aug. 26 and 27 on business with Mexico. The seminar, aimed at wholesalers but open to the public, will focus on legal, accounting and tax issues, shipping and labeling, credit, advertising and communications, NAFTA, merchandising in Mexico and data systems.

Among the scheduled speakers are Williams of Sears Mexico. Prices for the seminar range from $ 125 for mart wholesalers to $ 200 for non-exhibitors.

As reported, the International Apparel Mart will also stage the North American Free-Trade Show, Oct. 22-27, which is during the spring market. It will offer seminars on how U.S., Mexican and Canadian companies will be able take advantage of NAFTA, currently being negotiated. Topics will include labeling, customs procedures, licensing in the U.S. and other countries, credit and international banking and cultural protocol.

NAFTA TALKS MAKE

SOME HEADWAY, BUT

FABRICS STILL A SNAG

MEXICAN CITY - Progress but no conclusion was reported at the ministerial talks for a North American Free Trade Agreement here on Saturday and Sunday, as textiles continue to be one of several areas of disagreement.

U.S. Trade Representative Carla Hills said at a press conference Sunday: "A number of issues are still to be resolved, but we have made progress in all 22 areas under discussion."

She said she was not prepared to discuss areas of disagreement in detail, but said they included textiles, autos, financial services and investment.

Negotiations in individual sectors will continue this week, and a seventh ministerial meeting will be held next week, the ministers said, but they did not specify time or place. The closeness of the next meeting, however, indicates the negotiations are near a conclusion, observers said. They have usually been several weeks apart.

Once the trade officials reach a treaty, it needs to be approved by the legislators of the three countries.

The major controversy in textiles continues to be the demand by Canada for a more liberal rule of origin. As proposed now, apparel, for the most part, must be made of yarn and fabric originating in North America - as well as be cut and assembled there - to qualify for free trade between Mexico, the U. S. and Canada. Canada apparel manufacturers claim this would put them at great disadvantage since virtually all of their apparel is made from imported fabric.

"I am sure you are well aware that we have had a lot of difficulty with the question of rules of origin that have been put forward by Mexico and the United States," Michael Wilson, Canadian trade minister, told reporters.

Canada seeks sufficient relief in these restrictions to maintain the competitive position its manufacturers had " going into the negotiations," he said.

Jaime Serra Puche, Mexico trade secretary, said it was not possible to quantify how far along the negotiations are "nor would be it serious to do so. All I will say is that we're not up to the 100 percent mark.

GRAPHIC: Photograph

LOAD-DATE: August 24, 1995

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Advertising Age July 27, 1992

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Advertising Age

July 27, 1992

SECTION: PEOPLE; PHOTO REVIEW; Pg. 16

GRAPHIC: Photo 1, Chicago: The Rodale Active Network of magazines hosted a "Blues Cruise" on Lake Michigan for advertising folks. Here Dane Farnum, Midwest manager, Bicycling, welcomes Lisa Mansour and Julie White, media planners, Bayer Bess Vanderwarker.; Photo 2, New York: Popular Mechanics Ad Director John Pagliaro and Account Manager Tom Schreckinger were among the hosts on hand as the magazine sponsored an evening of athletic activities at Central Park's Wollman Rink. Guests included John Tebeau, media supervisor, Lowe & Partners, and John Weillbaker, account supervisor, Grey Advertising.; Photo 3, Tokyo: Lined up at a reception for Masaharu Iizuka, new president-ceo of J. Walter Thompson Japan, were Kenneth J. Merron, president, and Masahiko Uotani, VP-representative director, Kraft Japan; and Alan Fairnington, president-Asia Pacific, J. Walter Thompson Co.; Photo 4, New York: Buck & Pulleyn held its 10th anniversary reception during PC Expo to highlight its high-tech marketing communications. Here, Chris Pulleyn, partner-managing director, chats with Joseph A. Gutherz of the Forbes ad sales staff and William Schulhof, publisher, The Office.; Photo 5, Snowmass, Colo.: The Promotion Marketing Association of America's Leadership Conference here wasn't all work, with some of the more adventurous attendees taking a whitewater rafting excursion. Bunched in the raft, clockwise from their guide, are Mark Johnson, VP-marketing, Hartz Mountain Corp., and wife, Cathy; H. Pierce Pelouze III, VP-promotion, Campbell Soup Co., and son, Mark; Paul Theroux, managing director, Marketing Corp. of America; Sue Ognibene, VP-publisher, communications, USA Weekend; Mitch Cohen, exec VP, DataCap Information Corp.; and Larry Levine, principal, Diversified Communications Professionals.; Photo 6, St. Louis: At D'Arcy Masius Benton & Bowles, Family Circle conducted a taste test of recipes it carried for Hillary Clinton's and Barbara Bush's chocolate chip cookies. Janet Wheeler, account manager for FC, was aided by Kathy Barrett, media coordinator, and Katherine Lewis, media planner. Mrs. Clinton's cookies won by a 2-1 margin at the agency.; Photo 7, New York: Lee Jones, New York manager of Newsweek, was among the hosts as the newsweekly welcomed clients and agency people to a luncheon featuring a panel discussion of the Democratic Party during the convention. With him here are Jack McFadden, senior VP, D'Arcy Masius Benton & Bowles, and Larry Orell, media director, Lord, Dentsu & Partners.; Photo 8, New York: A 15-foot Vanguard racing boat was parked out in front of Bloomingdale's as part of a sweepstakes promotion sponsored by Motor Boating & Sailing and **Nautica** men's fragrance. Helping out were Trip Spencer, manager of non-marine advertising for the magazine; Christina Iwasko, cosmetics department manager, Bloomingdale's; Jackie Reich, director of special events, **Nautica;** and Mike Perrella, marketing director, Motor Boating & Sailing.

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FASHION FLASHES Orange County Register (California) July 31, 1992 Friday

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Orange County Register (California)

July 31, 1992 Friday MORNING EDITION

SECTION: IMAGE; Pg. Q02

LENGTH: 139 words

HEADLINE: FASHION FLASHES

BYLINE: Katherine Blake, The Orange County Register

BODY:
DENIM SEPARATES
The trend toward designing sportswear after lingerie styles is used with this denim bra top ($ 40) and high-waisted denim dance short ($ 38) from Guess? by Georges Marciano. Available at Bullock's and Guess? by Georges Marciano stores.

A hand-printed leaf-motif necktie dresses up this denim dress shirt ($ 55) featuring a green embroidered **Nautica** insignia. Available at the **Nautica** store, Newport Beach.

Western influences characterize these denim separates available at J.C. Penney Co. For her, a cropped blouse by Sorrel ($ 26) is paired with shorts by Mixed Blues ($ 22). For him, a sleeveless dark blue vest by Introspect ($ 34) tops off light blue shorts by Arizona Jeans ($ 24).

GRAPHIC: BLACK & WHITE PHOTO

LOAD-DATE: March 11, 1997

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SWANK, INC. REPORTS RESULTS FOR SECOND QUARTER AND SIX MONTHS PR Newswire August 3, 1992, Monday

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August 3, 1992, Monday

SECTION: Financial News

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LENGTH: 415 words

HEADLINE: SWANK, INC. REPORTS RESULTS FOR SECOND QUARTER AND SIX MONTHS

DATELINE: ATTLEBORO, Mass., Aug. 3

BODY:
Marshall Tulin, president of Swank, Inc. (NASDAQ: SNKI) today reported sales and earnings for the second quarter and six months ended June 30, 1992.

Tulin indicated that results for the second quarter ended June 30, 1992 included a gain on the sale of the Royal Copenhagen Fragrance Division of approximately $1.7 million. He further indicated that margins for the six month period were affected positively by a favorable sales mix, improved inventory, management and lower interest expense.

Tulin stated that, as a result of recent showings of the various collections, "we feel confident that the improvements reported herein will continue throughout the forthcoming holiday period."

Swank manufactures and markets men's and women's jewelry, belts, personal leather goods, 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," "Pierre Cardin," "L'Aiglon," "Anne Klein," "Anne Klein II," "**Nautica,**" "Richard Scott," and "90 Park," among others. Swank Inc. also manufactures jewelry and leather items for distribution under private label.

SWANK INC.
Financial Results
(In Thousands)

	Three Months Ended June 30		Six Months Ended June 30	
	1992	1991	1992	1991
Net sales	$23,726	$23,214	$46,068	$46,692
Income (loss) before income tax	208	(3,007)	(24)	(3,263)
Net income (loss)	204	(3,023)	(36)	(3,281)
Net income (loss) per share	1 cent	(19 cents)	($.00)	(20 cents)
Weighted average common				

shares and common
stock equivalents
outstanding 16,909,856 16,304,971 16,378,028 16,304,971
CONTACT: A.C. Corsini of Swank, Inc., 508-222-3400

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FASHION;Tot Spots The New York Times August 9, 1992, Sunday, Late Edition - Final

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View Related Topics

August 9, 1992, Sunday, Late Edition - Final

SECTION: Section 6; Page 38; Column 1; Magazine Desk

LENGTH: 168 words

HEADLINE: FASHION;
Tot Spots

BODY:
WHETHER THEIR IDEA OF A GOOD TIME IS TO HANG OUT AT A GAME arcade in Chelsea, visit the polar bears at the Central Park Zoo, go on a fantasy fishing trip in a SoHo loft or even flop in the living room, children have very definite ideas about where they want to be -- especially when they're with their parents. They also know what they want to wear, which usually means dressing like Mom and Dad. Here, six New York families gave in to the younger generation and were photographed at the children's favorite spots around town, wearing a few of their favorite things.

This fall, play clothes are inspired by sports, from jumpers designed in fleecy sweatshirt fabrics to junior varsity jackets in denim and chino. Classic hunting and fishing styles have been updated in oversize shapes and plaids. The volume is turned up on color: bright, splashy prints and jazzy graphics are louder than ever. But when push comes to shove, children, as always, are the ones who have the last word on what to wear.

GRAPHIC: Photos: Zachary Hines, 9 1/2, is wearing a cotton billiard-ball print shirt, $29, from Tango by Max Raab. At Dillard department stores. Brushed cotton jeans, $100, and leather belt, $70, from Moschino Bambino. To order at Small Change, 964 Lexington Avenue. Belli Bambini, Los Angeles. Baseball cap from Tango by Max Raab. Socks from Hue. Shoes from Mighty-Joe. His father, Gregory Hines, the Tony-winning actor currently starring in "Jelly's Last Jam," is wearing a poplin shirt and suede vest from Paul Smith and his own pants and sneakers. Zachary's mother, Pamela Koslow, co-producer of "Jelly's Last Jam," is wearing a cotton print shirt from Moschino Jeans. (pg. 38); Leila Guenancia, 7, lounges with her turtle, Skipperdee. She is wearing a cotton fleece long-sleeved jump suit, $125, by Cynthia Rowley. At Robin's Nest, 1397 Second Avenue and Syosset, L.I. Shoes from J. P. Todd's. Charles Guenancia, 1, is sleeping in a cashmere sweatsuit from TSE Cashmere. Their mother, Yasmine Guenancia, a former model and the owner of Bebe Thompson, a children's store, is wearing a rayon and wool long-sleeved jumper and cotton cardigan by Cynthia Rowley. Their father, Georges Guenancia, a restaurateur in New York and Minneapolis, is wearing cashmere crew-neck sweaters and sweatpants from TSE Cashmere. (pg. 39); Andrea Whittle, 1 1/2, tumbles out of a picnic basket in a two-pocket cotton denim jacket, $40, from Baby Guess. At Bloomingdale's. Macy's. Saks Fifth Avenue. Born in Denim stores. Maxi Moehlmann, 6, is wearing a denim and khaki varsity jacket, $58, and cotton chinos with elastic waist, $28. At Gap Kids. Cotton socks from Hue. High-top sneakers from Converse. Their mother, Priscilla Rattazzi Whittle, a photographer whose most recent book is "Children," is wearing a varsity jacket and denim shirt from DKNY, a T-shirt from the Gap and cotton khakis from Banana Republic. (pg. 40); Walter Chatham, a New York-based architect, is wearing a fishing vest, rugby shirt, turtleneck and corduroys from Polo by Ralph Lauren. Alexander Chatham, 9, is wearing an oversize plaid sport coat, $230, plaid flannel shirt, $39, cotton T-shirt, $30, stone-washed khaki

dungarees, $40, and wool challis dog-print tie, $35. All from Polo/Ralph Lauren for Boys. At Polo/Ralph Lauren, 867 Madison Avenue and Beverly Hills, Calif. William Chatham, 7, rocks the boat in a cotton-and-ramie blend Aztec print sweater, $60, and cotton button-down shirt, $30. All from **Nautica** Boys. At **Nautica,** 216 Columbus Avenue, and Newport Beach, Calif. Sweater only at Bloomingdale's. The Kiddie Shoppe, Wilkes-Barre, Pa. Oak Hall, Memphis. (pg. 41); Noah Rasheed, 2, is wearing a cotton corduroy barn jacket with a flannel lining, $72, flannel shirt, $38, and cotton corduroy overalls with flannel cuffs, $50. All from Ida. At the Store Next Door at the Whitney Museum, 943 Madison Avenue. At the Youth Palace, Clemmons, N.C. Socks from Hue. Shoes from Mighty-Joe. Noah's father, Najee, a contemporary jazz instrumentalist whose most recent album is "Just an Illusion" is wearing a houndstooth-check wool suit and flannel buffalo-plaid shirt by Bill Robinson. Socks from Polo by Ralph Lauren. Shoes by Kenneth Cole. (pg. 42); Josephine Nash, 4 1/2, is wearing a mid-calf-length cotton velvet dress with white cotton lace collar and satin rosettes by Sylvia Whyte, $110. At Puddle Duck, West Islip, L.I. Her Royal Highness, Ardmore, Pa. Mainstreet Kids, Wayzata, Minn. Whippersnapper, Annapolis, Md. Tights from Trimfit. Shoes from Amiana. Josephine's father, David J. Nash, the director of Impressionist and modern art at Sotheby's, is wearing a tuxedo and shirt by Donna Karan. His wife, Lucy Mitchell-Innes, the director of contemporary art at Sotheby's, is wearing a velvet "Madame X" gown by Norma Kamali. Jewelry by Marie Ferra at Topper & Lowell. Shoes by Manolo Blahnik. Isobel Nash, 2 1/2, is wearing a floor-length cotton velvet dress with a Swiss cotton organdy sash, petticoat and hand-made flower from Malley & Company, $240. To order at Cerutti, 807 Madison Avenue. Animal Crackers, Albany, Ga. The Children's Crossing, San Antonio. Pattycake, Nashville. Tights from Hue. Shoes from Amiana. (pg. 43)(Photographs by Karen Kuehn/Matrix for The New York Times)

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Men's gets casual flavor; Nordstrom Inc., R.H. Macy and Company Inc. and Bloomingdale's Inc. altering inventory to appeal to Midwest market at Mall of America in Bloomington, Minnesota Daily News Record August 11, 1992

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August 11, 1992

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HEADLINE: Men's gets casual flavor; Nordstrom Inc., R.H. Macy and Company Inc. and Bloomingdale's Inc. altering inventory to appeal to Midwest market at Mall of America in Bloomington, Minnesota

BODY:
Sharoff, Robert

BLOOMINGTON, Minn. - The new anchors at the Mall of America here - Bloomingdale's, Macy's and Nordstrom - are tailoring their men's apparel assortments to the Midwest market by balancing fashion with merchandise geared to the more casual outdoor lifestyle.

They also are positioning themselves as an alternative to Dayton's, which has had the Minneapolis market to itself for many years.

The new 4.2 million-square-foot mall, which opens today, also introduces several hundred new specialty stores to the market, including Abercrombie & Fitch, Perry Ellis, Banana Republic and Oak Tree.

It is the anchors, however, that have generated the most attention.

The new 210,000-square-foot Bloomingdale's has a 22,000-square-foot men's department that includes boutiques by Calvin Klein, Ralph Lauren, Perry Ellis, Giorgio Armani, Tommy Hilfiger and **Nautica** as well as a Horizon contemporary area.

According to Jeff Sherman, president,the store will emphasize cold-weather merchandise more than in other, areas, but the rest of the mix is similar to other Bloomingdale's branches. "I think we're a little more contemporary and forward than a store like Dayton's," he said. He added that a key competitive advantage for the store this fall will be its Only at Bloomingdale's promotion, which features exclusive items from major vendors such as Calvin Klein and Perry Ellis.

Sherman also said that Bloomingdale's is "taking customer service to a new level" and is including such amenities as a men's At Your Service personal shopping department and a lounge for charge-card holders. "We want to be perceived as neighborhood merchants not as a New York store," he said.

At Macy's, the mall's largest anchor at 275,000 square feet, Michael Wallen, president of merchandising in charge of men's wear for Macy's West, said that the store's 40,000-square-foot men's department is comparable to the chain's larger West Coast stores.

Wallen said Macy's decided to merchandise Minneapolis out of San Francisco rather than New York because "we think the Midwest looks more to the West in terms of lifestyle than to the East Coast." He added that "the Midwest is more casual and there's also more of an outdoors thrust. It gets cold here and you need functional merchandise that addresses those needs." Wallen said Macy's will emphasize it reputation for retail theater in the Minneapolis market and will also stress price and value more than in the past

Wallen said about 20 percent of the men's volume will be tailored clothing. "We'll hang about 4,500 suits," he commented. In sportswear, the store is featuring Polo, Calvin Klein, Claiborne, Perry Ellis and Girbaud as well as a large Thornton Bay outdoors department

At Nordstrom, which has a 240,000-square-foot unit, men's is taking up about 50,000 square feet. The store also has a 35-member buying staff, making it the only other department store in the market aside from Dayton's to buy locally.

There are six men's buyers who report to Erik Nordstrom, the store manager. Erik Nordstrom is the son of co-chairman Bruce Nordstrom. The store is making a major statement in furnishings with 10,000 ties and 4,000 dress shirts on the floor. According to buyer Gary Flynn, "We're going after lines that have worked well in other locations, such as Robert Talbott in neckwear, but are not well-represented in Minneapolis."

The store also has about 2,000 suits on the floor with Hickey-Freeman, JA II, Hugo Boss and H. Freeman being the key vendors.

The one anchor with experience in the market, Sears, has also upgraded its presentation. The 190,000-square-foot store has a 15,000-square-foot men's department, twice as big as in its other Minneapolis stores.

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LESSONS IN FASHION St. Louis Post-Dispatch (Missouri) August 16, 1992, SUNDAY, LATE FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

August 16, 1992, SUNDAY, LATE FIVE STAR Edition

SECTION: STYLE PLUS; Pg. 1

LENGTH: 1033 words

HEADLINE: LESSONS IN FASHION

BYLINE: Deborah Peterson Photos by Wayne Crosslin Of the Post-Dispatch Staff

BODY:
THERE MUST HAVE been a time when parents argued with their kids that jeans were not the best for back-to-school clothes. But then, that was a time when there were no denim bustiers, no denim evening dresses and no designer denim suits. Sometimes it seems hard to remember that there was a time before denim. Maybe we in the fashion world could label time as BD and AD. Although denim had been around for eons, not much was done with it until jeans became the clothing item of choice in the '60s. Since then, there is no material that has been so embraced, embroidered or embellished. The result is that denim - in shirts, jeans, skirts and shorts - is a staple in every child's back-to-school wardrobe. Just let Mom or Dad try to argue a kid out of his or her jeans. But then, who'd try? It wears like iron, looks great on most bodies and doesn't have to cost an arm and a leg, unless you want it to. Just stay away from the bustiers, the evening dresses and the designer suits. Almost every year the look for back-to-school clothes is described as traditional. With a kick. Or a twist. Or a splash. This year is no different. The racks in stores across the country are filled with traditional plaids, reams of denim and gobs of khaki. The western look, which is usually described as being "back," is as popular as ever. Does anyone ever wonder where the look went? We never noticed it was gone. Melanie King, 13 and entering eighth grade at Pattonville Heights middle school, pointed to her friend, Meghan Brown, on a recent outing at the Galleria to describe the back-to-school look she likes. Meghan was wearing a sleeveless denim shirt and white denim jean-styled shorts. "Denim is really popular," said Meghan, also 13 and entering the eighth grade at Pattonville Heights. "Darker colors seem to be in," she added, suggesting maroon and dark green as two likely favorites. Both Meghan and Melanie described their style as "preppy" and said their parents usually give approval for the clothes they buy and that they seldom get into clothing spats. The girls said they have to follow a school dress code - not the sort, though, that had many of us rolling up the waistbands of our skirts on the way to school, rolling them down during school and back up again on the way home. Gee, that was fun. No, Melanie and Meghan said about the only things they can't wear are "coochie cutters," which they described as top-of-the-thigh-high shorts, T-shirts printed with curse words or messages that advocate drugs, alcohol or heavy metal music or sleeveless shirts with oversized armholes. About the only thing unusual in the way these girls dressed was the way they tied their white Keds. The laces were backward through the holes, then tied underneath their feet. Isn't that uncomfortable? "You get used to it," Meghan said. "I don't even notice it anymore." One item that fashion watchers describe as essential for young girls this season is the simple white blouse, which can range in price from a few dollars for a synthetic blend to quite a few dollars for an all-cotton one. It's a spinoff of the big white shirt so popular for women this season, but in the girls wear the blouse generally has a plain or ruffled Peter Pan collar and is worn under an updated plaid or flowered jumper. Hats are popular, too. Local salespeople insist girls like them as much as their Moms, but we seldom see a child wearing a hat after an initial try-on unless it's for a special occasion. Still, nothing gives a more polished look than a little felt Madeliene or a bowler with a grosgrain streamer. A basic for

girls is the legging. And that's what is considered part of the twist when designers and manufacturers talk about traditional with a twist. Leggings are worn with at least one pair of socks, sometimes more so that a rainbow of colors appears as the socks are rolled down. They are worn under skirts, dresses, jumpers and shorts, with big sweaters, big shirts and big jackets. They are warm and comfortable and let a girl run around without concern for showing more than she ought. For pre-teen and young teenage girls, blazers are popular in primary colors or plaids. The primary-colored jackets can be worn over printed T-shirts, turtlenecks, blouses or sweat shirts. A sweat shirt with a hood gives a n ew look under a blazer. Plaid blazers can be worn with a white cotton shirt with a traditional or button-down collar or with a tonally matched rayon shirt. Also big among slightly older teen girls and along the less traditional lines are flashy sweat shirts embellished with such things as bows and jewels and mirrors and sequins. They are worn over matching leggings. Brighter primary shades are still popular for girls but hues this season also include plum, teal and mustard. Black is a must for leggings and other staples. For boys, the look is preppy. It's denim, denim, khaki, denim, denim, chambray, denim, denim, sweats, denim, denim, twill. Pair an indigo shirt with a pair of twill trousers or an oversized rugby with jeans. Varsity jackets, sweats and layered T-shirts give the well-put-together boy an individual look. The vivid colors of last season are still around and manufacturers are offering every shade of denim imaginable. On the boys' color palette are deep tones of purple, brown, rust (usually chicly labelled "brick") and indigo. Of course, the traditional colors of fall and winter, primarily burgundies, hunter greens and navy blues, remain popular. In many of the plaids for both boys and girls the twist is supplied with a shot of unexpected color - mustard, bright blue or bright green or maybe even hot pink for a girl or purple for a boy. The athletic look remains popular for boys with accessories such as sweat shirts, baseball caps and socks embroidered either with team logos or with college names. The sluggish economy is being credited - or blamed - with having put the accent on sturdy, basic clothing for back-to-school wear. Retailers also say that for the past few seasons consumers have been buying late to find out what's popular in the schoolroom and to take advantage of late-season markdowns.

GRAPHIC: Photo; PHOTO...Wayne Crosslin/Post-Dispatch Photo...ABOVE: J.D., left, wears a gray and blue striped pique turtleneck ($24.99) by Polo-Ralph Lauren over gray jeans by Marithe & Francois Girbaud ($27.99, both from Marshalls). Nick, center, wears Kitestrings plaid pants ($34) with matching argyle sweater ($42) and turtleneck ($18). Corduroy cap by Flapdoodles ($15, all from Los Ninos). Ben wears green Bugle Boy pants ($24.99, Famous-Barr) with striped T-shirt ($37) and a chambray shirt, both by Polo-Ralph Lauren ($35, both from Dillard's). PHOTO...Wayne Crosslin/Post-Dispatch Photo....LEFT: Caitlin wears a Cary floral print jumper ($64) with a white blouse ($38) and Mousefeathers red felt hat ($40, all from Los Ninos). PHOTO (COLOR)...Wayne Crosslin/Post-Dispatch Photo...Dan, lower right, wears a pair of khaki pants by Polo-Ralph Lauren ($36, Dillard's) with a cream-colored cotton shirt ($15.99) with a button-down collar and a red Guess sweat shirt ($19.99, both from Famous-Barr) knotted around his shoulders. Ryan wears a pair of plaid Levi's Dockers ($30) and a Docker's sweat shirt in purple ($20, both from Famous). PHOTO (COLOR)...Wayne Crosslin/Post-Dispatch Photo...Caitlin, left, wears a skirt ($28), turtleneck ($28) and varsity-style jacket ($62), by Esprit, a pair of navy blue tights ($9.50) and a Wee Ones red headband ($10, all from Dillard's). Erin wears a Western print shirt ($22) and black suede vest ($38) with fringe over a pair of khaki pants by Z. Cavaricci ($58, all from Famous). PHOTO (COLOR)...Wayne Crosslin/Post-Dispatch Photo...Leah, left, wears a plaid jumper ($34) and matching blouse by **Nautica** ($32, both from Dillard's.) Jenna, mid dle, wears a red-and-green print dress on a navy blue background by IYA ($19.99, Marshalls). Maureen wears a Western-motif skirt and blouse by Miniwaves ($48 for the set, Famous-Barr). The teacher in the top photo is Roberta Torry, a first-grade teacher at North Glendale Elementary School in the Kirkwood School District. PHOTO (COLOR)...Wayne Crosslin/Post-Dispatch Photo...Maureen, left, wears a corduroy jumper and white blouse ($22 for the set, Famous-Barr). Leah wears a **Nautica** sweater ($60, Dillard's) over Oshkosh jeans ($21.99) and T-shirt ($14.99, both from Famous). By Deborah Peterson Photos by Wayne Crosslin Of the Post-Dispatch Staff

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Keeping Proffitt's in the plus column; Interview Daily News Record August 17, 1992

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August 17, 1992

SECTION: Vol. 22 ; No. 158 ; Pg. 12; ISSN: 0162-2161

LENGTH: 600 words

HEADLINE: Keeping Proffitt's in the plus column; Interview

BODY:
Lloyd, Brenda

While others have floundered, the 11-unit Proffitt's, Inc., has managed to post strong sales-and earnings gains. What is Proffitt's doing right and why is its men's business so strong? Wilbur (Pete) H. Peter, 3d, executive vice-president and general merchandise manager, discusses the company's merchandising philosophies and expansion plans. DNR: To what do you attribute your company's strong showing in the first quarter sales up 11 percent, net income up 114 percent ? PETE PETER: We improved our gross margin percent, we held our expenses very tight and improved them as a percent of sales, and we had a very strong sales increase--better than we had planned. And, I'm happy to say that our men's business led the pack. We had an outstanding year in men's last year and the first quarter was even better. Second quarter is going to be as good as the first. DNR: How much were men's sales up? PETER: It was well ahead of total company, and total company was up 11 percent. Men's was almost double that increase. DNR: What categories are strong in men's? PETER: I think our total men's business is strong because every aspect of the business is very strong. Sportswear has been the thrust of the business. Most of our increases last year were in sportswear: We're very collection-driven and carry better lines such as Hilfiger; Polo, Gant, Colours by Alexander Julian and **Nautica.** And that's building on a base of very strong Levi's Dockers and Haggar business.But, unlike many other department stores, I think our business is very much collection-oriented. It's geared to sales of groups of merchandise, rather than individual items. At the same time, our clothing business is up substantially. We've consolidated suitings into two stores, and we've increased the assortments in those stores dramatically. DNR: Do you have clothing in all your stores? PETER: We have sport coats, blazers and dress slacks in all stores, but we only run suits in two. What we've been able to do is make a much more dramatic presentation. We've narrowed the suit business into two stores -- one at West Town in Knoxville and the other at Hamilton Place in Chattanooga, which are the largest stores in the two dominant markets that we're in. DNR: Are you planning any merchandising changes in men's? PETER: We're expanding our shop presentations pretty dramatically, going from three to seven Polo shops. We're developing Hilfiger shops in most of the stores. About 1 1/2 years ago we decided to go into the denim business. We were doing virtually no denim business. Discounters had most of it. We decided that there was a fashion statement to make, and also that we could be very competitive in the basics area, like Levi's. So that's been a huge growth business for us, and we're rapidly expanding our Guess and Girbaud business. DNR: What about furnishings? PETER: We've greatly expanded our presentation in the better shirt and neckwear areas, and we've made it more fashionable as opposed to a staples business. The furnishings area has been growing as rapidly as any in men's. Neckwear; particularly, has been incredible. DNR: What have you done to expand designer collections? PETER: We added Hugo Boss last fall in clothing, sportswear and furnishings. We're looking at limited distribution of true designer merchandise, but it's not our thrust. We've been very successful with Hugo Boss and we're expanding it to two more stores. It's in

West Town now. DNR: What about other men's areas? PETER: All of men's is growing. I think we've focused in on a fairly narrow number of vendors, but we've de

GRAPHIC: Photograph

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Sailors see national action St. Petersburg Times (Florida) August 19, 1992, Wednesday, City Edition

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August 19, 1992, Wednesday, City Edition

SECTION: CITY TIMES; SPORTS IN BRIEF; Pg. 5

DISTRIBUTION: CITY TIMES; LARGO-SEMINOLE TIMES; NORTH PINELLAS TIMES; CLEARWATER TIMES

LENGTH: 266 words

HEADLINE: Sailors see national action

BODY:
Stephanie Doyle and Annie Hirt of St. Petersburg were chosen to compete for the Nancy Leither Clagett Trophy at the United States Sailing/Rolex Junior Women's Championship in Chicago last week, but neither finished in the top 10.

Brett Davis of Largo won the U.S. Sailing O'Day single-handed championship held in Louisiana recently. In his last year of sailing as a junior, Davis qualified for the national event through the **Nautica** Youth Championship regatta that he won last summer. This year, the O'Day championships were sailed in the Sunfish, a small, single-person dinghy.

The current Sunfish North American champion, Rod Koch of the Davis Island Yacht Club, sailed to second at the O'Day Championship.
Softball: The Tampa 65s and the Dunedin Gray Jays, senior softball teams bound for the senior World Series next month in Detroit, will play an exhibition game Sunday at Al Lang Stadium after the St. Petersburg Cardinals game. Approximate game time is 8 p.m. Donations to help finance the trip to Detroit will be accepted. For more information, call Clarence Faucett at 867-2226.
Basketball: Tommy "Cochise" Brown, a former Harlem Globetrotter, has joined the staff of Indian Rocks Christian School as head basketball coach. The school is at the First Baptist Church of Indian Rocks.
Winter Little League: Winter Little League instructional baseball registration will held for ages 13-15 from 10 a.m. to 2 p.m. Saturday and 7-9 p.m. Wednesday at the Sid Lickton complex, 714 N Saturn Drive in Clearwater. For more information, call 530-0256.

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The trunks lineMen's swimwear gets longer and more understated, making the jump from beach to street
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August 26, 1992, Wednesday, NORTH SPORTS FINAL EDITION

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LENGTH: 342 words

HEADLINE: The trunks line
Men's swimwear gets longer and more understated, making the jump from beach to street

BYLINE: By Marilou Berry, Scripps Howard News Service.

BODY:
Men looking for the perfect swimsuit want something versatile - trunks that let them get into the swim of things but keep them ready for an impromptu volleyball game.

To meet that need, swimwear-makers are introducing Lycra in longer lengths and adding zippers, Velcro and other details borrowed from athletic and street wear.

Roger Yost, vice president of advertising for Jantzen, says his company's swimwear for men "has come a great distance from the neon roar of the past with more subtle prints and understated colors, plus some styles in jewel tones."

Yost says the length is generally an inch longer than a year ago, and the most popular style is the "volley," an active boxer look that does double duty as street wear. And, it's well-priced.

Jantzen prices range from $15 for the brief bikini style to $32, with the bulk $20 to $25.

Old is new again

While new-season suits for men offer lots of options (bikinis and the "thong" also are popular for serious swimmers and body-conscious males), the newest looks mostly are about reviving vintage suits.

"The item that is predicted to make the biggest splash is the loose-fitting trunk," says Joe McMyler, men's swimwear buyer at J.C. Penney Co. Inc.'s corporate office. "It's longer - 15 to 18 inches versus the more traditional 12 to 14 inches - for a more casual look, and the silhouette is full-cut and easy."

The sunniest details of the season include drawstring waists (either inside or outside the suit), rigid waistbands with snap closures and interesting trims, many of which have been inspired by active wear.

Under the **Nautica** label, designer David Chu offers boxer-style swim trunks that do double duty, often substituting as casual shorts .

Cover-ups and underwear

Cover-ups that men can toss over swimwear is a strongly emerging trend this season. Many are coordinated with the swim trunks to give a put-together look. They range from T-tops in great designs and prints to tops that are reminiscent of the tie-dye looks of the '60s.

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Boy talk: manufacturers and retailers talk tactics for targeting today's boys' wear customer. Children's Business September, 1992

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September, 1992

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HEADLINE: Boy talk: manufacturers and retailers talk tactics for targeting today's boys' wear customer.

BODY:
Williams, Stan

Manufacturers and retailers talk tactics for targeting today's boys' wear customer.

Boys will be boys, and the apparel being offered to them this season will be just as predictable, say apparel execs. Both suppliers and retailers agree that in today's troubled economy, their best bet is to play it safe with the tried and true - casual sportswear featuring slightly updated interpretations of the sports themes or streetwear looks popular in previous seasons.

Many retailers, such as Mary Johnston, partner at Boy Oh Boy!, a boys' specialty shop in New York City, are relying on classic looks combined with quality names to keep their back-to-school business buzzing. "Most shoppers now aren't very imaginative, so we try to accommodate their needs by staying pretty safe," Johnston says. "We have a few touches of really fashionable items for the aesthetics of the store, but people really think you're stepping out on a limb when you try anything new."

For those reasons, to carry her through back-to-school, Johnston is banking heavily on a new Perry Ellis line, as well as an updated, all-cotton line of shirts from Gant.

On the West Coast at Bernan's, a specialty store in Costa Mesa, California, Polo classics "because they are always safe," along with shorts and knit shirts, appear to be hot. While baggy denim shorts seem to be strong in the East and other parts of the country, the more fitted versions do better in the West, says Lisa Vasco, Bernan's boys' buyer.

Even though styles may differ somewhat from coast coast, everyone agrees that the old standby of denim will ring at the register through spring 1993, if not longer.

According to Tom Famoe, president of the youthwear division at Levi Strauss & Co. in San Francisco, the denim market has been cyclical over the past 25 years but is coming on strong partly because of the baggy look kids originated and manufacturers have copied.

"The baggy look works as shorts; even shorts as opposed to sweats and pants made of twill and sheeting," Famoe says. He adds that Levi's has been strong for kids because of its powerful brand name, which has been heavily promoted over the past year.

Levi's is also working on developing its tops line, banking on making more of a presence with in-store shops, Famoe says. And for the first time this holiday, it will be promoting its boys' line of Dockers apparel via advertising. "We've been spending more dollars than ever creating our brand image."

"Nothing else is strong in this recession, except for denim," says Ken Silverman, vice president of sales and product manager for boys' wear at Los Angeles-based Zeppelin. "Denim is safe. And the five-pocket style is about all you'll see that sells, because retailers don't want to take a chance on anything else."

Bob Neuner, national sales manager at Bugle Boy in New York, agrees. "Fashion for us this season is the five-pocket denim jean."

At Dayton's Hudson's and Marshall Field's, denim jeans and shorts are selling far and above any other boys' sportswear classification, according to Frank Crowley, divisional merchandise manager of the children's division. "Denim is huge and is still going," Crowley says. "It's really hard to believe how strong it is."

At his Minneapolis-based department store chain, prestige brand denims, such as Marithe et Francois Girbaud and Guess, are selling well, along with the stores' anchor denim business - levi's. While colored denim sales are on the upswing, those of bleached and black jeans have dropped off.

Chicago-based Sears, Robuck & Co., one of the top mass mechants selling boys' sportswear, maintained double-digit increases in denim sales during each spring month of 1992, according to Ernie Lippman, Sears' national product development manager of children's apparel.

"In denim, we're taking a much stronger stance," Lippman says. "And the denim shorts business is fantastic, especially with the colors coming back strong and the baggy look picking up." Color is what some retailers and suppliers say is helping boost the bottoms business, which has been described in the past as being soft. "The last thing there was that was exciting in bottoms was printed shorts a few years ago," says Zeppelin's Silverman. "But bottoms are coming back a little bit because of the colors."

Denim interest has also spurred the popularity of woven denim shirts and chambrays. "Boys' knitwear still maintains about 80 percent to 90 percent of all top sales," Silverman says. "But the interest in the wovens has grown a little because of the interest in denim colors and textures."

Authenticity is another key working word in the boys' sportswear lingo. It can mean wearing the same type of clothing as the hip hop and rap stars on MTV or sporting activewear looks hyped by a hot basketball star. Unlike girls, who tend to select their clothing based on color and design, boys need reassurance, via name brands or sports heros, that their look will be approved by their peers.

Even though Dayton Hudson just launched its own private label collection called Kidswear, the store has reshuffled its remaining product to include a limited number of strong brands, as well as athletic names. For years, footwear manufacturers have tied in with sports to validate their quality and performance. Now with licensed images and logos, apparel makers are taking cues from sports shoes to lure boys' attention to their products. For instance, the Nike brand is the hottest seller at the department store chain. "It's been the strangest phenomenon," Crowley says. "We've actually had kids come into our stores asking for clothing that goes with their athletic shoes."

Retailers and suppliers, alike, agree that anything to do with sports is almost a sure seller this back-to-school season. "The whole line of Nike sportswear is really important," says Dayton Hudson's Crowley. Going a step beyond organized sports, UnionBay Kids is showing off its woven river pants and river shorts to capitalize on the interest in river rafting. "It's lightweight and oversized," says Lisa Gunning, Seattle-based UnionBay's boys' designer. "We've been seeing it blow out of the stores, and re-orders are coming in like crazy."

Familiar brands, bringing with them an assurance of quality and acceptance of peers, are what help drive business these days. Not only do brands help Consumers feel they make the right selection, they also help retailers reduce their liabilities.

Without creating a canned look in a collection, Los Angeles-based Paul Davril has transformed, in less than a year, the Introspect brand into a name synonymous with hip sportswear. "Within six months of the name launch, everybody already knew what Introspect was, because we advertised on shows that young people and kids watched," says Introspect's national sales manager Ken Messinger. "Now the brand is already rooted in the kids' minds."

Many retailers have reduced their SKUs, as well as their number of vendors. By buying deeply into a program, it's easier to merchandise the apparel on the floor, thereby simplifying the task of the consumer coordinating an oufit. Dayton Hudson's Crowley says his store is buying about the same dollar amount of boys' apparel, but he uses only five or six name brands - Girbaud, Guess, B.U.M. Equipment, Nike, **Nautica** and Levi's - going deep into each manufacturer's lines.

"It's always smart to have fewer SKUs," Bugle Boy's Neuner says. "If you try to carry a little bit of everybody's products, you tend to go shotgun and be all over the place and aren't able to make much of an impact on the retail floor."

Buyers are also looking to reduce the risk of having unwanted merchandise on their floors by buying closer to season. Buyers are now waiting to see what the demand at retail is before diving head-first into an apparel program. And consumers are only buying what they want in the season they need it, because they know stores will have the items discounted. In fact, many parents are waiting until after school starts, when boys can check out what the others are wearing, before making apparel purchases.

"We used to sell fleece right after the 4th of July," Messinger says. "But back-to-school shopping has changed so much in the past few years. It used to be that mothers would buy fleece for back-to-school even if it was 90 degrees outside, but now their money is tight, and they won't buy it until their kids need it. And in turn, retailers are saying, what do I need fleece for now if it isn't going to start selling until after Labor Day?"

Messinger says the same situation applies to boys' sweaters for back-to-school shopping. "Most retailers only buy sweaters in October, so they can start promoting them for the holidays the day after Thanksgiving."

Because summer's popular shorts will be worn by boys when school starts, traditional back-to-school shopping may get a late start. As more schools start to accept them as part of their dress codes and boys continue to see TV and music stars wearing them, the staple of summer is expected to make its way deep into the fall fashion scene.

Some specialty retailers say the department stores' practice of slashing already-inflated prices for fall sales will hurt their back-to-school business.

"When department stores boost up prices and then have a sale that doesn't really mean anything, it really confuses the customer," says one North East specialty store owner who asked not to be identified.

"It's a tribute to how indiscriminant people are; they have absolutely no idea how much they should pay for something and how much something should cost if it's really on sale," the specialty store owner says. "And the real problem is that the department stores are selling the exact same brands that we are, and it's really hard for us to match some of their pricing."

Bernan's Vasco adds that discounters are also becoming more important to parents buying boys' sportswear. "Stores like TJ Max and Marshall's carry the knock-off beach items, and that's where many families 6uy their basics," says Vasco. "They only have so much money to spend on brands. So they'd buy their basics there and come to a specialty store like us to buy the special items."

Despite some difficulties facing specialty retailers today, Vasco says that business for back-to-school at Bernan's was already picking up by the end of July. "People are already coming in to ask us about our new

merchandise," Vasco says. "That's because people realize that if they don't buy it now, it may be gone by the time they come back."

GRAPHIC: Photograph

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FASHION ELECTIVES St. Louis Post-Dispatch (Missouri) September 6, 1992, SUNDAY, LATE FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

September 6, 1992, SUNDAY, LATE FIVE STAR Edition

SECTION: STYLE PLUS; Pg. 1

LENGTH: 1362 words

HEADLINE: FASHION ELECTIVES

BYLINE: Becky Homan Post-Dispatch Fashion Editor

BODY:
AS THEY HEAD back to school in the hot weather of early September, many teens look like they're dressing for a picnic. Shorts are in for boys and girls in a very big way and may be the single most popular item for back-to-school - that is, after the Keds, Nikes, loafers, sandals, suede boots and other comfortable items of footwear. High school students say that shorts are the coolest clothes for buildings with little or no air conditioning. Mostly, however, shorts still look casually fresh - after a summer of wear - and are the easiest fashion item for girls who favor shorter skirts but need comfort during long days huddled over books in class. Even as fall cools down, these students say they'll substitute only the most basic jeans or khakis for their shorts. Girls also will consider the occasional sarong or denim skirt, and everyone will make outfits their own by cuffing hems, wearing holes through knees, adding unique watches, necklaces, T-shirts, vests or jackets on top. Teen choices in clothing these days apparently have a lot more to do with individual attitudes and casual style than with all-out fashion trends, according to a recent, random survey of older students in four area high schools. Such TV shows as "Beverly Hills, 90210" and "Melrose Place" are having a Gap-like impact on the clothes that real teens wear. Besides the T-shirts and jeans seen on popular actors in these shows, there are longer sideburns for boys and long hair for girls - both elements of the 1970s now celebrated by the television and making a general fashion comeback. But it is photos in fashion publications and hip merchandise in stores that accounts for the majority of local trends, or non-trends, several of the teens said. Looking fresh-scrubbed is the most important thing to Georgia Cobb, a junior and honors student at Parkway West High School. On a recent weekday, while tryouts for the girls' softball team took place nearby, Cobb wore a white, V-neck T-shirt from the Limited and a pair of faded Gap jeans. And just before photography started, she put on her favorite red linen-rayon blazer, also from the Limited, which she wears to school or over a black linen dres to dressy functions. Fashion isn't important to her, "not at all," said the 16-year-old. "In fact I don't like shopping at all. I may go once a year. . . . Clothing doesn't matter. It's who you are, not what you wear. "But I don't like coming to school looking gross," she added with a laugh. A "clean and polished" appearance is what she's after. She gets help with that from her older sister's closet, she said, where the white T-shirt came from. When her sister goes off to college soon, however, Cobb will have to head for a store or two. And she'll be looking to distinguish herself a bit from the other kids - some of whom also stand out when they wear all-black, or ultra-preppy styles, or, perhaps, their jeans turned inside out, a la rap artists. "I'm trying to look for colors," Cobb said, "because I know a lot of people are going for the drab kind of mode this year, with colors like browns and mustards, so I'm looking for something bright." So, apparently, are Mason Washington and Andre Isbell, both 16 and juniors and both wearing brightly striped shirts when they registered for classes at University City High School. Washington's was a Tommy Hilfiger cotton shirt, worn over a **Nautica**-brand T-shirt and jeans. Isbell's was by Perry Ellis, over colored-denim shorts. They were from Dillard's, the boys said. What he wears, Washington added, echoing the attitudes of several other students interviewed, "depends on how

you feel that day. One day you it might be a preppy outfit, the next day, jogging pants and a T-shirt." "Plaid was in, and it's kind of still in," said Halima Redding, 15, a junior who was waiting nearby and wearing a navy, washed-silk, short-sleeved shirt and denim shorts, both from the Lerner Shop. "This fall there's a lot of denim and cowboy looks, the boots and half-boots and some of the suede things. "And ribbed tops," Redding added, pointing to the ribbed tank worn by by Katey Crews, 15 and a University City sophomore, who paired it, on this particularly warm day, with her favorite Guess jeans. Comfort, meanwhile, is what Tracy Fehrenbach and some of her fellow seniors at Mehlville High School feel is most important in fashion today. Their opinions, and others', reflect a no-nonsense approach that may be pervasive among '90s teens. "Especially now, because we're seniors," 17-year-old Fehrenbach continued, regarding her comfort-zone approach. "Being a senior, you don't have to make as much of an impression as the younger kids." On this particular day, Fehrenbach and friends each were decked out in shorts. Hers were white and cuffed, worn under a white T-shirt and Fair-Isle patterned vest, all from Lerner's, where she works. Her friend Abby Karr wore short plaid cotton shorts and a short-sleeved white top, from Express, while Tim Leonard wore pale plaid Polo-Ralph Lauren shirt plus khaki shorts from Dillard's, and Jason Schwent went for Eddie Bauer's chambray shirt, white T-shirt and baggy khaki shorts, with the addition of a colorful, woven belt, big-faced watch and a small strip of leather and ethnic beads around his neck. As at other schools, if kids get too comfortable - wearing halter tops, for instance - they're asked to cover up, these students said. T-shirts printed with messages of questionable taste also are frowned on. Other wise, said Fehrenbach, whatever she wears is "nice looking but it's always comfortable." "It depends on your mood," added Schwent. "I get up in the morning, if I don't feel like dressing up, or if it's Monday," he laughed, "then it's sweats." But clothes aren't unimportant, Schwent said, and the others agreed. "They're an extension of yourself . . . an expression of mood." At Webster Groves High School, the mood among some students also was stylishly preppy. "I just like casual clothes and rugby shirts," said 16-year-old junior Bridget Corkery, dressed in her awning-striped rugby and pleated shorts from Famous-Barr, over white socks and suede lace-up shoes. "I just like the stripes." Next to her on the front steps of the school sat Valerie Mesnier, also a junior, wearing a dark-green T-shirt and faded jeans from Mister Guy, plus her Converse high tops for the girls' basketball team and the denim baseball cap she often wears, backwards. Michael Blake, 17 and a Webster senior, works at a Gap store and wore that company's shorts and shirt, along with white socks and Nike hiking boots. And Sonya Taylor, 15, was dressiest of them all - in an ethnic-print sarong from the Ladue Shop under a denim shirt from Banana Republic. "I think sometimes people have judged too much on your appearance," said Mesnier, "saying things like, 'Why is he wearing that?' about someone else. "It's always nice to look good," she added, "but sometimes there's been too much emphasis on appearance." Trends, if there are any at the school, "used to be more preppy," said Taylor, "but now it's more hippie. . . . A lot more kids realize that not everything has to match. They're not so much all-Polo (Ralph Lauren) now. You can mix three different styles. She added, agreeing with something Mesnier said, "People don't criticize what people wear so much. It's nice to have a mix of looks." Shoes, they all said, are very important, mostly for the comfort as well as the style that some sneakers, running shoes and sandals bring to their casual clothes. Dan Belrose, 17 and a senior, was a case in point. He showed up at Webster in Converse high tops with ventilated styling - holes from skateboarding, he said with a smile. And he and his friend, Andy Sarich, also a senior, were decked out, otherwise, in sideburns under full crops of hair, plus black and white T-shirts and, again, the ubiquitous shorts. "I love music," Belrose said. "It's my main interest." And he added of the popular face imprinted stylishly on the front of his T-shirt, "I love the blues, man, and Muddy Waters."

GRAPHIC: Photo; PHOTO (COLOR) by Wendi Fitzgerald/Post-Dispatch ... Jason Schwent, a senior at Mehlville High School, goes for a mix of looks, including chambray shirt, white T-shirt, baggy khaki shorts, colorful belt, big-faced watch and a small strand of ethnic beads. PHOTO (COLOR) by Scott Dine/Post-Dispatch ... At University City Senior High, some students like striped shirts, inexpensive washed-silk shirts, shorts, jeans and rib-knit tops, worn here, from left, by Andre Isbell, Halima Redding, Katey Crews and Mason Washington. PHOTO (COLOR) by Scott Dine/Post-Dispatch ... ABOVE: Shorts are the thing to wear back-to-school, in the early days, anyway, while jeans, T-shirts, chambray and rugby shirts are favorites among area teens, worn here by Webster Groves High School students, from left, Valerie Mesnier, Michael Blake and Bridget Corkery. PHOTO (COLOR) by Scott Dine/Post-Dispatch ... BELOW: Georgia Cobb of Parkway West High School likes a "clean and polished" look, here in a V-neck T-shirt, jeans and bright red linen-rayon blazer that serves double duty, she says, with dressier clothes. PHOTO ... Andy Sarich (left) and Dan Belrose favor sideburns, baggy shorts and oversize T-shirts in trendy black and white, as they

pose on the grounds of Webster Groves High. PHOTO ... LEFT: Tracy Fehrenbach (left) and Abby Karr are seniors at Mehlville High School and fans of shorts, white tops and, in Fehrenbach's case, a Fair-Isle inspired vest for their back-to-school wardrobes. PHOTO ... Sonya Taylor, a Webster Groves sophomore, likes a dressier, if low-key look, including an ethnic-print sarong skirt, denim shirt and sandals. PHOTO ... A closeup of one of Webster junior Valerie Mesnier's denim baseball cap worn backward.

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DISCOUNTS;Factory-outlet prices cast a special lure Orange County Register (California) September 6, 1992 Sunday

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Orange County Register (California)

September 6, 1992 Sunday MORNING EDITION

SECTION: TRAVEL; Pg. K04

LENGTH: 544 words

HEADLINE: DISCOUNTS;
Factory-outlet prices cast a special lure

BYLINE: Jennifer Lowe, The Orange County Register

BODY:
If you're a shopper, you might want to steer clear of Alaska, Hawaii, New Mexico and South Dakota.

Those states have not built factory-outlet malls, says Randy Marks, who publishes Outlet Bound, a nationwide guide to outlet shopping.

Outlet stores and malls _ owned and/or operated by manufacturers _ have sprouted so rapidly nationwide that there are more than 300 malls and about 9,000 stores.

And it's no surprise many are in popular tourist areas, where the typical 25 percent to 50 percent discounts from retail prices reel in shoppers hungry for bargains.

Here are a few such centers:
Sawgrass Mills, Sunrise, Fla.

Fifteen minutes from Fort Lauderdale, this 2.2 million-square-foot mall has 240 stores. But they're not just any stores _ they all discount. Some are regular discount stores, some are factory-direct. So it's the size of South Coast Plaza but filled with names such as the Spiegel Outlet Store; Saks Fifth Avenue, The Clearinghouse; Macy's Close-Out; a Charles Jourdan shoe outlet; and Kids Mart Clearance Center.

The mall is fully enclosed with features such as "talking" alligators and flamingos and two food courts.

Sawgrass Mills, Flamingo Road and West Sunrise Blvd., Sunrise, Fla.; (305) 846-2350.

American Tin Cannery Factory Outlets,

Monterey Peninsula
What makes this 45-store factory outlet unique is the setting: In 1921-46, the structure housing the stores produced all the tin cans for the sardine-processing plants on famed Cannery Row.

Now, in the renovated building, are outlet stores such as Carter's Childrenswear, Geoffrey Beene, Joan & David and the Mattel Toy Club Outlet _ which has a Barbie outlet store inside.

American Tin Cannery Factory Outlets, 125 Ocean View Blvd., Pacific Grove, Calif.; (408) 372-1442.

Blue Ridge Outlet Center, Martinsburg, W.Va.

Set in a wool mill dating from the turn of the century, this 65-outlet center is about 90 minutes from the Washington, DC, and Baltimore areas. Tenants include outlets for Donna Karan, Fuller Brush, J. Crew and **Nautica.**

Blue Ridge Outlet Center, 315 W. Stephen, Martinsburg, W.Va.; (800) 445-3993.

Reading, Pa.,
'The Outlet Capital'

Or so this part of the country _ one hour west of Philadelphia, two hours north of Washington, DC, and 2 1/2 hours south of New York City _ calls itself. It has several outlet centers:
The Big Mill, 730 N. Eighth, Reading; (215) 378-9100; 18 stores including Chaus Retail Outlet, Gitano Warehouse, Stone Mountain Handbags.

Reading Outlet Center, 801 N. Ninth St., Reading; (215) 373-5495; 60 stores including Clifford & Wills, Dooney & Bourke Handbags, Norton McNaughton, Timberland.

VF Factory Outlet Mall, 801 Hills Ave., Reading; (215) 378-0408; 50 stores including the VF Outlet, an outlet for brands such as Health-Tex, Jantzen, Lee, Vanity Fair and Wrangler.

LOAD-DATE: March 11, 1997

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La Porte's Hare gets honor The Houston Chronicle September 10, 1992, Thursday, 2 STAR Edition

Copyright 1992 The Houston Chronicle Publishing Company
The Houston Chronicle

September 10, 1992, Thursday, 2 STAR Edition

SECTION: OUTDOORS; Pg. 11

LENGTH: 424 words

HEADLINE: La Porte's Hare gets honor

BYLINE: Staff

BODY:
La Porte's Mike Hare was among 27 young champions named to the 1992 US Sailing/Rolex Junior Team, the highest honor available to junior sailors, recently in Newport, R.I

While the 18-year old has many other victories under his belt, it was his gold medal performance in the IYRU/**Nautica** World Youth Sailing Championships, held in April at Vilamoura, Portugal, that earned him a nomination to the team.

Since the team's inception in 1989, said US Sailing president Robert Hobbs, nationwide participation among junior sailors has increased dramatically. In addition to a full racing schedule and a potential place on the prestigious team, members also are offered a number of training clinics throughout the season.

Texas is just one of many states, including California, Florida, Michigan and New York, that offer excellent junior sailing programs. Five other Texans also fared well in junior competition throughout the year and punctuated their seasons with strong finishes at the US Sailing/Rolex Junior Championships, at the Ida Lewis Yacht Club Rhode Island, Aug. 14-22.

Houston Yacht Club member Glenn Callahan, also of La Porte, finished 10th overall in his quest for the Smythe Trophy in the singlehanded division. Texas Corinthian Yacht Club's Charlie Neuhaus (skipper), Jessica Baker, Eloise Fay and David Thomas, all of Houston, finished ninth against teams competing for the Sears Cup.

The Galveston Bay Cruising Association hosts its annual B.A.N.K. Regatta this weekend on Galveston Bay. The organizing committee has made minor rules changes that should afford participants a better opportunity to flaunt their sailing and racing skills.

Budget cuts forced First Interstate Bank to drop its sponsorship of the event, but GBCA officials promise the regatta will continue as one of the best on the bay. The official entry deadline has passed, but the entry form notes: ""Late entries will be taken at the discretion of the race committee. " For more information, call GBCA at 334-2521.

GBCA's next event, the Cruiser Canvas Cup, is slated for Sept. 19-20, also on Galveston Bay. This contest is intended to promote the racing of cruising sailboats and drew 25 boats last year.

Eligibility is open to any self-righting keel boat with a cabin, sleeping accommodations, cooking facilities and a head.

Skippers must be amateurs who have not entered a regatta in any other class than cruising during the last year. Entry for this event is $ 30, and the deadline is Sept. 15.

GRAPHIC: Mug: Mike Hare

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Retailers take notice: Students have their own favorite fashions;Teens seek style to suit selves, please peers;Clothing the student body Hartford Courant (Connecticut) September 15, 1992, A Edition

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Hartford Courant (Connecticut)

September 15, 1992, A Edition

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LENGTH: 974 words

HEADLINE: Retailers take notice: Students have their own favorite fashions;
Teens seek style to suit selves, please peers;
Clothing the student body

BYLINE: DONNA LARCEN; Courant Staff Writer

BODY:
Attention retailers. You can't go wrong stocking bluejeans and sneakers for the back-to-school crowd. But you already knew that, didn't you? While retailers are showing Western looks, plaids, "borrowed-from-the-boys" duds for girls, varsity jackets and hiking looks, real kids are sticking to bluejeans, knit tops, sports-team T-shirts, sneakers and shoe boots.

In our informal scanning of two classes at East Hartford High School during the first week of school, we found:

Ninth-graders and seniors alike prefer to do their own shopping.

Boys as well as girls pay attention to price when they are spending their own money; when mom and dad are paying, there's less concern about cost.

The most expensive item of apparel are shoes, especially Nike or Reebok sneakers.

More ninth-graders than seniors were wearing new clothes bought for school.

More ninth-grade boys had earrings than did senior boys.

Many, both boys and girls, wear gold bracelets and chains valued at hundreds of dollars.

"You want to look good; you want to have your own style," said Cornell Bryant, 15, a sophomore at the school who's quite a snappy dresser. "I pick out my own clothes, and I pay for them."

On this day, he was wearing an oversize knit top by **Nautica** with wide horizontal stripes, loose-fitting Levis 501 button-fly black denim jeans, Reebok cross-trainers, two necklaces (one with shells), two earrings and a backpack.

Bryant, 15, visiting the new kids on the block in teacher Mary Meggie's ninth-grade English class, was definitely the peacock of the group. He was joined by two other fashion-conscious students, sophomores Marimerce Lopez and Harry Rivera, to talk about clothing with the freshmen.

Rivera, a muscular 16-year-old, was wearing Reeboks, a Russell athletic T-shirt under a Northern Regional white shirt, Code Zero jeans with embroidered graffiti, a beaded necklace and gold bracelet.

"Writing on jeans is going to be big this year," Rivera predicts. "Mine came with artwork already on them."

Like the boys, the girls of East Hartford are denim fans. They are dressing up with flowered sheer blouses, knit tops, white shirts, cotton sweaters and T-shirts. They are less likely than the boys to wear a message T-shirt or sports-team logo.

Lopez, 16, was wearing a black tank top, a sheer flowered shirt by Contempo, overdyed Express black jeans, rugged lug-soled leather boots by Diba, two gold chains, a gold bracelet and Guess watch.

"It takes a while to feel confident about what you're wearing," Meggie said. "The freshman all want to blend in for a while."

So it seems. While many acknowledged buying new clothes, none were wearing anything especially flashy. They looked neat, clean and pretty middle of the road.

"They're so new, and they don't really know each other yet, so nobody wants to take a big chance," Meggie said. "You see that the sophomores are much looser and the seniors are extremely relaxed about all this."

As Meggie had predicted, many seniors were wearing old denims and comfortable T-shirts from last year's closet.

"We're stylish, but not fanatic about it," said Jason Levesque, 17, who had your basic T-shirt, Bugle Boy jeans and Nike sneakers outfit.

And these teens do their shopping with price in mind.

"I shop at The Gap outlet," said Laurie Bisi, 17, a senior. "I also shop at Bob's Stores, J.C. Penney outlet, Filene's Basement and G. Fox's sales."

This day she had Gap jeans, a J. Riggins shirt, Eastland loafers from J.C. Penney's, Weathervane earrings and underwear from Victoria's Secret.

These kids are also into accessories. Girls are likely to sport many rings, bracelets, earrings, necklaces, watches and hair ornaments.

The boys are no slouches either.

"I wear necklaces and earrings," Bryant said. "It looks fresh."

Hair is also a fashion statement. Bryant was sporting a shaved head, a la Michael Jordan. Rivera, 16, had very short hair, which seems to be the preference among high school males, except for the tie-dyed throwbacks who would have blended into virtually any long-haired American high school in the late 1960s.

"Almost everybody's got short hair," Rivera said. "Jocks, preppies, everybody."

Nobody really knows where these trends start, but we can say they are cyclical. If one generation has longer locks, you can bet the next almost certainly will have short. If one prefers skintight jeans, another will embrace baggy, saggy demins. If white sox socks were verboten to the Woodstock generation, they are de rigueur for their teenage offspring.

Young black and Hispanic boys with tight curly hair are continuing to wear "the fade," a cut with hair longer on top and cleanshaven near the nape and sides. Some white kids are imitating that style, but many have close to a 1950s crew cut. This must be good news for hairdressers, since all these do's require

maintenance.

The most popular look for girls is shoulder-length hair with lots of puffiness from blow-drying, gels and hairspray.

While kids are pretty self-policing on what's acceptable and what's not, there is a dress code of sorts in the school's Student Parent Handbook.

It reads: Students are advised to dress with the idea that the successful functioning of the school requires the cooperation of all concerned. Each student should assume the responsibility for dressing in terms of personal, family and school pride. The dress code applies to all students.

"This keeps the suggestive clothing, the obscene slogans and the short shorts out of here," said Michael Liappes, assistant principal.

He's doing a good job. We saw none of that in the East Hartford hallways. We also didn't see much plaid, Western wear or man-tailored girls' clothes. Maybe those trends will work their way into these teens' closets as cooler weather prevails.

GRAPHIC: Stephen Dunn/The Hartford Courant
Cornell Bryant, 15, is clad in Reebok sneakers, baggy black jeans and a multicolor knit shirt.

LOAD-DATE: September 15, 1992

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1992) and leq (12/31/1992))** (Edit Search | Suggest Terms for My Search)
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WHERE TO FIND THE FASHIONS The Post-Standard (Syracuse, NY) September 23, 1992 Wednesday City Edition

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The Post-Standard

The Post-Standard (Syracuse, NY)

September 23, 1992 Wednesday City Edition

SECTION: LIFESTYLE

LENGTH: 141 words

HEADLINE: WHERE TO FIND THE FASHIONS

SERIES: Men's Fall Fashion '92

BODY:
On the cover: (Large photo) Model: Kermit Bristow. Yellow and red jacket, Polo High Tech by Polo Ralph Lauren, $395. Shirt, Polo by Ralph Lauren, $72.50. Glasses by Solargears, $15. All from Addis & Dey's.

Small photo: Model: Tom Lessard. Coat, Aviator by Zero King, $229, Learbury. Hat by Country Gentleman, $38, Addis & Dey's.

Page E5: (Top photo) Model: Tom Lessard. Green and purple jacket by **Nautica,** $200, Addis & Dey's.

Page E5: Model: Kermit Bristow. Jacket by Aberdeen, $49.90, Chappell's. Glasses by Retro Active, $18, Addis & Dey's.

Page E5: (Bottom photo) Model: Tom Lessard. Red coat by Boatworks, $109.90, Chappell's.

Fashions and models courtesy of Renee Pointkowski and Suzanne Laubach-Cannon of The Coordinators, Inc.

Photos by Herald-Journal staff photographer, Al Campanie.

LOAD-DATE: February 12, 2003

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Thursday, March 23, 2006 - 9:53 PM EST

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Air BryonNew York designer Byron Lars soars with his Amelia Earhart-inspired collection and scores with his wit and charm Chicago Tribune September 23, 1992, Wednesday, NORTH SPORTS FINAL EDITION

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Chicago Tribune

September 23, 1992, Wednesday, NORTH SPORTS FINAL EDITION

SECTION: STYLE; Pg. 14; ZONE: CN

LENGTH: 1018 words

HEADLINE: Air Bryon
New York designer Byron Lars soars with his Amelia Earhart-inspired collection and scores with his wit and charm

BYLINE: By Leah Eskin

BODY:
Byron Lars wants big boobs. Not for himself - he's already perfectly cute. But anyone who slips on one of his cotton shirtdresses emerges from the dressing room wearing a knock-out pair of knockers.

They're built in. So are broad shoulders, narrow waists and curvy hips. It's like spending a month at the gym and a week at the plastic surgeon's, all in an afternoon's shopping.

This is menswear at its most feminine. And its most fun.

Lars, the hot New York designer who was in town recently to promote his fall collection, seems to be amusing himself no end with dresses that fall full-figured right on the rack, high-flying aviator suits and clip-on ties clipped short. With a success story like his, who wouldn't be chuckling?

Once upon a time

It's a tale that has quickly become a staple of fashion folklore. Lars strides into New York, age 21, with a few bucks in his pocket, fanciful fashions in his head and Trish by his side. Trish is his sewing machine. He works odd jobs on 7th Avenue, including a stint in a men's shirt shop, takes some classes at the Fashion Institute of Technology and spends his evenings alone with Trish.

One day, two years ago, he waltzes into Henri Bendel - cold, mind you - with his entire collection of seven baseball-inspired dresses stuffed in a duffle bag. Buyer Penny Randall takes one look and orders 40. Forty!

Lars has enough spare change to finance running up a few. But 40? He borrows $2,000 from his grandparents, charms his old boss at the shirt factory into doing the production and works coffee-fueled days and nights to turn out his first collection.

It's a smash hit. Lars shows up on the cover of Women's Wear Daily dubbed "Rookie of the Year" (though he has to borrow a dollar from one of his roommates to buy the paper), then starts making regular appearances in The New York Times, W, Newsweek, you name it.

Suddenly his mailbox is stuffed with glossy invitations, most of which he declines. In fact, he hardly ever leaves work. But he's dying to catch a glimpse of the sixtysomething woman all his friends have spotted

near 12th Street and 6th Avenue. When she walks her dog, she wears Lars' buffalo plaid coat with hip pads and crinolines. "Cool," he marvels.

Here goes ...

The highlight of his trip to Chicago was watching a woman walk through the lobby of the Four Season's hotel wearing one of his original 40 baseball dresses. "I couldn't believe it," he said. "I guess they held up."

In the swift expansion of his business, Lars, now 27, has been kicked off the production floor, shooed away from the pattern tables and has had to elbow for space near the dress dummies. A total of 17 people now work on the collection, including a few executives shared with Wheaton International, Lars' promotion godmother. Prominent Apparel America, a division of C. Itoh and Co., has picked up the job of financing the line. But Lars is still having a ball sketching his own outrageous designs.

This fall's collection expands his instant-trademark look - menswear for women, thrown some stunningly racy curves. There are shirts, shirtdresses and vests, all in traditional men's shirt stripes, all cut close to the body, available plain or in "boobala" style with built-in brassiere cups. (Dresses run about $350, shirts $310.)

The collection also draws inspiraton from aviator Amelia Earhart: racy little leather flight jackets, Air Force-style khaki suits buttoned with mini-airplanes and matched with long pleated skirts, billowy parachute coats. Jackets run about $400 to $600. Unusual seams swarm all over these pieces - dozens on a single jacket - to hug, shape and smooth the body.

While working on the Earhart theme, Lars read that she had been terrified of open-water crossings, yet did them regularly. "We can all identify with that - being scared and saying, 'OK, here goes.' "

Lars professes to be scared by instant fame, fortune (the company has seen a 400 percent increase in sales) and frantic fashion schedules. But he takes it all in wide-eyed stride. He still lives in the same Chelsea duplex with the same two roommates. He avoids the club scene, except for Saturday nights at the Sound Factory, a West Side dance club.

And he's not overly impressed with his accomplishments. "No matter how full of yourself you get by the end of the day, the next morning when you hit the bathroom light, it's just you again. No big deal." Of course, if all the flashing lightbulbs quit popping now, he says, "I'd be crushed. I'd be bedridden with a case of Twinkee-itis."

Back before he could afford Women's Wear Daily, he was genuinely poor, naive and bowled over by all the attention. These days, he still cultivates the image, with his casual chic sweats and gee-whiz smile.

'**Nautica** meets Dior'

Still, his all-American appeal is authentic. He's the type of kid who spent his summers tossing around a baseball, fly fishing and sweltering in the backseat of the station wagon for the annual family pilgrimage to Disneyland. The whole road trip bumps down the runway in his resort collection, which will be shipped to stores in November.

Sexy little dresses come cut from traditional rugby stripes. "It's **Nautica** meets Dior," says Lars. Tourist-style Hawaiian blouses fall low and tight, accessorized by plastic cameras. They're worn with skirts stitched from "stolen" Holiday Inn towels. When the collection made its debut in New York he insisted a couple models strut around in men's knee-highs, complete with old-guy sock garters. "That is my grandfather," Lars says. "Black socks and dress shoes with shorts."

He's even showing those dorky hats with the cut-out eyeholes everyone gets at Disneyland. "The whole family is on vacation and you all look like idiots in these hats," remembers Lars, who grew up in Richmond,

Calif. "But looking back, I see there was a slight edge of chic. You look ridiculous but you are pulling it off."

Byron Lars' collection is available exclusively at Henri Bendel, 900 N. Michigan Ave., in the "New Createurs" section.

GRAPHIC: PHOTO: "No matter how full of yourself you get by the end of the day, the next morning when you hit the bathroom light, it's just you again. No big deal," says Byron Lars during his recent Chicago visit. Tribune photo by Walter Kale.
PHOTO: Lars' fall collection, inspired by aviator Amelia Earhart, includes this gray sharkskin suit featuring a short skirt and one-button, midriff-hugging jacket (shown with matching aviator cap and flight goggles). Photo by Dan Lecca.
PHOTO: From Byron Lars' resort collection: Tourist-style
Hawaiian blouses fall low and tight, and are worn with skirts stitched from "stolen" Holiday Inn towels.

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STATE-O-MAINE, INC. ANNOUNCES SECOND QUARTER RESULTS PR Newswire October 6, 1992, Tuesday

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October 6, 1992, Tuesday

SECTION: Financial News

DISTRIBUTION: TO BUSINESS EDITOR

LENGTH: 316 words

HEADLINE: STATE-O-MAINE, INC. ANNOUNCES SECOND QUARTER RESULTS

DATELINE: NEW YORK, Oct. 6

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 its results for the second quarter ended Aug. 31, 1992.

Second quarter 1992 sales were $34,526,574, an increase of 29 percent over the $26,703,040 posted in the corresponding 1991 quarter. Net earnings were $2,241,691 ($.29 per share) compared to $1,743,180 ($.23 per share as adjusted for a stock split) in the second quarter of 1991, an increase in net earnings of 29 percent. The increase in income was primarily due to increased sales of **Nautica** products.

For the six months ended Aug. 31, 1992, record sales were $57,721,228, compared with $44,083,671 recorded in the corresponding period in 1991, an increase of 31 percent. Net earnings were $3,109,385 ($.40 per share) compared to $2,235,500 ($.30 per share as adjusted for a stock split) in the prior year period, an increase in net earnings of 39 percent.

STATE-O-MAINE, INC.
Consolidated Condensed Earnings Summary

Periods Ended Aug. 31

	Six Months Ended		Three Months Ended	
	1992	1991	1992	1991
Net sales	$57,721,228	$44,083,671	$34,526,574	$26,703,040
Net earnings	3,109,385	2,235,500	2,241,691	1,743,180
Earnings per share	.40	.30	.29	.23
Weighted average shares	7,720,016	7,406,030	7,725,641	7,406,705

CONTACT: Sharon Burd, controller of State-O-Maine, Inc., 212-244-1111

LOAD-DATE: October 7, 1992

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
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DRESS CODE: CASUAL St. Louis Post-Dispatch (Missouri) October 18, 1992, SUNDAY, LATE FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

October 18, 1992, SUNDAY, LATE FIVE STAR Edition

SECTION: STYLE PLUS; Pg. 1

LENGTH: 1369 words

HEADLINE: DRESS CODE: CASUAL

BYLINE: Becky Homan Post-Dispatch Fashion Editor Photos by Larry Williams Of the Post-Dispatch Staff

BODY:
MORE AND more, Janet Kniffen is finding herself in a casual mode. An officer of a St. Louis railcar manufacturing and leasing company, Kniffen travels in her job and frequently needs just a few pieces of coordinated clothing, for dressing up or down out of town. And when she's back in the office, her company, A.C.F. Industries, "like many other companies, has instituted casual days," Kniffen says, "so that you can wear a variety of things on the job." Fashion manufacturers and designers en masse are beginning to meet the demands of such professionals. The clothing makers are hearing from women, and men, in their 20s, 30s, 40s and beyond who are asking for good-looking, casual clothes. Cases in point are Ralph Lauren's Polo and Donna Karan's DKNY, as are The ubiquitous **Nautica** and Tommy Hilfiger lines. All four collections of sporty denims, tweeds, parkas and handknit-looking sweaters are so popular with retailers and customers that they take up a good deal of the selling-floor space in area department stores. Joan Vass, a longtime proponent of women's high style for low-key events, looks fresher than ever in cashmere-like cotton cardigans, crew-neck tops and pants, here on the racks at Neiman Marcus, for instance. And then there's Joseph Abboud's J.O.E. line for men. It is brand new this fall and is projected, by the designer, to experience DKNY-like success in various Saks Fifth Avenue stores around the country. Giorgio Armani's A/X line of casual duds has made recent splashy entrances in several Neiman's stores. And although the Italian master's unisex denims and T-shirts are not available in St. Louis, "We're putting a great emphasis on that play/casual look," says fashion director Patty Dean. "It's a major focus in all Neiman's stores." Available here are plenty of A/X substitutes, Dean adds, in cotton blouses, vests, jackets, knits and trousers or skirts averaging $80. Calvin Klein Sport at Dillards, for instance, is experiencing a revival of less-expensive versions of the designer's pared down styles - many of them, Armani-like and awash in pale-on-pale color schemes. Even K mart is promoting a new collection called BE, for Basic Editions, of updated, related separates for work as well as weekend dressing. Fashion watchers dare not forget the phenomenal impact of the Gap and Banana Republic on button-front jeans, pocket Ts and other casual trends of recent years. For Kniffen's part, it was the latest in sporty separates from a two-year-old line called Ellen Tracy Company that caught her eye, just in time for a trip to England. The double-duty aspects of the clothing were qualities she couldn't resist. "I started out looking at a sportcoat by Company. But as I got into it, the pieces that they had," she says, "some were very casual and some I could wear to work. I started collecting up." She was shopping at Famous-Barr, but other department stores also feature the line. "I have been in professional jobs for about 20 years," Kniffen continued, "and the trend is kind of away from the black business suit, the power suit if you will." With casual days now officially on the schedule, "I think I see a real ability to be more flexible in what you can wear to work. I found pieces I could wear for very casual nice weekends, out to dinner. . . . Others with a blouse and scarf are fine for work, even on non-casual days." That's just the kind of customer reaction that designer Joseph Abboud likes to hear. Even though Abboud's J.O.E. line of sweaters, shirts, jackets and pants are designed for men, women also are

mixing and matching the pieces for themselves. J.O.E. is sold here at Saks Fifth Avenue. "The spirit of sportswear is American," said Abboud, best known for his luxurious and expensive collections for men and women. "The question is, what do you do with those sportswear concepts to make them more interesting? My partners are Italian, so there's a definite European influence, or substitute the word European and use sophisticated." With the less-expensive J.O.E. pieces - most priced under $120 - the emphasis is, he said, "Not to make too big a deal of what clothes really are. People need clothes that are not too precious. If you have kids and they spill a little ketchup on your pants, you don't want to say, 'Oh, there goes my $300 pair of linen pants.' " He added that casual colors also need to be realistic. His include such combinations as olive, khaki and black. "Today sportswear doesn't want to be red, white and blue. If I see another crest or rugby shirt, I want to throw up. That's kids' clothing. My customers are a little older, much more sophisticated, but still young and vibrant in their 30s, 40s, 50s and 60s. So I think they should have sportswear that reflects who they are. "When older people start wearing boyish clothes they look silly, they've grown up and never changed their sportswear. I'm going to give them hip sportswear that's not expensive and is not another Gap." Harriet Selwyn is a designer on the other coast - her studio is in West Hollywood - whose sales representatives also play on a "Gap for grown-ups" theme. Selwyn makes pared-down T-shirts for women, not out of Gap-like white cotton knit but out of richly colored rayon matte jersey. One size fits all. And with them she shows long, slim skirts of a finely pleated fabric, or full, tiered skirts - short and long - of rayon and velvets. Beverly Clarkson's shop, Collage, features a fair amount of Selwyn for the current fall and holiday/resort seasons. The pieces are on the dressier end of the casual spectrum. "Sportswear is uniquely American," says Clarkson, echoing Abboud. And the current interest in casual, sporty clothes, she says, "is just another offshoot of that. I would suspect that somebody wised up with the success of the Gap, J. Crew and Banana Republic and said, 'We can do this.' However, Harriet's been doing this for years." This season, Clarkson added, Selwyn is designing for the woman who's "into comforts and wants to take it a step further without thinking about it - 'Oh gosh, what am I going to wear?' She just went a step further with it and made a lace T-shirt in one-size-fits-all. Why not? Or a matte jersey T-shirt with sparkles, one size. "These are pieces you can wear to any restaurant and then you can put the skirt on with a Gap T-shirt, Keds and socks and wear it in the daytime. People have bought that concept. They are basics. They just happen to be made out of matte jersey instead of cotton knit." In the Ralph Lauren lines, now at Famous, for instance, the clothes are "almost totally Ralph Lauren Gap," says Cathy Olsen, buyer of designer sportswear. "It's interesting. Without a doubt almost all of my vendors are going after key items - khaki pants, denim shirts, poplin shirts . . . the whole concept of quality designer signature at a great price. "I think the consumer has become very conscious of quality and price. It seems that customers are proud of this, saying, 'Oh, I got this Ralph Lauren shirt for a certain price and I can wear it anywhere.' " As for the Ellen Tracy Company collection, Olsen calls it "giving a little more fashion to casual dressing, but very conscious of offering a key item that won't be on the markdown rack, especially if you need a new turtleneck or a pair of twill pants. "It's a unique opportunity to address the needs of the customer," Olsen adds. "Where fashion used to be dictated by designers, the consumer now is saying, 'This is what I want.' " And that's where Janet Kniffen comes in. Now is the first time in her career that she's mixed casual and dressier clothes for work. "For a lot of years I never even owned a pair of jeans," says the A.C.F. officer, whose title is assistant secretary and manager of insurance. "I got back into that a couple of years ago, to wear with a nice wool sportcoat on weekends. "The way I feel, and I don't know if it's my age - I'm in my mid 40s - or that I'm dressing for myself and not for what other people think you should look like . . . but there's a lot more individuality that goes into what people are wearing."

GRAPHIC: Photo; PHOTO (COLOR) by Larry Williams ... Left, **Nautica's** casual fall items include a snowflake-pattern sweater ($170) over long-sleeved polo ($52) and corduroy pants ($68, all from Famous-Barr); right, Vivienne Tam's casual rib-knit cotton turtleneck ($132) pairs with a matching wrap skirt ($92) and Domani Designs pendant necklace ($45, all from Cignal), plus DKNY tights ($12.50, Neiman Marcus) and Maria raisin-colored shoes ($60, Nine West). The Sunday-brunch location is the Soulard restaurant, Bon Appetit. PHOTO (COLOR) by Larry Williams ... For slightly dressier casual events, there's J.J. Farmer's cashmere-like cotton polo ($95), at left, worn with Kim Kuehner worsted-wool pants ($90) and a Martin Dingman woven belt ($50, all from Kim Kuehner); at right, Harriet Selwyn's rayon matte jersey T-shirt ($240) with matching long, slim, pleated skirt ($240) plus a velvet-banded hat by Lola ($280) and glass-beaded necklaces ($170 and $190, respectively, all from Collage). PHOTO (COLOR) by Larry Williams ... Left, Joan Vass creates cashmere-like separates in cotton, here in a cardigan ($148) over crew-neck shell ($88) and pull-on pants ($95); right, Joseph Abboud's new J.O.E. line includes a patterned sweater of

cotton and wool ($200), cotton-flannel shirt ($82.50) and khaki pants ($75) plus a black leather jacket slung over one shoulder ($525, all from Saks Fifth Avenue). PHOTO (COLOR) by Larry Williams ... At left, the Limited's Structure line of casual men's clothes includes a dark-check wool blazer ($250) over patterned cotton shirt ($48), olive pleated pants ($60) with woven belt ($28, all from Structure); Ellen Tracy Company's line feature a navy sweat jacket with zip-on hood ($195) over khaki-colored stirrup pants ($225) and cotton turtleneck ($50, all from Dillard's). By Becky Homan Post-Dispatch Fashion Editor Photos by Larry Williams Of

LOAD-DATE: October 12, 1993

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FASHION FLASHES Orange County Register (California) October 23, 1992 Friday

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Orange County Register (California)

October 23, 1992 Friday MORNING EDITION

SECTION: IMAGE; Pg. Q02

LENGTH: 121 words

HEADLINE: FASHION FLASHES

BYLINE: Katherine Blake, The Orange County Register

BODY:
Hanging out calls for casual comfort. The Limited's Classic five-pocket jean ($ 20) and ribbed mockneck bodysuit ($ 15) fill the bill. Available at Limited Too stores.

Outdoor frolicking doesn't have to mean flannel shirts and faded jeans. **Nautica** provides a romantic look with this floral pleated skirt ($ 36) and cotton fisherman's sweater ($ 70). Available at **Nautica,** Newport Beach.

When she wants to make a statement, she might prefer a trendier image. This peplum-waist jacket ($ 64) and sarong-style skirt ($ 36), both in black denim, are available at Bullock's, The Broadway and Nordstrom stores.

GRAPHIC: BLACK & WHITE PHOTO; PHOTO STORY

LOAD-DATE: March 11, 1997

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Warehouse Row The Atlanta Journal and Constitution November 5, 1992, Thursday

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The Atlanta Journal and Constitution

November 5, 1992, Thursday

SECTION: LIVING; Section E; Page 7

LENGTH: 441 words

HEADLINE: Warehouse Row

BYLINE: Paula Crouch Thrashersales; industry; facilities; fashion; sports; costs; history

BODY:
Chances are this is the only outlet center on the National Register of Historic Places. The stylish complex, which opened in November 1989, is housed in eight renovated turn-of-the-century railway warehouses in downtown Chattanooga, Tenn. It's near the historic Chattanooga Choo-Choo complex and the new Tennessee Aquarium.

Main reason to go: Downscale prices on upscale merchandise at 27 shops.

Variety: From Ralph Lauren's designer sheets to exquisitely crafted Coach leather goods to sequined ball gowns by Oleg Cassini. In between, there's sport and dress apparel, shoes, gifts, fragrances, jewelry. No stores specializing in children's clothing and only a rack or two at shops such as Guess! and Adrienne Vittadini (girls only). Gitano has the most kids' wear.

Ambience: Warm and inviting. Brick, oak beams, polished hardwood floors, glass-enclosed bridges, bubble elevators, wrought-iron railings and gleaming brass. Window displays are a cut above the average outlet mall.

Getting there/getting around: Take Interstate 75 north to the I-24 split; veer left on I-24 west, then take Exit 178 to North Market Street. Turn right on Houston Street (the fifth traffic light), then left into covered garage (parking is free). A free shuttle runs to the complex from downtown hotels and attractions.

Liabilities: Not much apparel for children. And not much for the shopper with a bargain-basement mentality.

Creature comforts: A food court on the lower level offers pizza, sandwiches, burgers, Chinese food and pastries. When weather permits, you can sit at umbrella-covered tables in the pleasant bricked courtyard and sip gourmet coffees sold from a cart. Restrooms near food court.

A sampling of stores: Warehouse Row (1110 Market St., 615-267-1111) is open from 10 a.m. to 7 p.m. Mondays through Saturdays, noon to 6 p.m. Sundays.

Ralph Lauren Polo. Clothing, and bed and bath linens. 615-267-7656.

Nickels. Fashion footwear. 615-756-4758.

J. Crew. Classic sportswear. 615-756-0815.

Ellen Tracy. Upscale designs by Linda Allard. 615-756-8101.

Nautica. The yachty look. 615-756-5511.

The Coach Factory Store. One of 14 such outlets nationwide. 615-756- 1772.

I.B. Diffusion Outlet. Colorful, embellished knitwear. 615-756-5001.

Ruff Hewn Outlet Store. Sturdy, fashionable sportswear. 615-267- 9430.

Guess! Jeans average $ 35 a pair (compared to $ 50 retail). 615-266- 3717.

Kelly Stryker-Clothing Co. Outlet. Ladies' wear. Best bets: woven cotton vests and wrap skirts from Guatemala in bright colors. 615-266- 7729.

He-Ro Group Outlet. Outstanding selection of designer eveningwear, about half price. 615-265-9772.

LOAD-DATE: November 11, 1992

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Thursday, March 23, 2006 - 9:49 PM EST

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Orbit International announces record first quarter revenues and earnings per share Business Wire November 12, 1992, Thursday

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Business Wire

November 12, 1992, Thursday

DISTRIBUTION: Business Editors

LENGTH: 492 words

HEADLINE: Orbit International announces record first quarter revenues and earnings per share

DATELINE: HAUPPAUGE, N.Y.

BODY:
Orbit International Corp. (NASDAQ:ORBT) Thursday announced record first quarter revenues and earnings per share.

Orbit reported a net earnings increase of approximately 44 percent for the quarter ended Sept. 30, 1992. Reported net earnings were approximately $1,974,000 (30 cents per share) on net sales of approximately $36,632,000 for the first quarter of fiscal 1993 as compared to net earnings of approximately $1,370,000 (24 cents per share) on net sales of approximately $30,213,000 for the comparable period of the prior fiscal year.

Max Reissman, president of Orbit, said that the record results reflect strong earnings from all of the company's business segments. Revenues and earnings were particularly strong in the United States Apparel Segment as a result of increased sales of "Everlast," "**Nautica**" and "B.U.M. Equipment" products.

The following is a summary of the comparative results of operations for the three months ended Sept. 30, 1992 and Sept. 30, 1991. -0-

Orbit International Corp.
(Financial Highlights)

	Three Months Ended	
	Sept. 30, 1992	1991
Sales	$ 36,632,000	$ 30,213,000
Net earnings	1,974,000	1,370,000
Earnings per share	$ .30	$ .24
Shares outstanding used for computation	6,663,000	5,797,000

-0-
Orbit International Corp. is based in Hauppauge. Its three business segments include its United States Apparel Segment, its Canadian Apparel Segment and its Defense Electronics Segment. The United States Apparel Segment includes USA Classic Inc., which manufactures and sells men's and boy's activewear under the "Everlast" trademark, children's garments under the "**Nautica**" and "B.U.M. Equipment"

trademarks, and women's and girls' apparel under the "Danskin" trademark, and its subsidiary, Philippe Monet Ltd., which imports and sells men's cloth and leather outerwear under the "Mighty Mac" and "Lakeland" trademark and proprietary labels. Orbit's Canadian Apparel Segment includes Canada Classique Inc. and Winnipeg Leather Inc. which are manufacturers and distributors of apparel primarily in Canada. The company's Defense Electronics Segment, which is based at the company's headquarters in Hauppauge, is a manufacturer of customized electronic components and subsystems for military and non military governmental applications.

CONTACT: Orbit International Corp., Hauppauge
Mitchell Binder, 516/435-8300

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)
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STORES GIVE THANKS A DAY LATE AS SALES TAKE A LEAP The Commercial Appeal (Memphis) November 29, 1992, Sunday,

Copyright 1992, The Commercial Appeal
The Commercial Appeal (Memphis)

November 29, 1992, Sunday, FINAL EDITION

SECTION: NEWS, Pg. A1

LENGTH: 878 words

HEADLINE: STORES GIVE THANKS A DAY LATE AS SALES TAKE A LEAP

BYLINE: Byron McCauley; The Commercial Appeal

BODY:
The Christmas shopping season is off to a blissful beginning, with some Memphis area retailers reporting post-Thanksgiving sales up 10 to 20 percent over last year.

"We were swamped all day yesterday and we're swamped today," Ken Prentice, store manager of Gordon's Jewelers at Hickory Ridge Mall, said Saturday.

The Friday after Thanksgiving Day traditionally is the busiest shopping day of the year, and activity over this three-day weekend gives retailers an indication of what to expect for the crucial holiday season, which can produce up to half of their annual profits.

Despite wintry weather in the Mid-South, area merchants said the turnout Friday was far better than the day after Thanksgiving last year, when sales were stunted by the recession. Traffic was heavy again on Saturday, they said.

Some figures indicated small retailers in Memphis and across the state were not doing as well. Nationally, analysts are predicting sales gains of up to 6 percent, compared with little more than 1 percent last year.

While sales and discount gift certificates were standard Friday, and have been in recent years, analysts expect retailers to offer fewer sales this year. Most merchants said that while consumers seem to be spending more than last year, they are being more selective in what they buy.

Dillard's Mall of Memphis store manager Glen Bingham said sales on the day after Thanksgiving rose an estimated 10 percent over 1991.

"Our expectations were really high, and we didn't quite meet them," Bingham said. "But on this day last year I wasn't feeling too good."

Dillard's sales trends suggested that customers weren't necessarily looking for bargains there. Upscale menswear brands such as Tommy Hilfiger and **Nautica** were hot sellers, Bingham said.

"I think our customers are still looking for better quality. They are not just price conscious. They want better goods."

Goldsmith's stores reported Friday sales increases of about 10 percent, said Steve Graham, senior vice

president.

Friday's numbers continued a year-long trend of higher sales that consistently have risen "about 11 to 12 percent," Graham said.

"All indications are that we've had lot of momentum going into the holiday season, particularly in Memphis, and I see no reason for that not to continue," Graham said.

At J.C. Penney in Raleigh Springs Mall, store manager Tom Addington reported sales increases in the "high double-digit" range.

"Both stores were well over the company average," Addington said. Sales were boosted by morning promotions that included a $ 500 shopping spree.

Across Tennessee in smaller retail stores, sales volume was down 2.9 percent, based on the number of checks processed by TeleCheck, a Houston-based check-approval service firm. The firm has 70,000 members nationwide who are primarily smaller retailers. Sales volume by check rose 0.1 percent in Memphis, TeleCheck said.

At Only Kids in the Regalia shopping center, owner Stephen Arnold said he was elated with an 18 percent sales increase over last year. He was 2 percentage points off an earlier prediction that sales would rise 20 percent.

The amount of transactions rose by 30 percent, but consumers spent a bit less on each purchase, Arnold said.

"People are definitely looking. They are shopping, they are just being more careful," Arnold said. "There is certainly some resurgence in the economy." Business continued to be brisk on Saturday, as some 90 children visited the store to write letters to Santa Claus.

At Hickory Ridge Mall, marketing director Vickie Bixler reported record crowds and "double-digit" sales gains Friday. Crowds were mounting Saturday as well, she said.

At Foot Action U.S.A. in Raleigh Springs Mall, sales were up about 10 percent on high mall traffic, said store manager Keith Hughes.

"We did a little bit better than last year. Last year, everybody was just getting back from the war and everything else. I would loved to have done a lot more, but (10 percent) was fine," Hughes said. He said consumer confidence seems to be increasing since Bill Clinton was elected president.

Foot Action's sales were boosted by a hot-selling $ 140 Dallas Cowboys football jacket worn by the team's head coach, Jimmy Johnson. Half of the 24 jackets in stock were gone within the store's first hour of business. "We sold 12 before 9 o'clock," Hughes said.

Terry Kipick, regional manager of McDuff Electronics and Apliances, said consumers took advantage of the store's credit promotions and helped the store surpass its post-Thanksgiving expectations.

"Our business was real good," said Kipick. "Sales across the board were excellent, but we had a surprisingly large amount of appliance buying."

Kipick, who supervises 44 stores in eight states, said the chain was also selling more big-screen television sets and computers than last year.

Sales at Silo electronics store on American Way rebounded Friday from a slump last year. "We are about 20 percent ahead of last year," said Silo Store manager Al Curtis. "I would say people are shopping a lot more carefully and a lot more accurately in comparing the features of products. I believe it's going to be a good

shopping season."

LOAD-DATE: April 3, 1996

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1992) and leq (12/31/1992))** (Edit Search | Suggest Terms for My Search)
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FASHION FLASHES;For the children Orange County Register (California) December 4, 1992 Friday

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Orange County Register (California)

December 4, 1992 Friday MORNING EDITION

SECTION: IMAGE; Pg. Q02

LENGTH: 105 words

HEADLINE: FASHION FLASHES;
For the children

BYLINE: Katherine Blake, The Orange County Register

BODY:
Kids can cozy up to cotton when chilly winter winds keep them indoors. A violet-and-cream snowflake design gives this sweater for her ($ 76) seasonal appeal. A shaker knit V-neck design for him ($ 60) is a classic look. Both from the **Nautica** collection.

Available at the **Nautica** store, Newport Beach.

Holiday party-wear is available from J.C. Penney. Her dress ($ 28) features a plaid design in velvet-and-taffeta. He wears a black-and-white checked vest and velveteen knickers ($ 35 pair).

Available at J.C. Penney stores.

GRAPHIC: BLACK & WHITE PHOTO; PHOTO STORY

LOAD-DATE: March 11, 1997

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Halston Borghese gets Nautica fragrance, license from Revlon; Brief Article WWD (Women's Wear Daily) December 8, 1992

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WWD (Women's Wear Daily)

December 8, 1992

SECTION: Vol. 164 ; No. 108 ; Pg. 2; ISSN: 0149-5380

LENGTH: 208 words

HEADLINE: Halston Borghese gets **Nautica** fragrance, license from Revlon; Brief Article

BODY:
NEW YORK -- Halston Borghese Inc. has acquired the **Nautica** men's fragrance and license from Revlon Inc.

A joint announcement Monday from Halston Borghese and **Nautica** Apparel confirms a report that appeared in the Beauty Scoop of Friday, Dec. 6.

Mike Marten, president and chief executive officer of Halston Borghese, said the **Nautica** men's scent, which was launched by Revlon in April, will be sold by the Halston sales force and is expected to complement that business.

Halston markets two men's lines, Z-14 and 1-12. According to industry estimates, the combined U.S. volume of the two Halston fragrances roughly equals **Nautica's** sales, or $ 8 million to $ 10 million at wholesale.

Halston executives declined comment on the volume estimates.

Matthew Rubel, president of Halston Borghese for North America, said the fragrance is now distributed in nearly 1,000 specialty and department store doors. He identified Nordstrom in Seattle and Dillard Department Stores in Little Rock, Ark, as among the most important accounts.

Rubel said he plans to meet with retailers over the next three weeks to discuss spring plans. He said he hopes to have a program put together by Jan. 1.

Terms of the agreement were not disclosed.

SIC: 2844 Toilet preparations ; 2834 Pharmaceutical preparations

IAC-NUMBER: IAC 13013983

IAC-CLASS: Trade & Industry

LOAD-DATE: September 07, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1992) and leq (12/31/1992)) (Edit Search | Suggest Terms for My Search)

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EAU NATURAL The Atlanta Journal and Constitution December 13, 1992, Sunday

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The Atlanta Journal and Constitution

December 13, 1992, Sunday

SECTION: STYLE; Section L; Page 1

LENGTH: 1123 words

HEADLINE: EAU NATURAL

BYLINE: By Marylin Johnson STAFF WRITERwomen; consumers; sales; holidays

BODY:
Travel to exotic destinations . . .

Walk on a deserted beach at dawn . . .

Capture the innocence of nature . . .

If these sound more like dream vacations than ads for perfumes, it's no accident.

The fragrance industry has turned to the soothing scents and images of nature in the hope of serving the increasingly harried 1990s populace, says Ann Gottlieb, a New York fragrance consultant and the "nose" (someone who interprets an image into fragrance) behind Calvin Klein's Escape.

People want to flee reality, adds Stephen Hoch, an adjunct professor in market research at the Fashion Institute of Technology in New York. "How do they do that? You go on safari, which just happens to be the name of a successful fragrance."

Besides Ralph Lauren's Safari and this year's Safari for Men, newcomers lining the counters this holiday season have names like Dune from Christian Dior, Plant Spirits from Origins and EarthSource from H. Alpert.

Fifty-five fragrances have been introduced in the past 12 months; the focus of many of these, and others released the past two years, is as far from the lusty images evoked by '80s perfumes as a windswept beach is from a night of purple Passion.

Remember the provocative advertising for Calvin Klein's Obsession, launched in 1985? To invoke the symptoms of the neurotic state suggested by the name, the first Obsession commercials, directed by Richard Avedon, used stark black-and-white scenes with beautiful sulky models spouting existential, if somewhat unintelligible, messages about men's and women's sexual fixations for a pouty-lipped model.

In 1988, Eternity came along. It also relied heavily on moody black- and-white TV ads, but these images were of family, nature and the infinite. And now there is Escape, launched in 1991. Its ads show a man and a woman - who have escaped to a secluded sandy beach - embracing.

From Dior in 1987 came Poison - a scent with an outrageous name that seemed t o cap a decade of increasingly decadent image advertising for perfumes.

But this year, Dior introduced Dune, whose ad claims it "gives you an escape from the complexities of today's competitive society, a sense of inner balance and harmony with nature." That harmony is enhanced by the company's three-year Protect the Dunes project, intended to raise $ 350,000 to help The Nature Conservancy protect more than 2,000 acres of dunes on Long Island in New York and in California.

This year also brings Plant Spirits from Estee Lauder's Origins, whose spirits "sneak into your subconscious to lift your outlook, quietly alter your vision of yourself and the world around you." There are four: Spirits of the Night - spicy cinnamon, patchouli and cloves; Spirits of the Forest - woody oils; Spirits of the Gardens - an explosion of fresh- cut jasmine, violet and leaf geranium; and Spirits of the Sun - a warm herbal scent.

"Within the last decade, there's been tremendous technology to allow perfumers to duplicate nature-related odors, including florals, fruits and sea-related items," says Ms. Gottlieb.

A case in point is the line from musician Herb Alpert of Tijuana Brass fame. His EarthSource scents include Windfresh Flowers, Sunwarmed Peach and Rainswept Jasmine.

"My brother has always been attuned to the environment," says Mimi Alpert Feldman, a company spokeswoman. "That's why the fragrance is sold in recycled and recyclable materials." A bonus: When you buy EarthSource, the company will plant a tree in your honor in northern Wisconsin.

Ralph Lauren's Safari has scents from wildflowers that grow by the sea and piquant notes from California's Sequoia National Park. **Nautica** for men is a sea-related scent with seaweed extract. Wings, a Giorgio fragrance owned by Avon, includes such ingredients as ginger lily, captured for the first time in a fragrance, according to a spokeswoman.

Indeed, the environment may cause some of the biggest changes yet in the perfume business. By 1998, according to federal regulations, fragrance makers must drastically reduce the amount of alcohol they use because it harms the environment. They're experimenting furiously with substitute bases, trying not to tinker with the crucial notes of the fragrance.

The idea of fragrances reflecting lifestyles is not new. Mr. Hoch of the Fashion Institute points to Revlon's Charlie, launched in 1973, as one of the first to make the connection. "Charlie was a sociotype fragrance. It appealed to the women's libber. There was a famous commercial in which the model goes into a bar, orders a drink and signs the check Charlie. That ad could have sold kerosene if it were in the bottle."

By the 1980s, the "me" decade of TV's "Dallas," designer jeans and trickle-down economics, there were fragrances with sexual, slightly scandalous connotations - Obsession, Opium, Scoundrel, Egoiste, L'Insolent and Decadence.

But by the late '80s, perfumers were toning down, with such scents as Eternit y. Models in ads for this fragrance wore wedding bands. "The social trend said that people should be in a monogamous relationship rather than sleeping around," Mr. Hoch says. (Remember "Fatal Attraction"? Odds are Anne Archer's character was an Eternity woman. Glenn Close's must have worn Obsession.)

Also during the late '80s, celebrity scents were on the rise. Everyone from Sophia Loren to Priscilla Presley affixed their names to a scent. The most successful has been Elizabeth Taylor with Passion (1987) and glitzy White Diamonds (1991).

"People don't buy fragrance just because it's associated with a name personality," Mr. Hoch says. "However, there's only one Liz Taylor."

Signature scents expected in the next few months come from designers. The names will feature those of the designers themselves, their nicknames or a "new" name reflecting a look into the future. Bijan is updating the concept of personal signature (one old landmark fragrance by Carven is called Ma Griffe, or

"my signature") with a new scent due in spring, called DNA - a personal signature if ever there was one. In February, Donna Karan will launch a signature fragrance that contains elements of suede scent.

And lest anyone think that amid all this social and environmental awareness, we've lost the romance, think again. The new floral Amarige by Parfums Givenchy is said to convey "romance and sophistication." Chloe Narcisse is a new floral Oriental, as is Volupte by Oscar de la Renta. Truly Lace from Coty is a floral cuddled in a box decorated with a collage of lace, ribbons, flowers and Victorian cameos.

Pat Joyce of Rich's says the desire for simplicity and escape also has renewed interest in the classics, such as Shalimar and Chanel No. 5.

Our news services contributed to this article.

LOAD-DATE: December 21, 1992

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Terms: **nautica and date(geq (1/1/1992) and leq (12/31/1992))** (Edit Search | Suggest Terms for My Search)
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Midwest stores holding price. Daily News Record December 15, 1992

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Daily News Record

December 15, 1992

SECTION: Vol. 22 ; No. 236 ; Pg. 4; ISSN: 0162-2161

LENGTH: 474 words

HEADLINE: Midwest stores holding price.

BYLINE: Sharoff, Robert

BODY:
CHICAGO -- Going into the third week, Midwest retailers say promotions are about even with last year's and margins look solid.

"Stocks are lower this year," said Al Dittrich, men's senior vice-president for Minneapolis-based Dayton Hudson Department Stores. "We bought for a moderate increase and that's what we're getting."

Sportswear dominated sales this past week with sweaters and woven shirts leading the way. Furnishings are proving to be a little slow off the mark but several retailers pointed out that items such as dress shirts and neckwear are traditionally last-minute purchases.

At Dayton Hudson, Dittrich said the store had a good week with sales up in the mid-single digits. "By far, wovens are the bright spot," he commented. he added that traditional collections such as Polo, Tommy Hilfiger and **Nautica** are also doing well.

Dittrich also said the store is seeing a sweater resurgence. "Last year, we were selling mainly basic flat knits. This year, there's a lot more fashion and a lot more newness."

At Sears Roebuck, men's national merchandise manager Steve Ross said business got sideswiped in the Northeast this past week due to bad weather but the rest of the country had increases in the high single digits.

"We had a terrific week with Dockers," he commented. "They were up about 40 percent. We also did very well with acrylic jacquard sweaters -- we picked up almost 150,000 units over last year."

Another standout is dress shirts. Ross said Sears brought in several all-cotton styles for Christmas that retail for $ 29.50 to $ 32.50 and had a 30 percent sell-through last week.

Ross said promotions are slightly down this year and margins look good.

At Milwaukee-based P.A. Bergner & Co., men's senior vice-president Dennis Abramczyk said the store is ahead of plan with sportswear outperforming furnishings. "Dockers is terrific and B.U.M. Equipment is on a new hot streak with hooded and logo-ed styles," he commented.

Also doing well, he added, are relaxed fit jeans, World Wildlife tops and better sweaters. "Vests and fancy cottons are where the action is with the key price points being in the $ 50 to $ 100 range."

Abramczyk said margins look better this year while promotions are slightly down.

At Younkers in Des Moines, Iowa, "It's going to be a good solid Christmas," said senior men's vice-president Dave Sanguinetti. Top sellers, he added, are rugbys, silks, fleece and updated denim. "The whole better business -- such as Colours, Chaps, Polo and **Nautica** -- has been extremely strong," he noted.

Lagging somewhat, he added, are furnishings, with the exception of fancy silk and cotton boxer shorts. "This is the first tough month for neckwear in over two years," he commented. "But there's still time for it to pick up and it's usually a late business."

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

IAC-NUMBER: IAC 13252536

IAC-CLASS: Trade & Industry

LOAD-DATE: August 28, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
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FOUR FACE CHARGES OF COUNTERFEITING Plain Dealer (Cleveland, Ohio) December 24, 1992 Thursday, FINAL / WEST

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Plain Dealer (Cleveland, Ohio)

View Related Topics

December 24, 1992 Thursday, FINAL / WEST

SECTION: METRO; Pg. 6B

LENGTH: 345 words

HEADLINE: FOUR FACE CHARGES OF COUNTERFEITING

BYLINE: By ALAN ACHKAR; PLAIN DEALER REPORTER

BODY:
Four men, including a University Heights resident and two Medina County residents, have been charged in an extensive scheme of selling clothes and other merchandise with counterfeit logos.

The men were arrested Monday at two Stark County flea markets on suspicion of selling - at cheap prices - clothing, handbags and watches that bore the trademarks of popular companies.

"The average person might not know they are purchasing something counterfeit, so they may buy something that will wash once and fade or shrink," said Christine Hall, vice president of the PICA Corp., a Columbus loss-prevention company that initiated the investigation. "It just cheapens the quality of the name."

The Stark County Sheriff's Department began the investigation several weeks ago at the urging of PICA, which works for several trademark companies and had been informed of the scheme by a tipster.

Nayef Salim, 73, of Brunswick, and his son, Paul Henry Salim, 28, also of Brunswick, were arrested Monday on accusations that they were selling sweat shirts and hats with counterfeit logos at the Bylers Flea Market. Anujeet Singh Sahni, 30, of University Heights, and Samb Ibra, 34, of Saginaw, Mich., were arrested Monday at the adjacent Hartville Flea Market on suspicion of selling clothes, handbags and watches with counterfeit logos.

All four were charged with criminal simulation, a fourth-degree felony, and have been released on $5,000 bond each.

Police at the flea markets seized hundreds of sweat shirts and T-shirts, several handbags, hundreds of counterfeit audio cassette tapes and about $5,000 in cash.

The confiscated items bore popular logos such as Dockers, Gucci, Guess, Polo, Limited Express, Esprit, **Nautica,** B.U.M., National Football League and National Basketball Association.

As an example of the items' low prices, investigators said sweat shirts bearing a printed-on logo sold for $10, while sweat shirts with embroidered trademarks were $13 each or two for $25. The genuine items would have cost $35 to $40 each, according to investigators.

LOAD-DATE: February 1, 1993

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

OPPOSER'S EIGHTH NOTICE OF RELIANCE
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

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Shannon H. Bates, Esq.
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/Neil B. Friedman/
Neil B. Friedman

NAUTICA APPAREL, INC.

January – Jun 1993 Third Party Articles

Date	Publication	Page	Headline
1/1993	Children's Business	Vol. 8, No. 1; pg. 20	USA Classic goes public
1/8/1993	The Associated Press	Business News	Detroit Auto Show Opens Saturday with Gizmos and Concept Cars
1/11/1993	Automotive News	Pg. 6	Show Briefs
1/13/1993	Daily News Record	Vol. 23; No. 8; pg. 11	State-O-Maine profits jump 32% in the third quarter
1/27/1993	Daily News Record	Vol. 23; no. 17, pg. 3	Stores book, not look, at Dallas men's show
2/1993	Children's Business	Vol. 8, No. 2, pg. 38	Who's who in retail
2/5/1993	St. Petersburg Times	Sailing; pg. 4	'96 Olympic format gets a tryout
2/20/1993	Morning Journal	Sec. 1; pg. 1	Ford exec ties sales to economy
2/21/1993	The New York Times	Sect. 6; part 2, pg 42, col. 1	Keeping in shape
2/25/1993	St. Louis Dispatch	Style West; pg. 1	Easing into spring
3/5/1993	St. Petersburg Times	Sailing, p. 5	14 year old continues her exploits
3/5/1993	New Hampshire Business Review	Vol. 15, no. 3, sect. 1, pg. 1	Can yet another giant mall make it?
3/10/1993	The Dallas Morning News	Fashion!Dallas; Gentlemen's Guide; pg. 5E	Active wear switches its gears
3/21/1993	The Atlanta Journal and Constitution	Style; Sect. L, pg. 1	Men's newfound freedom
4/4/1993	Newsday	Car show '93; pg. 3	Auto show revving up at Javits
4/4/1993	Buffalo News	Magazine; pg. 4	The latest look is long, light and layered.
4/8/1993	USA Today	Money; pg. 8B	Ford lets Mustang roar after 15 years.
4/12/1993	Automotive News	Auto show; pg. 8	GM's Smith dodges darts in New York
4/13/1993	Daily News Record	Vol. 23; No. 69; pg. 12	A licensing vehicle
4/22/1993	St. Louis Post Dispatch	Style West; pg. 1	Getting along swimmingly
4/23/1993	Orange County Register	Image; Pg. Q02	Fashion Flashes
4/26/1993	Brandweek	Licensing; pg. 4	Timex on Upscale Watch
4/30/1993	Los Angeles Times	View; Part E; pg. 1, col. 2	Fitting the bill, traditional on the job
5/7/1993	Los Angeles Times	View; part E; pg. 2; col. 1	Price savvy
5/7/1993	Business Wire	Business Editors	USA Classic reports revenues and earnings
5/14/1993	USA Today	Life; pg. 4D	USA Today's swimsuit makeover
5/17/1993	Footwear News	Vol. 49; no. 20, pg. 21	Genesco pares 1st qtr. loss

NAUTICA APPAREL, INC.

January – Jun 1993 Third Party Articles

Date	Publication	Page	Headline
5/17/1993	Brandweek	Global Marketing; pg. 20	Japan's Home-shopping hit
5/18/1993	Daily News Record	Vol. 23; no. 94; pg. 3	Structure seeking bigger piece of collection sportswear pie.
5/27/1993	Newsday	At Home; pg. 93	Sales and Service
6/1993	Lane Report	Vol. 9; No. 6; Sec. 1, pg. 50	We listen to our customers
6/4/1993	Orange County Register	Image; pg. Q02	Fashion Flashes
6/4/1993	Buffalo News	Lifestyles; pg. 6	Think flannel for fall
6/8/1993	The Associated press	Sports News	(no title)
6/9/1993	The New York Times	Sect. B; pg. 13, col. 1	Yachting
6/9/1993	Buffalo News	Lifestyles; p. 7	In designers closets
6/10/1993	USA Today	Sports; pg. 2C	Group moves youth championships
6/10/1993	St. Petersburg Times	Sports; Sailing; pg. 7C	Race moved after denial of application
6/13/1993	Sun-Sentinel	Lifestyle; pg. 3E	Mainstream man from toned down grunge to the anglophile plunge..
6/13/1993	Chicago sun times	Sect. 2; features p. 44	Suits dad to a tee
6/14/1993	Newsday	Business; pg. 35	New positions
6/17/1993	USA Today	Sports; pg. 1C	All star field
6/17/1993	The Toronto Star	Fashion; pg. FA1	Knees, please
6/17/1993	Orange County Register	Look; pg. H03	Stripes Ahoy
6/21/1993	The Business Journal	Vol. 10; No. 17; Sect. 1; pg. 4	Pendleton looking to Far East sites to produce men's shirts
6/23/1993	Daily News Record	Vol. 23; No. 119; pg. 10	Henry's to close doors on last Wichita store
6/24/1993	USA Today	Sports; pg. 10C	Blind skipper plots Atlantic crossing
6/25/1993	Daily News Record	Vol. 23; no. 121p pg. 8	Why middle America waltzes to Tennessee
6/29/1993	Daily News Record	Vol 23; no. 123; pg. 3	Swimwear fails to make a big splash for '93

NAUTICA APPAREL, INC.

Jul – Dec 1993 Third Party Articles

Date	Publication	Page	Headline
7/8/1993	The Houston Chronicle	Pg. 14	Recreation Notebook
7/10/1993	The Los Angeles Times	Part C, Pg. 9, col. 1	Sailing/Rich Roberts
7/12/1993	USA Today	Pg. 11 C	Optimistic Raiders get jump on NFL brethren
7/12/1993	Business Week	Pg. 141	At Timex, They're positively glowing
7/13/1993	Herald Sun	Not specified	Australian coasts to easy Nautica Cup win
7/15/1993	Daily News Record	Vol.23,No.134,pg.8	State-O-Maine changes name to Nautica Enterprises
7/18/1993	Newsday	Pg. 20	Sailing
7/19/1993	Forbes	Pg. 88	Milan proposes, Des Moines disposes
7/21/1993	Chicago Sun Times	Sect. 2, Pg. 34	The Crinkles are cool when it's made of linen
7/29/1993	St. Petersburg Times	Sailing; pg. 5	Out of town races pull sailors onto high seas.
8/1/1993	St. Louis Post Dispatch	Style Plus; Pg. 1	Taking comfort in the classics
8/5/1993	Pittsburg Post Gazette	Entertainment Pg. C4	Family life
8/8/1993	The New York Times	Sect.6,p.43,col.1	Fashion: Who's been sitting in my chair
8/9/1993	Footwear News	Vol.49,No.32,pg.23	Genesco's growth path strewn with brands.
8/9/1993	Crain's New York Business	Pg. 28	Profiles
8/11/1993	The Dallas Morning News	Pg. 2 E	Power Party
8/13/1993	Buffalo News	Pg. 1	Vendors add spice to city life
8/22/1993	Daily Oklahoma	Pg. 7	Flannel everywhere for men
8/30/1993	Memphis Business Journal	Vol.15,No.16,Sect.1, Pg. 3	Midtown store will specialize in casual styles
9/1993	Children's Business	Vol.8,No.9,pg. 14	Two classic labels downsize
9/5/1993	Pittsburg Post Gazette	Pg. G 2	Watch: it's always time for fashion
9/24/1993	Women's Wear Daily	Vol.166,No.59,pg.4	Evelyn Lauder launches breast cancer research promotion campaign
9/27/1993	Forbes	Features, pg. 168	A day in Donegal
9/30/1993	Daily News Record	Vol.23,No.187,pg.3	Nautica to more than triple number of in-store shops
10/5/1993	The New York Times	Sect.D,pg.6,Col.1	Nautica Enterprises Inc. reports earnings for Qtr
10/6/1993	The Atlanta Journal and Constitution	Sect. B., pg. 6	Getaway in Chattanooga
10/10/1993	Sun Sentinel	Pg. 3 E	Watch it
10/12/1993	Columbus Dispatch	Pg. 1 B	Service at the heart of new mens wear shop

NAUTICA APPAREL, INC.

Jul – Dec 1993 Third Party Articles

Date	Publication	Page	Headline
10/19/1993	The Vancouver Sun	Pg. C 3	Guy Saddy; Special to the sun
10/25/1993	USA Today	Pg. 4 B	Top small companies10/25/1993
10/25/1993	The Atlanta Journal and Constitution	Sect. B, Pg. 5	Wrists 2 Watch
11/8/1993	Forbes	Pg. 230	Picking America's best small companies
11/14/1993	St. Louis Dispatch	Pg. 4	Here's what you'll find at the outlet mall
11/18/1993	Herald Sun	Not specified	Ranking those water warriors
12/1/1993	Daily News Record	Vol.23,No.227,pg.4	Nautica signs small leather goods licensee
12/3/1993	Daily News Record	Vol.23,No.229;pg.8A	Break open a sailpack
12/5/1993	The Commercial Appeal	Image; Pg. F 1	Rugged Wear
12/6/1993	Crain's Chicago Business	Storefront; pg. 20	Run of the mills: the trouble with Gurnee
12/9/1993	USA Today	Life; Pg. 14 D	Squeezing hip looks out of kids clothes
12/12/1993	The New York Times	Sect.8,pg.9,col.1	Yacht racing
12/13/1993	Brandweek	Pg. 4	Linking a clothes line to golf
12/14/1993	Daily News Record	Vol.23, No.236,pg. 12	Nautica earnings soar 56 percent in period
12/17/1993	PR Newswire	Financial News	Nautica Enterprises, Inc. offers 1.9 million shares of common stock
12/20/1993	Footwear News	Vol.49,No.51, Pg. 12	Natural instincts
12/22/1993	Daily News Record	Vol.23,No.242,pg.2	Sportswear collection going global for growth
12/24/1993	The Washington Times	Pg. E 11	Special to the Washington Times
12/28/1993	Hartford Courant	Pg. A 5	Watches keep up with fashions of times
12/28/1993	Daily News Record	Vol.23,no.245,pg.8	Final Christmas sales results mixed for men's wear stores
12/29/1993	Daily News Record	Vol.23,No.246,pg.11	State-O-Maine moving New York offices

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1993) and leq (6/30/1993)) (Edit Search | Suggest Terms for My Search)

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USA Classic goes public; On the Money Children's Business January, 1993

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Children's Business

January, 1993

SECTION: Vol. 8 ; No. 1 ; Pg. 20; ISSN: 0884-2280

LENGTH: 498 words

HEADLINE: USA Classic goes public; On the Money

BYLINE: MacIntosh, Jeane

BODY:
The new issues market is booming again, and USA Classic, Inc.--maker of kids' apparel under the **Nautica,** B.U.M. Equipment and Everlast brands--has jumped into the game.

The company hit the market in November, with an initial public offering of 2.7 million shares at $ 13 each. The deal, which came out above the originally estimated price range of $ 10 to $ 12 a share, brought the company $ 35.1 million before expenses, with proceeds slated to go toward debt reduction.

USA Classic holds the license to make Everlast brand boys' wear and **Nautica** and B.U.M. Equipment brand activewear, outerwear and sportswear for boys and girls. In addition, the company has recently acquired the license to make girls' activewear and sportswear under the Danskin Sport label.

New categories for 1993 include girls' and boys' denim products under the B.U.M. license, and activewear for toddlers and young boys under the Everlast brand. Both categories will be introduced for the fall season.

USA Classic turned a profit of $ 1 million, or 40 cents a share, in fiscal 1992, on sales of $ 55 million.

USA Classic also makes apparel for adults under several of its licenses and through private labels.

Everlast, **Nautica** and B.U.M. are the company's three biggest brands, accounting for about 74 percent of total business.

Separately, USA Classic announced it has named Mitchell Shenkman to the post of president. Shenkman joined the company's sales staff in 1983 and was promoted to vice president of sales, in 1990.

In his new position, Shenkman will be responsible for management and growth of USA Classic's eight branded divisions. He reports to Milton Adams, chairman and chief executive officer.

Other promotions include Eddie Miller to group director of B.U.M. Equipment Kids and Phillipe Monet men's outerwear; he previously was a division manager for B.U.M. Peter Tannenbaum was named national sales manager of Phillipe Monet; he was formerly regional sales manager of that unit.

Elsewhere in manufacturing, The Gitano Group, Inc., reported a profit of $ 1.5 million on an operating basis for the third quarter, but after restructuring charges and interest costs the apparel maker had a net loss of

$ 8.9 million.

Gitano's operating profit for the quarter ended September 30 compares with a year-ago operating income of $ 10.1 million. The net loss for the period ended September 30 is after $ 775,000 in operational restructuring costs; $ 3.3 million in debt restructuring costs; and $ 6.5 million in interest. Gitano had a net profit of $ 3.8 million, or 24 cents a share, in the year-ago third quarter.

Interest costs were nearly 31 percent higher this quarter than last. Sales for the quarter grew seven percent, to $ 236.1 million.

For the nine months, Gitano lost $ 97.8 million, after several special items, against year-ago earnings of $ 4.2 million, or 26 cents a share. Sales for the nine months rose 14.9 percent, to $ 680.3 million.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 2321 Men's and boys' shirts ; 2331 Women's & misses' blouses & shirts

IAC-NUMBER: IAC 13464741

IAC-CLASS: Trade & Industry

LOAD-DATE: August 22, 1995

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Detroit Auto Show Opens Saturday With Gizmos and Concept Cars The Associated Press January 8, 1993, Friday, AM cycle

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January 8, 1993, Friday, AM cycle

SECTION: Business News

LENGTH: 551 words

HEADLINE: Detroit Auto Show Opens Saturday With Gizmos and Concept Cars

BYLINE: By JULIA PRODIS, Associated Press Writer

DATELINE: DETROIT

BODY:
It rocks, it rolls, it spews fog, it flashes neon lights. It's ... a Ford Ranger?

"It's just a plain stock '93 Ford Ranger and they did a lot of things to it," model Michelle Moore said at the North American International Auto Show opening Saturday.

The misty-blue Ford "Jukebox," modeled after a California-style low rider, has a chopped-off top, wraparound windshield and hydraulic flatbed that dances to music pounding from a 2400-watt amplifier and eight speakers imbedded in the back.

"It's not a utility vehicle," the model deadpans.

The Jukebox is one of numerous "concept cars" displayed by automakers this week and next to show the possible look of things to come. Whether they ever will hit the streets is always uncertain.

But there's little doubt the vehicles and the interior of the cavernous Cobo Center in downtown Detroit inspire awe.

Inside, spectators are greeted by a race track appearing to float in space, platforms spinning cars in colors never seen before, and leggy models seeming to melt into curvaceous cars.

"I'm getting dizzy," one model said after another platform revolution.

Wander over to the Chrysler Corp. exhibit and see its vision for the future, the Thunderbolt - a daunting gray sports car harkening to Chrysler's 1941 concept car that set the trend for a full fender look. The hardtop coupe has a back-seat sunroof, 270-horsepower engine and a combination entertainment center

and satellite navigation system that helps drivers avoid traffic, potholes and other hazards.

Chevrolet has dubbed its concept car the "Impala SS," a name borrowed from an earlier era for its sporty version of the Caprice with a Corvette engine, a new grille and spoiler.

"People want to know if we actually plan to produce and sell it," Chevy General Manager Jim Perkins said. "That wasn't the idea. All we were trying to do was tweak the interest of the automotive after market, but based on the reaction we're getting, I guess we ought to at least consider its potential."

Porsche unveiled to reporters this week its sexy futuristic car, with styling elements taken from its popular speedster and roadster sports cars. The Porsche "Boxter" has a long front and a short rear overhang, a middle engine and a leg bolster that doubles as a hand brake lever.

Jaunt over to the Lincoln-Mercury display, and find a concept minivan that combines the 1993 Villager body with interior fashioned by **Nautica** sportswear company. The front lights reflect like chrome when viewed with the lights off, but function as traditional headlights when in use.

And while the minivan is geared for function, a nearby $ 239,000 red Lamborghini Diablo is geared for display.

"It's kind of hard to drive up to a 7-Eleven to get a newspaper in a Lamborghini," said Joseph Hannan Jr, Lamborghini's president and chief operating officer. "It's a pleasure car you take out on Sunday afternoon."

At the ASC Inc. exhibit, a blue-green Nissan 300ZX appears with a metal hardtop that retracts into the trunk at the touch of a button. Another ASC design, a roomy Freightliner cab with bunk beds and television, is also on display.

"I think it's a great thing," ASC Chairman and CEO Heinz Prechter said getting out of the Nissan. "But I always think the greatest thing hasn't been invented yet."

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SHOW BRIEFS Automotive News January 11, 1993

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Automotive News

January 11, 1993

SECTION: Pg. 6

LENGTH: 1014 words

HEADLINE: SHOW BRIEFS

BODY:

CAPRICE SPAWNS IMPALA

Chevrolet showed those attending its press conference the 300-horsepower Impala SS, a concept based on the production Caprice LTZ. The Impala carries the LT1 Corvette engine, a four-speed automatic transmission and 17-inch wheels. It was lowered two inches, and has body-colored grille, a rear spoiler and a revised rear-quarter window design. The car, however, is not being displayed at the Chevrolet exhibit.

HIGH-LINE VILLAGER EYED

Lincoln-Mercury Division may add a more upscale model to its Mercury Villager minivan line, similar to what Ford Division has done with the Eddie Bauer edition of the Explorer.

L-M, in collaboration with New York sportswear retailer **Nautica** International Inc., has designed a **Nautica** Villager concept vehicle that could be on the market within a year, said L-M General Manager Lee Miskowski. **Nautica** features an open-panel grille; high-mounted side mirrors that incorporate turn-signal lights; and plush leather interior.

TO EASE THE WAIT

Although the redesigned 1993 Jetta and Golf models have yet to roll into showrooms, Volkswagen United States is looking to the future by showing off its Jetta III GLX V-6, which is due to go on sale next fall as a 1994.

Standard equipment includes anti-lock brakes and dual airbags. All 1994 VWs will have dual airbags.

LEXUS GS 300 DUE MARCH 1

Lexus' new GS300 will help the division top 100,000 sales in 1993, said General Manager J. Davis Illingworth.

Lexus is counting on the new mid-luxury sedan, which goes on sale March 1, for about 25,000 sales annually. It will fill a price void created since the LS400 flagship has climbed from $ 35,000 in 1989 to $ 46,000 today.

The GS300 has the same 220-horsepower, 24-valve 3.0-liter straight six that is used in the SC300 coupe. Prices have not been announced but will likely be in the upper $ 30,000 range.

ISUZU, HONDA DISAGREE

Top officials at American Isuzu Motors Inc. suggest there will be a Honda vehicle in their future, but counterparts at American Honda Motor Co. Inc. say there won't.

John Reilly, American Isuzu chairman, said the details of the marriage between Isuzu and Honda are still being determined and could mean that U.S. Isuzu dealers will get a Honda vehicle -- "maybe a car."

But Koichi Amemiya, president of American Honda, said the agreement does not include a Honda product for U.S. Isuzu dealers.

Honda will provide a version of its Domani subcompact to Isuzu in Japan, and Isuzu will sell its U.S.-built Rodeo sport-utility to Honda in the United States. Reilly also suggested that Honda might even share its planned minivan with Isuzu here.

"I don't think so," Amemiya responded to that idea. "We've not discussed those plans with Isuzu."

CAMARO STARTS AT $ 13,999

Prices for the redesigned Chevrolet Camaro have been set at $ 13,999 for V-6-equipped based car and $ 16,799 for the V-8-equipped Z28 model.

ENTRY-LEVEL PORSCHE

Porsche AG unveiled its Boxster concept car, and early vision of the "entry-level" Porsche, which will be introduced as a 1995 model.

Wendelin Wiedeking, spokesman of the Porsche AG board of management, said Porsche will introduce a new car for 1995-96 priced below the 968, which is currently $ 39,950. He hinted it will be based on the Boxster concept car.

AURORA NOT BADGED OLDS

The all-new G-platform Aurora sedan, scheduled to arrive for the 1994 model year, will not carry Oldsmobile badging on the exterior of the car, said General Manager John Rock.

The only Oldsmobile identification attached to the car will be on the radio, he said. The car with an Oldsmobile badge scored 25 to 32 percent worse than the unbadged car in consumer clinics conducted by the division,. The car will say *Aurora* on the back. The front will have an Aurora badge -- a fancy script "A" inside an oblong circle.

SUBARU'S IMPREZA PLANS

Subaru is depending on its first new subcompact car in eight years to boost sales almost 30 percent for the coming year, said Chuck Worrell, Subaru executive vice president.

The 1993 Impreza sedan and sport wagon will be in dealerships in mid-February, with a two-door model on the way in spring 1994, Worrell said. Subaru wants to sell 50,000 Imprezas in 1993. An aggressive Imprezas ad campaign will begin during the Super Bowl.

HONDA RACES AGAIN IN '94

American Honda Motor Co. will enter PPG Indy Car World Series Racing next year through a new subsidiary in Valencia, Calif.

Honda Performance Development Inc. will build a 2.7-liter V-8 to power the Indy cars.

Earlier this year, Honda Motor Co. Ltd. dropped out of Formula One racing, citing high costs.

CADILLAC FOR CLINTON

Cadillac General Manager John Grettenberger announced that Cadillac will deliver three Fleetwood Brougham presidential limousines in 1993.

One of the specially built vehicles has already been delivered.

The cars feature a special chassis and powertrain designed and built by Cadillac in cooperation with General Motors' advanced engineering staff and Powertrain Division. Cadillac's design studio developed the vehicles' interior and exterior design. Body structure and special armoring systems were also designed by Cadillac engineering.

ASC GOES FISHIN'

ASC Inc. of Southgate, Mich., hoping for additional automaker business, displayed several concepts:

* A Saturn convertible with a folding top that retracts into the rear-seat area, converting the car into a two seater without robbing trunk space.

* A Nissan 300ZX with a folding hard top. A spokesman said the system is nearly ready for production.

* A two-door Cadillac Seville.

HYUNDAI HCD-II BOWS

Hyundai Motor America unveiled its flashy HCD-II prototype sports coupe, saying its 504 dealers can expect a production vehicle priced below $ 15,000 in the 1997 model year.

The front-wheel-drive HCD-II is powered by a 2.0-liter narrow-angle double-overhead-camshaft 16-valve four-cylinder engine. It has a lightweight aluminum alloy block that features ceramic impregnated cylinder bores.

GRAPHIC: Photo 1, What's Caprice need? More power? JIM FRENAK; Photo 2, Dressy Villager **Nautica** eyed. JOE WILSSENS/AUTOMOTIVE NEWS; Photo 3, GS300 aims for younger buyers; Photo 4, Porsche Boxster could pack a four- or six-banger.; Photo 5, Chevrolet unveiled its Highlander concept truck, which is based on the next-generation 1994 S10 extended cab pickup. The concept has an extra sliding door on the driver side for better access to the extended cab.; Photo 6, Dodge showed its restyled 1994 full-sized van, which will be available this spring. It has an aero design from the A-pillar forward.; Photo 7, ASC hopes to woo Saturn management with this ragtop.; Photo 8, Hyundai's Design Studio in California created the three-seat HCD-II.

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State-O-Maine profits jump 32% in the third quarter; Brief Article Daily News Record January 13, 1993

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Daily News Record

January 13, 1993

SECTION: Vol. 23 ; No. 8 ; Pg. 11; ISSN: 0162-2161

LENGTH: 150 words

HEADLINE: State-O-Maine profits jump 32% in the third quarter; Brief Article

BODY:
NEW YORK (FNS) -- State-O-Maine, Inc., reported that increased sales of **Nautica** products helped boost profits 32.1 percent for the third quarter and 35 percent for the nine months ended Nov.30.

Earnings for the quarter jumped to $ 4.2 million, or 55 cents a share, from $ 3.2 million, or 43 cents, a year ago. Year-ago earnings per share have been adjusted to reflect a stock split. Sales grew 14.7 percent, to $ 56.1 million from $ 48.9 million.

For the nine month, profits came to $ 7.3 million, or 95 cents, from $ 5.4 million, or 72 cents. Sales were ahead 22.4 percent, to $ 113.8 million from $ 92.9 million.

In addition to Nautic sportswear, outerwear, activewer and furnishings, State-O-Maine makes men's bathrobes and jogging suits under the Christian Dior label through its Van Baalen divisio.

The company's Bayou Sport division produces activewear and Sportswear.

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

IAC-NUMBER: IAC 13324907

IAC-CLASS: Trade & Industry

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BOCA SHOP ALL IN ONE KIDS STOP Sun-Sentinel (Fort Lauderdale, FL) January 25, 1993, Monday,

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Sun-Sentinel (Fort Lauderdale, FL)

January 25, 1993, Monday, SPORTS FINAL EDITION

SECTION: WEEKLY BUSINESS, Pg. 3

LENGTH: 1044 words

HEADLINE: BOCA SHOP ALL IN ONE KIDS STOP

BYLINE: ROBERTA SANDLER,; Special to the Sun-Sentinel

BODY:
Pam Sacks' 2-year-old daughter Ashley needed a haircut. She also needed a pair of sneakers and underwear.

For the haircut and shoe and clothing purchases, most mothers would drive to three destinations. But Sacks, who lives in Boca Raton, made one stop -- The Children's Collection.

The Children's Collection on Powerline Road at Palms Plaza in Boca Raton is an upscale specialty retailer of brand name children's apparel, accessories and shoes for infants through preteens.

The 10,000-square-foot store, one of five, is trying to distinguish itself for its concept of one-stop shopping.

Never mind the expected racks and rows of accessories and clothes. The store also features a shoe department, a layette department, a gift wrap center, a baby registry, a children's hair salon and a play area with kid-size chairs, a Lego table, toys, and continuous showings of Disney videos.

"Ashley likes to run all over when I take her into a store," Sacks said. "At the Children's Collection, the videos keep her busy, and I can actually feel relaxed when I shop there. I also like the salespeople there."

The Boca Raton store, which opened in late July 1992, is the fifth in a private chain that was founded in 1981 in Houston by a woman named Gay Roan, who was tired of the inconvenience of running all over town to provide her three children, ages 7-12, with shoes, haircuts and wardrobe.

What Roan was seeing were 1,000-square-foot, mom-and-pop units that could not provide an assortment. She envisioned a store where every component of children's clothing would become part of one-stop shopping.

Roan had no retail background, but she had a good idea and the capital to support it. She bought space that had formerly been used as a shoe store, and gradually bought up available space surrounding it until the original 4,000 square feet had mushroomed into 10,000 square feet.

Roan hired the buyer for children's clothing at Foleys, a Houston department store. She hired Sherrie Rino, a former children's buyer for Joske's. As merchandise manager, Rino developed a departmental system for The Children's Collection.

She tracked sales by department, did the merchandise planning by department and set up the store similar

to a department store. The store represents upscale vendors like IYA, Polo, **Nautica,** J.G. Hook, Adrienne Vittadini, MEXX and Cole Haan.

In 1986, the 9,500-square-foot Dallas branch opened in the affluent Highland Park area, followed by a third store in Tulsa, across from Saks, whose children's department competed with The Children's Collection.

It is the only one of the stores that deviated from the prototype because, at 6,500 square feet, it lacked space for a hair salon. The stores generate 4 percent of their revenue from the hair salons, with the stylists averaging six to 15 haircuts a day. The Tulsa store will eventually expand. The Scottsdale store opened in March of 1992.

Roan remains on the board of directors of The Children's Collection, but she no longer is involved in the daily operations of the company. That is the task of Michael Lindblad, formerly with the May Company, and who, for the past two years, has been chairman and chief executive of The Children's Collection.

"Dallas is coming back from a slump and is growing rapidly," he said. "It's presently the site of our fastest growing store, but I hope Boca Raton will be our biggest store."

"Right now, we're running in the range of $ 250, $ 400 a foot, which is highly productive in terms of retail space. We're projecting that in 1993 the company will do $ 12 million net in the five stores."

Lindblad looked at Miami as a market for The Children's Collection. In evaluating an appropriate site in Florida, he studied a set of demographics including household income, number of children, and number of children in school in Tampa, West Palm, Fort Lauderdale and Boca Raton.

"We found that one of the biggest retail sales bases, not only in Florida but in the country, is right between Miami and West Palm," he said.

"Boca Raton was the best suited of any of the markets. I was amazed at the number of children within a five-mile radius of the Boca Raton store."

As a retailer with roots in the south, The Children's Collection aims for southern markets in its expansion because the company knows what it needs in each store. In northern markets, it would need a greater seasonal assortment.

The company looks for expansion sites in upscale centers that provide easy customer access. It won't build near power discounters such as an Office Depot or a PharMor.

"I could see another two stores in Florida, but we really want to be exclusive in the markets we're in," Lindblad said. "We're looking at Atlanta. We're seriously looking at Washington, D.C., close to Tyson's Corner. Our current plans call for us to open two stores a year for the next five years."

Several customers return to The Children's Collection because they build a rapport with the sales staff, said Julia Beren-Sosnick, a former Neiman Marcus manager, and now manager of The Children's Collection's Boca Raton store. "We want to be known for our employee-customer relationship," she said.

The store is best known for its large, but pricey inventory, an inventory that can literally dress from head to toe, any newborn to preteen, or a boy up to size 20, whether it's a $ 200 party dress, a $ 25 tie, or a size 0 to size 3 pair of $ 25 white cowboy boots.

Lindblad admits that his biggest problem is getting the consumer into the store. "Even though we advertise, the consumer sees us as just a small retailer until he comes through the door."

On a noon weekday, the Boca Raton store was nearly empty. One resident said the store is too expensive for her. Another mother said the store's hours -- from 10 a.m. to 6 p.m. Monday through Saturday and noon to 5 p.m. Sunday -- are difficult for working parents.

Still, Lindblad is optimistic. "I see us as the FAO Schwarz of children's stores," Lindblad said. "Our store is for kids whose parents want them to dress the way the parents do. In each major metropolitan market, there's a pocket of consumers who are looking for this type of apparel."

GRAPHIC: PHOTOS (2), Jordan Bargas, 3, of Boca Raton gets a trim from Deb Gallagher.; Ilene Katzman attends to Whitney Bohner, 14 months, and her mother, Jan Bohner.(Staff photos/JIM VIRGA)

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Stores book, not look at Dallas men's show; Men's, Boys' and Western Apparel Market Daily News Record January 27, 1993

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Daily News Record

January 27, 1993

SECTION: Vol. 23 ; No. 17 ; Pg. 3; ISSN: 0162-2161

LENGTH: 787 words

HEADLINE: Stores book, not look at Dallas men's show; Men's, Boys' and Western Apparel Market

BYLINE: Vargo, Julie

BODY:
DALLAS -- Blame or credit the economy. Or a bustling holiday business. Whatever the reason, retailers attending the Men's, Boys' and Western Apparel Market in Dallas came not to look but to book.

The show ended its four-day run Tuesday.

Traditionally, the January men's and boys' market focuses on tailored clothing and outer-wear. While major department stores such as Dillard's spent most of the week working fall suit selections, specialty retailers low on goods were scooping up at-once merchandise and booking hot sportswear lines for fall. Others had bought light for spring, forcing them to scour this market for warm-weather wear.

Most manufacturers reported increased sales over last year, despite the fact that attendance at the four-day market remained in step with last year's figures, according to Cindy Morris, executive vice-president of marketing for the Dallas Market Center. Morris estimates approximately 2,750 buyers representing 1,500 stores from across the nation shopped the showrooms.

The Dallas men's wear show also coincided with the Women's and Children's Apparel Market as well as the Dallas Jewelry and Accessories Market. "This is the first time we've combined the men's and women's markets in January," said Morris. "We have a lot of retailers consolidating their buying trips and shopping both markets."

While the consolidated markets drew rave reviews from retailers, the Dallas Market Center has no plans to combine future markets other than the traditional Mega Markets in March and October. "We are always looking at the market dates and various ways to better serve our reps and retailers," said Morris. "We will keep reviewing this."

Joseph and Paul Calapa, the father-and-son team behind J&O Menswear in Brownsville, Texas, were buying at-once merchandise for their specialty store. "We don't buy in advance anymore," said Joseph Calapa. "It's too dangerous in this economy. Instead, we like to come in closer to the season and find the best buys we can."

Randy Clark, buyer for Stadium Sportswear in Tulsa, Okla., also devoted his hefty open-to-buy for at-once fill-ins. Casual trend sportswear from Pepe, Ivy Brown and International News tweaked his interest.

"The economy has us buying closer to the season," he said. "We went as thin as possible for spring and that left holes I'm now here to fill. I'll be back later for fall."

For spring fill-ins, retailers stocked up on basics -- denim, khaki trousers, knit shirts. Spring's stripe hype remained hot. Ditto deep colors -- especially basic blues. While some shopped for spring fill-ins, others came prepared to preview and purchase fall.

Bryan Martin, owner of Martin's, Inc., in Warren, Ark., told DNR, "We are making major buys with those lines that require an upfront commitment early like Tommy Hilfiger and **Nautica.**" Martin doubled his commitment to Tommy Hilfiger for fall '93. "That line is phenomenal and it sells," he said. "The look and colors are exciting and the price is good."

Hot items for fall '93 include jog suits, fashion fleece, rugged outerwear, rugby shirts and lightweight sweaters. Denim continues as a must-have on most retailer shopping lists.

While the stalled economy has provided few reasons to celebrate, it did offer a pleasant surprise this market for some retailers' wallets. "It seems like lines are backing down off their prices some," said Kevin Eltife, owner of Walker & Co., a traditional men's sportswear store in Tyler, Texas. Eltife noticed the lower price points while shopping the market for fall goods.

The Western wear industry was equally active. After brisk business at Denver's recent market, many Western manufacturers saw increased action in Dallas as well.

In the Territory, the Dallas International Menswear Mart's fifth floor area devoted entirely to Western merchandise, retailers were snapping up outerwear, boots, brightly tinted shirts and plenty of denim to satisfy the continued demand for cowboy chic.

Steve Hamlin of Chambers Co. noted a trickle-down effect from Denver to Dallas. "It was so busy in Denver. A lot of retailers previewed there, then put their open-to-buy together and dropped paper in Dallas. I've never seen so many people feel so good about the economy and so excited about Western wear."

Mike Cavender of Texas-based Cavender's Boot City was scouting the market for new boot lines and booking fall outerwear and clothing for the chain's 30 stores. Unlike many big Western wear retailers, Cavender missed the Denver show.

"It's more economical for us to come to Dallas since we live around here," he said. "We couldn't have made it anyhow -- we had to inventory 30 stores last week."

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

IAC-NUMBER: IAC 13373484

IAC-CLASS: Trade & Industry

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Who's who in retail: department stores. Children's Business February, 1993

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February, 1993

SECTION: Vol. 8 ; No. 2 ; Pg. 38; ISSN: 0884-2280

LENGTH: 1692 words

HEADLINE: Who's who in retail: department stores.

BODY:
Children's Business gives you the lowdown on who belongs to whom among the top 10 department store companies.

J.C.PENNEY W.R. Howell, Chairman and CEO Jim Oesterreicher, President and COO Henry Scott, President, children's div. (retiring in mid-1993) Sales, 1991: $ 16.2 B Number of stores: 1,300

The largest children's wear retailer in the country, J.C. Penney struggled during 1991 but picked up steam last year as the company, in general, and the children's division, in particular, emphasized competitive prices, while continuing to upgrade the stores' fixturing and appearance. Comparable store sales grew around 10 percent in 1992 compared to the year before, according to the company. Penney's children's wear division carries most of the leading national brands, as well as private label, and is often among the first to capitalize on popular licensed characters. Successful promotions, for example, have been based on the popular TV show, "Beverly Hills 90210," and, especially last year, on the 6-foot, purple, preschool mesmerist, Barney the dinosaur, which appears on PBS.

DAYTON HUDSON Kenneth A. Macke, Chairman Stephen E. Watson, Sales, 1991: $ 16.1 B Number of stores: 835

Department store divisions: Mervyn's Mary Kwan, to merchandising, children's

Department Stores (Marshall Fields, Daytons, Hudsons) Allan Dittrich, GMM, children's

Dayton Hudson Corp. addresses all segments of the children's wear market. Both Target, the company's discount department store chain, and Mervyn's, its moderately-priced department store chain, are estimated to be among the top half-dozen children's wear retailers in the U.S. The department store division has also had its share of success in children's wear in recent years. The Dayton Hudson group of department stores, for instance, was among the first to carry a significant amount of product based on the PBS show Thomas the Tank Engine and Friends, one of the most popular preschool licensed properties. In August, the company announced a merchandising reorganization in several of Mervyn's apparel departments, but not in children's wear, as it has been among Mervyn's best-perfomijng depaments for a number of years.

THE MAY DEPARTMENT STORES COMPANY David C. Farrell, Chairman and CEO Thomas A. Hays, Sales, 1991: $ 10.4 B Number of stores: 320

Department store divisions: Lord & Taylor Gary Kellman, senior vp, GMM, children's

Hecht's Harold Brooks, DMM, children's

Foley's Dan Payne, DMM, children's

Robinsons-May Fiona McDonald-Bullen, DMM, children's

Famous-Barr Gwen Cotter, vp, DMM, children's

Kauftnann's Pam Einhauser, vp, DMM, children's

Filene's Drew Pickman, vp, GMM, children's

May D&F Sher Meagher, DMM, children's

Meier & Frank Joanne Anderson, DMM, children's

The May Company remains among the most successful department store companies, with comparable-store sales growing consistently throughout the Recession. At one time, a number of its stores, such as Lord & Taylor, sold mainly high - end apparel, but today most sell moderate - to - better branded children's wear. During 1992, the company consolidated a number of divisions. The two Los Angeles divisions became Robinson-May, with the buying being taken over by the May Company staff. May Company, Ohio, was merged into Kaufmann's, Pittsburgh, and G. Fox, Hartford, was merged into Filene's Boston.

FEDERATED DEPARTMENT STORES

Allen 1. Questrom, Chairman and CEO James M. Zimmerman, President and COO Sales, 1991: $ 6.9B
Number of stores: 220

Department store divisions: Abraham & Straus/Jordan Marsh Kevin Monissey, senior vp, GMM, children's

Bloomingdale's Stuart Glasser, exec vp, GMM, children's

The Bon Marche Kevin Fredenckson, DMM, children's

Burdines Len Cohen, vp, MM, children's

Lazarus Nancy Pierce, divisional vp, children's

Rich's/Goldsmith's Herhert Blondheim, vp, DMM, children's

Stern's Edward Schletcher, GMM, children's

Federated is often considered a model of how to leave Chapter 11 bankruptcy protection. Since coming out of bankruptcy in February of last year, the company has produced solid comparable-store sales gains and growing earnings. In 1991 the company sold slightly over $ 300 million in children's wear, a figure it expects to have exceeded for 1992. National brands reportedly account for more than 80 percent of the company's children's wear sales.

R.H. MACY Myron Ullman, Co-Chairman, CO-CEO Mark Handler, Co-chairman, CO-CEO Mark Shapiro, senior vp merchandisng, children's

Macy's Northeast Julian Geiger, president, young divisions.

Macy's West/Bullochs & I. Magnin Sheila Arnold, president merchandising, children's

Sales, 1991: $ 6.4 B Number of stores: 240

Macy's, which entered Chapter 11 bankruptcy protection last year, has some of the largest children's wear departments in the country. Children's wear takes up nearly half of the fifth floor in its 2 million-square-foot New York flagship store. The company is also known for the high share of private label in its children's wear collection, although the sheer size of the departments allow it to stock a generous selection of national brands. Going forward, the company plans to bring in more moderate sportswear, maintain a more reliable stock of basic merchandise, and move out dead merchandise more quickly by shipping it to its Macy's Close-out stores.

DILLARD DEPARTMENT STORES William Dillard, Chairman and CEO William Dillard, 2nd, President and COO Sales, 1991: $ 4B Number of stores: 198

Department store divisions: Phoenix, AZ Phyllis Naujokaitis, DMM, children's Forth Worth,TX

Paul Reed, DMM, children's

Cleveland, OH Jim Byrnes, DMM, children's

San Antonio, TX Karen Anderson, DMM, children's

St. Louis, MO Bert Verdigets, DMM, children's

Florida Jay Rosenzweig, DMM, children's

Dillard joins The May Company in the select club of successful department store companies, even as the company attempts to wean its customers off regular sales and accept every-day pricing, a goal of many department stores recently. The company has put extra emphasis on national brands in the past two years, including such major children's wear brands as Levi's, **Nautica** and Polo Ralph Lauren.

BELK STORE SERVICES John M. Belk, Chairman & CEO Thomas M. Belk, President Robert N Wildrick, Executive Vice- President McKay Belk, Senior Vice-President

Jay Ferguson, Vice-President, GMM Men's, Boy's, Infants' and Toddlers Ted Kluttz, DMM, Boys, Infants Zena Kelly, DMM, Girls Sales, 1991: $ 4B (est.) Department store divisions:

Belk Triad Group Greensboro, NC Judy Lemmons, DMM, girls, children's Keith Hutchens, DMM, boys'

Belk-Beery Wilmington, NC Steve Pickard, DMM, children's

Belk Fayettevine (NC) Group Jeff Ashman, DMM, children's

Belk Hudson Spartanburg, SC Melind,a Lawter, DMM, children's

Hudson-Belk Raleigh, NC Henry Bunn DMM, children's

Belk Adanta, Norcross GA Leigh Kitchens, DMM, children's

Belk Simpson Greenville, SC Roger Brown, DMM, children's

Matthews Belk, Gastonia, NC Beverly Rainey, DMM, children's

Belk Matthews Macon GA John Woodford, DMM, children's

Belk Anderson Group Anderson, SC Teresa Lance, DMM, children's

Belk Hudson, Huntsville, Al Neena Drake, DMM, children's

Belk Tyler Group, Rocky Mount NC Al Hunter, GMM, children's

Belk Brothers Charlotte, NC Joe Forhidussi, DMM, children's

Belk Florence SC Group Raymond Church, DMM, children's

Belk Lindsey Orlando, FL Tildon Bnttle, DMM, children's

Belk Yates Asheboro NC Kim Davis, DMM, children's

The largest family-owned deparment store company, Belk Stores Services sells moderate to better children's wear, including nationally advertised brands, as well as a significant amount of private label. Most of the buying is done through its two corporate offices in Charlotte and New York. Though figures are closely held, sales reportedly grew significantly during the past year.

MERCANTILE STORES COMPANY David Nichols, Chairman and CEO Sales, 1991: $ 2.4B Number of stores: 99

Department store divisions: Gayfers (Mobile, Al)/Maison Blanche (Baton Rouge, IA) Charles Harrison, DMM, children's

Gayfers (Montgomery, AL)/J.B. White (Augusta, GA) Mike Tribby, DMM, children's

The Jones Store (Kansas City, MO) Steve Turner, DMM, children's

McAlpin's (Cincinnati, OH) Stanley Cox, DMM, children's

Castner Knott (Nashville, TN) Dana Katterjohn, DMM, children's

Bacons (Louisville, KY)/roots (Terre Haute, IN)/Lion, (Toledo, OH)/McAlpin's (Lexington, KY) Randy Puryear, DMM, children's

Joslins (Englewood, CO)/Hennessys (Billings, MT)/de Lendrecies (Fargo, ND)/Glass Block (Duluth, MN) Norma Leising, DMM, children's

Mercantile sells moderate to upper-moderate children's wear, which consists largely of nationally advertised brands. After a disappointing 1991, the company has improved results by consolidating buying operations, moving the buying office from New York to Cincinnati, and building on the strengths of Maison Blanch, which it acquired in 1991.

CARTER HAWLEY HALE Phillip Hawley, Chairman President (open) Diane Hillman, vp children's Sales, 1991: $ 2.1 B Number of stores: 87

Carter Hawley Hale struggled through a difficult year in 1992, partly due to the slow California economy, where it derives almost 90 percent of its sales. Nonetheless the company managed to emerge from Chapter 11 bankruptcy protection on October 8 of last year, and posted comparable-store sales increases during both November and December. The company sells moderate to better children's wear, including national brands as well as private label.

NEIMAN-MARCUS Richard Smith, Chairman Robert Tarr, President and CEO

Leslie LePore, vp, DMM, children's Sales, 1991: $ 1.8B Number of stores: 27

Neiman Marcus' sells upper-moderate to better children's wear, including a large selection of the top national brands. According to Leslie Le Pore, vice president and DMM of the children's division, children's wear has performed well throughout the Recession, and it saw strong gains during the recent back-to-school and holiday seasons. A great deal of the children's wear is purchased as gifts.

GRAPHIC: Graph

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IAC-CLASS: Trade & Industry

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'96 Olympic format gets a tryout St. Petersburg Times (Florida) February 5, 1993, Friday, City Edition

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LENGTH: 589 words

HEADLINE: '96 Olympic format gets a tryout

BYLINE: AMY E. SMITH

BODY:

This weekend finds most of the U.S. Olympic sailing team - plus dozens of Olympic hopefuls - trying out the new Games format. The partly rebuilt U.S. Sailing Center in Coconut Grove will host the Olympic Classes Regatta through Sunday.

While the 1996 summer games will be in Atlanta, the geography there dictates that the yachting events be held 256 miles away in Savannah. The traditional forms of Olympic competition have been overturned. New courses, new scoring, and several different classes are among the changes that will be seen in Savannah.

Mistral windsurfers will replace the Lechner boards used in past years. This change will ideally allow for more competition, as the Mistral board is less expensive and far more widely used than the Lechner, especially in the United States.

Another very popular sailboat model, the single-handed Laser dinghy, also will be seen at the '96 Games. Again, the Olympic Steering Committee chose the Laser for its relative inexpensiveness and wide popularity.

The addition of these two sailboats could mean that local sailors have a good chance to represent the United States and make use of the home-court advantage in Savannah.

Sarasota's Jayne Fenner, U.S. Boardsailor of the Year, may find it easier to finance a campaign. Last summer, after ranking No. 1 on the U.S. Sailing Team, she missed her berth in Barcelona by one place. Funding woes also chased Courtenay Becker, the 1990 Rolex Yachtswoman of the Year and Eckerd College alumna who placed second at the Olympic Trials in the Europe Dinghy class. Organizers of this weekend's event expect both Fenner and Becker to compete.

Last week, the Olympic Committee named Mark Reynolds (San Diego), Hal Haenel (Los Angeles), and Julia Trotman (Cold Spring Harbor, N.Y.) as the 1992 U.S. Olympic Committee Athletes of the Year for Yachting. Reynolds and Haenel won for their medal-winning performance at the '92 (gold) and '88 (silver) Olympic Games. Trotman made her Olympic debut in '92 and brought home bronze in the Europe Dinghy class.

Other Olympic news involves Bill Koch, skipper of America 3, the 1992 America's Cup winner. Koch announced that the America 3 Foundation has agreed to support U.S. Sailing through hiring and training coaches, providing transportation and equipment for the team, aiding in fund-raising, and making available for the Olympic effort the technology that helped Koch win the America's Cup.

Other regattas: On the local sailing scene this weekend, the Sonar Midwinter Regatta is set to start off The Pier in St. Petersburg today. Sailors from across the United States, including the designer of the 23-foot-long keelboats, Bruce Kirby, will compete.

Next weekend marks the beginning of the Suncoast Woman Skipper of the Year series of regattas around Tampa Bay. The Davis Island Yacht Club race will start Saturday, Feb. 13. Any interested women are invited to participate; call 254-9968 in Tampa.

Youth championships: Young sailors are invited to apply for spots in the **Nautica/**U.S. Sailing Youth Championships to be held this June in Jacksonville. Sailors must be under age 18, and will be selected to compete by application. Applications are due on April 1 and are available through U.S. Sailing, the governing body of the sport (call 401-849-5200).

The event is a qualifier for the International Yacht Racing Union Nautical World Youth Sailing Championship on Lake Garda in Italy in July.

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Ford exec ties sales to economy Morning Journal-Lorain February 20, 1993

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February 20, 1993

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LENGTH: 852 words

HEADLINE: Ford exec ties sales to economy

BYLINE: Glenn Gamboa

DATELINE: Cleveland; OH; US

BODY:
CLEVELAND--Although Ford Thunderbird sales are skyrocketing and Lorain workers have seven weeks of overtime coming up, a Ford executive said yesterday this year's sales depend on public perception of President Clinton's new economic plan.

Robert Rewey, Ford's vice president for North American sales, said the nation's economic recovery remains "very fragile" and is based on consumers' beliefs that the economy will continue to get better.

"As long as people are reading into that overall message that the programs are either going to be neutral against their expectations or enhance their expectations, then our optimism about sales is still there," Rewey said. "But there's so many different polls you can read on how people feel that I just don't know yet."

However, Rewey's news for Lorain County Ford workers was nothing but positive.

Sales of the repackaged Ford Thunderbird and Mercury Cougar have jumped 251 percent and 175 percent respectively since they were released in October, compared to the same period a year earlier, Rewey said.

Speaking at the opening ceremonies of the Greater Cleveland Auto Show at the I-X Center in Cleveland, Rewey said the company has taken a wait-and-see attitude before deciding to increase the assembly line speed at the Lorain Assembly Plant. However, he said he expects high demand of the Thunderbird to continue throughout the year, resulting in overtime extending to the next quarter.

"We're just taking things one step at a time," Rewey said, adding that last year at this time, the plant was still in the midst of a string of layoffs. "Compared to last year at this time, I think shifts will continue to work the maximum amount of overtime on the successful Mercury Villager minivan line or the forseeable future.

He also confirmed the **Nautica** Villager minivan, a marketing venture with the upscale clothing company **Nautica,** will begin production at the plant in about six months.

"Even with the Ohio Assembly Plant operating at minimum overtime, we can't provide Lincoln-Mercury

dealers with the Villager inventory levels they'd like to have," he said.

INJURED WORKER FILES $ 20 MILLION LAWSUIT

ELYRIA--A Ford worker sued the automaker for $ 20 million yesterday, claiming he was injured when the accelerator stuck on a van being safety-tested in a manner a federal agency had already outlawed as hazardous.

Donald Eicher of Vermilion claims he was injured during a "spike test"--when another employee tested the brakes and seat belt locking mechanism of a new Econoline van by hitting the accelerator and then slamming on the brakes, the lawsuit said.

A van went out of control when the accelerator stuck and hit the van in which Eicher was working, causing him serious injury, according to the suit.

The attorney representing Eicher and his wife, Elizabeth, filed the suit against Ford and three Ford supervisory employees, Russell Mayer, Dick Adams and Gary Townsend.

The suit alleges Ford knew a hazardous condition existed because of previous complaints from employees as well as citations from the U.S. Occupational Safety and Health Administration (OSHA). but the suit said Ford continued to require employees "to work in the area without any safety precautions" taken to prevent injury.

Eicher's attorney, W. Patrick Murray of Sandusky, said Eicher sustained serious back injuries while he worked under the dashboard of an Econoline van on Dec. 2 in an area immediately in front of where other vans were being "spike tested."

According to the lawsuit, union safety officials had complained to Ford supervisory employees about the danger of having people work in the same area where spike tests where being performed because "on previous occasions the accelerator of Econoline vans had stuck, causing them to careen out of control, striking the rear of vehicles on which employees such as (Eicher) were working."

Murray said he has filed a similar lawsuit on behalf of another Ford employee injured during spike tests, Paul Trippett, who sustained a herniated disc.

"After three people were hurt (Ford) finally suspended this operation," said Murray. "It was a terribly, terribly dangerous operation."

A spokesman at the United Auto Workers union hall yesterday said Ford moved the spike test area after the accident that injured Eicher. The spokesman said Eicher's case was one of the negotiating points of the health and safety issues in recent contract negotiations.

OSHA cited Ford last spring for spike testing, and Jerry Gillooly, an assistant area director for OSHA, confirmed that several workers had been struck by vans during spike tests.

OSHA cited Ford on April 1 for exposing employees to "recognized hazards that were causing or likely to cause death or serious physical harm to employees."

Ford appealed the spike test citation from OSHA but agreed to pay the $ 25,000 fine in November to settle the spike test citation and one for slippery floor conditions.

A May 13 citation was issued by OSHA for spike testing procedures, said the lawsuit.

The case was assigned to the docket of Judge Kosma J. Glavas.

GRAPHIC: Photo

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Keeping in Shape The New York Times February 21, 1993, Sunday, Late Edition - Final

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SECTION: Section 6; Part 2; Page 42; Column 1; Fashions of The Times Magazine

LENGTH: 1408 words

HEADLINE: Keeping in Shape

BYLINE: By Molly O'Neill; Molly O'Neill, as penance for her day job as food reporter for The New York Times, makes daily pilgrimages to spas, dance studios and gyms.

BODY:
Unlike most fashion, which seems to march from east to west, athletic style moves from west to east. The beaches of Santa Monica and the sidewalks of Beverly Hills are to workout gear what the runways of Paris are to haute couture. In the past decade, the sunny clime and the quest for status via fitness have coalesced to make Southern California and the Western mountain and desert spots the places where gym clothes crossed the line and became all-purpose casual wear.

During that time, the lean, mean contours of aerobic gear inspired the ubiquitous tights-and-long-jacket look. Today, the billowing and baggy style that began to appear last year on the mats at the Jackson Sousa Training Facility in Santa Monica and nearby at Muscle Beach has an eerie resonance with shapes in the current spring clothes collections.

Already this softer jock look is moving to the hiking trails around Tucson's Canyon Ranch spa, the main street of Telluride, Colo., and on toward New York. Last fall, the Manhattan Plaza Health Club changed its employee uniform from tights and polo shirts to cotton sweat pants cut as wide as long boxer shorts, as wide as the trousers Calvin Klein is showing for spring.

Call it synchronicity. Or call it smart marketing. Athletic apparel, like the perfect sneaker, needs an image that fits as well as the toe and heel.

The shape of today's gym clothes is a Baedeker to life-style changes beyond the gym: the move from a pumped-up way of life to one of leisure pursuits. A well-developed anatomy remains a basic fashion accessory, but the form of one's dreams is becoming less bulky and more lithe and supple. At the Molly Fox Fitness Club in Manhattan, the Sports Connection in Los Angeles and at tony spas across the country, the craze for muscle-isolating machines is dwindling, and free weights and medicine balls are making a comeback. So are big, baggy gym socks and the basic Champion sweatshirt.

Bye-bye, Jane Fonda. Hello, Hardy Boys. Fitness has marched from diligent drills into an era of endless summer camp, with shadow boxing, beach volleyball, rafting, hiking, hoops, dumbbells and the occasional calisthenics class. The isolated workout, performed solely to achieve form, and the clothes designed to firmly contain and showcase that form, have given way to social athletics -- and fashions -- in which function determines form.

"We've moved away from the Jane Fonda burn -- obsessing with individual muscles -- to softer exercise," said Bonnie August, a designer and the president of Bonnie August Bodywear in Manhattan. "Body

sculpting, low-impact aerobics and sports are back." The popularity of "boxercise," she said, made her turn to traditional boxing shorts and shirts for inspiration in her recent designs. Other athletic-wear designers cite the return to outdoor sports such as hiking, volleyball and kayaking as the impetus behind the trend toward more versatility in workout clothes.

Loose Polo, Gap and **Nautica** layered T-shirts and basic gray Champion T-shirts signal the confidently fit today. The tyranny of the aerobic era's girdling Lycra tights, unforgiving halter tops and thongs has been eclipsed by pliant waistbands and sweat pants as generous as a sultan's. You can exhale now.

Of course the clothes changed. The Great Loosening is one of attitude as well as of wardrobe. There had to be a way to show that you're not just another driven Type-A who works out because good health is good business. Quality of life is the message. Playful is the image.

But like the hats of proper Brahmin ladies, today's athletic gear doesn't look like the sort of clothes people *buy*, they're clothes people *have*. (But looks are deceiving. According to the Council of Fashion Designers of America, athletic apparel is one of the fastest-growing areas in the garment industry.)

THE GREAT LOOSENING IS also a reaction against the separation of private and public lives. Increasingly, the clothes you play in are the clothes you stay in, to travel, to shop, to dine, even to work. And who can stand a thong for that long? The designer Tommy Hilfiger, for instance, calls his baggy khaki shorts "public shorts." "People wear them to play tennis, go to the gym, hike in or go to the grocery store," he said.

Consider the "cross-training" shoe. "People were burned out on aerobics, bored with working isolated muscles," said Jackson Sousa, owner of the eponymous spa. "So here is an emblem of mixing up the workout, allowing some spontaneity and adaptability."

He couldn't explain the other change that took place several years ago when cross-training shoes got big: People suddenly started putting a pair of baggy, boxer-style shorts over skin-hugging spandex tights and bicycle shorts.

Perhaps they were simply trying on a new modesty for size. More likely the layering brought a touch of outdoor chic into the gym. Layering loose cotton fleece garments over those made of nonabsorbent polypropylene is now the style of choice for climbing, hiking and skiing.

At Canyon Ranch, Phyllis Hochman, who created the spa's hiking program, has watched outdoor trappings drift indoors over the past 13 years. "In 1979, the look was still 'Flash Dance' -- footed tights, leg warmers and cut-up T-shirts. Gradually, the tights got tighter, shinier and shorter; they took off the leg warmers and dispensed with the T-shirts."

As the aerobics era crested, its costumes were whittled down along with the physiques of its devotees, she went on. By 1989, tights were pedal-pusher length; midriff-covering leotards had been lost to halters and high-cut thongs. The fabric of choice was spandex; the operative colors, neon pink, purple, orange and blue. But then the confines of the gym began to open to the great outdoors, and the cut, fabric and color of workout clothes changed dramatically.

By the turn of the decade, said Mrs. Hochman, the cognoscenti were shrugging off the prescriptive workout in favor of a more holistic approach. Paralleling the eco-chic in "natural" foods, fibers and cosmetics, the return to nature in exercise has fostered subdued earth tones -- brown, burgundy, rust, teal and navy -- in workout wear. Except on the ski slope, neon hues separate the wearer from the good earth below his or her feet. What was appropriate for a dance class came off as declasse on the hiking trail.

Outdoor-clothing companies such as Timberland and Patagonia seem to have led the parade back to colors and shapes that become one with the landscape. But even just-do-it Nike is toning down its palette.

The treadmill and Stairmaster haven't been totally abandoned, but they've been supplemented with hiking. State-of-the-art workout centers are adding stretching and yoga classes to the standard aerobics routines.

And while there are still vigorous lap swimmers, increasingly people are taking off the goggles and joining nonimpact water movement classes.

The curiosity to experiment and vary a workout bespeaks a certain confidence. Breaking with a rote regime requires the individual to be confident in her ability to discipline herself without a drill sergeant.

The operative word in body fashion today is "toned," and the inescapable truth is that toning comes from an active life. A crash course in aerobics and lifting can lay the groundwork, but truly sustained tone reflects a style of living, not an hour at the gym. When a woman is confident in her ability to maintain a well-toned body, she becomes more supple and agile, both physically and psychologically. Fitness is now a fact of life, just as it always has been with professional athletes.

Sitting down to lunch last month at Canyon Ranch, Jim Lefebrve, the manager of the Chicago Cubs, looked circa-1950 in his gray crewneck sweatshirt and matching drawstring pants. At the Doral Telluride Resort and Spa, Geoff Stump, the former North American freestyle ski champion, looked equally unassuming, plying the cross-country trails in the kind of flannel-lined warm-up windbreaker that lay people tend to travel and hang out in.

Neither athlete needed a garment that coated his well-developed contours like a second skin. Rather, athletic ability and a lifetime of physical training resonated beneath the soft and unassuming lines of their ensembles. The body made the clothes; the clothes didn't make the body. The athletes were suited for any game, any physical challenge -- and any fun -- that came their way.

GRAPHIC: Photos: New exercise regimes emphasize curves and a long, supple shape; Fading are the muscle-defining workouts and with them the era's unforgiving spandex outfits.; 1910: Modesty was preserved though movement was curtailed by early sportswear. Shape was a function of corsets.; 1920's: The swimming vogue bared thighs -- and the thighs consequently bore toning.; 1940's: Marilyn Monroe's curvy shape was sportily draped.; 1980's: Sculpted, isolated muscles were girdled and contained by spandex in the age of aerobics.; 1990's: Natural fibers and soft workout garb in subdued earth tones follows a revival of "natural exercise" that includes hiking, kayaking and yoga classes. (PHOTOGRAPHS JACQUES-HENRI LARTIGUE; FPG INTERNATIONAL; KOBAL COLLECTION/SUPERSTOCK; TOM ROSENTHAL/SUPERSTOCK; JOSE PICAYO.)

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EASING INTO SPRING St. Louis Post-Dispatch (Missouri) February 25, 1993, THURSDAY, FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

February 25, 1993, THURSDAY, FIVE STAR Edition

SECTION: STYLE WEST; Pg. 1

LENGTH: 1704 words

HEADLINE: EASING INTO SPRING

BYLINE: Lucyann Boston

BODY:
OUT THERE ON the road in his jogging shorts and T-shirts, President Bill Clinton may think he's working off the extra pounds he put on campaigning.

But men's fashion experts see him as a trend setter. Just the fact that he's been photographed so often in about the most informal clothes a guy can wear marks him as a man who operates easily in a casual mode. His penchant for sweats, light colors, easy-fitting suits and patterned rather than striped ties will signal "a widening of the American male's options," according to Tom Julian, fashion director of the Men's Fashion Association of America.

Julian sees the somber pinstripe suits and sober ties of former President George Bush and the male members of his administration "retreating before a tide of lighter colors, softened silhouettes and maybe even some vivid patterns and bold stripes."

This first post World War II generation to assume the presidency is not necessarily young, Julian pointed out at the recent Men's Fashion Association of America Spring and Summer Press Preview in Los Angeles. Many of the baby boomers will soon be turning 50. Comfort in the form of looser fits and relaxed silhouettes will be one of the keys to getting them to "unlock their fashion dollars," he said.

Sales gains in menswear are already the highest percentage-wise of any category in the American apparel industry. To break free even more dollars, designers, manufacturers and retailers are striving to offer men clothing they will find hard to pass up both in terms of price and styling.

There is a concentrated effort to make the price of a garment "believable when a consumer first looks at a ticket, not after it's put on sale," according to a spokesman for Dillard's.

High-end designers such as Alan Flusser and Nick Hilton are bringing out lower-priced lines.

Major tailored clothing manufacturers, such as Pincus Bros.-Maxwell, which markets suits, sport coats and trousers under a variety of labels, are offering greater depth and variety at their least expensive price points. For PBM that's around $ 295 to $ 350, according to company president Alvin Kohn.

Broad-based, fashion-oriented manufacturers are working with retailers to produce goods for the lowest possible cost. Perry Ellis Menswear, for instance, is exploring the possibility of developing lines earlier and having retailers order earlier. With more lead time, they reason, they could cut costs and eliminate waste by producing only what they know will be purchased. This also would eliminate expensive, last-minute

shipping charges, they say.

Manufacturers and retailers are actively seeking out the least expensive sources for raw materials and finished products and passing the savings along to the consumer.

Where style is concerned, the operative word is casual. It's "the most important single direction in men's fashion," said designer Henry Grethel, who markets his tailored clothing and sportswear under the Hartmarx banner.

Even in business dress the movement of a number of top corporations from downtown areas to campus-like office parks and the institution of "dress-down" Fridays at many companies means there is less emphasis on a strict "dress for success" business code, according to Julian.

From Clinton to the man on the street, clothing manufacturers see men willing to experiment with what they wear and how they wear it.

Here's a rundown from both national and local sources on what men will find when they begin to explore their expanding options.

Dressed down suits. Polyester double knits may be dead, but the idea of the suit as a leisure-wear item is being resuscitated. Designer Ralph Lauren, for instance, views tailored clothing trends not so much in terms of the width of a lapel or the shape of a jacket as in "style and suits worn in many different ways."

Comfort continues to be a keynote in the fit of a suit. Although there is a trend toward slightly less fullness in the shoulder and chest in high fashion lines, there is a continual emphasis on making jackets light in weight through the choice of fabric and construction techniques. As if to prove how easy-to-wear the garments were, designers showed almost as many suits with T-shirts as with ties.

While various tones of brown and green have been setting the color pace in tailored clothing for the last year or so, both nationally and locally stores see blues and grays returning to prominence.

"Olives and tans have peaked," said Mari Jo Winfrey, who manages the Joseph A. Bank Clothiers store in St. Louis. "We're going back to basic blues and grays."

Double-breasted styling. Men need no longer worry about whether it is "safe" to buy a double-breasted suit. "They're not going away," said Joe Sapiensa, vice president and director of merchandise development for JC Penney stores nationwide. Depending upon the manufacturer, estimates are that double-breasted suit sales will range from 25 percent to 40 percent of the market.

Designer Luciano Franzoni noted that double-breasted suits are outselling single breasted in his Confezioni Riserva line.

"One of my best sellers is a double-breasted suit in black priced around $ 300," he said. "Dillard's has it on quick response (a high-speed reorder system). Men on a limited budget like it because it's a solid color and they can dress it up and down. With the right accessories and depending upon the occasion, it can even pass for formalwear."

Suit separates. The concept of tailored jackets and pants being sold separately to allow men to create a variety of looks, much as women can, is growing in popularity.

Well-known manufacturers such as Haggar and Palm Beach are marketing suit separates and the concept is spreading to the formalwear industry, with stores such as Brooks Brothers marketing tuxedo separates.

Textured sport coats. There is an emphasis on blending different fibers and fabrics to create interesting textures and patterns, according to Susan Tierney, creative merchandising manager for Famous-Barr Co.

Because designers and manufacturers want men to feel as comfortable putting on a sport coat with a denim shirt and jeans as with a dress shirt and tie, they are being designed with what Winfrey calls "a relaxed attitude."

Vests. For now mark them as accessory items that, particularly in the young men's market, are being tossed on with shirts, shorts and jeans.

Computer-enhanced patterns. In designing everything from suits to sport shirts, designers are using computers to test patterns and color combinations. "You can take a traditional pattern, change the colors slightly and it will look completely different," said Norman Karr, executive director of the Men's Fashion Association. Computers allow designers to see how something will look without going to the expense of creating an actual sample.

Trendy ties. They just won't go away. Florals may be wilting but novelty ties - displaying everything from bottles of Tabasco sauce to Mickey Mouse - abound. For business wear patterns are smaller but ties get optical pop through the use of bright, sharply contrasting colors.

White dress shirts. Tie colors and patterns are so strong, the white shirt, either plain or with subdued stripes, has become the perfect background.

Stripes. Whether vertical, horizontal or diagonal, designers like stripes on everything from suits to T-shirts. In both Paris and New York, fashion experts are talking up the return of the seersucker suit.

Sportswear collections. Men are more and more identifying with specific designers and manufacturers who reflect their personal style, according a Dillard's spokesman. Topping the current list are Ralph Lauren, **Nautica** by David Chu and Tommy Hilfiger.

Touches of the sea, the West or the links. Even if a man's vehicle of choice is not a sailboat, a horse or a golf cart, he'll likely be sporting some type of garment that reflects the water, the range or the golf course come spring.

Eye-catching sport shirts. Nothing is ordinary when it comes to sport shirts. They come in bright prints, bold stripes and patchwork. Designers love to mix fabrics or patterns in a single shirt. Knit shirts that traditionally have featured horizontal stripes, now have vertical stripes.

Silk shirts continue to sell well across the country, and woven shirts that trade a collar for an old fashioned banded neckline are beginning to make an impact.

Fashion experts also expect sales of knit shirts with collars to begin encroaching on the T-shirt market. "People already have enough T-shirts," says **Nautica's** David Chu. In addition many traditional men who view wearing a T-shirt with a sport coat as too trendy, feel comfortable wearing collared knits with sport coats.

Wrinkle-free cotton pants. Special fabric treatments are allowing all-cotton pants to emerge from washing machines and dryers sans wrinkles. Consumers are snapping them up faster than you can say permanent press.

Casual pants, in general, continue to be styled with a relaxed, easy fit. Shorts are roomy and long enough to graze the top of the knee.

Denim. It's as firmly planted in fashion as the redwoods at Yosemite. Denim and chambray shirts continue to be top sellers. Jeans are being cut with a more relaxed fit. Denim jackets remain a hot fashion item. While faded blue is still the top shade, denim in a variety of colors is increasing in popularity.

Hip hop styling. Credit the rappers and rockers on MTV for some of the styling trends that are sweeping the young men's market, particularly vests, long, baggy, "knee-buster" shorts, bold, over-sized shirts,

industrial Doc Marten-style shoes and boots and backwards baseball "rally" caps. Layer the look up a bit, distress it by whacking the sleeves out of shirts and substitute a knit cap for a rally cap and you have "grunge," a style which originated in Seattle and also is showing up in the young, contemporary market.

Softened fabrics and colors. To the touch and the eye, sportswear has a washed look. Fabrics have been softened or sanded and color tends toward grayed versions of more intense hues. Spring also will bring an emphasis on neutrals.

GRAPHIC: PHOTO; (1) COLOR photo of Long "knee buster" shorts, an oversized shirt, a rally cap and black athletic shoes, all by Marithe & Francois Girbaud, are elements of hip-hop street styles borrowed from rap and rock music. (2) COLOR photo - Designer Jhane Barnes uses a computer to create the intricate patterns and subtle colors that are the hallmark of her Barnes Storm collection for spring and summer. (3) COLOR photo - ABOVE: From the Boston Prepatory Co., a golf-themed collection that includes an argyle shirt with chambray pleated shorts, and a medallion shirt paired with cotton oxford pants. (4) COLOR photo - RIGHT: Navy and red bandanna-print swim trunks are topped with a gold and navy foul-weather bomber jacket when sea and prairie blend in this ensemble from **Nautica** by David Chu. (5) COLOR photo of A knit shirt from Gant's Salty Dog collection. (6) Photo of - Designer Barry Bricken dresses down a blue and white seersucker suit with an indigo-dyed linen shirt.

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14-year-old continues her exploits St. Petersburg Times (Florida) March 5, 1993, Friday, City Edition

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LENGTH: 437 words

HEADLINE: 14-year-old continues her exploits

BYLINE: AMY E. SMITH

BODY:
When asked what she has planned now, Christina Bickley of St. Petersburg Beach answers with an emphatic, "More sailing!"

After all, why stop a good thing?

The 14-year-old has been to Italy, Mexico, Portugal, Greece and Uruguay, winning trophies in her tiny, square-ended dinghy.

In April, she'll be sailing at Mar Del Plata, Argentina, in the South American Championships. Almost as soon as she gets back from Argentina, she'll dash off to Mississippi to compete in the World Trials for next year. The 1993 World Championships will be in Spain.

Bickley traveled to Argentina this past New Year's, recovering from sunstroke and a disqualification to finish fourth among girls and 27th overall at the World Championships for the International Optimist Dinghy class. She was the only girl on the U.S. team, which included Brad Funk of Clearwater, David Ames of Miami, Bryan Wynn of New Orleans and Dave Dabney of Mobile, Ala.

She won the Valentine's Day regatta last weekend, defeating her former teammates. This coming weekend she hopes to win the Florida State Championships.

Bickley and Stephanie Doyle of St. Petersburg are teaming up to compete at the U.S. **Nautica** Youth Championships. If they earn the right to represent the United States, the two will compete in Italy next July.

World-class: St. Petersburg's Ed Baird continues to compete at the world-class level. He is on the roster of the International 50-foot class boat Champosa VII for the 1993 season.

Season hits stride: Sailors from near and far will be on Suncoast waters this weekend as the local "midwinter" season hits its stride.

The Thistle Midwinter regatta has begun at the St. Petersburg Yacht Club. The three-person dinghies will be racing just off The Pier in downtown St. Petersburg through Friday. The event has been well attended for decades by out-of-towners, and for many years, no local skippers have competed at the event.

Starting today in Tampa, the MORC Midwinters sail through the weekend. MORC stands for Midget Ocean Racing Club - a somewhat misleading name since the boats range between 21 and 30 feet in length. The Midwinters draw entries from all over the Eastern Seaboard and into Canada.

Sunfish sailboats, the 13-foot, single-handed dinghies on which so many people learned to sail, will race in Sarasota this weekend. Up to 100 of the little boats will compete on Sarasota Bay through Monday.

The rush continues next weekend with the Snipe Midwinter in Clearwater, the Fireball Midwinters in Tampa, and the Lightning Midwinter in St. Petersburg.

GRAPHIC: BLACK AND WHITE PHOTO, Times files; Christina Bickley is bound for the South American Championships.

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Can yet another giant mall make it? -- This one 70 stores in Tilton New Hampshire Business Review March 5, 1993

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March 5, 1993

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HEADLINE: Can yet another giant mall make it? -- This one 70 stores in Tilton

BYLINE: Jeff Feingold

DATELINE: Tilton; NH; US

BODY:
To some people, the mere thought building a more than 200,000-square-foot retail mall off Interstate 93 in Tilton, provokes something close to snickering. But to David Ober and his employer, the idea not only makes sense, it could very well spark an economic revolution in the area.

Considering the economic climate, and the thousands of square feet of empty, ghost like retail space that dot the Granite State's real estate landscape, it's difficult to blame people for being cynical about a giant retail development in, of all places, central New Hampshire. But Ober, assistant director of real estate for Lancaster, Pa.-based Fisher Development Group, isn't only self-assured --he's actually getting tired of having to explain to people why he knows his company's doing exactly the right thing at the right time.

But that doesn't top people from asking him, almost daily: Are you guys crazy?

"I get that question asked of me all the time," says Ober. "It's funny. There is a pessimism in New Hampshire lately. You guys have been through some hard times, and there is a cynicism that nothing can succeed here anymore. We have more confidence in the state than you do."

Fisher Development's confidence will take the form of a 236,000-square-foot outlet mall off Exit 20 of Interstate 93, one of the major access points to the Lakes Region. The mall which is expected to have between 60 and 70 Stores, will be upscale, featuring the likes of Ralph Lauren, Anne Klein, **Nautica,** Mikasa, Cape Isle Knitters, West Point Pepperell--"the list kind of goes on and on," say's Ober. Construction is scheduled to begin at the end of March, with an opening planned for the end of summer.

The reason Ober is so confident about the different "than normal retail," he say, and the industry is "thriving, with growth in every sector." And the Tilton site is perfect for what Fisher sees as an outlet boom.

"We spent a lot of time with state tourism people," he says. And the result was numbers that certainly sound enticing.

About 16 million tourists go into the White Mountains every year, and about nine million of them go into the Mt. Washington Valley, according to Ober. Of that nine million, some 5.6 percent of those surveyed say

their primary reason for visiting the area is to shop in North Conway, one of the Northeast's premier outlet shopping destinations. And, of course, many, man others are lured to the stores once they arrive.

Fisher Development sees the same kind of draw in Tilton. According to Ober, 11 million go to the Lakes Region each year, "and our position is that if 11 million people are going there and are actually not very well served by outlet shopping--we want to tap into that market. We truly believe in it."

While North Conway has been a success story, other stabs at creating outlet shopping have been notable failures. Since the mid-1980s, highly publicized attempts to open outlet centers failed in Lincoln, Newington and Keene. Those projects were either too small, had bad locations or serious financial troubles.

Ober say's the key is creating a "destination," with enough variety and stores to give people reason to spend a lot of time there. According to Ober, the average outlet mall shopper spends two hours store-hopping. "That's why outlets do well in tourist areas," says Ober. "Shopping time is the most important and critical mass."

Outlet stores don't rely on local shoppers to do the buying because they're drawing customers from a huge area. In Tilton, being attracted to that region is the key, he says, because that's why his project won't compete with the outlets in North Conway, Kittery or Freeport, Me. "The Mt. Washington Valley is a different vacation than a vacation to the Lakes Region," says Ober. "The reasons for going there are different. The accommodations are different." In other words, the nine million people who pass through North Conway each year are not the same as the 11 million who go to the Lakes Region.

Fisher apparently knows what it's doing when it comes to outlets malls. While it's been developing more mainstream retail and commercial projects over its 30 years, it has been building outlet malls for about the last seven, and is one of the major players in a still very young industry. Fisher has one million square feet of outlet mall space around the country, including a 92-stores 385,000-square-foot project in Lancaster, Pa. --one of the granddaddys of the outlet industry. It also has outlet malls in other tourist areas: Rehobeth Beach, Del., and Sarasota, Fla.

Whether or not Fisher Development succeeds in Tilton, the retail industry in New Hampshire and elsewhere is undergoing a change unlike any it has seen before. While mainstream retailers-the kind you see in regular enclosed and strip shopping malls and in downtown areas-are having very visible troubles, "a whole range of discount retailing concepts is emerging," led by retailers like Wal-Mart, the "warehouse" shopping idea and outlet stores, says Gary Mongeon, an economist and project manager for Durham-based RKG Associates. At the same time, retailing giants like Sears, Macy's and others are being forced to adapt to changing times, and it's anybody's guess if they'll succeed.

"A lot of old-line retailers have gone out of business or consolidated," says Mongeon. "A number of players were flushed out, and these others have emerged to take their place. Discount retailing is a growth sector of the market right now. Five years ago, when the retail malls were being planned, people thought the trend was toward more upscale and specialty stores. But the high-end and non-discount stores have suffered the most."

Discount retailers certainly seem to be busy filling that void in New Hampshire. Despite a still-depressed real estate market, drivers through cities like Concord, Portsmouth and Manchester in the last year have seen construction activity on a whole range of "new concept" retailers, like Wal-Mart and its affiliated Sam's Club warehouse store, BJ's Warehouse. Home Quarters--all giant stores that give mainstream retailers the feeling that an elephant has just walked into their living room. The reason for much of the construction, says Mongeon, is that the sheer size of these stores, and "there aren't many existing buildings that fit their specialized needs."

"The retail sales captured by these new facilities comes from existing businesses. The result is a shift in shopping patterns," says Mongeon. The retailing pie isn't getting any larger, it's simply getting cut up differently.

(Retail sales in 1991, for example, fell by 7.2 percent, from about $ 11.8 billion to $ 11 billion, between 1990 and 1991, according to the N.H. Department of Employment Security. Total wholesale and retail trade jobs fell by about 11,000, or 8.4 percent, in the same period.)

But, according to Ober of Fisher Development, projects like his don't compete, as warehouse-type stores and discount retailers do with local business. "Warehouse stores are a totally different animal," he says. "Their thing is being a grocery store, a hardware store, a drug store. The reason your business is good for a town is because I don't compete with local businesses. We don't sell toilet paper. That's what Sam's does."

Ober also say's that his kind of development sparks other building as well--hotels, restaurants and other businesses, including plans to start up a Laconia-to-Tilton railroad. "Things are going to happen on Exit 20. What we're doing will help Tilton kick-start the economy. It will make Tilton a center of things, not someplace you pass through, but a place where you stop. There are four or five towns (in the Lancaster area) that 10 years ago looked like downtown Tilton, and now they're showplaces."

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Active wear switches its gears;Designers combine function with style THE DALLAS MORNING NEWS March 10, 1993, Wednesday, HOME FINAL EDITION

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THE DALLAS MORNING NEWS

March 10, 1993, Wednesday, HOME FINAL EDITION

SECTION: FASHION!DALLAS; GENTLEMEN'S GUIDE; Pg. 5E

LENGTH: 726 words

HEADLINE: Active wear switches its gears;
Designers combine function with style

BYLINE: Valli Herman

BODY:
Alexander Julian likes to call Coloursport, his new active wear line, a sports car for the body.

"Wearing things that are high-tech, things that are designed for real activity . . . is like driving a sports car. Those cars were originally racing vehicles. But people liked the look. It had a sexiness to it. It had a connotation of prowess. There's a parallel between the two. '

As men's sportswear evolves, like the automobile, it is driving toward a new era of efficiency that blends high function with higher fashion.

It hasn't taken long for Mr. Julian and a host of other menswear designers to give men the sports car equivalent in clothing, especially outerwear.

They've borrowed the tools of the active wear trade and the high-performance fabrics that can keep out the wind, the rain and the cold while cleverly regulating trapped body heat and moisture. They've studied the clothing requirements of the athlete, the sailor and the fashionable couch potato to create a look that suits all three.

(Coloursport's inspiration came from Mr. Julian's experience designing uniforms for professional sports teams and athletes.)
Unlike their sport-specific forebears, the new coats possess the kind of tailored details that separate them from run-of-the-mill clothes for sports. Many of the jackets coordinate with sportswear collections that are more dignified than jogging suits or bicycle shorts. These more versatile collections let men dress for the movies or golf in the driving rain -- and look good doing it.

This generation of outerwear also offers more protection,

durability and often affordability than garments made of rubberized linen, oiled cotton or microfiber.

Designers didn't have to strain to see the trend coming. According to the Sporting Goods Manufacturers Association, 80 percent of all sports apparel is used for nonsports purposes or for sports other than the ones for which they were designed. But finding the right fabrics and the right look wasn't so obvious.

David Chu, the designer and president of **Nautica,** says he was making a line of luggage when he started getting ideas about a new fabric. He liked the heavy-duty nylon he was using for the cases but found it was too stiff.

Mr. Chu developed a pliable, laminated and breathable nylon fabric called Nautex. He cut it into jackets, sealed the seams to make the garment waterproof and gave men a jacket to take them to the 18th hole in a downpour.

Ralph Lauren's Polo collection was among the first to tread the territory of designer sportswear with activewear features. The designer says he creates "outdoor utility clothing for men who want to spend their spare time hiking, kayaking, white-water rafting, fly-fishing and mountain biking. ' Of course, the "modern mountaineers,' as Mr. Lauren calls them, had better not tumble: His cotton chinos cost about $ 65, and his high-tech Windbreakers are nearly $ 200.

Like the options package on a new car, extra details on clothing drive up the price. Mr. Julian estimates that his Coloursport collection costs about 20 percent more than regular sportswear. But he and others note the garments' multi-purpose appeal.

Eventually, tailored clothing also will benefit from the active wear crossover, producing the fashion equivalent of a Cadillac with four-wheel drive. Already, the upscale Italian clothing company, Ermenegildo Zegna, has developed a high-performance wool that helps suits resist wrinkles.

But it's the sailing parkas made of Microtene 10,000, an exclusive waterproof fabric, that are Zegna's ultimate in active sportswear, says company spokeswoman Anna Zegna. The company tests garments on teams at several international sailing regattas. The company's designers are building their experience from the tests into a new project Ms. Zegna says is "a bit of a secret' but probably will have something to do with tailored clothing.

Although the market for high-tech features in sportswear or tailored clothing is relatively small for now, it may have huge potential. Mr. Julian says the one-season-old Coloursport is the fastest-growing division of his business. He also recalls that once upon a time, track suits were shocking to see in restaurants and blazers were "as inappropriate for business as a bathrobe. '

GRAPHIC: PHOTO(S): 1. Yellow and navy waterproof slicker, $ 240, and navy, red and white cotton rugby shirt, $ 59, by Coloursport by Alexander Julian. Collection available this spring and fall at Dillard's and Lord & Taylor. 2. Microtene 10,000 waterproof parka, $ 560; mattress-stripe shirt, $ 120; washed cotton jeans,

$ 126; and red cotton sweater, $ 140; all by Ermenegildo Zegna. Collection available at Neiman Marcus and Pockets Menswear. 3. Royal blue zip-front, waterproof bomber jacket of Nautex, $ 240; checked cotton shirt, $ 68; cotton sweater, $ 88; unbleached cotton jeans, $ 50, all by **Nautica.** Collection available at Foley's and Dillard's. (1. - 3. DMN: Evans Caglage)

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MEN'S NEWFOUND FREEDOM Button-down look is way out as guys of the '90s sample a wearable feast of options The Atlanta Journal and Constitution March 21, 1993, Sunday

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The Atlanta Journal and Constitution

March 21, 1993, Sunday

SECTION: STYLE; Section L; Page 1

LENGTH: 1343 words

HEADLINE: MEN'S NEWFOUND FREEDOM Button-down look is way out as guys of the '90s sample a wearable feast of options

BYLINE: Doug Cress Staff writerfashion; men; trends; design; profiles

BODY:
There is just one rule of thumb for men's fashion in 1993: There are no rules.

Finally freed from the traditional color and cut restraints that have bound men's clothing for decades, big-name designers are rushing to fill the gap this spring with everything from baggy trousers and boxer shorts to cashmere sweaters and saronglike skirts. Donna Karan, Calvin Klein and Giorgio Armani have introduced couture and casual lines for 1993, and Ralph Lauren and Luciano Franzoni are expanding their collections to appeal to every age and taste.

The idea, according to Ms. Karan, is to give men the freedom to wear whatever feels right, be it designer grunge or a baseball cap with a business suit. "The man doesn't have to sit and think what goes with what," she told The Wall Street Journal.

Mr. Franzoni agreed. "There is much more flexibility now," he said in a phone interview. "Everything is wide open."

Most of the collections are targeted at college men and baby boomers and follow generally the same relaxed guidelines: vests, sleeveless shirts, trousers with cuffs, single-breasted suits (with three and four buttons) for dressier occasions, and everything from tie-dyed shirts to white jeans and combat boots by way of leisure wear. Accessories like bandanas and baseball caps are encouraged, as is jewelry like heavy necklaces and bracelets.

Prices range from about $ 1,000 for a business suit to $ 300 for a jacket, $ 100 for pants and $ 75 for a shirt. But flexibility is the key. Mr. Armani, for instance, boasts that his 1993 spring-summer suits can be worn at least five ways, depending on the shirt and accessories, and Calvin Klein demonstrated the versatility of his three-piece suit recently by mixing its components with shorts and bluejeans.

But will it play in Peoria? More important, will it play in Atlanta? Although Neiman Marcus officials report the 50 Donna Karan men's skirts they ordered sold out through preorders before even reaching the Lenox Square store, other area retailers are less sure the men's clothing revolution is for real. They concede three-piece suits may be back - albeit with a slightly fuller cut - but a consensus on anything is impossible. And men's skirts?

"If you put out a headline, 'Men Are Wearing Skirts,' all that means is that two people are wearing skirts,"

grumbled Hamilton Stockton Jr., president of H. Stockton Inc. stores. "The market is so fragmented right now that you can't say everybody is doing anything at all. There has been so much change in the market over the last 36 months that it's hard to know what to believe. All we can do is continue to give our customers the sort of classy, dependable clothing they are used to."

Neil Kaplowitz, owner of the Buckhead Men's Shop, is even more blunt. "We wouldn't touch a men's skirt with a 10-foot pole," he said.

But along with upscale department stores like Neiman Marcus and Saks Fifth Avenue, many of the hipper, more urban retailers in and around Atlanta, such as The Rogue at 284 Buckhead Ave. N.E., are grappling with the flood of styles and variations available to men.

"It's hard to keep up, but we have no choice but to accept what's coming," said store manager Gregoirecq Duncan, whose customers range from bank CEOs and heart surgeons to musicians and major league baseball players. "One day it's a suit from Donna Karan [that's in vogue], the next day it's a suit from Commes des Garcones. No one is current - everything works now. All you need is a good eye to sort it all out."

And therein lies the problem. Many fashion insiders wonder aloud whether men have the skill - let alone the confidence - to mix and match their clothes, especially in an era when anything goes. There is such a thing as too much freedom, and men are notorious for either a) letting their wives dress them or b) choosing safe, familiar clothing that will last longer over something that could be out of style by September.

Colby L. McWilliams, vice president of men's fashion for Neiman Marcus, admits as much but believes the current fashion freedom could last four to five years.

"The problem in America is that men are not educated at a young age in how to dress," he said. "Women are; they develop a fashion sense very early on. But daddy doesn't take his son to the clothing store on Saturday, and that's why so many men have trouble deciding what their 'style' is. More often than not, they end up wearing somebody else's style.

"Men don't get enough information. The press doesn't stress men's fashion enough, and as a result they don't develop."

Reinventing men's fashion is not without risk, however, especially for those who have made their name in women's fashion. Isaac Mizrahi lasted less than two years in the menswear business - despite winning the 1991 Council of Fashion Designers of America menswear award - and others such as Anne Klein and Adrienne Vittadini pulled out recently after lackluster sales. Liz Claiborne Inc. founded a menswear division in 1985 but eventually abandoned the idea of suits and ensembles for mostly shirts and sweaters.

Part of the problem may be plain old chauvinism. Designer Jhane Barnes reportedly added an H to her name at the suggestion of a business partner in order to make her menswear appear more masculine, and Ms. Karan experimented with the name Don Karan for her line before deciding to stick with her signature DKNY (Donna Karan New York) label.

In fact, it is Ms. Karan's line that has generated the greatest publicity and figures to stand as the bellwether of the crossover industry, especially now that President Clinton has begun wearing her couture suits. But while her DKNY womenswear raked in $ 185 million in sales last year, DKNY Men is projected at $ 30 million in sales this year, and industry analysts are watching her progress closely.

"This could be her big breakthrough," said retail industry consultant Alan Millstein. "This could put her in the big leagues with Ralph Lauren, Tommy Hilfiger and **Nautica.** Only one other American designer has ever successfully produced both a men's and women's line, and that was Ralph Lauren. This is her ticket to the hundred-million- dollar club."

Real men render a verdict

Big-name designers such as Calvin Klein and Donna Karan are releasing couture and leisure-wear lines appealing to a broader spectrum. To get the real man's take on these lines, The Atlanta Journal-Constitution asked four nonmodels to try on the clothes and comment.

They tried everything from a Giorgio Armani suit to a Donna Karan skirt and offered these insights:

Alan Urech, 44, owns a market research company: "I like the Armani jacket and the linen shirt but not the (Calvin Klein) hooded vest. I like the layered look very much, but the vest is too much. I would wear this out, though, maybe to Buckhead or the Peachtree Cafe, but not for business. I'm 44, and I was always told you have to wear long sleeves to work. I was always told to wear a suit - not a jack - and it's hard to get past that."

Harris Bostic II, 30, works in press operations for the Atlanta Committee for the Atlanta Committee for the Olympic Games: "I love clothes. If you looked at my closet, you'd think 10 people lived there. I like the Donna Karan pants and leather vest, but I wouldn't wear the plaid shirt. I'd put maybe a T-shirt under it, maybe my 'Boris & Natasha' shirt or a Mickey Mouse T-shirt."

Wayne Dubiel, 43, is head chef at Delectables: "Men's skirts will never catch on. I wouldn't buy one; I don't even wear a towel at the beach. We have tried to change people's eating habits here, and that didn't work. People here say, 'This is the way we do it, and we are not changing.' Atlantans are too self-conscious to wear skirts."

Eric Safran, 33, works in sales and marketing for a flooring company: "The Donna Karan sweater is very comfortable, but the prices of her stuff are still a little too high for me. I think women would be most likely to buy these things, though, as special gifts for their boyfriends and husbands."

Doug Cress

GRAPHIC: color photo: Alan Urech (right) wears a Giorgio Armani Collection wool suit ($ 1,175) and T-shirt ($ 85) with a De Vecchi belt ($ 85). At Neiman Marcus. / JOEY IVANSCO / Staff color photo: Eric Safran (left) models a DKNY Men's sweater ($ 255) and DKNY Men's T ($ 33). At Saks Fifth Avenue. / JOEY IVANSCO / Staff color photo: Harris Bostic II (above) sports a DKNY Men's leather vest ($ 375), shirt ($ 98), tank top ($ 52) and black jeans ($ 67). At Saks Fifth Avenue. / Joey Ivansco / Staff color photo: Wayne Dubiel sports a linen jacket ($ 585) and "beach wrap" skirt ($ 165) from Donna Karan. Available by special order from Neiman Marcus. / Joey Ivansco / Staff photo: Harris Bostic II (above) wears a San Remo blazer ($ 475), San Remo pants ($ 110) and Jhane Barnes shirt ($ 155). / Joey Ivansco / Staff photo: Alan Urech (left) wears a Calvin Klein Collection wool suit ($ 1,020), hooded cardigan ($ 175) and T-shirt ($ 150). At Neiman Marcus. / Joey Ivansco / Staff

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Auto Show Revving Up at Javits. Newsday (New York) April 4, 1993, Sunday, ALL EDITIONS

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April 4, 1993, Sunday, ALL EDITIONS

SECTION: CAR SHOW '93; Pg. 3

LENGTH: 698 words

HEADLINE: Auto Show Revving Up at Javits.

BYLINE: Tom Incantalupo. Principal writer for the 1993 edition of the "CAR SHOW" secton was automotive reporter Tom Incantalupo of the Newsday business staff.

BODY:

The nation's oldest auto show returns this Saturday to the Jacob K. Javits Convention Center in Manhattan and runs through April 18.

Its organizers at the Greater New York Automobile Dealers Association say there'll be almost 1,200 new cars, vans and experimental vehicles on display, along with 300 exhibits from 36 manufacturers ranging from Acura to Volvo.

Once again, more than a million visitors are expected. They'll get their first looks, up close and personal, at 20 new or upcoming 1993, 1994 and even 1995 models, some of which are being shown for the first time anywhere. As always, there'll be a selection of experimental cars and trucks, too.

The brand new '93 or '93 1/2 models at the New York International Auto Show will include:

The redone Volkswagen Golf III, GTI and Jetta III; Limited Edition Subaru SVX; redone Toyota Supra and Saab 900 Turbo Commemorative Edition; and the Mazda AZ-1, a gull-winged micro mini car built for the Japanese market.

The '94 lineup:

The Lincoln Continental; BMW 325i convertible; Porsche Carrera 4 and 911 Speedster; GMC Sonoma compact pickup; Mazda B-series compact pickup; Dodge Ram full-sized pickup; Chrysler New Yorker; Mitsubishi Galant; BMW 540i sedan; Infiniti Q45; and Vector WX-3 Roadster.

And at least one '95 model that is scheduled to be there: The newest luxury model from Oldsmobile, the *Aurora.*

Other relatively new cars and trucks you might not yet have seen on the road but will see at the Javits Center really run the gamut:

The redesigned Chevrolet Camaro and Pontiac Firebird, the midsized Toyota T100 pickup and restyled Nissan pickup; redone Volkswagen Eurovan; specially equipped Mazda Miata Limited Edition; two-door Isuzu Trooper; Mercedes 600SL convertible; Volvo 850 GLT; Lexus GS 300; Lincoln Mark VIII; Ford Mustang Cobra and Ford F-150 Lightning pickup. Also in attendance will be a "Limited" version of the Ford Explorer; the Saturn wagon and Ford's Ranger Splash, the first compact pickup truck with a flared box.

Take a good look, too, at the 17 experimental cars, providing a glimpse of what we might be driving in years to come, including:

The Dodge Viper GTS Coupe, a version of the 10-cylinder roadster; the Plymouth Prowler, a sort of retro hot rod; the Ford Mustang Mach III, a roadster that hints at the next generation of the pony car; Hyundai HCD-II sports car; Oldsmobile Aero-tech sports car; Mercedes-Benz Panorama Roof SL; the all-aluminum Audi Avus and the Jeep ECCO.

Mercury is showing an experimental version of its Villager minivan called the "**Nautica** Villager" that was redecorated inside and out in conjunction with the sportswear maker. It shouldn't be hard to find; its paint scheme is "Portofino Blue Mist" with "Ivory Pearl" lower cladding.

Sister Ford division is showing one of the wildest of the season's experimental vehicles - a convertible pickup called the Ranger Jukebox. A low rider, it has a cut down wraparound windshield, a 2,500-watt stereo mounted in the box and neon lights that pulsate in time to the music.

Also in the Ford area, look for the Ghia Focus, a breathtakingly beautiful roadster whose many unusual features include a wooden floor.

From Japan comes Toyota's AXV-III, a luxury car of the future with a "shift by wire" transmission, a center console that moves fore and aft with the driver's seat, four-zone air-conditioning and a navigational system using global positioning.

Radical in its shape and propulsion system is a Volvo experimental electric car, the "Environmental Concept Car. GMC will be showing the "Santa Fe," a version of its full-sized pickup with some unusual styling touches.

Devotees of exotic and collectible cars will find a red Lamborghini Diablo; the "Phase III," a customized 1970 Corvette; a restored 1964 Porsche 911 and a 1941 Chrysler Thunderbolt experimental car.

And, for something completely different, you'll find a brand new New York City fire truck and a Shadow Traffic Helicopter.

Other displays will deal with alternative fuels and environmental concerns and one, in the Lincoln-Mercury area, will allow showgoers to "design" a car for themselves on a touch-sensitive computer screen.

GRAPHIC: Photos- 1) This year's auto show will feature experimental vehicles like the convertible Ranger Jukebox pickup, shown above, which has a 2, 500-watt stereo and neon lights, 2) and the redone 1993 Toyota Supra. 3) Auto show devotees can expect to be treated to the Ghia Focus from Ford, top, an astounding roadster with a wooden floor; 4) the Dodge Viper GTS Coupe, center left, a variation of the 10-cylinder model; 5) and the '95 luxury model Aurora from Oldsmobile. 6) Car buffs jammed the Javits Convention Center for last year's New York International Auto Show; similar numbers are expected this year.

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THE LATEST LOOK IS LONG, LIGHT AND LAYERED, WITH A TOUCH OF RETRO AND GRUNGE; LET LOOSE FOR SPRING Buffalo News (New York) April 4, 1993, Sunday, Final Edition

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Buffalo News (New York)

View Related Topics

April 4, 1993, Sunday, Final Edition

SECTION: MAGAZINE; Pg. 4

LENGTH: 387 words

HEADLINE: THE LATEST LOOK IS LONG, LIGHT AND LAYERED, WITH A TOUCH OF RETRO AND GRUNGE; LET LOOSE FOR SPRING

BYLINE: Stories by Susan Martin,

BODY:
Spring clothes are so light and airy, it's as if fashion is in the clouds.

Think long. Think soft. Think fluid. That's what big-name designers did for spring, and more moderately-priced lines ranging from Liz Claiborne to JH Collectibles to the Gap stepped in line.

Probably wearing platform shoes.

For women, look for tissue-light fabrics layered like crazy. Longer lengths. Softer colors, often worn together in various shades.

For men, expect more lightweight layering. More pales. And a noticeable increase in natural colors and fabrics.

For children, watch for softer hues, often pastels, in prewashed cotton.

The following ensembles, selected from local stores, show a variety of options for dressing during the months ahead.

Sure, the fashion world is talking about the return of -- gasp! -- bell-bottoms, but that is only one slice of what spring fashions offer. While color trends lean toward the naturals, there are a variety of bright colors to choose from.

Although hemlines are longer, the walking short is still a favorite.

And while layering is key, new styles that bare the shoulders, legs, even the midriff cannot be ignored.

This lightening-up of fashion called for an open, airy setting. Interior designer Karen Fick directed BUFFALO to local builder Henry Jurek, of Jurek Builders Inc., who provided the space.

The models include Jodi Johnston and Andre Stewart from Wright Modeling and Kim Crawley and Stephen Anderson from L Models. The children are 6-year-old D.J. Foote, who is building his own modeling portfolio,

and Lindsey Smith, 7.

Warm-weather clothes are here. Can spring be far behind?

GRAPHIC: Photographs by Bill Wippert, Her navy cotton pullover sweater with embroidered wheel, $ 78, coordinates with a white-on-navy print rayon "skort," $ 58, and white cotton/polyester blouse with nautical motifs, $ 48. Roomy duffel bag, $ 36. All at Carroll Reed, Snyder Square. His golden-yellow Catamaran jacket by **Nautica,** $ 135, layers over a bright green sport shirt by Hugo Boss, $ 65, and white cotton-canvas pleated pants by **Nautica,** $ 49.50. At Harry Rosen, Walden Galleria.; One of the best looks of the season teams natural colors with pants and long jackets. Designer Dana Buchman layers a sand-colored washed-silk collarless jacket, $ 292, over a blouse, $ 170, and trousers, $ 170. Gold rosebud clip-on earrings, $ 200. All at Jenss, Boulevard Mall.

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Ford lets Mustang roar after 15 years USA TODAY April 8, 1993, Thursday, FINAL EDITION

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USA TODAY

April 8, 1993, Thursday, FINAL EDITION

SECTION: MONEY; Pg. 8B

LENGTH: 744 words

HEADLINE: Ford lets Mustang roar after 15 years

BYLINE: James R. Healey

DATELINE: NEW YORK

BODY:
Ford says it will begin building the 1994 Mustang in early October, finally replacing the current version that is based on a design on sale since 1978. Cars should be on sale by Thanksgiving, and ads for the new sporty car will begin Dec. 27.

Ford often launches important models just after Christmas to avoid the new-car advertising clutter of fall and spring.

Even though Ford has had 15 years to rethink the design of the famous U.S. sporty car, the automaker is not changing the basic technology.

The '94 will ride on a chassis derived from the current model and will be powered by older-design engines instead of Ford's latest overhead-camshaft modular engines already in use on full-size Fords, Mercurys and Lincolns.

Auto analysts expect one of those high-tech V-8s to be offered as an option in the 1995 model. Using carryover parts should help Ford keep the price down so the Mustang can get a running start in the market against General Motors rivals Chevrolet Camaro and Pontiac Firebird.

The redesigned GM sporty cars went on sale last month.

To steal back some attention from the GM models in the meantime, Ford has been teasing auto-show crowds with Mach III, a striking red roadster that Ford says resembles the '94 Mustang. Those who've seen the production car say, though, that only the front and part of the sides look like the Mach III.

The '94 model will come standard with two air bags and a 140-horsepower, 3.8-liter V-6. Optional: anti-lock brakes and the 4.9-liter V-8 from the current Mustang.

Luxury plus two: Ford's upscale Lincoln-Mercury division announced a pair of new additions.

The 1994 Lincoln Continental gets a new, beefier grille and minor cosmetic changes to carry it until the 1995 model, which is scheduled to get a version of the 4.6-liter, high-tech, Romeo modular V-8 engine to replace the current 3.8-liter V-6.

Base price of the '94 Continental, which arrives at dealerships later this month, is $ 33,850 - up $ 505, or about 1.5%, from the '93.

Mercury says it will apply a lesson from successful corporate cousin Ford Explorer to its Villager minivan, a model produced in a joint venture with Japan's Nissan. The top-end Villager for 1994 is the **Nautica,** distinguished by the sportswear firm's emblems on the leather seats and the tailgate.

Ford uses trim and design cues from outdoor-wear firm Eddie Bauer to create a popular, higher-priced version of the Explorer.

Mercury says the Villager **Nautica** price hasn't been decided yet, but that it will be priced only slightly higher than the current top model.

Mercury expects to sell about 7,000 **Nauticas** per year, roughly 10% of total Villager sales.

Q45 goes glitzier: Nissan's Infiniti luxury brand is showing the '94 Q45 sedan here. The $ 47,500 high-performance luxury car has surrendered its minimalist design philosophy and bowed to what planners think matches customer tastes. The new model, making its world debut at the show here, gets more chrome, a standup grille instead of the smooth snout and wood interior trim, both real and fake.

Q45 was launched in November 1989 as the boldly macho performance sedan in a sea of softer luxury contenders. The '94 model is a bit cuddlier, offering slightly softer seats and suspension for a smoother ride, and slightly slower steering so it doesn't feel as darty.

"While this is somewhat of a philosophy change for us with this vehicle, it's something our clients have asked for, so we did it," says Peter Harris, Infiniti marketing manager.

BMW 3-series drives on: BMW hopes to continue the momentum of its redesigned, entry-level 3-series cars with a convertible. The 325i ragtop, making its debut at the show here, is priced at $ 38,200 - about $ 1,800 more than the 325i convertible it replaces. The lowest priced 325i: $ 29,650. The new convertible arrives at BMW dealerships in July. BMW introduced the 325i convertible in 1987, selling about 10,000 a year the first three years before sales began dropping off. BMW has sold about 46,000 of the original convertible model and hopes to sell at least 10,000 a year of the redesigned model, though it wouldn't give a specific target.

The softtop uses the 2.5-liter, 189-hp six-cylinder engine that's in the coupe and sedan models of the 325. Options include an aluminum hardtop and rollover safety devices that pop up from behind the rear seats if the car turns over. Dual air bags are standard.

GRAPHIC: EAR PHOTO, color, AP; PHOTOS, color (3)

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GM's Smith dodges darts in New York Automotive News April 12, 1993

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Automotive News

April 12, 1993

SECTION: AUTO SHOW; Pg. 8

LENGTH: 877 words

HEADLINE: GM's Smith dodges darts in New York

BYLINE: JIM HENRY, Staff Reporter

DATELINE: NEW YORK

BODY:
General Motors President Jack Smith played it safe in a speech kicking off the auto show here, and in a question and answer session afterward, he stolidly refused to be drawn out when he was handed a couple hot potatoes.

Following's Smith's speech to the International Motor Press Association on the anniversary of his first day on the job as president of GM, a reporter badgered Smith about GM cars that have passive seat belts anchored to the doors instead of the B-pillar. Lawsuits against GM contend the belts can become a hazard if an accident causes the door to pop open.

"Do you have any plan to move back to compliance with the spirit of the law, not just the letter?" Smith was asked.

"Whatever we're doing meets the requirements of the safety acts (laws)," Smith replied.

"That's my point," the reporter shot back.

Smith was also questioned sharply about GM's decision to close the plant in Tarrytown, N.Y., when it finishes building the current APV minivan, despite incentives that state and local governments gave GM to land the business.

"Would you understand if those people (in Tarrytown) boycotted GM?" he was asked.

"Yeah," he said s he solicited another question.

* L-M SHOWS CONTINENTAL

Lincoln-Mercury Division unveiled its 1994 Continental and the 1994 **Nautica** Villager.

The Continental is a "mid-cycle freshening," said Stephen Lyons, general marketing manager.

The **Nautica** Villager minivan is loaded with upscale features designed by New York-based **Nautica** International Inc.

Lyons said airbags will be added to the Villager in November, but for now the minivan will keep its motorized passive belts.

The 1994 Continental went into production March 31. May 6 is the official introduction date.

The division said suspension improvements give a better ride and eliminate lift and dive during acceleration and braking.

The company said 1994 Continental base prices are up $ 505, or 1.5 percent, compared with comparably equipped 1993 models.

* VOLVO WANTS SMALL CAR

Following an auto show press conference, Mats Ola Palm, Volvo Cars of North America president and chief executive, said that in the next four years or so, he hopes to import an all-new small car that will result from a joint venture with Mitsubishi Motors Corp.

Mitsubishi and Volvo formed a joint venture in Holland to build small cars; each gets a different model from a common platform.

At the auto show, Volvo displayed the final version of its "boxy, but good" 240, which debuted in 1975 and is in its last model year.

* ROLLOVER AID IS EXTRA

BMW of North America unveiled an all-new 1994 325i convertible, to be introduced this summer. Its $ 38,200 price is $ 1,880, or 5.2 percent, above the present model.

A rollover-protection system is a $ 1,300 option in order to keep the base price down, said Vic Doolan sales and marketing executive vice president. BMW expects 70 to 80 percent of buyers to order the spring-loaded system, which deploys rollbars behind the rear seats if a sensor detects a rollover.

* MERCEDES ZINGED

Karl Gerlinger, president and chief executive officer of BMW North America, said BMW will begin construction on its South Carolina plant this month.

Gerlinger zinged Mercedes-Benz about its announcement that it will follow BMW in building a U.S. passenger-vehicle plant.

"We are not a 'me-too' company," he said.

Asked whether BMW will follow Mercedes in seeking a New York Stock Exchange listing, Gerlinger gave what he called "a very clear no."

* SAAB COMMEMORATES 900

A farewell version of the 15-year-old Saab 900 model, which compared to the Volvo 240 is relatively young, is on the stands.

The replacement car, due next fall, is expected to keep the 900 badge, said Steve Rossi, Saab Cars USA Inc. spokesman.

The Saab 900 Turbo Commemorative Edition gets 25 additional horsepower from higher turbo boost pressure.

Rossi said only 325 will be imported, and most U.S. dealers will get only one.

Saab said it has begun importing 1994-model convertibles. The 1994 ragtops have a driver-side airbag.

They also command a higher price, although they are mechanically unchanged.

The 900S convertible goes up $ 810, or 2.5 percent, to $ 33,275 suggested retail; the 900 Turbo droptop is hiked $ 995, or 2.7 percent, to $ 38,475.

* MORE POWER IN ALFAS

Alfa Romeo Distributors of North America showed the latest versions of its 164 sedan, with more horsepower and refinements inside and out.

The 164L will be badged LS for 1994 this summer. Improvements to the engine, including a distributorless ignition, will boost horsepower to 210 from 183

The sportier 164S will be re-named Quadrifoglio, the Italian name for Alfa's racing emblem. The Quadrifoglio will produce 230 hp, up from 200 for the 164S.

* ROCK DEFENDS ACHIEVA

Oldsmobile General Manager John Rock said Achieva sales have dropped dramatically in 1993, in part because the car was underpriced when it was introduced last year with a "$ 199 down, $ 199 a month" promotion.

"I started multiplying $ 199 by 48 (months), and no matter how I cut the math, I couldn't see how we were going to stay in business. When we started selling the car for what we had to have for it, the sales went down," he said.

GRAPHIC: Photo, The 1994 Continental looks new front and rear, with a new grille, tailiamps and side moldings.

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1993) and leq (6/30/1993))** (Edit Search | Suggest Terms for My Search)
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A licensing vehicle; Ford Motor Co. Lincoln-Mercury division licences the Nautica name; Brief Article Daily News Record April 13, 1993

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Daily News Record

April 13, 1993

SECTION: Vol. 23 ; No. 69 ; Pg. 12; ISSN: 0162-2161

LENGTH: 357 words

HEADLINE: A licensing vehicle; Ford Motor Co. Lincoln-Mercury division licences the **Nautica** name; Brief Article

BYLINE: Walsh, Peter

BODY:
Nautica president David Chu said the last yhing he expected was to be approached by Ford Motor Co.'s Lincoln-Mercury division to the license the **Nautica** name for a special-edition minivan vehicle.

"It is the perfect car for active lifestyles," Chu said of the utility-type vehicle with the ocean-inspired color scheme. "It looks like the classic-looking boats we use, but its translated into a car." Both the minivan and the **Nautica** sportswear line share the same target market.

For model year 1994, the Mercury **Nautica** Villager minivan will carry the **Nautica** flag colors of twilight blue and white with the signature **Nautica** yellow trim. The seats are embossed with the **Nautica** spinmaker and the floor mats are printed with the Natuica name.

The car is fully loaded, top-of-the-line model with leather captain's chairs, power windows and locks, well, you know the deal. A **Nautica** duffle bag is also thrown in.

Nautica joins the list of Ford's Lincoln-Mercury fashion licenses including Bill Blass, Givenchy, Cartier, and Eddie Bauer, which is to date the most popular licensed edition the car company has.

"It's been about 10 years that we've had the Eddie Bauer name and it's been very successful," said Lee Miskowski, vice-president of Ford and general manager of Lincoln-Mercury at a lunch to launch the **Nautica** car.

Ford expects to sell about 7,000 of the **Nautica** cars next year and as the brand-awareness factor increases and the fashion-conscious consumer gets noticed, it may sell even more. Ford has the option to renew the license annually.

Miskowski concedes that he is banking on the women to spur sales of the car. "We found that about 60 percent of the buyers of minivans are women," he said. "This one is a crossover. I understand about 60 percent of men's wear is bought by women."

The sticker price on the car has not been established as yet, but you can bet it will be in step with the better price points of the **Nautica** apparel line. "But we found that you can not be overpriced on these

things," said Miskowski. "They sell better at a moderate increase in price over the basic model."

GRAPHIC: Photograph

SIC: 2329 Men's and boys' clothing, not elsewhere classified ; 3711 Motor vehicles and car bodies ; 3714 Motor vehicle parts and accessories ; 2300 APPAREL AND OTHER TEXTILE PRODUCTS

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GETTING ALONG SWIMMINGLY St. Louis Post-Dispatch (Missouri) April 22, 1993, THURSDAY, FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

April 22, 1993, THURSDAY, FIVE STAR Edition

SECTION: STYLE WEST; Pg. 1

LENGTH: 430 words

HEADLINE: GETTING ALONG SWIMMINGLY

BYLINE: Becky Homan Post-Dispatch Fashion Editor Photos by Gary Bohn Of the Post-Dispatch Staff

BODY:
FASHION THEMES that are in the swim are animal prints, nautical colors, tie-dye looks and eye-popping brights of turquoise, purple and fuchsia. And that's just what the kids are wearing. Swimsuits for moms and other fashionable women this summer feature those options plus the grown-up trends of suits in sleek black velvet, in frisky suede-like fringe, in sexy, sheer insets and all topped, if swimsuit cover-ups are warranted, with see-through crochet. Perhaps newest for women is the oldest look of all: skirted suits based on what an Esther Williams might have worn in the 1940s or '50s. In fact, a new line is called Esther Williams. But everyone from Calvin Klein to Anne Cole is featuring retro styles for the younger woman or for the young at heart. And the skirted suits are, indeed, new. "That's really, I think, been a big focus from all of the lines," says Ellen Adams, manager of Margaret's swimwear and lingerie store in Clayton. "The skirted and dress-style suits are kind of fitted to the body, not like the old-style skirts. They're figure-conscious suits this year, like a skirted tank, almost. And they look young." But back to the really young swimmers - the kids. Little girls have always had the option of a skirt-like ruffle on one-piece swimsuits and tanks. Adams says swimwear makers aren't immune from copying adult styles for the kids' market. It's happening more and more these days. "I think the manufacturers think of them as miniature adults, especially in patterns," Adams says. "They like the mother-daughter look. And I guess children's clothes have followed adults for a number of years. Children like to feel dressed up, like their mothers." Models in this issue, by the way, are real-life moms with their kids, modeling side-by-side. They wear the mother-daughter animal prints, which Adams says are back stronger this year than they were last. "Animal prints are sort of a replay of several years ago, but they're good-looking and people seem to like new variations of the prints." Mom and son also model new approaches to nautical colors and prints - strong sellers again this year, Adams says, "in wonderful fabrics, cottons and others." And the whole family wears brights. Purple, says Adams, is a good color "especially if it's played down and kind of muted. It looks good on people with dark skin and tans." Fuchsia and turquoise, though, may be the most popular color combination of the summer. "We've gotten away from neons," Adams says, "and these two colors are appealing because they're very bright and clear."

GRAPHIC: PHOTO; Color Photos by Gary Bohn (1) From Speedo comes bright blocks of color styled into racing suits, including mom's tank ($56.95), a little girl's solid tank ($18.95), and a color-blocked one ($26.95), plus goggles ($5.50 each, all from B&B Sports & Swim). (2) Animal prints for Mom or kids are back. Mom's is by Gottex ($98) and the girls, by Oshkosh ($20 each, all from Famous-Barr). Her earrings are from Melanie's ($42) as are the girl's gold sandals ($5.50). (3) The skirted swimsuit is back in style for summer, here by Anne Cole in pin dots on navy ($88, Margaret's), worn with red-white-and-blue earring squares ($8, Melanie's); a little boy's companion nautical look comes from **Nautica** ($24, from Roberts Boys Shops) with baseball cap from Melanie's ($17). (4) An Oscar de la Renta suit for mom ($68) and a

boy's swim briefs by Cole Minors ($10, both from Dillard's). Her earrings are from Melanie's ($23).Location is the pool area, sauna and locker room at the Adam's Mark hotel's health club. (5) A Dundee Mills tie-dye beach towel ($14.99), polka-dot tank ($14.99) and Gitano sandals ($7), and Snoopy-print trunks ($6.99, all from Venture). The earrings are from Melanie's ($18). (6) Turquoise and fuchsia brights for moms and kids come in such styles as: a woman's solid tank suit ($36); a woman's floral-print maillot with tummy control panel ($62, both from Talbot's); a child's Olympic-style fuchsia tank by Cole for Kids ($17); a tropical-fish patterned suit by Catalina Kids ($32); and boys' trunks by Leggoons ($28, all from Talbot's Kids). (7) The sexy black velvet suit is something for Mom to wear on her own time, here by Baja Blue ($78), with Emmanuelle Khanh sunglasses ($155), St. John earrings ($75), bangle bracelets ($110 to $130, each), SFA straw hat ($55) and black-wedge shoes ($78, all from Saks Fifth Avenue). (8) Another fetching woman's suit comes in a suede-and-fringe look by Gottex ($104), worn here with Ann Cichon earrings ($95) and DKNY straw hat (on the model's back, $70, all from Neiman Marcus). By Becky Homan Post-Dispatch Fashion Editor Photos by Gary Bohn Of the

LOAD-DATE: October 7, 1993

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FASHION FLASHES;Nautical looks for the family Orange County Register (California) April 23, 1993 Friday

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April 23, 1993 Friday MORNING EDITION

SECTION: IMAGE; Pg. Q02

LENGTH: 150 words

HEADLINE: FASHION FLASHES;
Nautical looks for the family

BYLINE: KATHERINE BLAKE, The Orange County Register

BODY:
Seaworthy fashions for mother and child, top, are available from the Laura Ashley collection. The women's red cotton sailor dress ($ 128) and red cotton overalls for baby ($ 44) are available at Laura Ashley boutiques. Crisp color striping allows dad, left, to navigate the seas in style. **Nautica's** pullover knit shirt features bold stripes in red and royal blue against a white background ($ 47). White cotton shorts ($ 41) complete the look. Available at the **Nautica** store, Newport Beach, and Nordstrom stores. Right, a shorter-cut double-breasted jacket ($ 88) with traditional navy and ivory striping complements full-leg ivory trousers ($ 58) from the Spiegel collection. Available from the Spiegel '93 catalog by calling (800) 345-4500.

Compiled by

GRAPHIC: BLACK & WHITE PHOTO; PHOTO STORY

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Timex on Upscale Watch BRANDWEEK formerly Adweek Marketing Week April 26, 1993

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BRANDWEEK formerly Adweek Marketing Week

April 26, 1993

SECTION: LICENSING; Pg. 4

LENGTH: 238 words

HEADLINE: Timex on Upscale Watch

BYLINE: By Elaine Underwood

BODY:
When Timex introduces its licensed **Nautica** wristwatches this fall, the company will be breaking into both a new niche and level of distribution.

Because **Nautica,** a preppy casualwear line for men, is sold in specialty stores, mass marketer Timex will gain a foothold in the upscale market. Timex and **Nautica** will support the launch with an estimated $ 1 million print campaign.

Timex has been seeking an upscale men's and women's license since last year. **Nautica** signed in December, but negotiations with DKNY (Donna Karann New York) fell apart. "We want someone of that caliber," said Diane O'Connor, director of fashion and youth watches at Timex.

Nautica watches will be targeted to men, age 25 to 54. Other fashion watch brands such as Fossil and Guess, another Timex licensee, skew to people 30 and younger.

Nautica happens to be on a licensing spree of sorts. The New York apparel firm, with estimated 1992 revenues of $ 112 million, recently signed an agreement with Ford's Lincoln Mercury division to produce a line of **Nautica**-themed Villagers. The 1994-model minivans will feature navy and white color schemes and polished teak floorboards, reminiscent of a yacht.

Nautica watches will sport such sea-safe innovations as waterproof leather straps. The line will debut with 30 models, retailing between $ 60 and $ 300. Timex will also extend its Indiglo illuminated-dial technology to **Nautica.**

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FITTING THE BILL;TRADITIONAL ON THE JOB, BUT GIVEN TO FITS OF OVER-CASUALNESS, PRESIDENT CLINTON RECEIVESA MIXED APPROVAL RATING WHEN IT COMES TO SARTORIAL STYLE Los Angeles Times April 30, 1993, Friday, Orange County Edition

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View Related Topics

April 30, 1993, Friday, Orange County Edition

SECTION: View; Part E; Page 1; Column 2; View Desk

LENGTH: 952 words

HEADLINE: FITTING THE BILL;
TRADITIONAL ON THE JOB, BUT GIVEN TO FITS OF OVER-CASUALNESS, PRESIDENT CLINTON RECEIVESA MIXED APPROVAL RATING WHEN IT COMES TO SARTORIAL STYLE

BYLINE: By KATHRYN BOLD, SPECIAL TO THE TIMES

BODY:
Compared with the deficit and taxes, the state of President Clinton's wardrobe is probably a trivial matter.

Yet many in the menswear industry have good reason to keep close watch on the President's clothing. Should Clinton turn out to be a trendsetter in the tradition of John F. Kennedy (a bit of haberdashery history that most experts agree Clinton shows little sign of repeating), he could have a far-reaching influence on men's fashions.

So far the President has a mixed approval rating when it comes to style. While some experts applaud the traditional attire he's been wearing around the White House, those polled agreed that his casual wardrobe needs a workout.

To be sure, one's assessment of the President's wardrobe can be colored by one's politics.

"I'm having trouble with him politically, so this is really hard for me," said Tom Fuller, owner of Fuller's for Men in Monarch Beach, before launching into a critique of Clinton's wardrobe.

"Clinton is just following in previous Presidents' footsteps," he said. "It's still the dark Southwick suits and white shirts, but that's my business. I can't knock it. It's popular with Orange County businessmen."

Most define Clinton's style as traditional but more relaxed than his Republican predecessors. The President's favorite working wardrobe: a navy suit, regimental striped tie and a white shirt with a straight collar.

"With Clinton being younger than Bush, it will give new credibility to the traditional look," said Ray Wills, men's fashion director for Bullock's/Macy's who rates Clinton's style highly.

"For a while it wasn't chic to wear clothes that fit you or looked right. Anti-fashion was in fashion. The rep

tie, the white shirt wasn't happening," he said. "Now the pendulum is swinging the other way. The white shirt is our No. 1 shirt. Ties are back to more controlled patterns and stripes."

Tom Julian, fashion director of the Men's Fashion Assn. in New York City, expects Clinton to have "a very positive impact" on what men wear.

"Clinton doesn't dress like a typical D.C. politician," Julian said. "For the first time we're seeing a very contemporary business dresser. Clinton has selected suits with an international silhouette. They have soft, rounded shoulders. The jackets have low-notch lapels and no vents. The pants are pleated. He's wearing slit welted pockets instead of flaps because he does have a waist area.

"Clinton is 6-foot-2 and has very strong shoulders. His style can carry over to a lot more men of his same ilk. They don't have to have the perfect model figure," Julian said.

*

Cliff Chally, the Los Angeles-based costume designer for "Designing Women" and "Evening Shade" (two TV shows created by Clinton pal Linda Bloodworth-Thomason), is partly responsible for Clinton's evolving style.

"During the summer I was asked to help coordinate his wardrobe. I talked to him and made some suggestions. I put him in suits with a little bit of a younger cut and fine-tuned his image for television," Chally said.

Chally persuaded Clinton to update his suits a bit -- so the jackets had a more relaxed fit and no vents. He also weaned Clinton from his favorite white shirts.

"The photographers were always complaining about the glare on his white shirts. Now he often wears light blue or ecru -- which looks white on camera."

Chally maintains Clinton has a natural sense of style. "He's very classic. He has nice taste. He has a great tie collection."

Clinton's favorite color is navy, Chally says, although recently he's been seen wearing gray suits.

"It's a relief," Wills said.

*

Clinton's fashion record is not without its blemishes.

"He's not a bad dresser, but he could improve," said Bjorn Sedleniek, owner of POSH menswear in Fashion Island, Newport Beach. "Some of his suits don't look presidential. The lighter-colored ones don't come across with the authoritarian look a President should have.

"The only good thing he pays attention to is his shirt collar. He wears the right kind -- straight."

Sedleniek gave Clinton low marks when he appeared to experiment briefly with contemporary, wider-shoulder suits and baggy pants at election time. "He looks better in the classic clothing. Currently he has stayed with a more traditional look. It's relaxed, but it's not that baggy, sacky look."

He also complimented Clinton on his choice of ties.

"Unlike former Presidents, he's wearing a lot more current neckwear," he said. "He's worn some of the more abstract patterns, and the ties are more colorful than the red, white and blue ones that George Bush wore all the time."

*

Clinton really loses votes in an area a young, sax-playing President should ace: the casual wear department. Sedleniek faulted him for looking sloppy in his jogging clothes.

Fuller was even harder: "He looks like a slob to me. He wears plaid shirts, but they don't look like quality shirts. He probably saved money on his wardrobe to give to Hillary (Clinton). And those baggy running sweats -- to me that doesn't show class. Bush always looked good, even when he went fishing."

Should the President call him for advice, Fuller would suggest Clinton switch to sportswear by Henry Cotton, such as the company's classic polo knit shirts, or knit shirts and casual cotton pants by Ralph Lauren.

One possible ensemble: Ruff Hewn khaki pants ($65), a navy **Nautica** jacket (about $100), button-down cotton shirt ($45) in plaids or stripes and a pair of Timberland walking shoes ($90).

But Fuller wouldn't give the President any special treatment:

"I'd charge him full price, with the California sales tax."

'With Clinton being younger than Bush, it will give new credibility to the traditional look.'

GRAPHIC: Photo, COLOR, Bill Snyder interprets the Southwick wool suit ($625) in gray with alively Robert Talbott tie ($48); Photo, COLOR, Snyder upholds tradition in a wool suit by POSH ($395) and Robert Talbott tie ($38). Flag from Nikki's Flags of Newport Beach. MARK BOSTER / Los Angeles Times; Photo, COLOR, President Clinton Reuters

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PRICE SAVVY: FROM DENIM TO SILK, MEN CAN RELAX WHEN IT COMES TO CASUAL SHIRTS THAT LOOK GOOD, TOO Los Angeles Times May 7, 1993, Friday, Orange County Edition

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May 7, 1993, Friday, Orange County Edition

SECTION: View; Part E; Page 2; Column 1; View Desk

LENGTH: 1272 words

HEADLINE: PRICE SAVVY: FROM DENIM TO SILK, MEN CAN RELAX WHEN IT COMES TO CASUAL SHIRTS THAT LOOK GOOD, TOO

BYLINE: By JULIE BAWDEN DAVIS, SPECIAL TO THE TIMES

BODY:
When it's time to pull out the casual clothes for a little R & R, "Most men want a high-quality shirt that has a comfortable look and feel," says Mark Schell, owner of Mark Schell Design for Men in Corona del Mar.

It's important when shopping for a shirt to choose one that is made of quality material, says Thom Fuller, owner of Fuller's for Men and Women in Dana Point. "Good material will have bright, clear colors," he says.

There are a few trends today in men's casual shirts. "We've seen an increase in the rayon shirts available and a drop in the price of silk shirts," says Jim Cline, manager of Today's Man in Laguna Beach.

Also popular lately are denim shirts, says Janet Vaccaro, manager of A/X (Armani Exchange) in South Coast Plaza, Costa Mesa.

Here is a sampling of stores that carry a variety of casual shirts perfect for downtime enjoyment:

A/X (ARMANI EXCHANGE)

An Armani Jeans 100% cotton navy and white plaid print shirt has long sleeves, a collar and seven cream-colored buttons down the front. Each breast has a button-through pocket and the left pocket has the "Armani J" logo in gold with black lettering ($88, extra small to extra large).

Another Armani Jeans 100% linen shirt is indigo-dye colored. It is long-sleeved and has a collar. There are eight cream-colored buttons down the front, four of which button underneath and don't show through. The shirt also has cream colored button-through pockets on each breast ($118, extra small through extra large).

A green and cream striped Armani Jeans 100% cotton shirt has seven buttons down the front. This long-sleeved shirt has two button-through pockets. On the left pocket there is the "Armani J" logo in gold with black lettering ($95, extra small through extra large).

South Coast Plaza, (714) 556-8842.

ATTIVO

These stores carry an I.O.U. short-sleeved shirt made of 100% rayon. It is purple, green and orange-striped, including the collar. There are seven buttons down the front ($30, small through extra large).

Another I.O.U. short-sleeved collar shirt has buttons down the front. This 100% silk shirt comes in solid red, gold, white, blue or teal ($30, small through extra large).

An I.O.U. short-sleeved 100% cotton T-shirt is all blue with a small green stripe on the collar. This shirt also comes in purple, green, yellow, violet or black ($30, small through extra large).

Crystal Court, Costa Mesa, (714) 979-7018 and Westminster Mall, (714) 373-1687.

FULLER'S FOR MEN AND WOMEN

Here, you'll find a Barry Bricken 100% linen short-sleeved shirt with a collar. It has a license plate design in a number of bright colors, including orange, yellow, green, blue and black. There are seven buttons down the front of the shirt ($83, medium through extra large).

There is also a Thomas Brothers 100% cotton short-sleeved shirt. This has a picnic print featuring vegetables and condiments in a variety of colors, including white, blue, red, yellow and black. There are buttons down the front of the shirt and there is a pocket on the left breast ($43, medium through extra large).

The **Nautica** chambray short-sleeved shirt is blue with green, yellow, white and red stripes. It has white chalk buttons down the front ($57, medium through extra large).

23 Monarch Bay Plaza, Dana Point, (714) 661-2303.

J. RIGGINGS

This store's New River short-sleeved shirt is made of 100% cotton. It has vertical stripes of orange, navy, blue, green, white and wine. The collar is navy blue and the sleeves are also trimmed with blue. There are two buttons down the front in the chest area ($27, small through extra large).

The Hunting Horn short-sleeved shirt is 100% cotton. The collar on this all-yellow shirt is blue and white striped. The three-button chest area has the same stripes on the inside, which can be seen when the shirt is unbuttoned and flipped open. This top comes in other colors, including orange, black, blue or cream ($23, small through extra large).

There is also a New River 100% cotton polo-style shirt. This is short-sleeved with three buttons at the throat. There is a navy blue collar and the rest of the shirt is covered with a print design of people golfing, golf clubs and golf balls in rust, gold, black and white ($27, small through extra large).

MainPlace/Santa Ana, (714) 836-4333.

MARK SCHELL DESIGN FOR MEN

This store carries a wide variety of store brand merchandise, including a Mark Schell 100% cotton knit polo-style shirt. This has a black and ivory smiling fish pattern and a black collar ($50-$60, small to extra large).

There is also a long-sleeved, oversize shirt made of 45% cotton and 55% ramie, which is like linen but has a softer feel, says Schell. This shirt buttons all the way down the front. It comes in teal blue, soft pebble blue, yellow, ivory or tan ($50-$60, small through extra large).

Another Mark Schell shirt has a "tropical but elegant look," says Schell.

This short-sleeved shirt is 100% rayon and buttons down the front. It is black with a bright geometric design in yellow, red, blue, white, pink and gold. On the left breast there is a buttoned patch pocket ($60-$70, small through extra large).

2737 E. Coast Highway, Corona Del Mar, (714) 675-4070.

OAKTREE

At these stores, you'll find a Via D/Uomo 100% raw silk shirt. This collared shirt comes in long and short sleeves. There are buttons all the way down the front and a pocket on the left breast. The shirt comes in a variety of colors, including pastel green, blue, black, mustard, off-white, teal blue and beige ($40, small through extra large).

A 100%-cotton yellow T-shirt made by U Men has mid-length sleeves. On the left breast there are three embroidered men ($14.50, small through extra large).

The Rugby shirt made by U Men and Cosi is 100% cotton. It is long-sleeved and comes with either a zipper or buttons that stop midway down the shirt. This collared top is black with maroon, green and yellow stripes. Some of these shirts have hoods ($30, small through extra large).

Buena Park Mall, (714) 827-7522; MainPlace/Santa Ana, (714) 973- 8409 and Westminster Mall, (714) 897-2426.

TAILOR'S AND MEN'S SHOP

At this store, you'll find a Romani short-sleeved, 80% polyester, 20% cotton shirt. It is gray and buttons all the way down the front. There is a pocket on each breast and two pockets at the bottom of the shirt, giving it a jacket look, says store owner Humberto Lopez ($24-$30, medium through extra large).

The DeVinichi shirt has no collar and buttons all the way down the front. This short-sleeved white shirt has dark blue sleeves and is made of 80% polyester, 20% cotton. It has two pockets on the bottom front and an elastic waist band ($24, medium through extra large).

Also by DeVinichi, there is a green 60% polyester, 40% Dacron short-sleeved, collared shirt. This has buttons down the front and one pocket on each breast ($30, medium through extra large).

7561 W. Center Ave., 28, Huntington Beach, (714) 894-0772.

TODAY'S MAN

The David Michaels long-sleeved shirt is made of 100% rayon. It is mustard-colored and has a pocket on each breast. ($28, small through extra large).

The Weeds short-sleeved shirt is black with a blue, gold and coral paisley design. It is made of 100% cotton and buttons down the front. There is a pocket on the left breast and the collar is black ($28, small through extra large).

The Michael Jordan 100% brush silk shirt is solid taupe. This has long sleeves, one pocket on each breast.

($45, small through extra large).

168 Mountain Road, Laguna Beach, (714) 497-2335.

GRAPHIC: Photo, COLOR, Check this out: Jason Schlyer takes it easy in a 100% cotton shirt ($88) from the Armani Exchange, South Coast Plaza, Costa Mesa. ; Photo, COLOR, Stripe it rich: Schlyer loosens up in a green Armani shirt ($95) worn over a tank. LACY ATKINS / Los Angeles Times

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USA Classic reports revenues and earnings for the nine months Business Wire May 7, 1993, Friday

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Business Wire

May 7, 1993, Friday

DISTRIBUTION: Business Editors

LENGTH: 908 words

HEADLINE: USA Classic reports revenues and earnings for the nine months

DATELINE: NEW YORK

BODY:
USA Classic, Inc., (NASDAQ:USCL) Friday announced revenue and earnings for the nine months and three months ended March 31.

USA Classic, Inc. reported net earnings for the nine months ended March 31 of approximately $2,774,000 (69 cents per share) on net sales of approximately $62,264,000 compared to net earnings of approximately $386,000 (15 cents per share) on net sales of approximately $38,139,000 for the comparable period of the prior fiscal year.

Net earnings for the three months ended March 31 were approximately $897,000 (16 cents per share) on net sales of approximately $19,373,000 compared to net earnings of approximately $31,000 (1 cent per share) on net sales of approximately $11,836,000 for the comparable period of the prior fiscal year.

The following is a summary of the comparative results of operations for the nine months and three months ended March 31.

Milton M. Adams, chairman of the board and CEO of USA Classic, Inc. reports an extremely positive growth outlook for the company, due to the addition of two new divisions, "Phat" and "Gav's", as well as expansion within existing divisions.

USA Classic, Inc. signed an exclusive license to produce and distribute "Phat" outerwear, sportswear, activewear, swimwear and headwear in all categories: men, young men, women, juniors, boys and girls. "Phat fashions are street-life fashions, combining the simplicity and sophistication of the most classic clothing with the casual oversized look," says Adams. Limited merchandise will be sold for spring 1994. Full collections will be shipped in fall 1994 to better department and specialty stores.

The other new division, "Gav's", is producing plaid-flannel boxer shorts sporting over 200 college logos, which are being marketed to the college market, resorts and sporting goods, department and specialty stores. Initial retailer response to "Gav's" has prompted a plan to offer T-shirts, hats and accessories for spring 1994.

Line extensions within existing divisions are anticipated to provide continued growth. For fall 1994 the "**Nautica**" collection will be expanded to include infant/toddler apparel. "Everlast" recently introduced a group of big & tall sizes, and is introducing robes for holiday 1993, a natural extension for the famous boxing label.

"Danskin Sport's" holiday collection will open on June 1, and an aggressive advertising campaign will appear in national women's magazines this fall. "Our Danskin team, headed by Regina Kravitz, has developed a collection of sportswear that's absolutely on target in terms of both design and pricing," states Adams. Verna Gibson, a director of the company and consultant to "Danskin Sport" continues to guide the team's efforts.

Adams notes, "Additional product sourcing has been established to facilitate servicing our expected growth."

USA Classic, Inc. is a leading designer, manufacturer, and marketer of men's, women's and children's activewear, sportswear and outerwear. It sells its principal product collections under nationally recognized brand names, including "Everlast", "**Nautica**", "B.U.M. Equipment", "Danskin Sport", and "Phat" through exclusive licensing arrangements. USA Classic, Inc. also sells its product collections under the "Mighty Mac", "Lakeland", "Philippe Monet", "Studio 7036", "Gav's" and "USA Classic" brand names. -0-

USA Classic, Inc. Financial Highlights

	Nine Months Ended	
	March 31, 1993	March 31, 1992
Sales	$62,264,000	$38,139,000
Operating income	5,869,000	2,231,000
Net income	2,774,000	386,000
Earnings per share	$.69	$.15
Shares outstanding	4,044,000	2,585,000

Earnings per share on a pro forma basis reflecting the initial public offering completed in Nov. 1992 were 63 cents and 19 cents per share for the nine months ended March 31, 1993 and March 31, 1992, respectively.

	Three Months Ended	
	March 31, 1993	March 31, 1992
Sales	$19,373,000	$11,836,000
Operating income	1,555,000	607,000
Net income	897,000	31,000
Earnings per share	$.16	$.01
Shares outstanding	5,664,000	2,585,000

Earnings per share on a pro forma basis reflecting the initial public offering completed in Nov. 1992 were 6 cents per share for the three months ended March 31, 1992.

CONTACT: USA Classic, Inc., New York
Milton M. Adams, 212/629-0320

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USA TODAY'S SWIMSUIT MAKEOVER USA TODAY May 14, 1993, Friday, FINAL EDITION

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USA TODAY

May 14, 1993, Friday, FINAL EDITION

SECTION: LIFE; Pg. 4D

LENGTH: 690 words

HEADLINE: USA TODAY'S SWIMSUIT MAKEOVER

BYLINE: Elizabeth Snead

BODY:
More than 150 couples responded to USA TODAY's call for swimsuit volunteers. We flew four of the couples to Miami's South Beach and let Jule Campbell, who oversees the Sports Illustrated swimsuit issues, and Tom Julian of the Men's Fashion Association work their magic; SI model Stacey Williams taught them to strut their stuff on the beach. On this page, USA TODAY's second Swimsuit Makeover;

THE BRYANTS NAPLES, FLA.

- Mary Jo Bryant: 62

- Size: 5-foot-3, 136 pounds, a 10-12.

- Swimsuit needs: Tummy control. She usually buys a suit with a blouson top. She dislikes tummy control suits that push everything up. And she wants removable straps for sunning.

- Solution: A one-piece suit from Gabar, $ 72. To order, 800-442-1014. The suit has a flirty tap-pant effect that makes her waist look smaller. The Daisy Dot black and white print is also tres trendy.

- Jim Bryant: 70

- Size: 5-foot-11, 180 pounds - a 38 in pants, large in a swimsuit.

- Swimsuit needs: Midriff, again! Jim wants something comfortable, with flattering fit that's non-fuddy-duddy.

- Solution: Bright sportswear by Gant. A green cotton drop shoulder T-shirt, $ 30; green, purple and fuchsia nylon vertical floral pattern shorts, $ 32.50. Rayban Outdoorsman, $ 103, with browbar to give definition to his forehead.

"The vertical pattern on the shorts adds height, the waistband gives definition, the drop-shoulder T is very slimming," says Tom Julian.

THE EDDYS COLORADO SPRINGS, COLO.

- Betsy Eddy: 24

- Size: At 5-foot-9, 135 pounds, she's a 9-10.

- Swimsuit needs: Certainly no figure problems here. Betsy likes two-piece suits in solid colors. A natural athlete, she usually wears a sporty bandeau-style top, which doesn't give her much bust emphasis.

- Solution: For a very feminine and high-fashion look, Jule Campbell put Betsy in a Gottex underwire bikini in turquoise with gold lace, $ 82. To order, call 800-225-7946.

- Reece Eddy: 28

- Size: At 6-foot-2, 195 pounds, he's a 32-33.

- Needs: He likes bright colors and solids. And he's more comfortable in boxer-style trunks.

- Solution: A cobalt blue nylon-Lycra Jantzen square cut bikini, $ 17. But for walking, Tom Julian suggested a pair of Mossimo plaid long shorts and, natch, a pair of cool Ray-Ban sunglasses.

"Reece used to be a swimmer but he wasn't comfortable with the skimpy bikinis anymore," says Julian. "But to show off his physique, we put him in the new square cut bikini. Its very reminiscent of Elvis and the '50s."

THE SMITHS SEATTLE

- Ava Dowell-Smith: 39

- Size: At 5-foot-6, 150 pounds, she's a 10-12.

- Swimsuit needs: Ava needs tummy control, bust support and most important, a suit she can move in. "We're very active and do lot of boating."

- Solution: A hot pink Slimsuit by Carol Wior, $ 64, with an inner lining that's guaranteed to take an inch or more off your waistline. To order, call 800-882-9467.

- Ron Smith: 40

- Size: He's 6-foot-2, 210 pounds, size 34-36.

- Swimsuit needs: "He has good thighs, cute tush, but a little beer belly," Ava says. "He always wears shorts to swim in. He's never had real swimwear!"

- Solution: **Nautica** nylon swim trunks, $ 40, with bold primary stripes. Cotton T-shirt, $ 30. Rayban Caravan Arista glasses, $ 150.

"He took a wider vertical stripe short to proportion his height and broad shoulders," says Tom Julian. And the walking-shorts length helps the boater in Ron.

THE DEMERLYS BLOOMINGTON, ILL.

- Karen: 31

- Size: 5-foot-5, 138 pounds, she wears size 12.

- Swimsuit needs: This new mother needs some bosom support. No strenuous activity here.

- Solution: Jantzen's printed foil stripe cotton/Lycra suit with soft cups and high neck, $ 72. To order, 800-238-7946.

- Danielle: 9 months, 21 pounds.

- Swimsuit needs: She's perfect, just a slight diaper line.

- Solution: J.C. Penney's suit with net flounce, $ 10. Her response? "Goo!"

- Jeff: 29

- Size: He's 5-foot-11, 175 pounds, 33-34 waist.

- Swimsuit needs: Jeff's problem area: "My stomach."

- Solution: Classic flag print Tommy Hilfiger cotton shorts, $ 37, and polo shirt, $ 55.

GRAPHIC: PHOTOS, color (9)

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Genesco pares 1st qtr. loss; Genesco Inc. Footwear News May 17, 1993

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Footwear News

May 17, 1993

SECTION: Vol. 49 ; No. 20 ; Pg. 21; ISSN: 0162-914X

LENGTH: 426 words

HEADLINE: Genesco pares 1st qtr. loss; Genesco Inc.

BYLINE: Siegel, Jeff

BODY:
NASHVILLE, Tenn. (FNS) -- Driven by strength in its wholesale footwear division, Genesco Inc. cut its first-quarter losses before a special item.

Excluding a charge of $ 2.3 million for an accounting change in the period ended April 30, Genesco had a loss of $ 742,000 versus a loss of $ 940,000, a year earlier. Sales grew 13.8 percent to $ 128.4 million from $ 112.9 million.

Genesco's wholesale footwear division, which markets shoes under several names, including Johnston & Murphy, Dockers and **Nautica,** recorded first-quarter pretax earnings of $ 848,000, against a year-ago loss of $ 910,000. Sales soared 49.4 percent to $ 54.7 million from $ 36.6 million.

"Wholesale footwear continues to present Genesco with the most promising prospects for growth in the new fiscal year,' said E. Douglas Grindstaff, president and ceo.

Grindstaff cited Dockers; J. Murphy; Mitre U.K.; University Brands; and the Laredo and Code West Western boot business, as providing Genesco with "excellent growth potential".

In fact, current wholesale footwear growth is being fueled by Genesco's newer brands like J. Murphy and Dockers, said Craig Weichmann, a retailing analyst at Morgan Keegan, Memphis, Tenn. Also giving sales a push, said Weichmann is boot revenue that increased 28 percent in the quarter "and is still showing excellent results."

The only line that has lagged behind the rest of the division, added the analyst, is Mitre U.K., which has been hurt by too much inventory. He said the company is working on a new logo for the shoes with the hope that it will become as well-known as Nike's "swoosh" logo.

First-quarter pretax earnings at Genesco's retail footwear division gained 9.2 percent to $ 3.3 million, from $ 3 million, a year earlier, despite sales that held steady at $ 48.5 million. Weichmann called same-store sales growth of 5 percent in the retail division "a very good achievement," considering there were 5 percent fewer outlets. Genesco is still pruning its retail store base, said the analyst, in order to upgrade overall returns. He anticipates the company will probably continue to thin out its outlet base until it reaches the right formula.

Overall, Weichmann said the outlook for Genesco's footwear division is positive as it will soon start a "fairly aggressive advertising campaign" for the J. Murphy line and begin to benefit from expected growth in the University Brands line.

In addition to its footwear business, which accounts for about 80 percent of sales, Genesco makes men's tailored clothing.

SIC: 3140 Footwear, Except Rubber ; 3143 Men's footwear, except athletic ; 3144 Women's footwear, except athletic ; 5139 Footwear

IAC-NUMBER: IAC 14082218

IAC-CLASS: Trade & Industry

LOAD-DATE: August 24, 1995

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Japan's Home-Shopping Hit: Part Travelogue, Part Pitch BRANDWEEK formerly Adweek Marketing Week May 17, 1993

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BRANDWEEK formerly Adweek Marketing Week

May 17, 1993

SECTION: GLOBAL MARKETING; Pg. 20

LENGTH: 1310 words

HEADLINE: Japan's Home-Shopping Hit: Part Travelogue, Part Pitch

BYLINE: By Marlene C. Piturro; Marlene C. Piturro is a Westchester County, New York, based business journalist who specializes in covering stories on the Asian market.

HIGHLIGHT:
And the leggy, female product-presenters don't hurt.

BODY:
Where can fashion-conscious Japanese consumers buy North Beach Leather-brand jackets like Arsenio Hall's, official PGA National golf bags, china from New York's famed Le Cirque restaurant or an FAO Schwarz teddy bear without leaving the comfort of their living-rooms? On *The World Shopping Theatre,* an offbeat, late-night combination travelogue and home-shopping show that brings consumer treasures to the small screen from markets around the world.

Hosted by Kinya Aikawa, a kinetic, tuxedo-sporting cross between Jay Leno and Monte Hall, the fast-paced, two-hour-long bimonthly program pitches a horn of plenty of American- and European-made products to 3 million households. The show, the top-rated offering in its time slot, may hold some lessons for broadening home shopping's audience in the U.S.

Its secret? Entertainment, information and products that are too new, too trendy, or too small to make it through Japan's legendarily difficult distribution channels.

Of course, the bevy of leggy, female "product-presenters" doesn't hurt, either. Among WST's biggest fans are middle-aged businessmen who tune in when they get home from an evening of after-work partying.

Among the U.S. products that have made their Japanese debut on *World Shopping Theatre* are Samuel Adams beer, Coach Leatherwear, **Nautica** Sportswear, Nicole Miller fashions, North Beach Leather and Angela Cummings jewelry. The products sell: the show moves $ 2 million (U.S.) per episode at retail prices -- more than $ 16,000 per minute, a rate that rivals ad time on U.S. late-night talk shows. And, on *WST,* the money comes in every minute.

In concept, *WST* is closer to *Lifestyles of the Rich and Famous* than its U.S. home-shopping counterparts QVC and Home Shopping Network. As much as product, it sells image and prestige. Hosts never bark prices; clocks don't tick off the seconds until the product is sold.

"The only thing we have in common with American home-shopping shows is that we sell product through media," said Katherine Melchior Ray, WST's New York-based manager of marketing business development, who lines up products that will be featured on the show.

Another point of difference is that *WST* is produced by Fujisankei Communications, Japan's largest communications conglomerate, and runs on Fujisankei's network, Fuji TV. The format is based loosely on one of Japan's longest-running game shows, *Naruhodo The World ("Now I See The World")*. The game show scours the world for bizarre and unusual items indigenous to foreign cultures; a panel of celebrities a la *What's My Line?* guess what the items are *for*. The answers run from the tongue-in-cheek to the outrageous.

Both *World* and *WST* play to Japan's seemingly insatiable appetite for foreign culture; the shows were created by the same producer, and, in Aikawa, share the same host.

A typical *WST* consists of 15 travelogues filmed on location around the world, all winding up in a description of a product that hails from that part of the world. The Samuel Adams segment, for instance, opened with a re-enactment of the Boston Tea Party. That segued into a famous woman journalist from Japan, sporting a tricorner Revolutionary War-era hat, leading viewers on a tour of historic Boston. The tour wound up in a pub where everyone was drinking Sam Adams.

After the segment draws to a close, host Aikawa and an ever-changing coterie of Japanese celebrities sample the product, and chat about its merits. After a few rounds of a new brew, for example, the group can get a little tipsy, and the atmosphere fairly giddy (another drawing card). After the talk, the show breaks to a voiceover with details on how to order the product.

According to Melchior Ray, the challenge is to find products that "explain foreign cultures, yet fit into the Japanese lifestyle." Mission-style furniture doesn't cut it; too big and heavy for tiny Japanese homes. Some products, like baseball collectibles, the Japanese already have O.D.'d on.

At the height of Japan's affluence in the '80s, when stockmarket-empowered Japanese were snapping up wineries, art works and real estate around the world -- *World Shopping Theatre* offered million-dollar meteorites and French chateaux. Since the Japanese stock-market crash, it's taken a more moderate tack: items are generally in the $ 100-$ 600 price range.

WST's most recent episode featured a $ 50 sweatshirt, a $ 69 golf bag, a $ 42 golf jacket and a $ 33 golf shirt from the PGA National Resort and Spa in Palm Beach Gardens, Fla. The PGA initiated the effort to get onto the show. Anne Marquardt, director of purchasing for PGA National, said the resort recognized WST's viewers as a high-potential market; the Japanese passion for golf is legendary. WST went on location at the resort, billing it as "where famous pros play" and "one of the top five golfing destinations in the U.S."

An appearance on *WST* can lead to more opportunities to sell product. Companies form sales partnerships with Fujisankei. The deal gives them a shot to be in Fujisankei's direct-mail catalog.

Dinos, as the catalog is called, reaches 2.3 million households, making it Japan's largest catalog, and has annual sales of $ 500 million. FAO Schwarz, featured in a live broadcast from the New York store in 1989, has a half-dozen items in the upcoming fall '93 catalog.

North Beach Leather, based in San Francisco, has gone from appearances on the show to the *Dinos* catalog and Tokyo's Marui Department Store, which has a *World Shopping Theatre* "corner." WST's initial order of 1,000 jackets, for a show in 1989, sold out quickly; the show reordered 400 more. North Beach Leather offers many of the hallmarks of WST's hits, not the least of which is that its high-fashion leather garments are part of the wardrobes of Jacqueline Onassis, Arsenio Hall, Jose Canseco and other celebrities.

"If a company listens carefully to *WST,* it will succeed," Jim Brightman, the chief financial officer of North Beach Leather, attested. "They are experts in reading the Japanese market."

Men, surprisingly, are often the target market. Roughly 60% of Home Shopping's audience is male -- in contrast to the U.S., where home shopping has a primarily female following. Japan is tied with Korea and Indonesia for the lowest number of working wives in Asia.

World Shopping is broadcast at midnight, ideal, as noted earlier, for men coming home from a hard day of working and socializing. Many of the viewers are over 50 years old, but there is a significant 25- to 40-year-old viewership as well. Young adults stay up and watch the show with friends. Single women and housewives, the rest of the audience, tape it and watch it a day or two later.

WST phone lines remain open four days after the program to accommodate late orders. Ninety percent of customers' orders are paid cash-on-delivery. The rest are paid by credit card. *WST* staffers call all customers to confirm their orders.

The show asks vendors to reserve specific quantities, sizes and styles of each item, agreeing that *WST* will buy them at wholesale and sell them at retail.

For all the obstacles of gaining entry, and the poorer economy, Japan remains one of the most-desirable consumer markets in the world. According to *Asian Market Intelligence,* average household income was $ 116,200 in U.S. dollars last year. Per-capita income was $ 25,273. Unlike American consumers, who dream of owning a home, the Japanese are "akirame rich." Japan's stratospheric real-estate prices have put owning a home out of the reach of many of the young and middle-aged.

So the Japanese spend freely on consumer goods, to the tune of 60% of their incomes. Caviar wishes and champagne dreams indeed.

GRAPHIC: Picture 1, "World Shopping Theatre," on location at the PGA National Resort and Spa in Florida.; Picture 2, New York-based "WST" staffers scout for new products for the show, Katherine Melchior Ray.

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Structure seeking bigger piece of collection sportswear pie; Brief Article Daily News Record May 18, 1993

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Daily News Record

May 18, 1993

SECTION: Vol. 23 ; No. 94 ; Pg. 3; ISSN: 0162-2161

LENGTH: 452 words

HEADLINE: Structure seeking bigger piece of collection sportswear pie; Brief Article

BYLINE: Palmieri, Jean E.

BODY:
NEW YORK -- Structure is out to snag a bigger portion of the men's collection sportswear business in the U.S.

The powerhouse men's division of The Limited, Inc., which currently operates 346 stores nationwide, showed off its fall '93 collection at a press preview here last week.

The merchandise, which is European-inspired and includes everything from polo shirts, jeans and casual slacks to blazers, neckwear and outerwear, is designed to compete with such higher-priced lines as Tommy Hilfiger, **Nautica,** Polo and Perry Ellis, according to Structure president David Mangini.

"Our consumer shops in the collections area of department stores," he noted, "not the Gap or Merry-Go-Round."

Some prices of Structure's private label merchandise are: wool sweaters for $ 38-$ 95; blazers for $ 185 and up; outerwear for $ 129 and up, and silk neckwear for $ 28. "I think there's a void in the market for quality merchandise like this," Mangini said. "When the customer comes into a Structure, I believe he sees obvious value."

The Structure of today is a far cry from the fledging company that was launched as an offshoot of Limited's Express division in 1987. When founded, the company sold a small collection of printed silk shirts, polo tops and buttondown twills for men in a small section within the Express stores. The men's line was even called Express Man.

Success soon prompted the company to expand its offerings, rename the division and expand the number of stores in which men's was sold. Eventually, Structure opened its own freestanding units, often adjacent to Express stores.

Since 1989, when Structure came into its own, the company has been opening about 100 stores a year. In fact, the men's chain has experienced the fastest growth rate of any new venture in the history of the organization. Limited chairman Leslie Wexner has projected that Structure will hit $ 1 billion in sales by the mid-to-late 1990s.

Although Mangini hesitated to make a projection on Structure's growth, when pressed, he said that the

company may ultimately operate some 600 to 800 specialty stores nationwide.

"We will keep expanding as we get good real-estate opportunities," he said. "We won't keep opening 100 stores a year forever, but we'll open what's proper for right now."

In addition, Structure is now opening larger stores to better accommodate its larger merchandise mix. "We're opening stores that have 5,400 square feet of selling space or more," Mangini said. "The early ones were too small."

So what's next for Structure? Mangini noted: "We'll be intensifying what we know and expanding our collection. We need to balance our rapid growth and do it correctly."

GRAPHIC: Photograph

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

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SALES AND SERVICES Newsday (New York) May 27, 1993, Thursday, ALL EDITIONS

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May 27, 1993, Thursday, ALL EDITIONS

SECTION: AT HOME; Pg. 93

LENGTH: 589 words

HEADLINE: SALES AND SERVICES

BYLINE: By Dan Feinstein. Dan Feinstein is a free-lance writer.

BODY:

Expanding Bargains

This Westchester outlet center has just gotten bigger. With the official opening of 37 new stores in May - bringing the total to 135 - Woodbury Common now has a larger collection of upscale and designer outlets than any other single center in the country. Among the newcomers are Barneys New York (in the retailer's first-ever off-price outlet), Nike, Esprit, Kenneth Cole, B.D. Baggies, J. Crew, Mikasa and St. John Knits. They join a roster of outlets including Liz Claiborne, Donna Karan, **Nautica,** Brooks Brothers and Dansk. This weekend's Memorial Day Sidewalk Sale is the time to check out the latest arrivals, since most stores will be offering deals that are even better than their everyday discounts of 20 to 60 percent. For instance, Esprit will feature an additional 30 percent off children's merchandise, while B.U.M. Equipment's popular sweatshirts, shorts and shirts will be slashed to just $ 11 to $ 23. Sale runs tomorrow through Monday.

WOODBURY COMMON FACTORY OUTLETS Sidewalk Sale, Route 32, Central Valley (Exit 16, Harriman, on New York State Thruway), (914) 928-4000. Monday to Wednesday, 10 a.m. to 6 p.m.; Thursday to Saturday, 10 a.m. to 9 p.m.; Sunday, 11 a.m. to 6 p.m.

Bridal Tryouts

While it is traditional for a bride-to-be to "try on" hair and makeup styles a few weeks before the wedding, this East Side salon takes the process a few steps further to assure that a bride looks her absolute best on the big day. The Atelier de Beaute's Bridal Tryout starts with a consultation in the salon's private bridal suite; a hair-and-makeup team led by stylist Moty assesses the wedding ensemble (the bride is asked to bring her dress, veil and even jewelry, if possible) and creates a look that complements both the bride and the dress. After the cutting, styling and makeup are complete, the bride puts on her wedding outfit to make sure that dress, hair and makeup work together. As added protection against wedding day surprises, a photograph is taken, allowing the bride to see how she will be seen - and, if necessary, to make changes.

The Bridal Tryout package usually costs $ 350, but through the end of this year, it is available for

$ 250.

ATELIER DE BEAUTE, 130 E. 65th St., Manhattan, (212) 628-4229. Monday to Friday, 10 a.m. to 6 p.m.; Saturday to Sunday, noon to 5 p.m.

Dining Deductions

Last month I wrote about the New York Lung Association's Fashion Passport, which lets donors sample workouts at more than 20 city gyms. Now it has introduced another bargain program: a card good for discount dining at more than 1,500 restaurants nationwide. For a $ 15 contribution to the Lung Association (assuming your application is accepted), you will receive a Transmedia Executive Savings Card with the first year's annual fee of $ 50 waived. The card entitles you to 25 percent savings at participating restaurants and applies to your entire food and beverage bill for up to six people at a time. Scores of restaurants in New York and on Long Island honor the card, including everything from upscale spots such as Sign of the Dove and The Jockey Club to down-home eateries like Acme Bar & Grill. To get an application, send a stamped, self-addressed envelope to:

NEW YORK LUNG ASSOCIATION Discount Restaurant Card, 432 Park Ave. S., New York, N.Y. 10016, (212) 889-3370 or (718) 966-6700.

Dan Feinstein is a free-lance writer. Send suggestions four weeks in advance to: Sales and Services, Newsday, 235 Pinelawn Rd., Melville, N.Y. 11747-4250.

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'We listen to our customers': A concept that drives McAlpin's success Lane Report June, 1993

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HEADLINE: 'We listen to our customers': A concept that drives McAlpin's success

BYLINE: Alan I Kirschenbaum

DATELINE: Lexington; KY; US

BODY:
While many retailers complain about business volume today, McAlpin's has taken a brave step by opening its larges store in the Central Kentucky region. And Wayne M. Gregory, area manager of all three Lexington locations, said the concept that led to McAlpin's regional success in 1967, still motivates the company's success today.

Gregory explains it in simplistic terms. With more than 25 years of experience with Mercantile Stores, the parent company of McAlpin's, he said the policy was, and still is, to carry a line of merchandise that the communiy wants--management listens to its customers.

"When we opened the Turfland Mall store in 1967, the direction came out of the Cincinnati main store. All of a sudden we found out that it wasn't right. It wasn't for this market because Cincinnati is an urban market. Lexington was a more traditional market," Gregory said. "...We did not have what our customers wanted in Lexington."

By 1968, McAlpin's of Lexington emerged as its own entity, with its own president and buying staff, divorced from the Cincinnati group. The new setup, Gregory said, better facilitated the needs to serve the Lexington regional market. "And that's when we really started taking off, and we knew we were in touch with what was going on in the market."

Demand led to the opening of McAlpin's in Lexington Mall in 1971. Today, after 26 years of success, and the grand opening of its Fayette Mall super store, Gregory continues to attribute McAlpin's success to the incorpoaration of a more localized leadership; one that knows the needs of the community and the surounding region.

Gregory, once a buyer with the firm in 1967, is as well versed as any to explain the evolution of McAlpin's in the Lexington market. The Mount Vernon native left Kentucky for more than 20 years to work for Mercantile in Alabama, but returned to the Bluegrass when Mercantile began its corporate consolidation. He is now responsible for the sales and profits of all three Lexington locations.

Since his return, Gregory noted that Lexington is no longer the traditional market it was in the '60s. It is a "new Lexington," he said. Compared to the Lexington of 1967, attitudes, especially about fashion, have

changed. Since the late '60s and '70s, many of his notions about this retail market have changed, too.

Since the "early days," Gregory claims that Lexington has undergone what he calls a blending. "It has become a city that is a lo more liberal than it was back in the early days. As I'm exposed to the community I've found more and more of a harmony that is unique," he said. He lauds the community's leaders for maintaining the traditional values, yet adapting to the needs of the influx of people relocated here by the major manufacturers. This trend, he added, is necessary if Lexington is going to continue to grow.

A REGIONAL MARKETING APPROACH

While demographics in Lexington may have changed, Gregory contends that it still serves as a business and retail hub to a very traditional market in the southeastern and southcentral region of Kentucky.

To Lexington's advantage, he said, "A lot of other cities do not have that identity." Therefore, McAlpin continues to focus not only on its Lexington customers, but its regional shoppers, too.

"We have people who I run ino in the store who have driven three hours to come here and shop. We have an obligation not only to the Lexington MSA, but to the outlying MSA. This is a very important segment of our business," Gregory said.

Taking into account the appearance of many national retail chains throughout the region today, Gregory said that competition for retail marketshare is getting tougher. In order for McAlpin's, or any department sore to remain successful, he feels that it must continue to nurture regional trade, while continuing to cater to the changing trends within Lexington, too.

Gregory firmly contends that if Lexington retailers are not responsive to the needs of regional customers, and do not find ways to nurture and develop this market, "these customers are no longer going to need to come here."

"We in Lexington, as a community of business leaders, need to get together and do everything we can to encourage people to come here and let it serve as their regional market. To me that is critical," he said.

PEOPLE WHO KEEP HIM STANDING ON HIS TOES

The gentile Gregory is a manager who acknowledges his ancillaries and welcomes a challenge from them, too. He enjoys an employee who says to him "one day they want my job," he said. "I want people who keep me standing on my toes," he added.

Gregory gives a lot of credit to Ken Antrobus for organizing the new 206,000 square-foot store. As manager, Antrobus has been part of the Fayette Mall project from the get-go. He said that setting up the new store took sheer team work and organization. During the hiring process, which was only part of it, but a strenuous part, "We interviewed probably up to 2,000 people, of which we hired 560," he said.

Antrobus could not pinpoint a single-most difficult moment during the setup of the new store beacuse "All of the i's were dotted in our plan, and we did not have one thing that went wrong that we didn't have a plan for."

Antrobus, however, admits that he felt challenged when first walking into the store. "It was under construction," he recalled, and when looking into the open space, "I knew that we were going to have to fill this store up with merchandise and make it look as pretty as it looked without merchandise."

His six-month goal for the new McAlpin's store, "Is that it looks like it does now." But his biggest goal is to maintain the store's customer service savvy. "Everybody has told us, since we have opened, that our people have been well-trained. I want that said six months from now," he said.

Of most importance, Antrobus added, is to have what the customer wants, and that is the right fashion mix

and service.

A SHOPPER-FRIENDLY STORE

Gregory is excited about the shopper-friendly layout of the Fayette Mall store. Both McAlpin's stores in the Lexington and Turfland malls now contain more merchandise than they were designed to carry.

The overcrowding, due to demand and success, Gregory said, is not conducive to a pleasant shopping experience. The way these stores are set up today, he said, "You can come out frustrated after not being able to find something." The new store will bring relief to the old stores, he said.

More than shopper friendly, the Fayette Mall store "is a shopping experience," Gregory said. "The merchandise will pop out at you. Visually, it will be more appealing. You will be able to see things."

Gregory claims the visual experience when shopping is stimulating, a factor that he said is very important because a person's decision to buy is based on emotion.

Beginning with the glass-cylinder atrium entrance, the new store is open and airy. It will offer an expanded mensS, ladies' and children's apparel line including DKNY, **Nautica** and Ralph Lauren's Polo, all showcased in state-of-the-art departments.

The Fayette Mall store will not have a household department, Gregory added, "But we will continue the home stores at Lexington and Turfland malls."

SO, WHAT ABOUT THE TRAFFIC?

Many thought the Fayette Mall expansion would stymie traffic on the already congested Nicholasville Road. Antrobus noted that the key time for retail business does not really affect early morning and late afternoon commuting traffic. Even during last month's grand opening that attracted some 18,000 shoppers, traffic was moving, he said.

But Gregory acknowledges the traffic issue as a "serious situation." Enthusiastically, however, he predicts the new store to do so "fantastically" well that "the city ought to start, right now, making a double-deck on Nicholasville Road." Realistically, he said, to his understanding the Lexington-Fayette Urban County Government is planning on widening Nicholasville Road to handle the burden.

HOLDING THEIR OWN

While many retailers nationwide grieve about business, McAlpin's builds. The opening of its biggest store in the Central Kentucky region "tells you that our retail business has been good. " While it has not been great, "We've always been able to adjust," Antrobus said.

Gregory agrees that the retail industry has taken its hit during the recession, but without quoting any figures, he confirms that McAlpin's holding its own and doing well.

In the past few years, Gregory said "All of us have gone through the pains of having too much inventory when consumer confidence in the economy floundered." He added, however, "The leadership in our company has continued to find ways to maintain our volume and drive our profits. We are continuing to look for ways."

McAlpin's problem was not business volume during a sluggish economy. Its problem was two previously existing stores that were filled beyond capacity due to customer demand. "We needed more space," Antrobus said, "and when the opportunity for Fayette Mall came about, we took advantage of it." Also, all of the data clearly reads that "it is the best mall in the city," Gregory added.

The Central Kentucky economy, and its retail industry has seen better days since his arrival here some 22

years ago, Antrobus said. But there are still signs of life in the business. For example, besides McAlpin's increasing its Lexington space by 50 percent, he pointed out other activity, such as the expansion of Lazarus, and J.C. Penney moving into the former Hess location, that all indicate a local economy which is holding its own. "I've never seen a truly bad economy here," he added.

While some may say that opening the Fayette Mall store is a gamble in today's economic climate, Antrobus replied, "We do not do things unless it is necessary."

Mercantile Stores, he said, "Feels that business is going to be strong. And we are headed in the right direction fot the future."

Citing Mercantile's recent cuts in duplicated expenses and services, a shifting of responsibilities with less management, and the utilization of state-of-the-art equipment, Gregory added, "We have probably gone under more changes in the last two years than have occurred in the past 25 prior to that." Most retailers have simply needed to look for ways to cut their costs in order to remain in business, and be in business for the next century, he said.

Mercantile has always been a cost-conscious company and conservative in those areas, Gregory claims. "And it has paid off for us in profitability over the years." Despite the soft economy, the Lexington stores have remained on the cutting edge for sales and profits. "They are two very fine stores," he said.

IS A STORE CLOSING?

Subsequent to the Fayette Mall store opening, many Central Kentucky shoppers predict that one of the older Lexington McAlpin's locations would close. To dispense nmors Gregory said, "We have no plans that I am aware of to close down any stores in Lexington."

As a matter of fact, he added, "We are looking at, and working on the remodeling of the Lexington Mall store. This is a tremendous store and it would just not make sense to walk away from something that has been so good."

The area manager feels that many customers, who have a stalwart loyalty to one or the other, if not both of the established locations, will continue to support them,too.

"We listen to our customers," Gregory said. "Every month or so we get a group of our customers together, at random, and have them in for coffee and donuts to find out what can be done to make this a better place to shop." Likewise, he asks his employees and associates two questions that he feels can never be permanently answered because the answer is constantly changing: "What can we do to make McAlpin's a better place to shop and a better place to work?"

According to Wayne Gregory, McAlpin's success comes down to one thing; "It has always kept its hands on the pulse of the community. It's just part of listening," he said.

GRAPHIC: Photo

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FASHION FLASHES;New looks for the beach Orange County Register (California) June 4, 1993 Friday

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HEADLINE: FASHION FLASHES;
New looks for the beach

BYLINE: KATHERINE BLAKE, The Orange County Register

BODY:
Bold striping in blue, red and white give men's cotton poplin boxer style swim trunks ($ 39) a sailor look, left. Throw on a white cotton twill shirt ($ 39) for shelter from the sun. Available at the **Nautica** store, Newport Beach. Below right, you'll be perfectly suited for reggae-themed beach parties in this tank suit ($ 48) with a tropical design from Catalina Juniors. Available at most J.C. Penney stores.

Below left, this black mesh one-piece suit offers sheer sophistication at $ 24.99. Available at Target stores.

GRAPHIC: BLACK & WHITE PHOTO; PHOTO STORY

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THINK FLANNEL FOR FALL FROM HIS PAJAMAS TO THOSE WELL-WORN SHIRTS Buffalo News (New York) June 4, 1993, Friday, City Edition

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SECTION: LIFESTYLES; Pg. 6

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HEADLINE: THINK FLANNEL FOR FALL FROM HIS PAJAMAS TO THOSE WELL-WORN SHIRTS

BYLINE: By SUSAN MARTIN, News Style Writer

DATELINE: NEW YORK

BODY:
Just when a man is wondering whether he should invest in a new summer suit, the fashion industry is dreaming up new ways for him to look stylish come September.

The plan: Fall for flannel, fellas. Buy brown. And rethink your gorge.

For more than 30 years, the Men's Fashion Association has met twice a year to share its vision with the press. Members include designers such as Henry Grethel, Ron Chereskin and Jhane Barnes as well as such familiar labels as Jockey, Haggar, Hush Puppies and Bausch & Lomb.

These are not the Giorgio Armanis and Donna Karans of the fashion world, but rather the labels most men really wear.

This week's fall/winter press preview focuses on the latest trends and gives newspaper reporters and magazine editors a glimpse of what's new -- from underwear to outerwear.

On the first day, style-watchers heard a lot about flannel, one of a handful of trends highlighted in an opening seminar/fashion show presented by Tom Julian, the association's fashion director.

Why is flannel so important for fall?

"This past year, flannel became associated with the 'grunge' movement. And today it survives largely in flannel shirts. Price ranges vary, making flannel a realistic fashion statement," said Julian.

Uses of flannel begin in the bedroom with pajamas -- such as **Nautica's** plaid robe with matching boxers or Joe Boxer's royal blue cotton flannel shorts with polar bear print and contrasting checked waistband.

But flannel moves to the boardroom in suits and even to the outdoors with linings in jackets.

"It's a soft, luxurious fabric; it feels comfortable to the touch," said Julian.

High-profile names on both sides of the Atlantic fell for flannel as well. Hugo Boss recently introduced brown, chalk-striped flannel double-breasted suits. And at Polo by Ralph Lauren, a flannel shirt teamed with a gray flannel suit, a look others will surely imitate.

How to make the solid flannel suit look new this year? With a bold-striped shirt and a bold tie -- pattern-on-pattern, suggested Julian.

One runway model wore a charcoal gray, wool flannel suit from Hickey-Freeman with a white and navy striped shirt and a purple, green and white chevron striped tie, for example.

Flannel returns to its dressed-down state for weekend clothes as well as for styles favored by young men.

One plaid flannel shirt from JCPenney features a black jersey knit hood. This is worn untucked with purplish-indigo jeans under a green denim sleeveless jacket.

"This illustrates the true direction of the young man's market . . . especially for back-to-school," said Julian.

This fashion-conscious crowd can also wreck havoc with their fathers' basic gray flannel suit by pairing it with a midnight blue turtleneck sweater, black leather monk strap shoes and a gray wool flannel cap.

"We can take a gray flannel suit, and I think a lot of younger people can relate to how to wear it on the weekends to the clubs," said Julian.

As for colors, Julian pointed out that brown is coming on strong.

While some say it was Ronald Reagan who first popularized the color during his years in the White House, others consider it an extension of more recent trends.

"Monochromatic dressing carries over from fall '92, and designers have capitalized on brown to continue this one-color dressing," said Julian.

American designers cite many tones of brown in their collections -- tobacco, cappuccino, chocolate and mocha.

Look for shades of brown in leather and suede outerwear, suits and sport coats, accessories and shirts.

But one of the most obvious changes in menswear is the longer sport jacket with more buttons and a higher gorge -- the point where the closed jacket hits the body.

The trend stems from Milan, where designers, inspired by Bram Stoker's "Dracula" movie, moved buttons, raised lapels and showed theatrical, frocked coats.

"The American reaction is a longer sport jacket -- 321/2 inches vs. 31 inches -- and narrower lapels of 3 inches with four and five-button closures. Even vests get more buttons for an elongated line," said Julian.

At the same time, the mainstream suit jacket remains the two-button style, but with a wider shoulder.

"It's a traditional suit with a little more shoulder, but it is soft and rounded, not a padded shoulder," said Julian, adding that the average, point-to-point (shoulder) measurement is now 20 inches -- 3 inches wider than what was popular five years ago.

"It's a low-notch lapel with a two-button closure, and it has flap pockets," he added.

Five other trends to watch for come fall:

Natty English: European designers are capitalizing on English themes with Donegal tweed, lamb's wool,

plaid and checked sport coats. Noted accents include suede elbow patches, bi-swing belted backs, side vents, Chesterfield collars, leather buttons and ticket pockets.

Treatments and trims: Details make the difference. Designers use contrasting fabrics to trim garments, add whipstitching, especially to vests and sweaters; and go crazy with zippers. One model walked the runway wearing zippers on his jacket, vest, pants and boots.

Ragamuffin sweaters: Forget the high-fashion sweaters Bill Cosby wore during the '80s. Today's designers favor lighter-weight sweaters in varied textures, bulky fisherman sweaters and rollneck styles in heathered solids.

Log cabin classics: The "Northern Exposure" look lives. This CBS series continues to inspire rugged-looking outerwear; denim; sportswear; shoes; caps, and sweaters. Leather, suede and fabric often is combined in novel patterns.

Navajo patterns: Look for Navajo-themed designs on shirts, vests, sweaters and outwear.

"After two fall seasons of plaids, it's time for new colors in colors in a new novelty pattern," said Julian.

GRAPHIC: The Motifs of the Navajo influence this outfit from Bugle Boy. A cotton corduroy shirt with an Indian Blanket pattern is worn with cuffed, cotton Twill double-pleated pants.

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