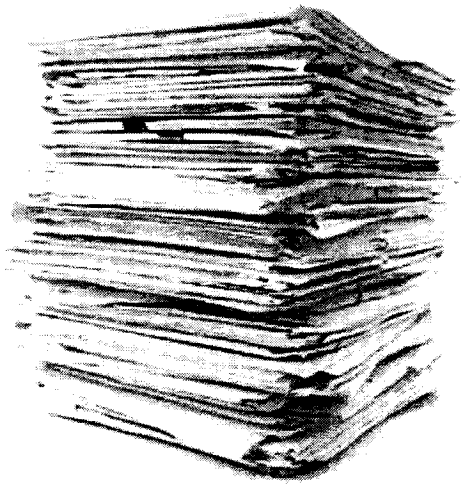

BULKY DOCUMENTS

(Exceeds 300 pages)

Proceeding/Serial No: 91177192

Filed: 12-05-2008

Title: Opposer's Notice of Reliance

Part 5 of 10

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Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (6/1/1994) and leq (12/31/1994)) (Edit Search | Suggest Terms for My Search)

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More men sport two earrings The Houston Chronicle October 6, 1994, Thursday, 2 STAR Edition

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The Houston Chronicle

October 6, 1994, Thursday, 2 STAR Edition

SECTION: FASHION; Pg. 6

LENGTH: 393 words

HEADLINE: More men sport two earrings

BYLINE: ROY H. CAMPBELL; Knight-Ridder Newspapers

BODY:
It took almost three years for the trend to spread, but the sight of a man wearing an earring in each ear is now a more common one. The trend is mostly confined to men under 30, particularly college-age guys. The most popular piece of ear jewelry is the hoop, which reminds one of the days when pirates roamed the seas.

Marlon A.Farley, 29, a Philadelphia illustrator, got his left ear pierced right after he got out of high school. He pierced his right ear in 1989.

""Everywhere I went the question was always, 'How come you are wearing two earrings? ' " Farley said.

He explained to people that it was just another way to express himself. One good thing about wearing two earrings, he said, was that it attracted the notice of many women.

Style caught up with Farley last year. Encouraged by rappers and actors such as Wesley Snipes sporting two earrings, more and more young men added a hole to a second ear.

Farley said that now ""wearing two earrings is more acceptable. "

Now that the days of summer have waned, it's a good time to reflect on what new styles were hits and what were misses.

Some made it

Women: Midriffs, long knit dresses, floral baby-doll dresses, striped knit short shorts, flippy A-line skirts, striped bodysuits, pleated cheerleader skirts, silver garments, soft dresses, black slip dresses with white T-shirts, embroidered vests, matching vests and pants,

collarless suits, and suits with miniskirts (dubbed "Melrose Place" suits in honor of the micro-suits sported by bad-girl Heather Locklear of the Fox-TV show).

Men: Knit vests, CK muscle shirts, neutral-color garments, sleeveless T-shirts, matching crepe vests and pants, Nehru jackets, three-button jackets, burlap shorts, striped vests, Adidas fashions, linen or woven garments, band-collar shirts, over-the-knee shorts, and anything by Tommy Hilfiger and **Nautica.**

Others faded
Women: Kilts, bias-cut skirts, Grecian frocks, jumpers, Hare Krishna fashions, long hobble skirts, punk-rock fashions, suspendered skirts, and all those ugly and hot vinyl garments.

Men: Drawstring pants, rubber trenchcoats, high-water Depression-era pants, long-sleeved stretchy striped shirts, super-short denim shorts slit on the side, double RL fashions, Edwardian jackets, racing-striped Lycra shorts, and those silly skirts.

GRAPHIC: Photo: Marlon Farley wears two small circle earrings (color); Eric Mencher/Philadelphia Inquirer

LOAD-DATE: October 13, 1994

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (6/1/1994) and leq (12/31/1994))** (Edit Search | Suggest Terms for My Search)
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Date/Time: Thursday, May 4, 2006 - 11:26 AM EDT

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'Forbes' 200: View of future small-stock stars? USA TODAY October 24, 1994, Monday, FINAL EDITION

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USA TODAY

October 24, 1994, Monday, FINAL EDITION

SECTION: MONEY; Pg. 2B

LENGTH: 1100 words

HEADLINE: 'Forbes' 200: View of future small-stock stars?

BYLINE: Eric D. Randall

BODY:
The next Microsoft is out there, somewhere. Could it be one of the companies on Forbes' list of the USA's 200 best small companies?

If so, there's money to be made. Microsoft's stock price increased 49-fold as the company grew from an obscure software developer in 1986 to an industry behemoth with $ 4.6 billion in revenue last year.

Most small stocks can't match Microsoft's performance, but plenty of them have been good investments, especially the past four years. The Russell 2000 index of small- to medium-size company stocks has climbed 97% since Oct. 1, 1990.

The Standard & Poor's 500-stock index gained only 48% during the same period.

Such performance has kept investors ravenous for small stocks. Forbes' 200 was gleaned from 5,000 companies with annual revenue of $ 5 million to $ 350 million. Forbes ranked companies on return on equity. (Annual earnings divided by the net worth of the company.)

Hot on this year's list: restaurants. Four made the top 10. Also winners: computer and semiconductor makers - 18 made this year's rankings vs. 11 last year. Nine leisure-products marketers made it vs. four in '93.

Can lists like this help investors pick winning stocks? Investment pros differ.

A list of companies with strong records of revenue and earnings growth can be a starting point, says Gary Pilgrim, manager of the PBHG Emerging Growth Fund, up 215% the past four years.

The next step is to determine if a company's growth trend is sustainable, Pilgrim says.

Look at the growth rates of revenue and earnings during the most recent two quarters, he says.

If the figures are as good as or better than the five-year trend, you may have a winner.

But Stuart Roberts, manager of the Montgomery Small Cap Fund, cautions people from relying on lists like Forbes'.

"The key is to understand the company and the group they compete in," says Roberts, whose fund is up

185% since 1990. That's the only way to predict earnings growth, which is what drives stock prices. Roberts' tip: look for companies in the industry in which you work. What small companies do you see gaining market share or are innovative in a way that truly serves customers' needs?

Warren Isabelle, manager of Pioneer Capital Growth Fund A, looks for companies with troubles such as too much debt, because they can become turnaround stories. Pioneer is up 150% the past four years.

Instead of picking stocks, you might want to buy a mutual fund that specializes in small-company stocks. "That's what I do" Pilgrim says.

30 of Forbes 200 top small U.S. companies.

Company, business	5-yr. avg. return on equity	5-yr. avg. earnings per share gro. rate	Fri. 1994 close	chng.
1. Lone Star Steakhouse & Saloon	100.0%+	103%	$ 24 3/4	-10%
Restaurants				
2. Safety First	100.0%+	130%	$ 28 1/2	-12%
Child-care products				
3. **Nautica** Enterprises	100.0%+	32%	$ 30	13%
Men's apparel				
4. Express Scripts	73.1%	62%	$ 33 1/2	43%
Pharmaceutical distributor				
5. Landry's Seafood Restaurants	62.0%	58%	$ 26 1/2	10%
Restaurants				
6. Papa John's International	61.2%	82%	$ 29 7/8	10%
Restaurants				
7. Tetra Tech	53.9%	52%	$ 8 3/8	17%
Engineering services				
8. Apple South	43.8%	52%	$ 17	25%
Restaurant franchisee				
9. FTP Software	42.9%	53%	$ 23 1/4	-12%
Computer software				
10. Applied Innovation	41.2%	131%	$ 21 3/4	-1%
Data communications				
11. Sierra Health Services	40.1%	38%	$ 29 3/4	34%
Health maintenance organization				
12. Mity-Lite	39.8%	57%	$ 8 3/4	67%
Furniture maker				
13. Deckers Outdoor	37.9%	108%	$ 16 1/4	-10%
Athletic footwear				
14. American Power Conversion	36.7%	66%	$ 17	-25%
Computer products				
15. Davidson & Associates	36.7%	41%	$ 20 7/8	16%
Educational software				
16. Schuler Homes	36.0%	72%	$ 17	-39%
Home builder				

17. ShoLodge	36.0%	91%	$ 20 5/8	20%
Hotel developer				
18. Sonic Solutions	36.0%	66%	$ 13 1/4	39%
Digital recording				
19. Cobra Golf	35.9%	44%	$ 341	55%
Premium-price golf clubs				
20. Franklin Quest	34.2%	71%	$ 35 3/4	2%
Books, software				
21. Callaway Golf	33.7%	146%	$ 36 5/8	37%
Premium-price golf clubs				
22. Home State Holdings	33.5%	144%	$ 13 1/2	-5%
Insurer				
23. Zebra Technologies	33.1%	31%	$ 35 1/2	-37%
Bar-code label printers				
24. Mercury Finance	32.4%	37%	$ 13 5/8	-29%
Used-car financing				
25. Blimpie International	32.3%	33%	$ 8	9%
Restaurants				
26. Daig	32.3%	118%	$ 16 1/2	22%
Medical products				
27. Xircom	32.3%	94%	$ 18 1/4	7%
Computer products				
28. BMC Software	31.9%	48%	$ 44	-8%
Software				
29. Scientific Technologies	31.3%	13%	$ 12 1/4	2%
Computer products				
30. Sofamor Danek Group	31.1%	80%	$ 16 1/4	-51%
Surgical implants				

1 - since first offered: Mity-Lite, April 29; Sonic Solutions, Feb. 10 Source: Forbes; USA TODAY research

LOAD-DATE: October 25, 1994

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (6/1/1994) and leq (12/31/1994)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Thursday, May 4, 2006 - 11:22 AM EDT

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SWEAT STUFF: HEY THERE, GUYS, FALL'S HERE, SO PUT ON A SWEATER St. Louis Post-Dispatch (Missouri) October 27, 1994, THURSDAY, FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

October 27, 1994, THURSDAY, FIVE STAR Edition

SECTION: STYLE WEST; Pg. 10

LENGTH: 539 words

HEADLINE: SWEAT STUFF: HEY THERE, GUYS, FALL'S HERE, SO PUT ON A SWEATER

BYLINE: Jane Crawford 1994, Pittsburgh Post-Gazette

BODY:
THE LEAVES aren't the only things that turn brilliant shades of orange, gold and red in autumn. Sweaters are also ablaze with vivid fall shades.

But they aren't just for pulling over your head anymore, gentlemen. Tie them around your neck - or throw them over your shoulders.

The sweater is big news for fall. Somehow it has become a fashion necessity that provides a good deal of versatility. With many offices permitting workers to "go casual" on Fridays, sweaters are turning up in the business environment. And many men carry the trend further and opt for a colorful sweater to wear to a casual dinner - with or without a sport coat.

Jhane Barnes offers a stretch woven sweater that stands up to being wrapped around a waist or shoulders. And using fabrics woven with boucle yarns, she has created a group of unstructured sweater jackets that can easily double as coats for the man who wants a loose and casual approach to dressing.

There is a twin set from Falke - something new to men's fashion. This version is a beefy ribbed and striped Peruvian duo that includes a wool and alpaca turtleneck and an oversized cardigan. The colors are marbled shades of chocolate, charcoal and cream. A matching muffler ties the look together.

Brighter colors come into play with **Nautica's** red tartan cotton crewneck. Designer David Chu takes a distinctly preppy approach to dressing but with bright and lively interpretations. The result - all-American, good-looking clothes with a style that doesn't seem stodgy. Another **Nautica** pullover comes in a combo of checks and herringbone to form a patchwork pattern in soft camel tones.

Cashmere, the ultimate luxury in sweatering, takes the form of a ribbed cardigan in the hands of designer Donna Karan. The loose sweater has a V-neck and two roomy pockets. Karan shows it with oversize pants. And cashmere turns bright when Karan uses it for a red turtleneck. Other sweater treatments from Karan feature nylon pockets, elbow trims and double-end zippers.

Mossimo Giannulli, an of-the-moment California designer who will turn up in a soon-to-be-released music video, "You Want This," by Janet Jackson, offers fall's fashionable man soft, unconstructed sweaters. A heather gray wide-ribbed lambswool turtleneck and a black lambswool crewneck with "X" detailing at the hem and cuffs are part of the sweater collection under the Mossimo label. Other trademark sweater touches are unfinished hems and roll collars. Styles include turtlenecks, V-necks, Henleys, cardigans and high-

button vests.

Mossimo continues to make a name for himself in the fashion industry. He took the bold step of opening a free-standing store, Mossimo Supply, last December in Orange County, California's South Coast Plaza, an upscale shopping mall with designer boutiques like Calvin Klein and Giorgio Armani.

Good looks from Italy are provided by Missoni, with rich autumnal colors in soft and supple sweaters, and Gianni Versace, with a wool and cashmere tweed fisherman's sweater in manly gray.

Men have a wide selection of sweaters this season to wear as a replacement for a shirt. Depending on what style they choose, they can look every bit as together as they do with a shirt - or tie.

GRAPHIC: PHOTO; (1) Photo - Sweater dressing a la Donna Karan: a cashmere ribbed cardigan over a matching funnelneck. (2) Photo - ABOVE: Falke features a beefy ribbed wool and alpaca Peruvian-patterned turtleneck in marbled stripes of chocolate, charcoal and cream, warmly wrapped with a long, fringed muffler.

LOAD-DATE: October 28, 1994

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The Rebirth of Kani Kool Newsweek October 31, 1994 , UNITED STATES EDITION

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October 31, 1994 , UNITED STATES EDITION

SECTION: LIFE/STYLE; Fashion; Pg. 53

LENGTH: 667 words

HEADLINE: The Rebirth of Kani Kool

BYLINE: MICHELLE INGRASSIA with ROBERT WYNNE in Los Angeles and ALLISON SAMUELS in New York

HIGHLIGHT:
A pioneer of the baggy look in street and hip-hop styles drops his new line of inner-city chic

BODY:
THE FASHION INDUSTRY IS LITTERED with crash-and-burns, companies whose celebrity and credibility flamed out before next season's fabric shipment arrived. Los Angeles designer Karl Kani is determined not to be another victim. Wait, that's too tame. The man who put inner-city America into baggy, hang-off-your-butt jeans and inspired legions of homeboy wanna-bes is absolutely *consumed* with proving he's not a one-trick wonder. From the way his staccato gum chewing punctuates a conversation to his dead-on gaze, Kani seems afraid to lose focus, even for a moment. Ask where the Delft innovation is coming from and he fairly crackles. "From the person who's hungriest," he says. "And I'm hungrier now than I've ever been before."

He'd better be. Nearly a year after he split from Cross Colours-the company that helped put him in business and first harnessed hip-hop into hot fashion -- Kani and his new company, Karl Kani Infinity, are facing stiff competition. Some pressure comes from black-owned firms, such as Cross Colours and Russell Simmons's Phat Farm, but mainstreamers like Polo, Tommy Hilfiger and **Nautica** are also making inroads into Kani's audience of relentlessly trendy-and sartorially fickle -- young black men. So far, though, Kani is still the king of street-wise style -- and probably the best-known African-American designer since William Smith. He's predicting sales this year of $ 40 million, expects to open his first department-store boutique before Christmas-at the A&S in Brooklyn -- and he's negotiating for a shop in Macy's. Just as important, Kani hasn't lost his appeal. Says customer Snoop Doggy Dogg, the rail-thin rapper: "I can't wear that Levi stuff or them other white-boy jeans."

Street merchant: Long before he started turning out oversize clothes emblazoned with his oversize signature, Kani, 26, seemed to know exactly what hip young men wanted. On the streets of Brooklyn in the late '80s, Carl Williams -- as he was known before he adopted a variation on "can-I" -- would deck himself out in custom-made shirts and pants. Soon, friends were pleading, "Could you make me one of those suits?" and Kani was taking orders from his gold BMW. Ironically, he longed to be in music, "I knew I couldn't sing or dance or rap," Kani says, sitting in his L.A. office behind a glass table etched with his logo. "But I could provide the clothing."

In 1989, Kani headed to L.A. and opened a store in South-Central. He didn't hit big, though, until three years later, when he hooked up with Threads 4 Life, the parent company of Cross Colours. It was a smart move for both. Cross Colours, which mixed multicultural themes with blazing colors, was already hot among rappers, but few people over 18 could carry the look. Kani took urban culture to a more wearable level, with muted colors and shapes that attracted real people. "We never liked our jeans fitting this tight.

If you wear a size 34, we'd buy a pair of 40 jeans, but the waist would be too big. So I just figured, why not increase the size of the leg of my pants?"

Kava is shy and rarely smiles, adding to his tough-guy veneer. He cultivates the steely persona, saying it makes him a better businessman. Kani waves off the charge that his clothes axe priced out of reach for the kids who covet them. "We may have a wool shirt for $ 150, but we'll also have a T shirt for $ 35," Kani says, wearing his motorcycle boots ($ 180) and twill pants ($ 75).

These are already tough times for hiphop clothing. Topflight labels have been plagued by counterfeiters and copycats. Cross Colours couldn't keep pace and this year regrouped into a smaller design firm. Some analysts suggest that Kani faces an equally precarious future unless he goes mainstream. Not so, says Alfred Edmonds, assistant managing editor of Black Enterprise magazine; Kani needs to stay focused-on being Karl Kani: "His best bet is to let America cross over to him." If it does, he'll be ready.

GRAPHIC: Picture, Tough customers: Kani aims at rendy young men, BRAD FIERCE

LOAD-DATE: November 04, 1994

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (6/1/1994) and leq (12/31/1994))** (Edit Search | Suggest Terms for My Search)
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Date/Time: Thursday, May 4, 2006 - 11:18 AM EDT

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6 Small Stocks With Big Futures Money November, 1994 (Forecast 1995)

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November, 1994 (Forecast 1995)

SECTION: FORECAST ISSUE; STOCKS '95; Pg. 70

LENGTH: 1979 words

HEADLINE: 6 Small Stocks With Big Futures

BYLINE: by Carla A. Fried

BODY:
Investors who hope to beat par this year ought to concentrate on their small-capitalization growth-stock game. As the MONEY forecast on page 26 points out, 1995 is a year when growth stocks -- those with annual earnings rising 15% or more that perform well in a slowing economy -- are likely to lead the way. What's more, growth stocks with a total market value of less than $ 1 billion may do best of all. Reason: Small-cap stocks are already expected to surpass their large-cap counterparts (those worth $ 5 billion or more) in '95, returning 12%, compared with 10% for the S&P 500. And if the Republican-led Congress delivers on a promised capital-gains tax cut, small stocks would get an added boost -- since virtually all of their return comes from price gains, not dividends. In such an investing climate, the six diminutive growth companies featured here -- including Callaway Golf, maker of the popular Big Bertha clubs shown on page 71 -- could add a 20% to 50% lift to your small-stock holdings in '95.

Of course, the small-cap market is dotted with sand traps; these issues are generally about a third more volatile than blue chips. So to help keep you out of trouble, we chose only companies that met these three criteria: 1) a market capitalization of more than $ 250 million, because companies smaller than that are even more volatile; 2) a price-to-earnings ratio that is lower than the firm's projected earnings growth, since a P/E in that range usually signals a bargain even if it is slightly higher than the market's average P/E (now 15); and 3) projected 1995 earnings growth of at least 20% but no higher than 50%, because stocks that grow that fast are liable to sudden crashes if their actual earnings fall short of expectations.

We then consulted more than a dozen analysts and mutual fund managers for their best picks that met these criteria. The six most promising selections -- from a mirror maker to a coupon creator -- are listed in descending order of predicted 1995 price appreciation. Now, don't say we didn't warn you: As small-cap stocks, even these issues can be plenty jumpy. But if you're willing to play through some hazards, they could power this portion of your stock portfolio to 20% to 50% gains in 1995.

Gentex (GNTX)
NASDAQ; $ 23.50
Projected return: 45% to 50%

The future looks bright for this Zeeland, Mich. manufacturer of rear- and side-view car mirrors that automatically darken to adjust to headlight glare. Sales of the firm's patented Night Vision Safety Mirror (shown at left) are expected to grow 30% in 1995, as the electronically controlled mirrors become available on about 90 models, up from 75 models last year. The mirror is offered by all three major U.S. car makers as well as BMW, Mercedes-Benz and Nissan. Although the $ 90 million firm owns a commanding 97% share of the market for such gizmos, it has miles of room to grow: Just 2% of the 44 million cars made worldwide

in '94 had Gentex mirrors. To help ensure earnings growth, the company is cutting costs -- reducing the number of coating layers needed for each mirror from four to three, for example -- which could slice production expenses by 20% within two years. That's one reason why Tom Galvin, an automotive analyst at C. J. Lawrence/Deutsche Bank Securities, expects a 30% gain in '95 earnings. The stock currently trades at a P/E of 18.8, well below Galvin's projected growth rate. If the gap between the two closes over the next couple of years, as he expects, the stock could double in price by '96 and gain 45% to 50% in the year ahead.

Littelfuse (LFUS)
NASDAQ; $ 25.25
Projected return: 30% to 40%

Even if you wind up buying Littelfuse stock, there's a good chance it won't be your first investment in this Des Plaines, Ill. manufacturer of -- you guessed it -- little fuses and other circuit protectors. The $ 190 million company has 55% of the U.S. market for such devices in electronic gear like, perhaps, your laptop computer, CD player or camcorder. It also commands a 95% share of worldwide sales of blade-type automotive fuses. And there may be even more Littelfuse products in your future: Today's cars come with as many as 70 fuses -- compared with just a dozen a few years ago -- and the number could reach 90 by the end of the decade. "The increasing sophistication of electronics and automobiles will mean more demand for circuit protection, and that's right up Littelfuse's alley," says Alexander Paris, president of the investment firm Barrington Research Associates.

Paris expects the company's reported earnings to grow 20% in 1995 to $ 1.41 per share. The real earnings will be even higher. Littelfuse is still amortizing costs associated with the demise of its parent company, Tracor Holdings, which went bankrupt in 1991 and spun off its profitable Littelfuse division into a separate entity. Those costs depress the firm's earnings by about 50 per share, Paris calculates. Once that 50 is added back in, the stock's P/E clocks in at a very attractive 13, instead of 18. With demand and earnings both growing sharply, Paris foresees a 1995 price gain of 30% or more.

Nautica (NAUT)
NASDAQ; $ 28.25
Projected return: 30% to 35%

Its clothes may be casual, but there's nothing laid back about the future prospects for $ 230 million **Nautica** Enterprises of New York City. With leisure wear increasingly in demand for both play and work -- many Fortune 500 firms now have dress-down days, for example -- sales of **Nautica's** classy, boldly colored men's garb are expected to grow by 17% to $ 270 million in the coming year. And the company, which also makes swimming and sailing clothes, is expanding rapidly. About 1,500 branches of major department store chains such as Dillard's, May's and Macy's already carry the **Nautica** line. Analysts expect another 30 branches to introduce **Nautica** this year and 70 existing sales spaces to be renovated and expanded into **Nautica's** profitable store-within-a-store design. The firm will also set up shop in nine more of the nation's 314 outlet malls (it already operates in 28); that move alone could generate a third of anticipated revenue growth. Gary Pilgrim, manager of the top-rated PBHG Growth Fund (one of the small-cap funds we recommend in the story beginning on page 34), expects **Nautica's** earnings to grow 28% for the fiscal year that ends in February 1996, well above its current P/E of 15. "With that sort of valuation, it's easy to foresee this stock gaining 30% in '95," he adds.

Callaway Golf (ELY)
NYSE; $ 38.25
Projected return: 25% to 30%

True, this Carlsbad, Calif. golf club maker's $ 1.3 billion market capitalization is just a little long of the conventional $ 1 billion limit for small-cap firms. But we'll raise the bar a bit to make room for it. After all, Callaway's stock -- whose symbol is named after founder Ely Callaway -- has been knocked down 13% during the past six months, creating what could be a great buying opportunity for a vigorous company.

In 1991, Callaway became the first manufacturer to put a hollow stainlesssteel head on a so-called metalwood club, the metal-and-graphite constructions that are fast replacing traditional wooden-headed clubs. When golfers discovered that this design helped them hit longer and straighter shots, Big Bertha grew to dominate the U.S. market. In '94, for instance, Bertha accounted for more than 50% of the estimated $ 500 million in "wood" sales. Callaway's stock took flight too, increasing sevenfold in the two years after the company went public in February 1992. That oversize gain triggered a pair of two-for-one stock splits. But the stock has sagged from its May 1994 high point of $ 43.25 (adjusted for splits) as some analysts have recommended short sales of Callaway and investors have shifted allegiance to superhot iron manufacturer Cobra Golf, also based in Cadsbad.

Analysts who follow Callaway closely suggest the naysayers ought to pay more attention to the action in the pro shops. In the third quarter of '94, Big Bertha woods posted a 55% sales increase over the same period a year ago. And Callaway's new line of Big Bertha irons -- take that, Cobra! -- brought in 25% of the company's third-quarter revenues. "Callaway has proved it can continue to be an innovator," says Shelly Hale Young, consumer product analyst at the investment bank Hambrecht & Quist in San Francisco. Big Bertha still has plenty of territory to conquer: Young calculates that its woods are missing from 90% of the world's golf bags (and with an estimated 47 million golfers, that's a lot of bags). She expects earnings to rise 25% in '95, carrying the stock -- now trading at a relatively cheap P/E of 15 -- 10 a gain of 25% or more.

Catalina Marketing (POS)
NYSE; $ 53.25
Projected return: 25% to 30%

Forget Sunday newspaper inserts. When it comes to direct marketing, this $ 115 million St. Petersburg firm is at the head of the line -- the supermarket line, that is. Catalina's Checkout Coupon system, installed at 8,500 supermarkets nationwide, prints coupons just as shoppers are digging for cash to pay their tabs. But the coupons aren't to help shave your bill; instead, they're intended to shape your future purchases. If you just bought a six-pack of Pepsi, for example, the machine might cough up a Coca-Cola coupon, assuming that Coke is among Catalina's paying clients that month (and Pepsi is not). "Packaged-goods manufacturers fighting for market share love this sort of ultratargeted direct marketing," says Jack Laporte, manager of two smallcap growth funds at T. Rowe Price.

The firm's new Checkout Direct system, installed in 2,000 stores, is even smarter. If you are among the 10 million customers at those stores who pay using a check-cashing card, credit card or other means of identification, the system keeps track of your spending habits. If it learns that you buy ketchup on every fourth visit, for instance, it will spit out a ketchup coupon on your visit No. 3. As you might expect, the redemption rate for these intelligent coupons is far higher than for ordinary coupons -- as high as 20%, vs. 1% to 3%.

Thanks to such high-tech gear and its own savvy marketing (even its ticker symbol, POS, is marketing jargon for "point of sale"), Catalina has become one of Wall Street's darlings, trading at 22 times projected earnings for its next fiscal year. But Laporte, who sees earnings growing at 25% a year, says "there's no reason the stock won't appreciate in line with its growth rate." Ring up a projected 25% gain in 1995.

Bed Bath & Beyond (BBBY)
NASDAQ; $ 26.75
Projected return: 18% to 23%

This retailer has become a mecca for shoppers on the prowl for brand-name home furnishings and appliances. Step through the doors of one of its 61 stores in 17 states and you may find yourself on a sales floor nearly as big as two football fields. Arrayed there is a dizzying quantity of merchandise, ranging from designer shower curtains to toaster ovens to picture frames. The choice is tremendous -- 65 different dinnerware patterns, for example. And prices are typically 20% to 40% lower than those at department stores.

With that combination of supplies and demand, the $ 432 million Springfield, N.J. retailer can look forward to 27% earnings growth next year, says Beth Heming, a specialty retail analyst at the brokerage Piper Jaffray in Minneapolis. True, the company's stock fell 25% during 1994 amid concerns that its inventories were too high. But Heming isn't ready to throw in the towel. Excess inventory, if any, will vanish into the five new stores the firm plans to open by early 1995, and she expects the stock to gain 18% to 23% in 1995. That would make this one stock suitable for framing.

GRAPHIC: Photograph 1, Callaway Golf, The Big Bertha clubs being assembled here (retail price: $ 285) aren't Callaway's only giant-size product. The firm also turns out fat profits: Earnings could grow 25% in '95, powering the stock to a 25% to 30% gain.; Photograph 2, Littelfuse, Every product this company makes has to get past some tough inspectors -- like this computer-controlled device that magnifies auto fuses as much as 30 times. Littelfuse can withstand such scrutiny. Analysts think its stock could climb 30% to 40% in '95, owing to growing demand for fuses in cars, computers and other products.; Photographs 1 and 2 by Brian Smale

LOAD-DATE: December 15, 1994

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (6/1/1994) and leq (12/31/1994))** (Edit Search | Suggest Terms for My Search)
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Hoisting the Maine sail for the Cup The Boston Globe November 3, 1994, Thursday, City Edition

Copyright 1994 Globe Newspaper Company
The Boston Globe

November 3, 1994, Thursday, City Edition

SECTION: SPORTS; Pg. 47

LENGTH: 598 words

HEADLINE: Hoisting the Maine sail for the Cup

BYLINE: By Tony Chamberlain, Globe Staff

DATELINE: SAN DIEGO

BODY:
The offices overlooking the sunny waterfront smell of fresh paint. The desktops are clean. Cartons stacked on the newly carpeted floors have yet to be unpacked. All hands are wearing newly minted blue-and-yellow **Nautica** team clothes emblazoned with the logo "YOUNG AMERICA."

In the compound of the America's Cup team PACT '95, from Maine, everything is new and fresh and hopeful as the first day of school.

From his second-floor office, command central, syndicate boss John Marshall, the on-leave president of Hinkley Yachts in Maine, got a call via cell phone from the Pacific Ocean yesterday informing him that his sailors had won the start of another race - their fourth in five days - in the America's Cup World Championships.

Asked how things were going, the usually reserved Marshall answered with a resounding, "Damn well!"

It's not that PACT '95, a group of young world champion sailors just settling in here, has won anything yet. In yesterday's race, they hung in at second place, then in fresh winds broke a spinnaker pole and ended up fourth.

But with PACT '95 founder Kevin Mahaney at the wheel and a cockpit full of world champions, winning the starts is an indication that everything's going well. The fact that the boat they leased for this regatta, an old Il Moro from the 1992 Cup, gets beaten on pure dragging speed does not mean a thing.

Young America, PACT '95's new 75-foot America's Cup Class racer, will be here next month. It is on that boat, with its highly technological development - a la the 1992 Cup winner, America3, of Bill Koch - that the hope of the young team to win the America's Cup rests.

"The whole spirit of this regatta is that of a training platform," said Marshall, who has been involved in every America's Cup since 1974 and was design chief for Dennis Conner's winning Stars & Stripes effort in Australia in 1987. "And right now I like what I see from our team."

For starters, Marshall feels a certain vindication about how well the Australians have done with their new boat. They have won every race so far, by margins of 5-12 minutes over the old boats here.

That pleases Marshall because Koch, the '92 Cup champion whose America3 is being sailed by an all-woman team, pronounced that his entry went about as fast as an ACC boat could.

"If that had been true," said Marshall, "then all of our effort to develop a faster boat would have been nothing but wasted money. But we see how much faster Australia is, and that justifies our development program. Our boat will be extremely fast."

And if Young America will have no respect for its elders, it's clear that neither does the cockpit full of young rock stars who grew up idolizing Conner in the heyday of his Australian wars.

Mahaney won a silver medal in the 1992 Olympics but admits to having less experience than the sailors with whom he has filled his afterguard.

There's strategist Ken Read, perennial J-24 champion; tactician John Kostecki, with six world titles and more than 30 national and international titles to his credit; navigator Robert Hopkins, who, at 24, was the youngest and winningest head coach of the 1984 Olympic sailing team; and mainsail trimmer Andreas Josenhans, who won the Cup with Koch in '92 and then "went out of my way to join PACT '95."

How do the human dynamics work in a cockpit with so many superstars? Mahaney smiled his matinee smile and said, "That's what we're working out right now." But his amused eyes gave the answer his self-effacing nature wouldn't let him say outright: "Wouldn't every crew love to have our problems?"

GRAPHIC: PHOTO

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COMPANY NEWS;GENESCO IS SELLING ITS MEN'S CLOTHING BUSINESS UNIT The New York Times November 5, 1994, Saturday, Late Edition - Final

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The New York Times

November 5, 1994, Saturday, Late Edition - Final

SECTION: Section 1; Page 43; Column 1; Financial Desk

LENGTH: 127 words

HEADLINE: COMPANY NEWS;
GENESCO IS SELLING ITS MEN'S CLOTHING BUSINESS UNIT

BYLINE: Reuters

BODY:
Genesco Inc. said yesterday that it planned to sell off its men's clothing business and focus solely on footwear, which accounted for 68 percent of its sales in its latest fiscal year. The company said it would take a $92.5 million charge in its third quarter as part of the restructuring. Genesco said its continuing business lines would be Johnston & Murphy, Jarman, Journeys, Dockers Footwear, **Nautica** Footwear, the Laredo Boot Company and the Volunteer Leather Company. The Nashville-based company will divest itself of its men's tailored clothing business -- Greif and CGO Apparel -- and its Mitre soccer business and University Brands children's shoes. Genesco's stock fell 25 cents, to $1.875, a new low for the year, on the New York Stock Exchange.

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CHRYSLER CASTS ORVIS JEEP EDITION AS FISHERMEN LURE Advertising Age November 07, 1994

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Advertising Age

November 07, 1994

SECTION: Pg. 17

LENGTH: 853 words

HEADLINE: CHRYSLER CASTS ORVIS JEEP EDITION AS FISHERMEN LURE

BYLINE: By Raymond Serafin

BODY:
Chrysler Corp. hopes it has come up with the right lure to reel in fly fishermen and other outdoorsmen with the Orvis edition of the Jeep Grand Cherokee sport-utility vehicle.

The vehicle, with special paint choices and upscale interior trim, is the result of a marketing partnership between the automaker and Orvis Co., a Manchester, Vt., supplier of upscale fly-fishing equipment and other outdoor sporting goods since 1856. Privately held Orvis has annual sales of $112 million through catalogs and retail stores.

"What drove us was the potential to market to (Orvis') customer base," said Bob Kirkwood, Jeep merchandising manager.

Orvis views the partnership as an opportunity for increased exposure, said Pat Theodoros, director-communications for the company. The partnership is a first for Jeep, but other automakers have used similar affinity marketing programs for years.

One of the most successful involves Ford Motor Co.'s Ford trucks and Eddie Bauer Inc., the Redmond, Wash., subsidiary of Spiegel that specializes in outdoor-oriented sportswear and gear.

Ford has sold nearly 500,000 Eddie Bauer edition vehicles, beginning with a special version of the Bronco II in 1984. Ford division expects to sell 80,000 Eddie Bauer-badged Explorer and Bronco sport-utilities, Aerostar minivans and F-Series pickup trucks in the 1995 model year.

Eddie Bauer's upscale, outdoorsy image and relatively affluent demographics match the sort of buyers Ford is trying to reach, said Jim Gwaltney, the division's advertising manager.

About 70% of Eddie Bauer customers are women.

"We have a real interest in the women's market," said Mr. Gwaltney, noting women make up 40% of the buyers and influence 60% of the purchases of the popular Explorer, the only sport-utility that outsells the Jeep Grand Cherokee.

The two companies do a number of regional co-promotions, involving vehicle displays at Eddie Bauer retail stores or at other venues, such as a recent one at the Texas State Fair. Ford vehicles are used as backdrops in Eddie Bauer catalog photos.

A similar partnership is behind the **Nautica** edition of the Mercury Villager minivan, marketed by Ford's Lincoln-Mercury division. **Nautica** Enterprises, New York, makes clothes and accessories that are sold through their own outlets and other stores.

"With the Villager being the first minivan in the Mercury lineup, we thought an association with a high-profile sportswear company would be beneficial," said Cisco Codina, planning manager for the Villager.

The Villager was introduced in late 1992, and the **Nautica** version bowed a year later.

Promotional tie-ins mostly involve store and mall displays featuring both the vehicle and **Nautica** goods. About 5% to 7% of Villager's projected 85,000 unit sales this year are expected to be in the branded version.

At Chrysler, marketing executives expect to sell about 9,300 Orvis edition vehicles in the 1995 model year, or about 4% of Grand Cherokee sales. The Orvis edition carries a premium of about $750 over comparable Grand Cherokee Limited Plus models.

The Chrysler/Orvis relationship was put together by the Century Group, a Traverse City, Mich., agency that specializes in outdoor marketing and has done project work for Orvis.

"It's a natural marriage for two brands with a reputation for being authentic," said Charlie Janis, president of the agency.

The shop has produced a four-page insert on the Jeep model for Orvis catalogs and a brochure for Jeep and Orvis retailers to distribute.

Mr. Kirkwood said the partnership gives Chrysler access to the Orvis mailing list, around which direct marketing programs will be designed.

In addition, Chrysler may provide an editorial column on four-wheel driving for The Orvis News, a tabloid newspaper featuring sporting and conservation stories. The paper is mailed five times a year to 500,000 Orvis customers.

The two companies also plan to develop outdoor programming to air on ESPN or other TV outlets, Mr. Kirkwood said.

LOAD-DATE: November 10, 1994

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Terms: nautica and date(geq (6/1/1994) and leq (12/31/1994)) (Edit Search | Suggest Terms for My Search)
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ALOHA, SYRACUSE! JENNIFER WEATHERSBEE HAS QUITE A COLLECTION OF HAWAIIAN SHIRTS. HERE ARE HER FAVORITES. < The Post-Standard (Syracuse, NY) November 10, 1994 Thursday City Edition

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

November 10, 1994 Thursday City Edition

SECTION: HJ

LENGTH: 525 words

HEADLINE: ALOHA, SYRACUSE! JENNIFER WEATHERSBEE HAS QUITE A COLLECTION OF HAWAIIAN SHIRTS. HERE ARE HER FAVORITES. <

BYLINE: JENNIFER WEATHERSBEE

BODY:
We don't often do this, but we couldn't resist. We picked someone as a Cover Me contest runner-up who didn't write the letter nominating her.

Jen Weathersbee said a friend sent us the Cover Me contest letter that said she'd wear one of her Hawaiian shirts every day until she exhausted her 40-plus collection.

But she was willing to do that and more once she heard about the contest. Here's her story about why she collects Hawaiian shirts.

My obsession is secret no longer!

Owning Hawaiian shirts is an unusual hobby, I know. But it was one I kind of stumbled onto.

I guess that it all started one day at the beginning of this summer. I was sitting on my deck, taking a break from cleaning my perpetually messy room, drinking a glass of lemonade and wearing a Hawaiian shirt.

This particular shirt had been balled up in a forgotten corner of my closet for what was probably closer to months than mere days of weeks. When I found it, I put it on to see if it fit (hey, I can always use another shirt to wear while doing grubby housework!), and it did.

I wore it that day and washed it with the rest of my laundry that night. When I rescued it from the dryer, it looked as good as new and it wasn't even wrinkled! Boy, was I amazed.

I soon discovered that Hawaiian shirts are not only low maintenance, but they are comfortable -- and affordable! My local Sally Anne's (Salvation Army) sell shirts at very reasonable prices, ranging from 25 cents to $1.

On one trip, the cashier wouldn't charge me for one of the Hawaiian shirts I picked -- because she thought it was so incredibly hideous!

After that, I was on a roll. Everywhere I went, I saw Hawaiian shirts. One can be found at almost every garage sale. **Nautica** and J. Crew even have several shirts with a Hawaiian motif in their collections.

Anyway, by the end of summer, I had 13 Hawaiian shirts. I had decided to use them to count down the 13 days before my March 13 birthday.

However, the next trip I made to Sally Anne's found me bringing home two more wildly patterned shirts. The next trip, I dumped a bag with five more onto my bed.

It was time for a new plan. During the next two trips, I accummulated five more shirts that just screamed "Aloha."

It was then that I knew what my plan would be: I's wear Hawaiian shirts each of the 25 days before Christmas.

However, by the beginning of school, I had collected 32 Hawaiian shirts, and couldn't decide when to wear them. I just kept buying them.

Now, I have a reason to wear one of my 42 shirts every day to school until my supply is exhausted. hj has inspired me.

Perhaps I'll wear some other Hawaiians to count down the last few days until the end of school. I'm leaving my options open on that one.

Just yesterday, I lent several of my shirts, along with sunglasses, to some of my classmates so they'd have Halloween costumes. I offered them to about 20 people, but only two took me up on the offer.

My shirts are something that always seem to come in handy. So if you're looking for a new hobby, I just have one thing to say: ALOHA!

-- Jennifer Weathersbee is a sophomore at Manlius Pebble Hill School.

GRAPHIC: PHOTO; DENNIS NETT; Jennifer Weathersbee really likes Hawaiian shirts. And her secret; obsession has been noticed by her friends. In fact, it was one of; Jennifer's friends who sent in a letter for our Cover Me contest,; telling us that she would wear a Hawaiian shirt every day until she; exhausts her supply if we'd put her on the cover. Well, she didn't; quite make the cover, but here is Jennifer modeling some of her; favorite shirts. She and her dad brought in about a dozen, and we; picked these few. Oh, and she's such a good sport that students at; Manlius Pebble Hill better get used to seeing these shirts. Color.

LOAD-DATE: February 7, 2003

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Burdines checks in at the mall Tampa Tribune (Florida) November 11, 1994, Friday,

Copyright 1994 The Tribune Co. Publishes The Tampa Tribune Tampa Tribune (Florida)

November 11, 1994, Friday, METRO EDITION

SECTION: POLK, Pg. 1

LENGTH: 509 words

HEADLINE: Burdines checks in at the mall

BYLINE: ANWAR S. RICHARDSON; Special to the Tribune

DATELINE: LAKELAND

BODY:
As 1994 winds down, the Burdines retail chain already has a jump start on getting rid of the old and bringing in the new.

The Miami-based chain of 44 department stores has moved its Lakeland base from a longtime downtown location to the Lakeland Square mall. The grand opening is this morning.

The new store at 3800 U.S. Highway 98 N. holds 110,000 square feet of retail space and will employ about 100 people.

General Manager Carolyn Warner said she is excited about the change of scenery and has no feelings of remorse at moving from the old site.

"I think we have moved to where things are happening," she said. "The move was the best thing for Burdines."

The store features a Florida-style setting: pastels, mostly pink, with clouds painted on the ceiling, palm tree columns and a different tile mosaic floor at each entrance.

At the downtown location, Burdines did not have to worry about face-to-face competition, but now the retailer will be under the same roof as competitors like Sears, Dillards, Mervyn's, JCPenney and Belk Lindsey.

Managers at the other mall anchor stores said they looked forward to the competition, and welcomed the new kid on the block.

"We are glad to have them in the mall," said Kim Norton, store manager at Belk Lindsey. "Them moving here will bring a lot more traffic into the mall, especially since it is almost Christmas season."

Tom Jeffers, store manager at Mervyn's, agreed.

"Now this mall will offer everything people want," he said. "I was really banking on them coming here, because now people do not have to drive to Tampa or Orlando to shop."

The new store will no longer sell furniture, and because of the number of restaurants in the mall, Burdines

will have no restaurant for shoppers.

What Stacy Korona, divisional sales manager, hopes will attract new customers is a new service called "Selling Specialists."

"The specialists are trained employees who are experts in their line of clothing and that line alone," she said. "In many instances, the specialists keep the phone numbers of their clients and call them when the store receives items the specialists know they would like.

"The specialist is usually on a first-name basis with the customer, and customers will be able to view clothing in pre-sale and shop by appointment."

Some of the specialty shops include Tommy Hilfiger, Ralph Lauren, **Nautica,** Liz Claiborne, Clarion and Calvin Klein.

With the downtown site awaiting a new occupant, mall Manager Carlos Guira said Lakeland Square has established itself as "The Mall" in Polk County.

"With the opening of Burdines, and having stores like Sears, we now offer something for everybody who comes to the mall," Guira said.

Grand opening festivities begin today at 9:30 a.m. There will be a ribbon-cutting ceremony with Burdines Chairman Howard Socol, followed by the store opening at 10 a.m.

Music will be provided by the Kathleen High School Band, and the reigning Miss Lakeland, Jennifer Ragsdale, will be at the store at 2 p.m. Saturday and Sunday.

GRAPHIC: PHOTO (C),
(C) Models strut the catwalk Thursday at the charity Grand Opening Preview & Fashion Show at the new Burdines department store in Lakeland Square mall. The event kicked off opening festivities for the store, which opens today to the public. JOCK FISTICK, Tribune photo

LOAD-DATE: November 14, 1994

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Designing for dollars U.S. News & World Report November 14, 1994

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U.S. News & World Report

View Related Topics

November 14, 1994

SECTION: BUSINESS; Vol. 117, No. 19; Pg. 103

LENGTH: 1310 words

HEADLINE: Designing for dollars

BYLINE: By Dan McGraw; David Fischer

HIGHLIGHT:
The apparel industry struggles to attract price-conscious consumers

BODY:
Glitter and hype swirled about the fashion industry last week as couturiers from around the world unveiled their latest clothing creations in New York's Bryant Park. But just several weeks before the dazzling shows, legendary American designer Ralph Lauren introduced a new collection of men's casual wear that includes snap-brim caps, flannel shirts, seersucker jackets and denim overalls. The timeworn look, dubbed by one trade publication a "Grapes of Wrath aesthetic," is Lauren's tribute to the Dust Bowl days of the Great Depression, and, continued the press account, it gives "new meaning to dressing down."

The introduction of Lauren's new clothing collection, based on rural poverty, is laden with irony: The fashion business is hardly mired in depression, but it's clear that the resurgent American economy has not yet reached Seventh Avenue, the heart of New York's garment district. Apparel sales declined from $ 141 billion in 1989 to $ 136 billion in 1993, according to MRCA Information Services, a consumer research company. And this year, sales are expected to rise by just 1.4 percent.

Lifeblood. But sluggish sales are just part of the problem for the apparel business. According to Licensing Letter, an industry newsletter, fashion-licensing revenue -- the financial lifeblood for many designers -- dropped from $ 12 billion in 1992 to $ 11.8 billion in 1993. And although the number of garments sold rose by about 5 percent last year, the prices for those garments inched up just 0.9 percent, less than the 2.7 percent overall rate of inflation. Not surprisingly, the combination of weak sales and smaller price increases has ratcheted up profit pressures. "The trick in this business," says Stephan Weiss, co-CEO of the Donna Karan Co., "is to be creative enough to be on the leading edge of fashion, yet at the same time be able to get the clothing to the consumers at a good price and in a timely manner."

Shifts in demographics and changes in consumer buying habits over the past decade have made life difficult for both the creative and the financial sides of the fashion business. As many baby boomers approach the age of 50, they are marshaling financial resources for college tuitions rather than expensive suits and evening wear; more women in the work force means fewer shopping trips, and value has replaced fashion as the prime concern of price-conscious consumers. A 1994 survey by Glamour magazine found that 34 percent of its readers have increased their shopping at off-price stores like Marshalls, T.J. Maxx and Filene's Basement.

As a result, the amount of money spent by consumers on apparel as a percentage of income has been falling. In 1960, Americans spent 8.1 percent of their income on clothes; by 1980, that figure had dropped to 6.1 percent, and last year, it declined to just 5.3 percent. "What's happening with retail sales is that fashion over the past few years hasn't been the driving force of consumption," explains Charles Bunstine II, chief operating officer at Barney's New York. "People are very much interested in real pricing. They've learned that they can wait around for sales."

Casual. Consumers are also dressing more casually -- at work and at play. A recent study by the NPD Group found that close to 90 percent of Americans are dressing down for work at least some of the time. The fastest-growing and most successful high-tech companies, for example, rarely demand that their employees wear business suits, and companies across the country are embracing "casual Fridays." Consumers who wear cheaper, less formal apparel tend to spend less on clothing and visit stores less often because the relaxed look doesn't necessarily have to be replaced every season.

An even bigger change for apparel makers took place in the 1980s, when the size and number of department and specialty stores exploded. About 870 million square feet of leasable retail footage was added between 1986 and 1990, a 25 percent increase over the existing space. Apparel companies jumped in, believing that an expanded consumer base had been created. But the retail space was greatly overbuilt, and it contributed to the bankruptcies and reorganizations of department stores. The fashion industry was hit hard. Says Mary Ann Wheaton of Wheaton International, a firm that specializes in launching new designers: "Many of the designer fashion businesses geared up for expansion, but by the 1990s, they were only selling tothe department store buyers and notto consumers."

Some power players in the fashion world apparently still have expansion plans in mind. Last August, for example, Ralph Lauren sold 28 percent of his enterprise to Goldman, Sachs & Co. for $ 135 million. Lauren stated at the time of the deal that the funds would be used for new operations. But the designer is being challenged in casual men's wear today by cheaper competitors like **Nautica** and Tommy Hilfiger. **Nautica's** sales have grown from $ 86.2 million to $ 193 million since 1990.

At the same time, Lauren's women's ready-to-wear line has been hampered by slow sales and the financial problems of its manufacturer, Bidermann Industries. Still, most analysts give Lauren high marks. Alan Millstein, publisher of the Fashion Network Report, says the designer remains at "the top of the heap." Adds Peter Siris of UBS Securities: "[Lauren is] diversified enough that [he doesn't] have to rely exclusively on the whims of fashion."

Payback. Like Lauren, Calvin Klein is looking for new ways to boost sales and profits. Klein has moved away from in-house production and is emphasizing licensing. Under licensing agreements, designers lend their names to a product in exchange for a small percentage of total sales -- usually between 5 percent and 10 percent. This approach is considered less risky than in-house production. Klein's finances have also improved, and he has retired a $ 55 million loan from a friend, entertainment mogul David Geffen.

In search of greater rewards, Donna Karan has forsaken licensing in favor of in-house production. But her decision has generated mixed results. Karan's DKNY women's fashion line has done well, yet she canceled a plan to go public last year because of a less-than-enthusiastic reception on Wall Street. The designer still has clout in banking circles, however. Several weeks ago, her company closed on a $ 125 million revolving credit line and term loan with a syndicate of financial institutions.

Designer Diane Von Furstenberg has gone a step further than many of her colleagues. Last year, Von Furstenberg sold $ 1.3 million worth of designer dresses on QVC, the home-shopping television network, in just two hours. "The key point to creativity now," explains Von Furstenberg, "is not so much in the design of the product as it is in the distribution of that product."

Von Furstenberg's bold approach is gaining currency today as Seventh Avenue tries to attract the attention of tightfisted and time-starved consumers. And in the fashion future, it's quite apparent that designing for dollars will matter more than ever.

Hemmed in
Apparel prices have been rising at a much slower pace than the overall inflation rate in rece

	Change in overall prices	Change in apparel prices
1989	4.6 pct.	1.0 pct.
1990	6.1 pct.	5.1 pct.
1991	3.1 pct.	3.4 pct.
1992	2.9 pct.	1.4 pct.
1993	2.7 pct.	0.9 pct.

USN&WR -- Basic data: U.S. Dept. of Labor

GRAPHIC: Pictures: Ralph Lauren. Recently sold 28 percent of his company to Goldman, Sachs & Co. for $ 135 million. (Inset: Rick Maiman -- SYGMA; Chandoha Valentino); Drawings: No caption (Graphic: Richard Gage -- USN&WR); Chart, Hemmed in (U.S. Dept of Labor); Pictures: Calvin Klein. Retired a $ 55 million loan from entertainment mogul and friend David Geffen. (Inset: Calvin Klein; Yann Gamblin -- Outline); Pictures: Donna Karan. Received a $ 125 million revolving credit line and term loan from banks. (Inset: Luc Novovich -- Gamma/Liaison; Jeffrey MacMillan -- USN&WR)

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
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Younkers Spruces Up Store Omaha World Herald (Nebraska) November 17, 1994 Thursday

Copyright 1994 Omaha World-Herald Company
Omaha World Herald (Nebraska)

November 17, 1994 Thursday SUNRISE EDITION

SECTION: BUSINESS; Pg. 21

LENGTH: 360 words

HEADLINE: Younkers Spruces Up Store

BYLINE: STEVE JORDON, World-Herald Business Editor

BODY:
Just in time for the holiday shopping season, Younkers has brought its new store design to its Westroads mall store in Omaha.

The Westroads is one of five Younkers stores renovated this year, with an emphasis on what customers want, said Robert H. Ferguson, senior vice president.

"I think the shoppers want a customer-friendly store, wide aisles, brighter lights and areas they can sit and wait when they are shopping," he said.

Besides the 172,000-square-foot Westroads store, Younkers recently completed renovating a store in Madison, Wisc., and also is renovating stores in the Valley West and Southridge Malls in Des Moines and in Mason City, Iowa.

Each of the remodeling projects follows a similar design, Ferguson said, with many of the changes based on things customers have asked for.

"We really look at all of our stores every year and see who needs what in the form of re-doing or relighting or redesign," he said. "We try to keep them current." The Westroads store needed work, Fergison said.

"It was dark, and it wasn't laid out properly according to the customers' wishes," he said. "Now, there's a lot of newness in the store." At the Westroads, some departments moved to new locations and other were simply expanded. The company added 40,000 square feet of space to the Valley West store in Des Moines, making it about the same size as the Westroads store. Ferguson said there are no plans to expand the Westroads store's overall size.

New features include a DKNY shop and a fur department, expanded Polo and **Nautica** shops, an expanded shoe department, a redecorated flower shop and an expanded cosmetics department with more brands.

The domestic goods department also has been remodeled, with a new women's restroom added and all restrooms renovated. Ferguson declined to say what the renovation cost.

The remodeling includes wider aisles between departments and new fixtures that will allow better merchandise selection and size ranges.

Ferguson said customers also asked for more places to sit, so Younkers installed new "customer comfort

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Saturday Night Specials Forbes November 21, 1994

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Forbes

November 21, 1994

SECTION: FORBES FYI; Pg. 232

LENGTH: 263 words

HEADLINE: Saturday Night Specials

BYLINE: Mark Grischke

BODY:
"Dressing to kill?" Well that's just a figure of speech. But why shouldn't it apply to you in this season of good cheer, when you can chuck the workaday rags for something a little more Saturday, a little more creative?

All prices approximate. Wool tweed sportcoat, $ 687, and cotton flannel shirt, $ 149, at Paul Stuart Madison Avenue, New York, 800-678-82778. Vicuna wool tweed vest, $ 95, at Jos. A. Bank Clothiers, 800-285-2265. Silk tie, $ 42.50, by **Nautica** by David Chu, as select Bloomingdale's and Dillard's.

Handsewn blucher, $ 660, at A. Testoni, New York, 212-223-0909. Corduroy trousers, top to bottom: *gold,* $ 115, by Faconnable, at Faconnable, New York, and select Nordstrom stores, 800-695-8000; *chocolate,* $ 120, by Barry Bricken, at Neiman Marcus, Dallas; Country Britches, Greenwich, CT; and Bergdorf Goodman Men, New York; and *pecan,* $ 40, at Jos. A. Bank Clothiers, 800-285-2265.

Trilby, $ 145, by Worth & Worth, at Worth & Worth, New York, Boston and Chicago, 800-HAT-SHOP; and Barneys, New York. Eyeglasses, $ 140, by Frederic Beausoleil for Robert Marc Opticians, New York, 212-319-2000.

Cashmere sweaters, left to right: *raisin* 8-ply crewneck, $ 795, at Cashmere-Cashmere, New York and Chicago, 800-763-4228; *purple* and *heather* ribbed crewnecks, $ 399 each, and *rose* cabled crewneck, $ 548, at Paul Stuart Madison Avenue, New York, 800-678-8278; and *coral* v-neck, $ 395, at Alfred Dunhill, New York, Chicago and Beverly Hills, 800-776-4053. Belt, $ 335, at Hermes, 800-441-4488.

GRAPHIC: Photographs 1 through 4, no caption, by Douglas Rosa

LOAD-DATE: November 21, 1994

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Paid Clothing Group selects Marcus as CEO THE DALLAS MORNING NEWS November 23, 1994, Wednesday, HOME FINAL EDITION

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November 23, 1994, Wednesday, HOME FINAL EDITION

SECTION: BUSINESS; Pg. 2D

LENGTH: 247 words

HEADLINE: Paid Clothing Group selects Marcus as CEO

BODY:
Richard C. Marcus has been named president and chief operating officer of Plaid Clothing Group Inc., a privately held apparel maker in New York.

Plaid Clothing, with annual sales of about $ 275 million, manufactures and distributes men's and boy's tailored clothing, casual and dress pants, and coats under leading brand names such as Burberrys, Evan-Picone, Palm Beach, Christian Dior, Halston, Claiborne, **Nautica,** Nicole Miller and Hanic Mori.

Omar Z. Al Askari, chairman of Plaid Clothing, said Mr. Marcus brings "an almost unparalleled knowledge of the retail sector that we believe will give Plaid a competitive edge in the marketplace."

Mr. Marcus was chief executive officer of Neiman Marcus from 1979 through 1988. Since 1988, he has developed marketing and service strategies for companies whose products are purchased by retailers, through InterSolve Group, which he co-founded, and Focus Networks, which provides satellite-based interactive video networks to retailers.

Mr. Marcus also is a director of two public companies, Zale Corp. of Irving and Xcellnet Inc., an Atlanta-based software company.

His office will be in New York, but Mr. Marcus he will continue to live in Dallas and commute.

He has looked at several opportunities to get back into operations responsibilities, and Plaid Clothing offers a chance to learn about the manufacturing side of the business, he said.

"This seemed to be the right time to get back into the batter's box, he said.

GRAPHIC: PHOTO(S): Richard C. Marcus

LOAD-DATE: November 30, 1994

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Date/Time: Thursday, May 4, 2006 - 11:09 AM EDT

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Holiday gift bear will give extra hugs The Baltimore Sun November 24, 1994, Thursday,

Copyright 1994 The Baltimore Sun Company
The Baltimore Sun

November 24, 1994, Thursday, FINAL EDITION

SECTION: FEATURES, Pg. 4E

LENGTH: 344 words

HEADLINE: Holiday gift bear will give extra hugs

BYLINE: Vida Roberts, Sun Fashion Editor

BODY:
As the holiday shopping rush gets off to its official start tomorrow, it is rewarding to know that some gifts are destined to be shared. Tanner the Bear is the holiday mascot for Nordstrom stores, and he's a charmer. Customers who purchase a 17-inch bear for their own someone to hug will be assured that a 13-inch version will be given to a special child through the Children's Defense Fund.

Big Tanner costs $ 29.95 and is available in the store's children's department or the Nordstrom holiday catalog. Call (800) 695-8000.

*

Hedonistic gift givers may be more interested in the latest offering from Victoria's Secret. The lingerie company is offering vacation love nests starting at $ 30,000 and climbing to $ 60,000 in spots such as New York, London, Aspen or the Cotswold countryside. The London gift package includes Concorde airfare, a luxury suite at Blake's, dinners and dancing, a chauffeured Bentley, nights at the theater and daily delivery of fresh lingerie. That for $ 43,000.

A preview of Victoria's Secret Christmas Dreams and Fantasies airs on the Showtime network to morrow at 10 p.m. The special features supermodels such as Claudia Schiffer, Elle MacPherson and Naomi Campbell. The dream vacation packages do not include supermodels.

*

For outdoorsy dreamers, **Nautica,** official sponsor of the America's Cup Defense Team, is sponsoring a chance to win a spot on the PACT '95 yacht as the crew competes for the America's Cup championships. In addition to an observer position, the winner will receive lodging, airfare, and a **Nautica** wardrobe. Enter the drawing by visiting the **Nautica** shops at Hecht's.

No purchase is necessary, but entrants must be 21 years or older. Call (410) 337-3600.

*

Daydreamers may want to browse Gem, a new magazine for fine-jewelry enthusiasts. The premiere issue features the romance of rubies, the black pearl fisheries, a look at vintage watches and many photo spreads of expensive baubles. The magazine costs $ 10 and is available through fine jewelry stores such as Albert S. Smyth.

GRAPHIC: PHOTO, JEFFREY F. BILL/SUN STAFF PHOTO, Buy the bear, and another one will be given to a child.

LOAD-DATE: November 26, 1994

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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Urban Academy The Washington Post November 25, 1994, Friday, Final Edition

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♦ View Related Topics

November 25, 1994, Friday, Final Edition

SECTION: STYLE; PAGE B2

LENGTH: 256 words

HEADLINE: Urban Academy

SERIES: Occasional

BYLINE: Jill Hudson, Special to The Washington Post

BODY:
Imagine a cross between Snoop Doggy Dogg and George Plimpton.

Hip-hop fashion has gone preppy, and what was in a couple of years ago with rap stars and their fans -- bright baggy jeans, extra-large sweat shirts and jackets emblazoned with Afrocentric slogans -- is decidedly out. These days, designer-label classics such as button-down shirts, windbreakers and khakis are the wardrobe staples of urban teens across the country.

"This year, everybody's wearing Polo, **Nautica** and Tommy Hilfiger, and that's all they're wearing," says Kovar Parker, a senior at McKinley High School in Northwest. "They might wear something from Britches and the Gap too, but it's pretty much Tommy, Polo and your Tims [Timberland boots]."

Snoop Doggy Dogg, Ice Cube and other rappers appear in videos and in concert dressed from head to toe in Tommy and Ralph, leaving kids with the distinct impression that success and status are just a crew neck away. But not any crew neck will do. It's got to be baggy, and carry a big name.

"Yeah," says Reggie Mack, a junior at Largo High School in Prince George's County, "if it ain't got the sign [logo] on it, I ain't gonna touch it. Everybody wears the sign because they know what it costs then."

The cost of cool can run high: $ 68 for a Tommy Hilfiger rugby shirt, $ 165 for a Polo Sport windbreaker, $ 335 for a **Nautica** goose-down parka. But it's worth it.

"Everybody wears Tommy and Polo because, if you don't, you're a 'bama," Mack explains. "You got to get what everybody else gets."

GRAPHIC: PHOTO, BAGGY AND BUTTON-DOWN ABOUT TOWN, CLOCKWISE FROM LEFT: POLO-SHIRTED OUTSIDE WOODROW WILSON HIGH; READY FOR A SCRUM_OR A TAILGATE_NEAR THE WASHINGTON CONVENTION CENTER; CLASSIC NEW ENGLAND, LOOSELY INTERPRETED IN GEORGETOWN. MARK

FINKENSTAEDT; PHOTO, KYLE SAMPERTON FOR TWP

LOAD-DATE: November 25, 1994

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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TEENS' CHRISTMAS WISHES;WHEN SHOPPING, REMEMBER THE LETTER C. TEEN-AGERS SAY THEY WANT CLOTHES, A CAR, CLOTHES, CDS - AND DID WE MENTION CLOTHES? Orlando Sentinel (Florida) November 25, 1994 Friday, 3 STAR

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Orlando Sentinel (Florida)

November 25, 1994 Friday, 3 STAR

SECTION: STYLE; Pg. E1

LENGTH: 1012 words

HEADLINE: TEENS' CHRISTMAS WISHES;
WHEN SHOPPING, REMEMBER THE LETTER C. TEEN-AGERS SAY THEY WANT CLOTHES, A CAR, CLOTHES, CDS - AND DID WE MENTION CLOTHES?

BYLINE: By Jean Patteson of The Sentinel Staff

BODY:
Last week's "rain day," courtesy of Tropical Storm Gordon, freed up thousands of teen-age students from school to roam the malls of Central Florida and scope out the latest holiday gift offerings.

When we caught up with some of them toward the end of the day, most had definite ideas about what they would like to find under the tree on Christmas morning.

Their wish lists were short and explicit: cars, CDs, clothes.

They admitted they are about as likely to unwrap the keys to a nifty little Geo Metro as Santa is to trade in his sleigh for a Jeep Grand Cherokee. They also said that CDs, although desirable, are predictable. There still is enough kid left in these budding adults that they want to be surprised when they open their gifts.

Which leaves clothes. But not just any clothes - and certainly not the flannel nightgowns, cozy slippers, gaudy ties and bland dress shirts that are as traditional - and about as welcome - as fruitcake. (Grandma, Aunt Ida, Cousin Izzy, are you listening?)

Teens want cool fashion.

Because adults are totally uncool, they obviously are incapable of second-guessing a teen's definition of what's hot. So we asked 50 mall-roving teens, ages 14 to 17, to get specific about the fashions that are so trippy, so dope, so utterly bad that they would make welcome gifts.

The guys were brief and brand-specific: No Fear T-shirts; Tommy Hilfiger, **Nautica,** Chaps and Polo/Ralph Lauren sport shirts; Starter jackets; Doc Martens and Timberland shoes; Nike and Adidas sneakers.

These brand names command top dollar, of course, but similar looks for considerably less can be had at discount and off-price stores. For example, the look of a $70 Tommy Hilfiger rugby shirt can be found for about $30 at Marshalls.

With jeans, the label was less important than the fit. Some guys like their jeans baggy, others like them slim.

Gift-buyer tip No. 1: If you plan on giving jeans, find out the preferred cut as well as waist and inseam measurements.

Favorite-team sweatshirts and baseball caps were considered must-haves - as were pretty much any brand offlannel shirt or boxer shorts. But only a few colognes passed muster: Calvin Klein's Escape, Eternity and CK One, along with Polo Sport, Colours and Joop!

Some of these are big-ticket items - $ for some Starter jackets and $100-plus for some of the shoes. But a baseball cap or pair of sunglasses can be had for just $10.

The girls' wish lists were about five times as long as the guys' - a reflection, probably, of their more intense interest in fashion and of the wider range of options available.

Most said the look is more important than the label - with the exception of shoes, where preferred brands included Doc Martens, Birkenstock, Timberland, Vans, Nike and Adidas.

As with guys' brand-name items, cheaper versions of these expensive shoes can be found at discount stores. For example, an chunky-soled oxford shoe at Sears cost just $24; a similar look in a Doc Martens shoe runs about $90.

On the whole, the girls said they prefer to get casual clothes as gifts. When it comes to dressy outfits, they prefer to make the choices themselves. However, anything in velvet - a slip dress, vest or jacket - would not be returned or exchanged.

Their wish lists of casuals included babydoll dresses, baby T-shirts, short skirts, bodysuits, flannel shirts, corduroy jeans, denim overalls, suede and denim vests, knee-high socks and thigh-high stockings, and anything with suspenders or heart motifs. Favorite colors are black, forest green and burgundy.

Not a single girl mentioned that holiday staple, the sweater, but plenty said they would like a "nice" jacket - something along the lines of a classic blazer but in a corduroy or tweedy fabric.

Silver jewelry - especially, rings, hoop earrings and chains with their names or initials - would make acceptable gifts. So would mini-backpacks, wallets-on-a-string and items adorned with Looney Tunes characters. And all said they would be happy to pull toiletries or cologne (Sunflowers, Eternity, CK One and anything scented with vanilla) from their stockings.

Unlike the boys, the girls all seemed to have favorite shops. Most often mentioned were Express, Limited, Gap, Wet Seal, Contempo Casuals, Scribbles, Victoria's Secret (for silk pajamas) and The Body Shop.

Gift-buyer tip No. 2: Girls like to collect complete lines of toiletries in their favorite fragrance - soap, lotion, shampoo and lip balm in vanilla or fuzzy peach, for example.

A tiny pot of lip balm costs just XX and small jewelry items such as hoop earrings can be had for under $10. How much is spent on clothing is up to the shopper. Cute slip dresses can be had for about $20, blazers run between $80 and $100, and Doc Martens shoes can cost as much as $130. But prices are competitive this time of year, so shop around for the best deals.

Retailers in Orlando-area malls have done a good job of anticipating teens' fashion favorites.

At Wet Seal, shoppers looking for gifts for teen-age girls are being steered toward mohair minisweaters, ribbed turtlenecks and apron minidresses. At Express, pants and skirts with suspenders, kilts and tights are selling briskly. And at Scribbles, mini-backpacks, tiny club bags, thigh-highs and berets are shopper selections that the sales staff feel confident will not be returned by the teen recipients.

Shoppers with teen boys on their lists are finding plaid shirts, windbreaker sweaters, vests with lots of

pockets, London Boy watches, and sunglasses by Ray Ban, Oakley and Guess at Oak Tree stores. Flannel shirts and jeans are sure-to-be-welcome choices at Sears and J.C. Penney. And sports stores that carry Starter jackets are confident they have a surefire favorite.

Gift-buyer tip No. 3: If none of the items mentioned here seems cool enough for your teen, get a gift certificate. They're not big and they're not fancy, but every one of the 50 teens we interviewed said a gift certificate was the one gift they would not return.

GRAPHIC: PHOTO: Cool gifts for guys: Starter jacket ($100), **Nautica** shirt ($59.50), Chaps sweater ($68), 955 jeans ($21.99), Timberland shoes ($90). All from Gayfers.
PL: 9409230-11
PHOTO: Girls' wish lists include: suspender overalls ($42), bodysuit ($16), hiking boots ($55), Looney Tunes backpack ($17.99), silver hoop earrings ($12), all from Sears (top left). Velvet slip dress ($19.99) from Good Vibrations, minibackpack ($14) from Scribbles, Mary Janes ($24) and thigh-highs ($3) from Sears (top right). Silk pajamas ($79) and robe ($200), from Victoria's Secret, mules from Connie Shoes ($44.25).
ROBERTO GONZALEZ/THE ORLANDO SENTINEL
PL: 9409230-?
BOX: Teen gift wish lists
Girls
Baby-doll, slip or apron dress
Baby T-shirt
Clunky shoes or hiking boots
Silk sleepshirt or pajamas
Suede or denim vest
Flannel shirt
Looney Tunes T-shirt or socks
Corduroy jeans
Denim overalls
Anything with suspenders
Blazer-style jacket
Mohair sweater
Bodysuit
Thigh-highs
Silver hoop earrings or rings
Chain necklace with initials
Indiglo watch
Minibackpacks
Club bags
Wallet on a string
Vanilla-scented cologne

Guys
Starter jacket
Doc Martens, Timberland shoes
Tommy Hilfiger rugby shirt
No Fear T-shirt
Jeans
Boxer shorts
Favorite-team baseball cap
Flannel shirt
Guess sunglasses
London Boy watch

Any Calvin Klein cologne

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RETAILERS SPOT HOTTEST GIFTS Newsday (New York) November 26, 1994, Saturday, CITY EDITION

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Newsday

Newsday (New York)

November 26, 1994, Saturday, CITY EDITION

SECTION: NEWS; Pg. 5

LENGTH: 360 words

HEADLINE: RETAILERS SPOT HOTTEST GIFTS

BYLINE: By David M. Halbfinger. STAFF WRITER. Pamela Mendels, Michael Unger and Dwight R. Worley contributed to this story

BODY:
The Mighty Morphin' Power Rangers were blasting holes in shoppers' wallets at FAO Schwarz and Toys 'R' Us.

"Illuminata," a New Age book of meditations, was an answered prayer at Barnes & Noble.

And the sales clerks at CompUSA were simply giddy at the prospects for "Doom."

The biggest shopping day of the year produced some hot sellers, employees at major retailers said.

At the Barnes & Noble store at Sixth Avenue and 22nd Street, info-desk clerk Baylen Leonard said Marianne Williamson's book of prayers and thoughts, "Illuminata," had sold 319 copies by 5 p.m., at $ 20 each.

Another hot seller: "The Art of Makeup," by Kevyn Aucoin, $ 60.

A spokeswoman at Saks Fifth Avenue said leather jackets and coats for men by Andrew Marc are "flying" off the racks, as are cashmere sweaters.

At A&S stores, outerwear by Tommy Hilfiger, **Nautica,** and Polo by Ralph Lauren were "selling like hotcakes," said senior vice president Francesco Cantarella. In men's clothing, wrinkle-free trousers like Levi's Dockers were selling very briskly, he said.

At Harvey Electronics on West 45th Street, small items like portable stereos were back in favor, as were high-end home-theater systems that start at $ 1,000 and go into the "tens of thousands," said store manager Paul Lereah.

The CompUSA store at 37th Street and Fifth Avenue could barely keep up with the demand - about 15 purchases an hour - for Macintosh Performa 630 computers at $ 2,699.99, said retail manager Fitzgerald Valme.

As for computer games, shoppers couldn't get enough of Myst, for $ 49.99, and Doom II, for $ 38.97. Parents with their kids' education in mind were opting for Encarta, an animated encyclopedia program from Microsoft.

A spokesman said the Fortunoff on Fifth Avenue was doing a particularly hearty business in tennis bracelets and diamond studs. But the best sellers of all, he said, were engagement rings, priced from $ 1,000 to $ 30,000.

At FAO Schwarz, general manager Bill Miller said action figures such as the X-Men and Spiderman were particularly popular - "and, of course, the Power Rangers transformation figures, that change from dinosaurs to superheroes."

LOAD-DATE: November 28, 1994

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Dressing down Forbes December 5, 1994

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December 5, 1994

SECTION: ON THE COVER; Pg. 155

LENGTH: 2450 words

HEADLINE: Dressing down

BYLINE: By Christie Brown

HIGHLIGHT:
Growing acceptability of casual clothes has revived the sagging menswear industry. In the trade the Casual Look is known as "the forgiving look" -- which helps explain its popularity.

BODY:
SIX SOMBER-SUITED pallbearers carry a coffin to a waiting hearse. "You're going to be wearing a suit for a l-o-o-o-n-n-n-g time," intones the voiceover. "Dress comfortably . . . while you can."

That's a commercial from Britches Great Outdoors, a division of the clothing chain Britches of Georgetown. Now, take this newspaper ad for another casual clothing chain, Seattle-based Logan Drive: A sour-looking lad tugs awkwardly at his brittle suit. "You hated wearing it then, you hate wearing it now," reads the slogan.

The message is always the same. Loosen that collar, relax that waistband, don't be straitjacketed in a stuffy two-piece suit. It's okay to dress comfortably. It's chic, even sexy, to. It's stupid not to.

Peruse the men's fashion ads in the trendier magazines. Frayed blue collars, jackets apparently too big for their wearer by a size or two. Trousers uncreased, loose in the seat and drooping. "Work boots" that no workman could ever have afforded.

The clothes that today are expensively featured in many magazines would have been refused service in decent restaurants a couple of decades ago. Outfits like those that once drew pitying looks for down-and-outers now clothe celebrities and occupy prime tables at nightclubs and restaurants.

"In the Eighties baggy pants meant broken old men in Florida, now they mean young and hip," says David Wolfe of Henry Doneger Associates, a retail consulting firm.

There's been plenty of speculation as to what all this means. Traditionalists, for example, are horrified by the trend to the sloppy, and casual. Saretorially splendid author Tom Wolfe says: "I may be the last holdout. I have one pair of Levis, which I've never worn out of the house." We asked this keen student of social mores why he thinks the sloppy look is spreading. He cited: aging men craving to look young; successful men nervous and attracting attention to their relative affluence. "People at the top fear the envy of people beneath them," he says.

Clifford Grodd, president and co-owner of Paul Stuart, a bastion of traditional menswear, heartily endorses this interpretation. "We've looked at this as part of the breakdown in the discipline, which seems to be rampant in every part of our society," he snorts.

A more positive interpretation is that fashion today has new trendsetters. What with movies, TV and celebrity journalism, Hollywood sets the standards today. Even in business the new icons are the younger entertainment moguls: Steven Spielberg, David Geffen. "These guys are defining the new lifestyle," says Richard Martin, curator of the Costume Institute at New York's Metropolitan Museum of Art. "It's Geffen making a billion-dollar deal wearing a T shirt."

And how many pictures have you seen of Bill Gates wearing a necktie?

These lifestyle, role-model, sociological explanations of the casual wear phenomenon are well known, and there's truth in them, but inside the fashion industry people take a somewhat different view, one that is at once more cynical and more positive. Fashion folk refer to the trend as the "forgiving look." Cut through the hype about relaxed life-styles: This description signifies that most Americans are fat and out of shape and want to hide it. (Not, of course, the Greek god types who model the stuff in the ads; their job is to make the loose look glamorous for the potential buyers.)

Looser feels better when you've got a gut, and it disguises the bulges you wish yhou didn't have. Regular men's suits and shirts are unforgiving of too-narrow shoulders, of fat necks, of paunches and of king-size rear ends. Loosely fitting jackets, baggy trousers, out-hanging shirts and open collars are much more forgiving.

The myth is that Americans are health nuts. The reality is that Americans are getting fatter. In 1980 the average American man was 5 feet 9 inches tall and weighed 173 pounds; the average American woman, 5 feet 4 inches, weighed 144 pounds.

A decade later the man weighs 180, the woman 153, according to the National Center for Health Statistics -- and those extra 8 or so pounds almost always adhere in the wrong places. As of 1993, 68% of all Americans were overweight, up from 58% a decade earlier, based on Metropolitan Life Insurance tables.

Sales of commercial diet far are down, and Americans are exercising less. At the Sharper Image, sales of sweaty stuff like stairsteppers and treadmills dropped 22%, to $ 4.1 million, last year. Yet feel-good items, such as a $ 2,500 vibrating massage chair, climbed 90% to $ 22.5 million. The hottest exercise videos now feature yoga instead of pumping iron. Jane Fonda's "Yoga Exercise Workout" was recently number one of all exercise videos on *Billboard's* chart.

Yoga may keep you limber and it may help clear the mind, but it doesn't do anything with all those calories in that bag of potato chips you munched last night. "Our primary concern is bellies and balding," says Michael Lafavore, 42, editor of *Men's Health* magazine. A recent issue of that publication featured a buyer's guide to khaki pants, praising their ability to camouflage lumpy bodies. The magazine gave top ranking to Tommy Hilfiger and **Nautica** trousers for their extra reinforced seams.

No surprise then that men's sizes are getting bigger and bigger. Store shelves are packed with large, extra-large, double-large and triple-large sizes. You thought that all that XL stuff was for tall men? Forget it -- unless you think that tall is a horizontal measurement. It's just that unflattering labeling, like "portly," has been dropped. "Big and tall" fashions are now just called "tall."

At Haggar the core sizes for its pants used to be sizes 32 to 40. Now the core sizes often go up to 44. Michael Mitchell, president at Farah, says 20% of Farah's pants now come with elasticized waists.

The loose look enables the flabby middle-aged to wear with comfort the same styles that fit 20-year-olds favor. "Loose pants means fashion to a 20-year-old, comfort to a 40-year-old," says Haggar Senior Vice President Alan Burks. One fashion fits all.

An out-of-shape customer is one reality menswear manufacturers must face. A related reality is that the production of men's suits has been declining for 20 years. Last your only 10 million men's suits were made in the U.S and 4 million imported. At that rate the average American male is buying one suit every seven or so years. Most are simply not buying any suits at all.

What are they buying?

There's the Luigi look -- slouchy collarless shirts and loose, drapey pants that puddle on shoes. To reinforce the image of comfort, comfort, comfort, the model showing the look is often unshaved. Comedian Jerry Seinfeld has this one down pat.

There is the great-outdoors look -- lumber jacket, flannel shirts and hiking boots. Popularized by the TV show *Northern Exposure,* it has turned Eddie Bauer and Timberland, once sports outfitters, into mainstream clothing companies. "What used to be considered inexcusably sloppy is now just fine," says Alan Millstein, a fashion analyst in New York.

Golfing styles are increasingly in, whether for the office or the evening out: another take on loose pants and oversize polo shirts. Wearing the look apparently makes ordinary men feel they look like Greg Norman and Chi Chi Rodriguez. If they don't look too hard in the mirror, the illusion can persist.

The golf look is one of J. C. Penney's hottest men's departments, growing at over 50% annually in the last two years. Izod, Reebok, Jantzen, Phillips-Van Heusen and Hartmarx now all make golf clothes sold in department stores.

Going back a bit, Giorgio Armani popularized the baggy look at the high end. And city kids took to wearing shapeless oversize clothes that mimicked prison garb, considering it cool to look like you'd done jail time. Suddenly lots of well-heeled, adult men started mimicking them.

But sloppy doesn't mean cheap, as anyone knows who has ever priced Armani garb. Call it the Ranger Rover Syndrome. When tastes moved away from station wagons in the car business they didn't move to pickup trucks; the moved to high-margin, top-of-the-line, four-wheel-drive vehicles. In the garment trade, too, smart marketers have figured out how to persuade men to spend big money to look something like the old-fashioned image of a Bowery bum. While sales of women's apparel in specialty stores are expected to drop nearly 6% this year (adjusted for inflation), sales of men's apparel will jump 17%, according to Sandra Shaber, a retail analyst with the WEFA Group in Bala Cynwyd, Pa. "That's mostly due to men's casual wear," says Shaber.

Classic suitmakers like Hartmarx now have lines of looser, baggier clothes, as do Haggar, Farah and Grief. Arrow makes "Friday shirts," Hathaway has a line called "Rustic Weekend." Brooks Brothers has "Fridaywear" shirts and just launched a whole line of business wear with looser fits called "Soft Classics."

A well-fitting suit was a well-fitting suit, and it didn't take a highly practiced eye to pick a tie and shirt and shoes that worked with it. But what are the rules for casual? The new looks are confusing at first. To help out the befuddled casual wear shopper, labels now tell when and how to wear the garment. "This shirt must be worn as an overshirt," reads the tag on a sleeveless lumber jacket by Pepe Jeans. A "relaxed dress shirt" by Joseph Abboud comes with a booklet that states the shirt "can be worn with jeans or without a tie, perfect for a relaxed day at the office."

Winners in the casual trend range from Ralph Lauren to the Gap to Lands' End and L. L. Bean. But few can beat Dockers' record. A division of Levi Strauss, in 1986 it introduced a line of cotton khakis notable for their loose seat and tapered leg. Perfect for knocking back a six-pack without bursting the seams.

Traditional men's trousers had fitted seats and stright legs. "I remember splitting a pair of pants like that," recalls Bradford Williams, a 32-year-old marketing specialist for Dockers, which has added a Golfline including even looser pants. Dockers sales reached almost $ 1 billion this year, up from $ 37 million in

1987. If broken out of Levi Strauss, the world's largest apparel manufacturer, Dockers would now be the sixth largest.

The Limited, Inc., suffering sluggish sales in its traditional women's wear stores, is cashing in on the new look in menswear. Sales are up at Abercrombie & Fitch, an old name the Limited bought and converted to apparel with an outdoor look.

For the slouchy Luigi look, the Limited has the ironically named Structure stores, started in 1990. There are now 461 of them, packed with thermal-knit pullovers, blanket-patterned jackets and drapey pants. Harry Ikenson, a retail analyst at Mabon Securities, estimates that A&F and Structure will account for 10% of the Limited's total $ 7.5 billion sales in 1994 and 12% of operating income.

Eddie Bauer has won big by taking its sporting image heavily into apparel. This year the Spiegel division dropped the tag line "outdoor outfitters." "Now we think of ourselves as casual wear outfitters," says Lisa Bayne, a vice president at Eddie Bauer. Sales at Bauer have risen from $ 250 million in 1988 to over $ 1 billion last year. There are now over 350 Bauer stores, which plans to open another 65 in the next year.

Wall Street has lavished love on Tommy Hilfiger and **Nautica** -- two of the fastest-growing publicly held apparel companies. One reason for their success is they both provide a clear image: Hilfiger's is an American take on the Luigi look; **Nautica** is marine outdoorsy.

But how do you persuade people to spend big money for baggy-looking clothes? Texture is key. Good fit no longer counts, but the feel of the material does count. In material there's been an explosion of different weaves, from crepes and boucles to chenille and fleece. Some want silkier, drapier, others rougher or distressed.

Take Burlington Industries, the largest maker of worsted wool, whose clients include Donna Karan, Calvin Klein and Ralph Lauren. Ten years ago Burlington made a handful of different weaves for the men's market. Now it makes thousands of weaves. For example, polyester is blended in varying proportions to make the wool spongier or softer.

Wool's market share of the apparel industry has remained steady at about 6%. Not so for cotton -- the king of casual. Cotton's market share in the apparel business has climbed from 38% in 1983 to an estimated 65% last year. The U.S. will harvest a record cotton crop this year, yet prices have remained steady, at an average price of 68 cents a pound.

Galey & Lord, which was spun off from Burlington in 1988 and went public in 1992, has taken full advantage of cotton's rebirth. Whereas cotton accounted for only 15% of all fabrics Galey & Lord made a decade ago, it now accounts for over 50%. Galey & Lord, one of the largest producers of wrinkle-free cotton, supplies Dockers, Haggar and Farah.

Footwear has also switched to casual. Sales of men's dress shoes and athletic shoes have slowed this year. Rugged hiking shoes, boots and sandals are rising fast. The big beneficiaries are Rockport, which is owned by Reebok, ahnd Dr. Martens, owned by AirWear Ltd., a private British company. Timberland, another beneficiary of the trend toward coming to work in rugged boots, showed a sales increase of over 50% for the first half of this year. These are shoes that workmen traditionally wore. Now they're a fashion statement. A top-of-the-line men's Timberland costs $ 140.

Casual clothes, generally speaking, require less labor than tailored clothes, require fewer sizes in inventory and can be differentiated with any amount of extra value in the form of luxurious fabrics. In short, this can be a highly profitable business, avoiding commodity status.

Will a more conservative America -- as suggested by the recent elections -- turn back to the tailored suit, dress shirt and rep tie? Don't count on it. The baby boomers now running the country are the first generation to think of themselves as permanently young. They are also, lamentably and possibly irretrievably, out of shape. Both trends point to continued popularity of the loose look.

"Maybe by the year 2000 we'll all be wearing caftans and togas that totally cover our bodies. Wouldn't that be great?" jokes Lafavore. If that happens, you can be sure Lauren and Armani will offer caftans in cashmere with small distinguishing features so you can tell the high-priced one from the knockoff.

GRAPHIC: Picture 1, Ad for Friday wear by Farah, Unbutton collar, loosen belt. Whew!; Picture 2, Sartorially splendid author Tom Wolfe, An endangered species? A. Frajndich/Sygma; Picture 3, Michelangelo's "David", He'd look great in a suit. Alinari/Art Resource; Picture 4, Botero's "Man with Cane", He doesn't. Sotheby's; Picture 5, The business crowd in the 1940s, When suits were the uniform, tailoring made the man. Archive; Picture 6, The business crowd today in downtown Chicago, Loose is fashion to a 20-year-old, comfort to a 40-year-old. Ralf-Finn Hestoft/SABA

LOAD-DATE: December 05, 1994

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What's the Latest On the Tie Rack? Chicago Sun-Times December 7, 1994, WEDNESDAY, Late Sports Final Edition

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December 7, 1994, WEDNESDAY, Late Sports Final Edition

SECTION: SECTION2; FEATURES; Pg. 39

LENGTH: 678 words

HEADLINE: What's the Latest On the Tie Rack?

BYLINE: By Lois Fenton

BODY:
Q. With all those writing to you to complain about wearing neckties, let me take a stand in favor of wearing ties. I love ties: they add the creativity to men's dressing that women have in everything other than their suits. The wilder (while still appropriate for business), the better. I like finding new good designers; it's like finding a new author. Do you have any great "new reads?"

S.F., Buffalo, N.Y.

A. I agree that ties are the most exciting addition to a man's wardrobe. As to great "new reads," it depends on which ones you already know.

Many of the best designers, like good authors, have a style of their own. Some are more witty; others more traditional. That's why certain ones last; they develop a "readership" that stays with them. For several years now, the hot name in ties has been Nicole Miller. She has brought wit and excitement to the tie industry with designs that are quirky, whimsical, off-beat and fun. Of course, some super conservatives might describe them as loud and unbusinesslike.

Other names to look for: Gene Meyer, XMI, Burma Bibas, Beatles, Nick & Nora, Mondo di Marco, **Nautica,** Tango, Modules and Jerry Garcia. Oldies but goodies are: Burberrys, Sulka, Robert Talbott, Wembley, Ferrell Reed and Polo. As in the past, Hermes is

still the status name in ties.

Until recently, staid, gentlemanly clothes, including ties, were the rule from placement office to the boardroom. Today, the only time it is still necessary to "play it safe" with quiet ties is for an entry-level or a near entry-level job interview.

In the old days, ties that were appropriate for business had to be easily categorized: polka dot, stripe, solid, club, neat foulard, geometric or a paisley. Other ties were considered outlandish or just plain in poor taste.

Now the magic tie words are "whimsical" and "traditional with a twist." These include many ties that cannot be categorized under one of the old names: Overscaled medallions, florals, not-so-evenly-spaced small neat patterns, cartoon characters, and other colorful "ties with an attitude."

Q. At 30, I felt old enough to move from penny loafers and laced dress shoes to saddle shoes. And at 35, I feel ready for tassels. But I still can't imagine myself wearing real wing tips. Are there appropriate ages for different footwear? Or am I in need of psychological foot therapy?

D.S., Niagara Falls, N.Y.

A. You sound perfectly normal to me. Most men are reluctant to jump into perforated wing tips. Donning such grown-up shoes requires a different mindset -- a leap in thinking that says you are no longer a boy and it is time to be a man. Not a whole lot of men make

this leap easily.

Yes, different footwear is appropriate for different ages. Just as little girls don't wear high heels, little boys don't wear wing tips. A young boy's first dress-up shoe is usually a pair of penny loafers (but on an older man, they are not dressy; they're more appropriate worn with casual khakis, jeans, or other weekend wear). A lot of men substitute deck shoes, suede chukka boots or the almost inappropriate athletic shoes. A simple loafer

(a non-penny variety) is a dressier casual choice.

When you started wearing saddle shoes five years ago, you were ahead of your time. Today, this old-fashioned shoe from the 1940s has done a turnaround and is very much in style. It comes in muted earth colors as well as the traditional brown-and-white Ivy League college-boy style.

Shoes are a wise place to play the conservative game. Tassels are appropriate for the fellow who likes a note of casual stylishness. If you want a dressier shoe, but

just hate wing tips, the perfect answer is a plain lace-up shoe or a cap-toed style -- with or without perforations.

Whatever decision you make about your shoe style, wear what makes you feel at ease and do not compromise on cost.

Every second Wednesday, image consultant Lois Fenton answers men's questions on perfecting their image. Send questions to Male Call, Fashion Department, Chicago Sun-Times, 401 N. Wabash, Chicago 60611.

GRAPHIC: LEFT: Whimsically-themed ties, such as this beer and chili pepper pattern from the Tabasco Collection by Wemco, let men make a personal statement. RIGHT: If wing tips (middle left) aren't your style, try tasseled loafers (bottom left and top right) or cap-toed oxfords (top left and bottom right), such as these by Allen Edmonds.

LOAD-DATE: December 12, 1994

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (6/1/1994) and leq (12/31/1994)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Thursday, May 4, 2006 - 11:05 AM EDT

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Counterfeit products hurt legal manufacturers The Post and Courier (Charleston, SC) December 9, 1994, Friday,

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December 9, 1994, Friday, POST AND COURIER EDITION

SECTION: E, Pg. 3

LENGTH: 617 words

HEADLINE: Counterfeit products hurt legal manufacturers

BYLINE: STEPHANIE HARVIN; Of The Post and Courier

BODY:
Case study: You go to a flea market and see a purple dinosaur.

It looks like the Barney you have seen in department stores, except it doesn't have a Lions Group tag on it. In fact, it doesn't even look very much like Barney, except that your 3-year-old is convinced. And the price is great. So you buy it and shrug your shoulders, not asking where it came from.

While it seems like you're getting a great deal and not hurting anyone, this is the shopping equivalent of stealing. You have just helped a criminal turn a profit with one of the hottest counterfeit items this year, says Michael Graham, spokesman for Secretary of State Jim Miles.

South Carolina is one of the most recent states to make it illegal to sell counterfeit merchandise - items that look like the real thing but are manufactured as imitations. Look-alike Rolexes, Gucci luggage and Spoleto USA T-shirts are popular with flea market and street vendors, and are sometimes indistinguishable from the real thing.

Since October, manufacturers have been protected under state law when they register their trademarks with the secretary of state's office.

The law states that any individual dealing in counterfeit goods is guilty of a misdemeanor and punishable by up to one-year imprisonment or a $ 5,000 fine, or both, per offense. A company doing the same is subject to a maximum fine of $ 20,000.

So what's wrong with selling imitations? It could cost your neighbors jobs, says a statement from Miles.

The law was passed to prove to manufacturers that South Carolina takes intellectual property, product development and marketing seriously. And the state will take legal steps to protect that property.

When a product is counterfeited, it means the manufacturer doesn't make a profit, taking money away from South Carolina employees. Such legal protection may mean the difference to companies trying to decide whether to locate in Georgia or South Carolina: One state doesn't protect manufacturers, the other does.

Such high-profile names as Walt Disney, the U.S. Olympic Committee and Guess Jeans were some of the companies that wrote to Miles in support of the law.

With the state law only 6 weeks old, few investigations have been concluded. But one, a joint undercover operation that included Charleston County Sheriff's Department, U.S. Customs and South Carolina Law Enforcement Division, resulted in the arrest of two men in North Charleston, says Hugh Munn, spokesman for SLED. The arrests were made Nov. 29 when the two men were accused of selling 149 counterfeit Rolex, Guess and Gucci watches for about $ 3,500.HOW TO SPOT A FAKE

WATCHES: Real vs. fake Rolex: If the second hand makes a tick, tick, tick motion, it's fake. The real thing has a sweep second hand. The genuine is also heavier because it's made of high-grade steel, has an 18-carat gold band and a synthetic sapphire crystal. The fake is made of hollow metal, is gold-plated. Other knockoff favorites: Tag Huer, Gucci, Cartier, Movado, Seiko. Popular with younger people: Guess, **Nautica,** Timberland.

HANDBAGS: Real vs. fake: A real Chanel handbag is made of soft lambskin. The fakes are made of everything from cheap leather to vinyl. The Chanel label with its registered trademark is sewn onto the bag if it's genuine. The fakes are glued on and can be easily peeled off. Other: Gucci, Dooney & Burke, Louis Vuitton, Fendi.

SCARVES: Real vs. fake: The real thing is 100 percent silk, smooth and light to the touch. The fakes are polyester. On genuine designer scarves, the edges are hand-rolled and hand-stitched to prevent fraying; fakes are machine-stitched. Favorites: Gucci, Chanel, Paloma Picasso, Yves St. Laurent.

GRAPHIC: PHOTO; One B&W HOW TO SPOT A FAKE box

LOAD-DATE: January 19, 1995

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Terms: nautica and date(geq (6/1/1994) and leq (12/31/1994)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Thursday, May 4, 2006 - 11:04 AM EDT

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Wall Street finds winners in rough climate; thriving clothing manufacturer stocks; Forecast '95 WWD
December 12, 1994

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December 12, 1994

SECTION: Vol. 168 ; No. 113 ; Pg. 22; ISSN: 0149-5380

LENGTH: 1428 words

HEADLINE: Wall Street finds winners in rough climate; thriving clothing manufacturer stocks; Forecast '95

BODY:
Curan, Catherine

Apparel Manufacturers' Results for the Third Quarter and Nine Months

THIRD QUARTER

	Period	SALES		
	Ending	1994	1993	%Change
Company				
Levi Strauss 1	30-Sep-94	1,588,000	1,565,000	1.47%
VF Corp. 2	1-Oct-94	1,373,037	1,152,842	19.10%
Fruit of the Loom 3	30-Sep-94	640,400	484,200	32.26%
Liz Claiborne	1-Oct-94	616,788	621,894	-0.82%
Phillips-Van Heusen	30-Oct-94	379,406	357,389	6.16%
Kellwood	31-Oct-94	376,024	342,058	9.93%
Russell	2-Oct-94	317,131	266,622	18.94%
Timberland	30-Sep-94	222,148	140,261	58.38%
Warnaco 4	8-Oct-94	217,872	183,957	18.44%
Tultex	1-Oct-94	208,931	187,109	11.66%
Hartmarx 5	31-Aug-94	196,105	188,993	3.76%

Jones Apparel Group	2-Oct-94	193,718	165,707	16.90%
Starter 6	30-Sep-94	169,733	149,684	13.39%
Oxford Industries	2-Sep-94	165,304	148,711	11.16%
Cygne	29-Oct-94	159,878	61,278	160.91%
Haggar	30-Sep-94	142,544	123,761	15.18%
Salant 7	1-Oct-94	126,919	113,252	12.07%
OshKosh B'Gosh	30-Sep-94	118,397	103,114	14.82%
Tommy Hilfiger	30-Sep-94	80,400	56,100	43.32%
Bernard Chaus 8	30-Sep-94	65,391	69,600	-6.05%
Nautica	31-Aug-94	63,286	51,865	22.02%
Garan	30-Sep-94	55,362	61,543	-10.04%
Oneita 9	30-Sep-94	53,890	41,403	30.16%
Donnkenny 10	3-Sep-94	52,396	41,007	27.77%
Hampton 11	24-Sep-94	50,776	58,482	-13.18%
Authentic Fitness	1-Oct-94	37,598	28,610	31.42%
Norton McNaughton	5-Aug-94	34,337	30,580	12.29%
Movie Star 12	30-Sep-94	32,440	29,922	8.42%
Quiksilver	31-Jul-94	29,169	22,355	30.48%
Signal Apparel	30-Sep-94	21,886	29,348	-25.43%
The He-Ro Group 13	31-Aug-94	14,527	34,849	-58,31%
Totals		7,767,380	6,847,299	13.44%

FOOTNOTES

TABULAR DATA OMITTED

N/A - Not Applicable 1- Latest nine months includes a $ 236.5 million accounting charge. 2-Year-ago quarter includes net charges of $ 7.1 million. 3 -Year-ago quarter and nine months includes an $ 8.6 million charge for early debt repayment.Year-ago nine months includes a $ 3.4 million accounting gain. 4 - Latest nine months includes a $ 3 million charge; year-ago nine months includes a $ 10.5 million charge 5 - Latest nine months includes $ 3.9 million charge for early repayment of debt 6 - Latest quarter includes a $ 6 million inventory writedown charge. Year-ago nine months includes a $ 3.3 million expense on retirement of debt 7-Year-ago quarter includes $ 24.7 million special gain related to emergence from bankruptcy in September 1993.8 - Latest quarter includes $ 9 million in special charges; nine months includes additional $ 7.2 million mainly in restructuring costs 9 -Latest quarter includes $ 10.7 million in pre-tax special charges. year-ago nine months includes pre-tax restructuring charge of $ 7.5 million 10 - Latest nine

months includes a $ 1.1 million special gain. 11 - Latest quarter includes an $ 844,000 pre-tax gain; latest nine months includes a $ 2.3 million charge; year-ago quarter includes a $ 627,000 charge. 12 - Loss in latest nine months includes a $ 3.8 million inventory markdown charge; year-ago quarter includes $ 861,000 acounting gain. 13 - Year ago quarter included a $ 16 million restructuring charge and a $ 2.4 million tax provision. Latest nine months includes a $ 2.8 million restructuring charge.

Forecast '95

NEW YORK -- Despite a tough climate for women's apparel, Wall Street analysts expect strong fourth quarter earnings from several major publicly held manufacturers, and improved results at many others.

Comparisons will be relatively easy because last year's fourth quarter was generally poor. In addition, the economy is strong, and demand is improving for activewear.

Analysts forecast continued strength at such varied firms as Jones Apparel Group, St. John Knits, Warnaco Group and VF Corp., and fourth-quarter improvement at Liz Cliaiborne.

Sharon Pearson, analyst at Morgan Stanley, projects Jones will earn 40 cents per share in the fourth quarter, against 28 cents a year ago; $ 2.10 for 1994, against $ 1.85 in 1993, and $ 2.35 for 1995. Edward Johnson, Johnson Redbook, projects earnings per share of $ 2.10 for 1994 and $ 2.40 for 1995. Analysts cite Jones's continued market share gains and dramatic growth in casual sports-wear.

For St. John Knits, Faye Landes, Smith Barney Shearson, prjects earnings per share of 60 cents for the fourth quarter, against 47 cents, and $ 1.80 for the year, against $ 1.35. Landes noted sales are strong, particularly at St. John's company-owned stores, which will help margins.

Landes expects Warnaco Group to earn $ 1.25 a share for fiscal 1994, against $ 1.05 a year ago, and $ 1.40 for fiscal 1995.

Warnaco's margins are strong, its merchandise offerings are on target and the company is paying down debt, noted Laurence C. Leeds Jr., managing director at Buckingham Research.

Analysts in general single out VF Corp. as a solid company, with improved margins expected in nearly all divisions. Josie Esquivel, apparel analyst at Lehman Bros., projects earnings per share of $ 1.17 for the fourth quarter, against 92 cents. For the year, she projects $ 4.15 a share, against $ 3.78, and, for 1995, $ 4.80.

Esquivel said Liz Claiborne is improving, but noted the comparisons are easy and the company "still has a ways to go." Analysts' estimates range from 35 to 37 cents for the fourth quarter, against a depressed 19 cents; $ 1.45 to $ 1.47 for 1994, against $ 1.54 in 1993, and $ 1.70 to $ 1.75 for 1995.

Among fleece producers, a pickup in activewear should translate into better results at Fruit of the Loom, Russell Corp. and Tultex.

Redbook's Johnson projects Fruit will decline in 1994 to $ 1.75 a share from $ 2.25, but climb to $ 2.45 in 1995.

Estimates for Russell Corp. range from 70 to 75 cents for the fourth quarter, against 59 cents a year ago. For the year, Johnson estimates $ 2 a share against $ 1.73 in 1993, and for 1995, $ 2.30.

As for Kellwood, analysts like the company's long-term outlook. Todd Slater, UBS Securities, expects Kellwood to be among the top performers in 1995. He forcasts earnings per share of $ 1.85 for the fiscal year ending April 1995, against $ 1.68 a year earlier. For fiscal 1996, he looks for $ 2.45, noting the company will get a boost from acquisitions of David Dart, with sales of about $ 30 million and Halmode, with sales of about $ 150 million.

Biggest Percentage Changes For Week Ending Dec. 9

Gainers	Close	Change
Texfi	2.63	5.00
Family Dollar	11.88	4.40
Delta Woodside	9.75	4.00
Salant Corp.	4.75	2.70
Dixie Yarns	7.13	1.79
Losers	**Close**	**Change**
Merry-Go-Round	0.81	-34.96
Galey & Lord	13.75	-16.67
Caldor	24.50	-14.41
Forstmann	5.25	-12.50
Bon-Ton Stores	9.75	-12.36

GRAPHIC: Table

LOAD-DATE: October 20, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Do you have the time?Sporty, spare or stylish Let personality be your guide to gift giving Rocky Mountain News (Denver, CO) December 22, 1994, Thursday

Copyright 1994 Denver Publishing Company
Rocky Mountain News (Denver, CO)

December 22, 1994, Thursday

SECTION: SPOTLIGHT ON STYLE; Ed. F; Pg. 6D

LENGTH: 648 words

HEADLINE: Do you have the time?
Sporty, spare or stylish Let personality be your guide to gift giving

BYLINE: Suzanne S. Brown; Fashion Editor

BODY:
A watch's most important function may be to tell time, but it also tells a lot about the wearer.

Is the person sporty or elegant? Spare or showy? Humorous or serious? Often, those qualities are mirrored in the timepiece an individual straps on his or her wrist.

If you are buying a watch as a gift this season, let the recipient's personality and interests be your guide in shopping. There are watches for nostalgia-crazed baby boomers and weekend athletes, fashion plates and traditionalists.

And don't worry that you don't have enough money to spend. You might covet a style priced in the thousands, but you can find a decent, reliable watch for as little as $ 25.

Roxanne Jacobson says she has friends who own handmade Patek Philippe watches as well as mass-produced Swatches. "It's kind of a reverse status thing - they're cool because they are so inexpensive," says Jacobson, marketing director for Hyde Park jewelery stores.

Hyde Park sells watches priced from $ 40 to more than $ 100,000, and Jacobson has observed men and women as they shop for them.

"Men like the gizmos and gadgets," Jacobson says. "They want sweep second hands, dials that show the day, date and month, and rotating diving bezels, even if their feet touch nothing wetter than the shower floor."

Women look for "a functional piece that tells time," Jacobson says. They also want a style that looks good and complements their wardrobe.

"They like a combination of stainless steel and gold because of the versatility - they can wear it with gold or silver jewelry," she says. "And they're beginning to prefer bracelet styling to straps so that the watch becomes a piece of jewelry."

And just as a woman changes her jewelry from day to night, so will she change her wristwatch, says Art Spiro, vice president of marketing for Liz Claiborne watches, a new line in department stores.

"We have bracelets that can be worn to a dinner party, and everyday fashion watches that might be a little retro or vintage," Spiro says. "We also have watches that are a bit sportier to wear on the weekend. We wanted to span the activities in a woman's life."

Another company that seems to hit on the varying interests of consumers is Fossil, which aims its character, adventure and vintage-type watches at customers in the 18- to 34-year-old age range.

Don't let the fact that the person already has a watch stop you from purchasing another one. Judging from a study commissioned by the Swiss watchmaker Patek Phillipe, we're a society that not only values time, but the devices for keeping track of it.

For starters, 75% of those surveyed said they wear a watch every day. While 29.6% of the people surveyed reported that they have one watch, 33% said they own two watches; 17.6% own three and 19% own five or more. (The phone survey was of 500 adult watch owners, and had a margin of error of 3 1/2% to 4%.)

Men slightly outnumber women when it comes to being collectors, with 5.6% of the men and 4.8% of the women saying they own five or more watches. (The survey didn't ask how many of the watches were working, which might have been revealing.)

When buying a good watch as a gift, people want it to be reliable (84%), good-looking (63%) and well-made (60%), the survey found.

Regarding the way the watch looks, people value classic (33%), stylish (27%) and sporty (23%) watches. And backing up what Jacobson of Hyde Park had to say, men prefer complicated wristwaches (49% to 20%), while women favor simple dials (76% to 44%).

Quartz movements are the choice of 80%, with only 14% saying they like to hand-wind a mechanical watch.

"Quartz movements are more accurate, but some people like the mechanical movement," Jacobson says. "It's like cars. Do you want a Honda or a Ferrari? They'll both get you to the grocery store, but in different style."

GRAPHIC: Color Photo (3)
Nautica employs classic styling in its tank watch with a leather strap, $ 80.

LOAD-DATE: December 23, 1994

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VENTURE;PANEL TO SAIL INTO HISTORY;BOATING: House Merchant Marine and Fisheries Committee will be replaced by a subcommittee. Orange County Register (California) December 26, 1994 Monday

Copyright 1994 Orange County Register
Orange County Register (California)

December 26, 1994 Monday MORNING EDITION

SECTION: SPORTS; Pg. C02

LENGTH: 905 words

HEADLINE: VENTURE;
PANEL TO SAIL INTO HISTORY;
BOATING: House Merchant Marine and Fisheries Committee will be replaced by a subcommittee.

BYLINE: JOSEPH D'HIPPOLITO, The Orange County Register

BODY:
A congressional committee that specialized in maritime issues for more than a century will be disbanded by the new Republican leadership when Congress convenes next month.

The House Merchant Marine and Fisheries Committee, which has existed since 1887, will be replaced by the new Coast Guard and Maritime Transportation Subcommittee.

That subcommittee, part of the House Transportation and Infrastructure Committee, will be responsible for recreational boating safety and the United States Coast Guard.

The subcommittee's chairman is expected to be Rep. Howard Coble, R-N.C., who served in the Coast Guard as an active and reserve member.

Most of the old committee's work _ handled by subcommittees concentrating on the Coast Guard, the Merchant Marine, navigation, environmental issues, oceanography and fisheries management _ will be given to other congressional committees.

Sailors from the Balboa Yacht Club will lead in six of eight inside classes when the Sunkist Series resumes Jan. 7-8 in Newport Harbor.

Next month's competition is the third installment of the four-month regatta, which ends in February. Sailors compete in Newport's inner and outer harbors.

Outright division leaders from the Balboa Yacht Club, the host club, are Matt Foreman (Thistle), Mike Smith (Metcalf), Paul Williams (Lido 14B), Dick Willson (Twitchell 12), and Garrett

Macklin (Junior Sabot). Steve Schupak shares first in the Laser class with Rob Vandervort.

Completing the list of leaders in the inside classes are the Bahia Corinthian Yacht Club's Mark Gaudio in the Lido 14A division and Peter Gales from Long Beach's Alamitos Bay Yacht Club in the Senior Sabot class.

The following county sailors own first place in all the outside classes: Newport Harbor Yacht Club's Charles Brewer (PHRF "A"), Bahia Corinthian's Dick Hayden (PHRF "B") and Chuck Holland (PHRF "C"), John Szalay from Voyagers Yacht Club (PHRF "D"), and the Balboa Yacht Club's Andy Binkerd (Etchells).

Voyager's Doug Whittaker is tied with Balboa's Michael Rains in the Santana 20 division.

In the second installment of outer-harbor competition Dec. 4, skippers from Bahia Corinthian won three races. Jim Kerrigan took first in PHRF "B", Holland won in PHRF "C" and Rob Elliott finished first in PHRF "D". Brewer won his PHRF "A" race, as did Whittaker in the Santana 20 class and the Balboa Yacht Club's Mike Paseck in the Etchells division.

Competition in the inside classes involved two races on Dec. 3. Willson, Vandervort and Gaudio each won the two races in their respective divisions.

The San Diego Boat and Sportfishing Show will take place Jan. 5-8 at the San Diego Convention Center. The event includes workshops on sailing, fishing and general boating, a match-racing exhibition, a waterskiing clinic, and displays of antique and big boats.

Another attraction will be a man walking on water with the aid of a new product, Skijacks, kayak-shaped devices that fit over feet.

Hours are noon to 9 p.m. Jan. 5-6, 10 a.m. to 9 p.m. Jan. 7 and 11 a.m. to 6 p.m. Jan. 8. Admission is $ 6 for adults, $ 3 for children.

For more information call (619) 294-7911.

The International Yacht Racing Union will no longer exist in 1996.

The body's general assembly voted in November to change the organization's name to the International Sailing Federation. The change will take effect on Jan. 1, 1996.

Ever wonder what it would be like to sail on a yacht in the America's Cup? A clothing manufacturer is offering that chance.

Nautica is sponsoring the 17th Crew Member Contest, which runs through Saturday. Contestants can enter at **Nautica** departments in *Bullock's* and Robinson's/May stores, or the **Nautica** store in

Fashion Island.

The winner will sail as an observer _ called the 17th crew member in America's Cup parlance _ on PACT '95, one of the yachts competing in the Defender Series.

In addition, the winner will receive lodging for three days and two nights, round-trip airfare for two to San Diego, a $ 300 wardrobe and $ 100 in cash.

UPCOMING:
Jan. 5-8 _ San Diego Boat and Sportfishing Show, San Diego Convention Center. Call (619) 294-7911.

Jan. 7-8 _ Sunkist Series Regatta, Newport Beach. Call the Balboa Yacht Club at 673-3515.

Jan. 7-15 _ Finn Gold Cup, Melbourne, Australia.

Jan. 13-15 _ Mistral trials for the Pan American Games, Ft.

Pierce, Fla.

Jan. 12-20 _ First round of Citizen Cup Defender Series for America's Cup, San Diego. Call the San Diego Yacht Club at (619) 221-8400.

Jan. 14-20 _ First round of Louis Vuitton Challenger Series for America's Cup, San Diego. Call the San Diego Yacht Club at (619) 221-8400.

The boating notebook appears Monday.

LOAD-DATE: November 08, 1996

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Van Baalen to expand on current propertyPlan dropped to swap land with Fisher Bangor Daily News (Maine) December 31, 1994 Saturday

Copyright 1994 Bangor Daily News
Bangor Daily News (Maine)

December 31, 1994 Saturday

LENGTH: 461 words

HEADLINE: Van Baalen to expand on current property
Plan dropped to swap land with Fisher

BYLINE: Emmet Meara Of the NEWS Staff

BODY:
ROCKLAND -- The Van Baalen Co. will expand on its current industrial park site now that a complicated land swap with Fisher Engineering has been dropped.

Van Baalen President Larry Ingram said Friday the swap idea had been dropped after the two city firms could not agree on land appraisals.

The clothing firm has been in the city since 1939 and has enjoyed the explosive growth of its **Nautica** Clothing line and other labels, creating a need for more space.

Fisher, which manufactures snowplows, has a plant on the city waterfront, but also has land at the city industrial park earmarked for future use. Van Baalen offered to swap its current 145,000-square-foot building for Fisher's waterfront and industrial park holdings. In a friendly decision, the firms agreed they could not come to terms on the relative values of the properties.

There has been speculation that Fisher's waterfront property would be a prime development site if the snowplow manufacturer decided to move tothe industrial park.

The best solution for Van Baalen would have been a new, carefully designed structure of 400,000 square feet with the latest in computers and automation. But the expansion plan at the current site will solve immediate space needs. The expansion site will include a complete gutting of the current structure, with a 90,000-square-foot, multilevel expansion. The expansion plans are on the drawing board now.

"We will start construction just as soon as humanly possible," said Ingram. The completion date has been set for December 1995.

Once completed, the project will create enough working space

for the immediate future. But the firm has experienced such unprecedented growth that it could be seeking more space.

The expansion plans require the purchase of 3-4 acres from neighbors Central Maine Power and Interstate Septic Service to be used for a new exit onto Gordon Drive. The expansion will create additional high tech positions at the clothing firm, which now employs more than 160 people.

The city is thrilled with the new expansion, since the clothing firm announced in February that it was investigating a move to warmer climates. Since most of its product comes into the country on the West Coast, a production center in the northeast makes little sense, officials said. The firm said Maine's taxation schemes also worked against the firm.

Faced with the loss of 160-plus jobs, the city and state got together to develop favorable tax breaks to induce the firm to remain. The city agreed to sponsor a $ 500,000 grant request for Community Development funds to aid the firm in land acquisitions.

City Manager Cathy Sleeper said the answer on the grant request could be received by Jan. 6.

GRAPHIC: Larry Ingram, president of Rockland's Van Baalen Co., said his plant will undergo a $ 5 million restoration-expansion project on the company's current site at the city industrial park. A plan to swap land with Fisher Engineering has been dropped, Ingram said.(NEWS Photo by Emmet Meara)

LOAD-DATE: January 03, 1995

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

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PURSUANT TO 37 CFR §2.122(e)

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The excerpts are identified in the attached summary by date, name of publication, page, and article headline. Copies of the excerpts are attached immediately following the summary.

Dated: December 3, 2008

Respectfully submitted,

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NAUTICA APPAREL, INC.

Jan – June 1995 Third Party Articles

Date	Publication	Page	Headline
1995 (no day)	Managing Intellectual Property	Trademark yearbook, p. 15-17	Trademarks in the Andean Pact countries
1/5/1995	The New York Times	Sect. D, p. 10, col. 3	Nautica Enterprises Inc. reports earnings
1/11/1995	Newsday	News; pg. A29	Datelines
1/16/1995	Footwear News	Vol. 51, No. 3, p. S6	A timely way to say "I Love You"
2/2/1995	Detroit Monthly	Feature; p. 26	Point Toward Kercheval
2/3/1995	The Miami Herald	Sports; p. 1D	Attached with an invisible string
2/5/1995	St. Louis Dispatch	Style Plus, p. 1	A great yarn
2/5/1985	The New York Times	Sect. 1, p. 49, Col. 2	Safe or Brash: Men's shows walk the line
2/6/1995	Daily News Record	No. 24, Vol. 25, p. 38	Nautica's ship came in
2/8/1995	USA Today	Life, P. 2D	Classic Men's suit is no longer conservative
2/20/1995	Brandweek	Apparel Marketing, p. 24	Sweatsuit
3/1995	Women's Wear Daily Supplement	p. 14	Metal Urges
3/5/1995	The Washington Post	Magazine, p. W30	No man's land
3/6/1995	Chicago Tribune	Sports; p. 3	Honey Bees still buzzing around town
3/6/1995	Daily News Record	Vol. 25; no. 44, p. 14	Wall Street sees big year for big men's companies clothing firms
3/9/1995	Omaha World Herald	Fashion, p. 35SF	Boxer shorts choice for men this year
3/26/1995	Pittsburg Post Gazette	The Gazette, p. 16	TGIF; Friday wear works and plays
3/27/1995	Crain's New York Business	News p. 123	Collaring casual niche rates a 'buy' on street
4/5/1995	Business Wire	Business Editors	Eighteen Montgomery Clients make Fortune's List of America's
4/12/1995	The Dallas Morning News	Fashion Dallas, Profile; p. 5E	Hip Hopping to the top
4/14/1995	Women's World Daily (WWD)	Vol. 169, No. 72, p. S22	Skin care solid in Southwest
4/19/1995	Daily News Record	Vol. 25, no. 75, p. 3	Nautica net jumps 27.2 % during fourth quarter
4/24/1995	Orange County Register	Accent; p. E02	Shopping Notebook
4/25/1995	Daily News Record	Vol. 25, no. 79, p. 4	Knit, woven sport shirts off to strong start at retail
5/5/1995	Daily News Record	Vol. 25, no. 87, p. 1	Father's Day biz outlook

NAUTICA APPAREL, INC.

Jan – June 1995 Third Party Articles

Date	Publication	Page	Headline
5/5/1995	The Atlanta Journal and Constitution	Wheels, p. 2S	Lincoln-Mercury establishes link to America's Cup
5/7/1995	The Commercial Appeal	Image, p. 1F	Suit Yourself
5/9/1995	Daily News Record	Vol. 25; no. 89; p. 2	Men's wear helps boost earnings at May C.
5/10/1995	The Dallas Morning News	Fashion Dallas, p. 6E	Young Golfers update a colorful tradition
5/21/1995	The New York Times	Sect. 11, p. 1, col. 1	Roughing it and flaunting it with Eddie, Orivis et al.
5/25/1995	Daily News Record	Vol. 25, No. 101, p. 12	Yarn Mavens sees novelties picking up in Men's area
6/2/1995	Daily News Record	Vol. 25, No. 106, p. 2	Carson's bringing in collection in move to strengthen men's biz
6/4/1995	The Commercial Appeal	Image, p. 1F	Forrest Gump fashion
6/7/1995	Daily News Record	Vol. 25, no. 109, p. 3	Macy's West to give men's more punch this week
6/13/1995	Birmingham News	Lifestyle, p. 2C, Vol.	Fashion Success is natural for retailer
6/19/1995	Brandweek	Extensions, p. 5	Fridays pub apparel on expansion menu
6/22/1995	Orlando Sentinel	Living; pg. E1	Short course on menswear
6/22/1995	Features, pg. 1D	Features, pg. 1D	Fashion starts to bring traditional golf up to par
6/25/1995	Buffalo News	Buffalo Magazine, p.12M	The short and shorter of it.
6/26/1995	Seattle Post Intelligencer	Lifestyle, pg. C2	Antique leather needs to be in good shape if it is to be restored.
6/27/1995	The New York Times	Sect. D, p. 13; col. 2	Nautical Enterprises Inc. reports earnings.
6/29/1995	Providence Journal Bulletin	Sports, pg. 11D	Sailing roundup
6/30/1995	Business and Industry	Vol. 25, no. 126, p. 2	Nautica eyes 'record year' in '96 Sanders tells holders Thursday
6/30/1995	Daily News Record	Vol. 25, no. 126, p. 2	Nautica eyes 'record of year' in '96

NAUTICA APPAREL, INC.

Jul – ~~Dec~~ Sept 1995

Third Party Articles

Date	Publication	Page	Headline
7/1995	Children's Business	Vol. 10. No.7, pg.10	Boys Eyed by Key Retailer
7/2/1995	Chicago Tribune	Pg. 8	Sport utilities straight out of mail order
7/3/1995	The New York Times	Sect.1,p.23,Col.2	For the Young, it's looking like a jobless summer
7/3/2006	HFN	No.27,Vol.69,p.1917193078	Nautica eyeing home
7/3/1995	The Australian	Not specified	Improved multihulls sailing not more popular waters
7/7/1995	Daily News Record	Vol.25, No.129,pg.8	Nautica signs licensing deal for headwear with FastCaps
7/20/1995	The Post Standard	HJ, pg. 09	Dare to be different designer duds
7/24/1995	Footwear News	Vol. 51, No.30, pg.S10	What's in a name?
7/25/1995	Hartford Courant	Pg. E3	Esquire keeps look cool for next spring
7/28/1995	USA Today	Pg. 1D	Euro-style menswear may not play in USA
7/28/1995	Daily News Record	Vol.25,No.144,p.1	World class fashion week for New York
7/30/1995	Chicago Sun Times	Pg. 3	A summertime update on harbor country
8/1/1995	The Philadelphia Enquirer	Pg. G01	Menswear?
8/1/1995	The New York Times	Sect. B,p.6,col.1	Review/fashion
8/9/1995	The Dallas Morning News	Pg. 1E	Menswear
8/13/1995	Providence Journal Bulletin	Sports, pg. 10C	Bay Window NBYA
8/20/1995	Chicago Sun Times	Pg. 15	Back to school threads`
8/20/1995	The Atlanta Journal and Constitution	Pg. 10M	Dixie Style
8/21/1995	The Times Union	Pg. C3	Menswear takes tailored turn in new collections
8/21/1995	The Denver Post	Pg. E-01	Dillard's primps for debut
8/23/1995	The Post Standard	Pg. D1	Back to school cool classroom classics
8/25/1995	Daily News Record	No.164,Vol.25,p.11	Nautica licenses Kellwood for dress shirts
8/29/1995	The Kansas City Star	Pg. 1	Stores anticipate retro craze
9/1/1995	The Atlanta Journal and Constitution	Pg. 6 F	Olympic weekly
9/3/1995	Pittsburg Post Gazette	Pg. F 3	Soft Menswear takes on the premise
9/5/1995	Christian Science Monitor	Pg. 13	To dress up or down
9/10/1995	The Washington Post	Pg. H 01	The investing titans at your local library

NAUTICA APPAREL, INC.

Jul – Dec 1995

Third Party Articles

Date	Publication	Page	Headline
9/10/1995	The Philadelphia Inquirer	Pg. D 01	He's got plans for hect's what does CEO want?
9/10/1995	Charlotte Observer	Pg. 1 E	National Fashion League
9/12/1995	The New York Times	Sect.B,p.8,col.2	By design:Nestled in Nylon
9/14/1995	Daily News Record	Vol.25,no.177,p.2	Nautica Enterprises to double size of some in-store shop formats
9/15/1995	The Atlanta Journal and Constitution	Pg. 4S	He drove, she drove
9/17/1995	The New York Times	Sect.6,p.72,col.1	Jump suits
9/21/1995	Plain Dealer	Pg. 9 E	Tracking trends in menswear
9/21/1995	DNR	Vol. 25,no.182,pg. 8	Nordstrom launches first men's catalog
9/24/1995	The New York Times	Sect.6,part 2, p.20,col.1	Split personality
9/29/1995	Daily News Record	Vol.25,no.187,pg.1	Nautica profits sail ahead 36% in 2d quarter
9/30/1995	Rocky Mountain News	Pg. 4 D	

NAUTICA APPAREL, INC.

Oct – Dec 1995 Third Party Articles

Date	Publication	Page	Headline
10/1/1995	Chicago Tribune	Pg. 4	5 defining details
10/1/1995	The Commercial Appeal	Pg. 1F	What's cool at school
10/2/1995	Footwear News	Vol.51,no.40,pg.2	US Customs busts 43 for counterfeiting
10/2/1995	The Australian	Not specified	Old man of sea Mickleborough rates highly in best of company
10/6/1995	The Tampa Tribune	Pg. 3	New men's suits match all attitudes
10/8/1995	The New York Times	Sect.6;p.95;col.1	A Little Style
10/8/1995	The Boston Globe	Pg. 11	Dressing Down
10/13/1995	St. Louis Dispatch	Pg. 10C	Bigger mall nearly ready
10/16/1995	St. Petersburg Times	Pg. 1B	Tampa Bay and state
10/17/1995	Daily News Record	Vol.25,no.197,pg.6	Spring '96 trend report
10/19/1995	The Virginian Pilot	Pg. E 1	Fall fashions for men
10/22/1995	Sun Sentinel	Pg. 3 E	Surf's up
10/26/1995	The Toronto Star	Pg. C 3	Cashing in on the casual craze
10/29/1995	Charleston Gazette	Pg. 02 E	Vests are key to fall style
11/1995	Harper's Magazine	Vol.291,No.1746,pg.6	Eyebrow pencils
11/2/1995	St. Petersburg Times	Tampa Today; pg. 1B	Dillard's hangs its hat
11/5/1995	South China Morning Post	Pg. 9	Nautica opts for hi-tech
11/8/1995	Hartford Courant	Pg. E 1	Setting the tones
11/8/1995	Daily News Record	Vol.25;no.213;pg.16	Nautica expands in-store shops
11/10/1995	Orange County Register	Pg. E 03	Shopping Notebook
11/13/1995	News & Record	Pg. B 4	Lord & Taylor opens first store in state
11/13/1995	Seattle Post Intelligencer	Pg. C 2	Black and white make a strong pair
11/16/1995	The Toronto Star	Pg. H 7	Menswear departments gear up for a dressing down
11/19/1995	The Toronto Sun	Pg. C 9	Bay Watch
11/19/1995	Pittsburg Post Gazette	Pg. C1	The ups & downs of retailing
11/20/1995	Buffalo News	Pg. 7 B	Dressed for the weather
11/21/1995	Chicago Tribune	Pg. 1	Hunters wives open own season
11/26/1995	Pittsburg Post Gazette	Pg. G 2	The scent of a man
11/26/1995	The New York Times	Sect.6,pg.62,col.1	Landmark status
11/30/1995	The Post Standard	Sect.1,Pg.61,col.2	Evening Hours
12/3/1995	Los Angeles Times	Part E, pg. 2	RSVP/ The social city
12/4/1995	Daily News Record	Vol.25,No.229,pg.22	Limited's structure gets image overhaul
12/5/1995	The Times Union	Pg. C 1	Fad glasses are on the eyes of their beholders
12/6/1995	Daily News Record	Vol.25,no.231,pg. 12	Jacobson's doubles men's space in Sarasota store

NAUTICA APPAREL, INC.

Oct – Dec 1995 Third Party Articles

Date	Publication	Page	Headline
12/12/1995	Austin American Statesman	Pg. E 10	George 2nd is as much fun as debut issue of magazine
12/14/1995	The Toronto Star	Pg. J 6	Gift Guide
12/17/1995	The Virginian Pilot	Pg. D 1	Cultural Crafts discount mall
12/20/1995	Daily News Record	No.241, Vol.25, pg. 2	Report Lanier getting Nautica clothing line
12/22/1995	The Washington Times	Part E, Pg. E 39	Bob Storck
12/24/1995	Pittsburg Post Gazette	Pg. H 3	A domestic Denmark
12/26/1995	The Boston Globe	Pg. 55	Sneak peak
12/27/1995	Chicago Tribune	Pg. 1	For sharp shoppers
12/28/1995	The Baltimore Sun	Pg. 1 E	Shopping the trends

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

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Trade marks in the Andean Pact countries Managing Intellectual Property 1995

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Managing Intellectual Property

1995

SECTION: Trade Mark Yearbook Pg. 15-17; ISSN: 0960-5002; CODEN: MNEYAB

LENGTH: 1405 words

HEADLINE: Trade marks in the Andean Pact countries

BYLINE: Cardenas, Bernardo; Adarve, Luz

BODY:

PROTECTION OF WELL-KNOWN TRADE MARKS

Decision 344 of the Cartagena Agreement, applicable to the Andean Pact, states that it is not permitted for third parties to register trade marks when they constitute the reproduction, imitation, translation or total or partial transcription of a distinctive sign which is well-known in the country where the registration is being applied for. Neither can it be registered in the subregional or international arena. Said prohibition is applicable independently from the classification, both in cases where the use of the sign is made in similar products or services covered under the well-known trade mark as well as in those cases where the use is to be made in different goods and/or services.

For the purposes of determining whether a trade mark is famous world-wide, the examiner shall take into account the following criteria:

(1) the extent to which the trade mark is known among consumers, as a distinctive sign of the goods or services for which it was adopted;

(2) the intensity and the scope of the diffusion and advertisement or promotion given to the trade mark

(3) the length of enforceability of the trade mark and its constant use; and

(4) the analysis of production and marketing of the products distinguished under the trade mark.

Several decisions have been recently issued by the Colombian Trade Mark Office in this regard. One of those decisions concerned the trade mark JORDACHE. In this case, the application for registration filed by JORDACHE ENTERPRISES INC. was the subject of an opposition by a local pirate which in the past had applied for registration of that same trade mark. The Colombian Trade Mark Office declared the opposition ill-founded and granted the trade mark JORDACHE in favour of its true owner basing its decision on the fact that the trade mark was a well-known mark in Colombia, the Andean Pact countries and all over the world. The decision also stated that by proving adequately the scope of diffusion, the volume of sales and the registrations of a determined trade mark around the world, the similarities between two identical trade marks are not admitted as an argument for rejecting registration of a well-known sign.

Additionally, protection given to well-known trade marks has been strengthened by the possibility set down in Decision 344 of initiating a cancellation action against a trade mark when it is identical or similar to a

trade mark which was well-known or famous at the time when the registration was applied for. In other words, this is a new instrument for foreign companies which own famous trade marks, against marks registered in the Andean Pact countries by pirates. This action can be requested before the competent national offices at any time and by the legitimate proprietor of the trade mark.

NAUTICA APPAREL INC recently obtained the cancellation of a trade mark registration for **NAUTICA** which was applied for in Colombia by a local company in 1988 and granted in 1992. The foreign company proved that by the date of the application in 1988, **NAUTICA** was a famous trade mark in Colombia, the Andean Pact countries and all over the world.

Even though in this particular case the foreign company did not show sales in the Colombian market, the Trade Mark Office stated that since the mark was widely advertised, the Colombian consumer public to which this kind of product is offered, would have known about the trade mark in the international market and consequently would have broad and sufficient knowledge of it.

OTHER RIGHTS CONFERRED TO FOREIGN TRADE MARKS

The first application for a trade mark registration validly filed in a member country of the Andean Pact, or in another country which provides reciprocal treatment to applications from the member countries to the Cartagena Agreement, confers the applicant a priority to request registration for the same trade mark in any one of the member countries. Said application has to be filed for the same goods or services as the ones contemplated in the initial application.

Furthermore, Andean Pact legislation entitles the owner of a trade mark registered in one of the member countries to file oppositions in the remaining member countries if an application for registration of a trade mark is identical or similar to the one which he owns.

COEXISTENCE OF TRADE MARKS IN THE MEMBER COUNTRIES

Decision 344 of the Cartagena Agreement does not permit the commercialization of goods marked with a registered trade mark within the territory of another of the member countries if an identical or similar trade mark registration granted to another person which covers the same type of goods already exists in that country.

In such a case the commercialization of the products marked with that trade mark is only possible if the owners of the identical trade marks execute an agreement wherein the coexistence and commercialization of the goods is regulated.

However, importation of goods or services shall not be prohibited when found within the situation described above, if the registered trade mark has not been utilized in the territory of the importer country. It is considered that the trade mark is being used when the goods or services distinguished thereby have been placed in commerce or are available in the market under the stated trade mark, in amounts and in the manner normally related thereto, taking into account the nature of the goods or services and the methods under which their commercialization takes place in the market. It shall also be considered that a trade mark has been used when it distinguishes goods destined exclusively for export from any of the member countries.

The use of a trade mark in such a way that it differs from the manner in which it was registered concerning certain aspects or elements which do not alter its distinctive nature, shall not cause the cancellation of the registration on the grounds of non-use, neither shall the protection corresponding to the trade mark be diminished.

In the event of the execution of agreements for the coexistence of trade marks, the parties shall adopt the necessary measures to avoid confusion among the public, with respect to the origin of the goods or services involved. This should be done by using outstanding characters which shall provide appropriate information to the consuming public. Such agreements shall be recorded in the competent national offices

and shall respect any regulations concerning commercial and competitors' promotional practices.

At the present time, a very popular case is being sued before the Colombian courts between the Venezuelan corporation BIGOT and PHILLIP MORRIS regarding the trade mark BELMONT.

PHILLIP MORRIS has the trade mark BELMONT registered with the Colombian Trade Mark Office but it has not been used in Colombian territory. On the other hand, the Venezuelan corporation has its trade mark BELMONT registered in Venezuela. BIGOT has now applied for registration in Colombia and is faced with an opposition filed by PHILLIP MORRIS on the basis of its prior trade mark registration, BIGOT initiated a cancellation action due to the non-use of the trade mark but this action has been recently turned down by the Colombian Trade Mark Office accepting Phillip Morris's arguments that importation restrictions had not allowed them to make use of their trade mark. In the meantime, PHILLIP MORRIS initiated precautionary measures before the Colombian civil courts in order to hinder the introduction of Venezuelan products into the Colombian market. A final decision from the courts is still pending.

LICENCE AGREEMENTS

Since the new trade mark law provided the possibility of initiating cancellation actions due to non-use into the subregional market, the recordal of existing licence agreements of registered trade marks in the member countries has become quite important.

Consequently, all foreign companies which have their trade marks registered in any one of the member countries and are using them through a local licensee should, record such agreement before the national competent office of the country where the trade marks are registered. This should be done to prevent cancellation actions from third parties.

Use by the owner of the trade mark directly or through a recognized and recorded licensee in any one of the member countries avoids cancellation for non-use.

JOURNAL-CODE: MPR

ABI-ACC-NO: 01021707

LOAD-DATE: March 12, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 9:08 PM EDT

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Nautica Enterprises Inc.(NAUT,NNM) reports earnings for Qtr to Nov 30 The New York Times January 5, 1995, Thursday, Late Edition - Final

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The New York Times

January 5, 1995, Thursday, Late Edition - Final

SECTION: Section D; Page 10; Column 3; Business/Financial Desk

LENGTH: 118 words

HEADLINE: **Nautica** Enterprises Inc.(NAUT,NNM) reports earnings for Qtr to Nov 30

BODY:

**** COMPANY REPORTS ****

Nautica Enterprises Inc.(NAUT,NNM)

Qtr to Nov 30	1994	1993
Sales	86,978,000	67,560,000
Net inc	9,501,000	6,622,000
Share earns	.68	.54
Shares outst	13,892,063	12,162,670
9mo sales	194,817,000	150,165,000
Net inc	b17,634,000	c11,822,000
Share earns	1.27	.98
Shares outst	13,882,063	12,104,219

b-Included gain of $ 632,000, or 5 cents a share, from successful negotiations with the state of Maine which resulted in "significant" tax relief to the company.

c-Included gain of $ 826,000, or 7 cents a share, from life insurance proceeds accrued as a result of the death of the company's chairman of the board.

LOAD-DATE: January 26, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 9:07 PM EDT

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DATELINES Newsday (New York) January 11, 1995, Wednesday, NASSAU EDITION

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Newsday

Newsday (New York)

January 11, 1995, Wednesday, NASSAU EDITION

SECTION: NEWS; Pg. A29

LENGTH: 525 words

HEADLINE: DATELINES

BYLINE: Written by Alexander C. Kafka.

BODY:

CEDARHURST /

Lawyer Faces Theft Charges

A Brooklyn attorney who practices in Cedarhurst has been charged with stealing more than $ 192,000 from clients.

Carl Field, 63, of 5621 Fillmore Ave., Brooklyn, was charged with two counts of second-degree grand larceny and two counts of third-degree grand larceny. He was arraigned Thursday in First District Court in Hempstead, before Judge Anthony Falanga and released on his own recognizance. He could not be reached for comment, and his attorney, Stephen Scaring of Garden City, said, "We really can't comment on the facts."

Nassau District Attorney Denis Dillon's office alleged Field took money left in escrow accounts with his firm, Field Field & Field, and spent it himself. Field was disbarred a couple of months ago over these complaints, said Dillon spokesman Ed Grilli.

In 1991, Dillon's office said, Field represented the General Electric Capital Corp. and negotiated a settlement for them with attorneys for a bank. He was given a $ 70,000 check made payable to the corporation, but never gave the money to it, using it instead for his personal expenses, the district attorney's office said. He allegedly did the same with a second check to the capital corporation that same year, that one for $ 40,305.

Another corporate client, Tilden Commercial Alliance, gave Field $ 82,000, which was supposed to be held in escrow until a pending lawsuit was resolved, Grilli said. Field allegedly also stole that.

A partner of Field's, Edward Stahl of Cedarhurst, was disbarred last year, also for allegedly stealing clients' money, according to a panel of judges who heard the 10th Judicial District case.

MASSAPEQUA PARK /

Busy Bee Vendors Arrested

Four vendors at Busy Bee Flea Market in Massapequa Park were arrested Sunday and charged with selling fraudulently labeled clothing, Nassau police said.

The vendors had sold a total of about $ 10,000 in merchandise, mostly jeans and sweatshirts falsely labeled as Guess, Polo, Fila and **Nautica** brands, said Seventh Squad Det. Lt. Andrew Fal. The four are scheduled to be arraigned Jan. 18.

Charged with second-degree trademark counterfeiting, a felony, were Albert Vanunu, 51, of 17 Holly Lane in Jericho; Joo Kang, 42, of 48-49 192nd St. in Fresh Meadows, Queens; and Ashok Lound, 19, of 675 Center Ave. in Lindenhurst. Charged with third-degree trademark counterfeiting, a misdemeanor, because of alleged sales less than $ 1,000, was Silvio Morgenstern, 40, of 6 Williamsburg Lane in Nesconset.

ROOSEVELT /

Charge in Date Rape, Beating

A Roosevelt man, 45, was arrested and charged with the rape and beating of a woman he had gone on a date with, Nassau police said.

Victor Holness, of 104 West Centennial Ave., was held without bail yesterday after his arraignment on a charge of first-degree rape in First District Court in Hempstead. The 34-year-old victim said she'd had dinner with him and he asked her to have sex, the First Squad reported. She refused, and he punched her in the head and face and raped her, police said. They said she was admitted to Nassau County Medical Center for treatment.

LOAD-DATE: January 12, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1995) and leq (6/30/1995))** (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 9:06 PM EDT

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Star trekkies: these bright styles glimmer on the horizon of high-tech hiking looks. Footwear News January 16, 1995

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Footwear News

January 16, 1995

SECTION: Vol. 51 ; No. 3 ; Pg. S6; ISSN: 0162-914X

LENGTH: 565 words

HEADLINE: Star trekkies: these bright styles glimmer on the horizon of high-tech hiking looks.

BODY:
If this season's trekkies are going to be beamed anywhere, it will be in a pair oftechnical hiking or trekking boots, looks that will be hot commodities for fall '95.

It's the kids who will be buying into this category, and they'll want the real thing: Names like **Nautica,** Vasque, Merrell and Polo Sport are some of the brands to watch. But as the look gains momentum, it will slowly filter down into more mainstream, less authentic versions that will appeal to a mainstream customer.

Authentic outdoor footwear that starts with upscale hikers also includes snowboarding boots, a popular look with the younger crowd. Firms like Airwalk and Vans have been offering these items to their customers and are certain to be joined by others as fall rolls around. It's a look that's performance-oriented in nature, but will certainly be seen on the streets.

As the more traditional end of the shoe market gets more high-tech, it's up to retailers to make sure they understand the finer points of this kind of footwear. If consumers will be paying for performance features, stores must be able to explain their benefits.

If snowboarding boots are not for everyone, then plenty of more basic waterproof oxfords and rugged boots are around that can be worn outdoors as well as indoors. These multipurpose footnotes come dressy enough for a suit or casual enough for a pair of khakis. Bottom line, they feature a range of unit soles to further battle the elements.

While waterproof footwear is no longer a new concept, it grows and grows with each season. Like comfort features, waterproofing is becoming a rule rather than the exception. The newest shoe on the block (or rather one of the oldest that's making a comeback) is the duck boot, sure to be popular with the younger, as well as older, consumer.

Webbed feet are not necessarily a criterion for wearing boots, as the boot category continues to gain momentum. Also added to rugged looks are dressier versions in a gentry rather than rugged mood. Here, matte leathers are often replaced by more polished materials with antiqued and hand-rubbed finishes.

Whatever detailing is applied to dress shoes can easily be translated to dress boots, with this category often stepping in for more traditional footwear. Details include wing tip and cap-toe styles in ankle versions that work with sport coats and suits. It's an elegant way to do boots and one that will win kudos with a

more sophisticated customer.

Although boots may be hard to avoid this fall, there are still occasions when more traditional dress footwear is required. However, more often than not these days, it's become a replacement or price point issue.

However, dress shoes may be regaining some of the ground they had lost to rugged footwear when they double up on the soling or are set on combination bottoms. And shoes designed with just the right framework, welting and extensions will go to new limits.

While shoes are often being looked at from the bottom up these days, don't think consumers are ignoring the uppers completely. Algonquins and monk straps are finally being accepted at retail in a big way and will continue next season.

To give these looks a new angle, make sure they're done on obliqueand square-toe lasts, a silhouette that's anything but new, yet one that's taken several years to catch on in the American market.

GRAPHIC: Photograph

SIC: 3143 Men's footwear, except athletic

IAC-NUMBER: IAC 16047923

IAC-CLASS: Trade & Industry

LOAD-DATE: October 20, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 9:04 PM EDT

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A Timely Way to Say 'I Love You' The Associated Press January 27, 1995, Friday, BC cycle

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January 27, 1995, Friday, BC cycle

SECTION: UNDEFINED

LENGTH: 636 words

HEADLINE: A Timely Way to Say 'I Love You'

BODY:
For AP Special Features

You can't buy love. You can't buy time, either. But Valentine's Day might be a good time to give a watch as a way of telling your main squeeze that your love is forever.

And remember that each glance at the watch is a reminder of you, so make the timepiece something special.

Many of today's watches tell more than local time, and they don't require a lot of cash for a lot of kick. True, there's a one-of-a-kind diamond-encrusted pocket watch from Piaget for $ 1.5 million. And there's the status of the gold Rolex, the prince of wristwatches, for about $ 10,000 to $ 13,000. But there are plenty of spiffy unisex styles for $ 100 and under, now that fashion houses such as Anne Klein II, Carolee, Guess, Liz Claiborne and **Nautica** have entered the marketplace along with Swatch and time-honored companies such as Timex.

An Anne Klein II dress watch with four-strand faux pearl bracelet has a suggested retail of $ 95. Sportier styles such as Guess' night-light Indiglo watches range from $ 55 to $ 65.

There's also a trend, not necessarily for men only, toward sport watches.

"They're usually water-resistant to at least 100 feet, with additional buttons such as those on a diving watch," Steven Leed, president of Royal Jewelers, says. The shop in Andover, Mass., outside Boston specializes in limited-edition timepieces. "We're selling a lot of chronographs, too."

Leed says his best-selling sport watch is the high-tech Breitling Chronomat, up to $ 22,000 in 18-karat gold. For the airborne, the Navitimer by Breitling, starting at $ 1,800 in stainless steel, determines via chronograph your total flying time and how quickly you'll reach a certain altitude at a certain climb.

Nautica has chronographs at prices closer to sea level. From $ 65 to $ 295, they offer multi-dial face and water-resistant leather strap.

And The Sharper Image catalog describes its $ 200 Outdoorsman Watch thusly: "You're descending a ridge

at 7,960 feet, on a bearing of 225 degrees. The air temperature is 34 degrees; the time is 2:37 p.m. ... Falling barometric pressure indicated a storm approaching. Your source for all this critical information? Your watch!"

Timex, in keeping with the times, has introduced a Star Trek group, including the Klingon Chronometer and the Star Trek Chronoscanner, for $ 30 to $ 50. Features include dual time displays, daily alarm, night light and optional hourly chime.

While women like the practical aspects of sporty, water-resistant watches, there's still a place in their wardrobe for dressier, feminine styles.

"Women's watches have changed over the years, and the biggest change is they consider them to be items of jewelry, not just practical, mechanical devices for telling time," says Lisa Barlerin, director of public relations for Piaget in Lyndhurst, N.J.

"With larger faces and beautiful stone-encrusted dials, watches have really become an expression of a woman's fashion sensibility and personal style," she adds.

An example is Piaget's Grand Soiree, $ 100,000 in 18-karat yellow gold and diamonds.

At Cartier, platinum is part of the luxe look. Since 1993, all of the jeweler's top lines have been made in platinum as well as gold.

"There is a perception of platinum as the ultimate metal in terms of luxury, cost and pure richness," Ralph Destino, Cartier's chief executive officer, says. "So when you talk about watches as jewelry, a consumer would wish to own the ultimate jewelry metal, hence platinum."

Speaking of the watch as jewelry, Cartier takes the term literally. In a new charm collection featuring mini versions of some of its most popular pieces, Cartier included designs of four watches, including the tank watch commemorating World War I. The watch charms, in 18-karat gold, are $ 2,000 each. The bracelet is extra.

LOAD-DATE: January 27, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 9:02 PM EDT

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POINT TOWARD KERCHEVAL Detroit Monthly February 02, 1995

Copyright 1995 Crain Communications, Inc.
Detroit Monthly

February 02, 1995

SECTION: Feature; Pg. 26

LENGTH: 1407 words

HEADLINE: POINT TOWARD KERCHEVAL

BODY:
The Grosse Pointes exude a certain refinement, a taste level that emanates from the distinctive boutiques on the Hill and the classic clothiers in the Village. Neither quaint nor trendy, the Pointes continue a long tradition of subtlety, elegance and restraint in fashion and in atmosphere.

Though posh surroundings often seem intimidating, merchants are warm and welcoming. Don't come here seeking cutting-edge decor or whimsy. Rather, celebrate the area's timeless style and well-edited collections. Note: All phone numbers are in the 313 area code.

ENVIRONS

One of the most breathtaking mansions along Lake St. Clair is the Edsel & Eleanor Ford House (1), 1100 Lake Shore Road, just south of 9 Mile Road and east of I-94; 884-4222. The 60-room Cotswold-style home features rich wood floors and paneling and an impressive art collection. Tours of the house, gardens and Play House are available. An exhibition of Mexican folk art is displayed through Feb. 26.

The Grosse Pointe War Memorial (2), 32 Lake Shore Drive; 881-7511, was built in 1910 for the Russell A. Alger family. The Italian Renaissance-style home was eventually dedicated to serve as a memorial to the 3,500 Grosse Pointers who served and the 126 who died in World War II. Simultaneously, it serves as a center for educational and charitable activities.

SHOP TALK

THE VILLAGE

Banana Republic, Ann Taylor, The Gap, Talbots, Harmony House Classical , Laura Ashley and Jacobson's nestle among smaller specialty stores in the several blocks between Cadieux and Neff.

Walton-Pierce (3), 16828 Kercheval; 884-1330, is a women's apparel store known for personal service. Clientele shop for Bicci suits and Sigrid Olsen sportswear.

At Dawood (4), 16840 Kercheval; 881-0655, a huge mirrored wall opens to reveal "the vault," a repository for beaded evening dresses. Dawood aims to appeal to all ages and a variety of pocketbooks ($150-$7,000).

Lighthouse and nautical enthusiasts spend hours browsing through the limited edition prints of The Great Lakes Collection at Posterity: A Gallery (5), 16847 Kercheval; 884-8105.

For more than 60 years, the Valente family has kept society mavens in diamonds, pearls and Rolex watches. Valente Jewelers (6), 16849 Kercheval; 881-4800, specializes in custom design, antique jewelry restoration and watch repair.

An entire corner of the Village Toy Company (7), 16910 Kercheval; 882-1300, is devoted to personalizing that special birthday gift. For collectors, Steiff bears abound.

Hadden's of London (8), 17005 Kercheval; 885-1215, smells as pretty as it looks. Hadden's delights with Crabtree & Evelyn-imported toiletries, White House coffee, vintage dresses and antique jewelry.

"We specialize in self-indulgence," says Danielle Harris, owner of Danielle, Inc. (9), 17009 Kercheval; 882-4101. Collectors can find antique porcelain teacups and sought-after pieces of dollhouse furniture.

Young Clothes (10), 17027 Kercheval; 881-7227, is the village's specialty children's store. Favorite labels are here, including Florence Eiseman, Pegeen and Sylvia Whyte. Don't forget to mix and match some Flapdoodles, the hip playwear for kids of all ages.

Lace, potpourri and vanity decoratives fill the shelves of the French boutique, Sutton Maison (11), 17110 Kercheval; 886-3110. Owner Ann Sutton recommends a gift basket called "The Magic of Mozart," which includes cookies, Scottish jams, herbal tea, chocolates and a Mozart cassette ($40).

Leave the French boudoir and enter Victoria's Garden (11), 885-2555, the floral design shop that shares space with Sutton Maison. Garlands of evergreens, mosses, fruit, berries, ribbons and flowers spill from urns and drape the walls and ceilings.

The new kid on the block is Bon-Loot (12), 17114 Kercheval; 886-8386, the brainchild of clothing designer and artist Alice Schultes. Her signature cotton fleece jackets and hand-painted silk skirts are the store's main attraction.

Lifestyle dressing is what Hickey's (13), 17140 Kercheval; 882-8970, is all about. The only men's store in the village, Hickey's is known for impeccable tailoring, quality and service. Tommy Hilfiger and **Nautica** are its premier sportswear lines.

THE HILL

Linda Williamson scouts the European countryside for pieces of Italian majolica pottery to adorn the shelves of her antique shop Wildflower (14), 5 Kercheval; 882-0164. She also purveys Victorian silver.

The League Shop (15), 72 Kercheval; 882-6880, is a one-stop emporium for brides-to-be. Endless patterns of china, flatware and crystal fill the lower level, while the main floor features stationery, picture frames and functional tableware.

Although the objets d'art at William Denler Company (16), 77 Kercheval; 882-0656, look like priceless untouchables, this interior design/antiques/gift gallery scatters some surprisingly affordable home accessories among its well-chosen heirlooms.

Karen Sklar continues a 50-year tradition of providing designer and private-label collections to an appreciative clientele in her mother's namesake salon, Margaret Rice, Inc. (17), 78 Kercheval; 881-7020. Sklar invites her customers to relax in silk-upholstered chairs while encouraging doggy visitors with a tray of yummies.

If you long to see the meaning of life proclaimed on a decorative pillow, ogle the selection at Tassels (18), 84 Kercheval; 882-3969. Words to the wise are silk-screened, needlepointed and embroidered on pillows in every shape and size.

Grab your kitchen gadget of choice at Pointe Pedlar (19), 88 Kercheval; 885-4028, from Jar Pops to Nut

Twisters, then follow your nose to the bakery in the back of the store. Croissants, French breads and cookies entice.

Something Special (20), 85 Kercheval; 884-4422, is an authentic country store with something for everyone, including twig furniture. Don't miss Camille Beckman's vanilla-scented Glycerine Hand Therapy. Down the street at Something Special Too (21), 97 Kercehval; 886-4341, you'll be amazed at the quantity of rubber stamps and the magic they can create.

Rooms-to-grow are the specialty of Young Furniture (22), 110 Kercheval; 884-3902. Invest in their hand-painted wood furniture. The Periwinkle line is a particular favorite.

THE PARK

A trip to the Pointes wouldn't be complete without checking out the less mainstream Kercheval in the Park, between Chalmers and Whittier. Known to some as the "cabbage patch" and others as "GroHo," this up-and-coming enclave exhibits its own, more avant-garde, personality. Here you'll find Caffe Cup-A-Cino (23), 15104 Kercheval; the eclectic artists' market, Impact Art (24), 15110 Kercheval, debuting a steamy erotic art show on Feb. 11; Pointe Pet's Supply (25), 15133 Kercheval, where you'll meet Kercheval, a Bouvier who models the shop's dapper paisley collar and kerchief; Third Coast Booksellers (26), 15129 Kercheval; and Lloyd David Antiques (27), 15302 Kercheval, where every treasure in the basement is half price.

DINING FINE

It'd be a long walk, but you'd cover an interesting dining gamut by making your first stop at One23, the top end, both literally and figuratively, and working your way to Rustic Cabins, which really has nothing to do with food but is a must-stop anyway. One23 (28), 123 Kercheval; 881-5700, is comfortably upscale, creative in its multi-faceted American cuisine and just about the best on the East Side.

Jumps (29), 63 Kercheval; 882-9555, well, we like to think is one of our special discoveries. Subterranean, tiny, with a plain-spoken menu ("roasted turkey -natural sauce") that belies its exquisite food.

Then there's Janet's Lunch (30), 15033 Kercheval; 331-5776, actually the archtypal breakfast joint: variant egg platters, hash browns, etc.

At Sparky Herbert's (31), 15117 Kercheval; 822-0266, the yuppie has never died. It was here that we saw our first sockless diner, and we think he's still at the bar. Interesting crowds, dependable eats.

And last, you have to stop at Rustic Cabins (32), 15209 Kercheval, Grosse Pointe Park; 821-6480, simply because Jack did. That's Jack as in Kerouac, who used to hang out here for a brew or two during his Grosse Pointe sojourn (it's true). But don't come hungry. Ask the bartender for food and you get, "Chips, subs, stuff like that."

Linda Bachrack is a free-lance writer based in Birmingham. Ric Bohy is Detroit Monthly's restaurant critic.

LOAD-DATE: February 02, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 9:01 PM EDT

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)

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'ATTACHED WITH AN INVISIBLE STRING' The Miami Herald February 3, 1995 Friday FINAL EDITION

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The Miami Herald
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The Miami Herald

February 3, 1995 Friday FINAL EDITION

SECTION: SPORTS; Pg. 1D

LENGTH: 933 words

HEADLINE: 'ATTACHED WITH AN INVISIBLE STRING'

BYLINE: SUSAN MILLER DEGNAN Herald Sports Writer

BODY:
'ATTACHED WITH AN INVISIBLE STRING'
SAILING DUO ASPIRES TO '96 OLYMPICS
Linda Wennerstrom's introduction to Tracy Hayley in 1991 came on a softball field, sometime between a pop-up to the outfield and a relay throw to the infield.

"Hey, Linda," shouted the cocky Ransom Everglades senior shortstop to the shy freshman outfielder during practice. "How much do you weigh?"

Replied Wennerstrom in a huff: "What's your name again?"

The tall-and-still-growing 14-year-old eventually revealed her weight -- 135 -- and Hayley found what she needed: a crew strong enough for the 1992 International Yacht Racing Union's **Nautica** Youth World Championships.

The sailors from Miami won the world championship in Portugal -- if not a softball title -- and have grown so close that, according to each, their "personalities have begun to merge."

"We're both weird," said skipper Hayley, 20.

Said 18-year-old Wennerstrom: "We're attached with an invisible string."

The youngest members of the U.S. Sailing Team's 470-class for women now aspire to win a berth in the 1996 Summer Olympics. Hayley and Wennerstrom, ranked third nationally, opened their first day of sailing in the Miami Olympic Classes Regatta on Thursday. They finished 11th, 13th and seventh in three races for a 10th-place showing on Biscayne Bay, the temperate water on which they learned to sail as children.

Leading the 24-boat women's 470 field with finishes of third, second and first: Anette Patrunky and Hanne Pilz of Berlin.

The 37-boat men's 470 field is led by Italians Matteo and Michele Ivaldi. Morgan Reeser of Wilton Manors

and Kevin Burnham of Coral Gables, silver medalists in the 1992 Olympics, are in ninth place.

Sailors in all 10 Olympic events will compete in up to three races daily through Sunday, with each crew's worst performance being thrown out after a minimum of four races.

"It was brilliant today," an exuberant Pilz, 24, said of the 10- to 15-knot shifting winds. "Very sunny, very windy. Our new sails are so fast."

The women's field includes 1992 Olympic gold medalist Teresa Zabell, 29, of Barcelona, who teams with Begona via Dufresne, 24. Zabell, the IYRU's female world sailor of the year, was awarded $1 million by her country for the gold-medal performance. She and Dufresne were in third place Thursday, pending a protest they made that also would move up Hayley and Wennerstrom if decided in their favor.

Zabell protested that Lena Carlsson and Boel Bengtsson of Sweden crammed their boat inside the mark when there was no room to do so and they didn't have the right-of-way. The tight squeeze forced Hayley and Wennerstrom's boat to collide with Zabell's as the Swedes sailed to a third-place finish in the day's final race. Meanwhile, the Miami team's boat dropped from third to seventh and Zabell was runner-up.

"Basically," Wennerstrom said, "we got pushed out of the race."

Added Hayley: "Yeah, the first day is important, but there are still three more days to race. I haven't hit a massive depression yet."

Also sailing in Miami: 1988 Olympic gold medalists Allison Jolly, 38, of Long Beach, Calif., and Lynne Shore, 35, of Newport, R.I., in fourth place.

Because they are full-time students at UM, Hayley and Wennerstrom haven't trained together much. Before September, when Hayley transferred temporarily from Connecticut College in New London, they sailed in regattas with no preparation.

In high school, they were so busy with volleyball, basketball, softball, tennis, swimming and water polo, sailing was just one of many extracurricular passions.

Now it's their only passion. Wennerstrom, an All-Dade volleyball player at Ransom Everglades who has sprouted to 5-10, has Olympic genes. Her father, Stig, won the Star-class silver medal for Sweden in the 1972 Olympics. This week he's sailing Stars in Miami, and finished Thursday in a disappointing three- way tie for last.

Linda Wennerstrom, in fact, is a Swedish citizen awaiting U.S. citizenship. She was born in Gothenburg and came to the United States as an infant. She said she has been assured her application will be processed before the 1996 Olympic Trials, a prerequisite for her to compete.

Wennerstrom and Hayley finished fifth at the SPORT regatta last weekend in St. Petersburg. In August, they placed 10th at the world championships in Helsinki, Finland. They'll spend the summer in Holland, Sweden and Germany, European waters home to the strongest female 470 sailors in the world.

"We have to find that European groove and discover what makes them so good," said Hayley, who steers the boat, makes the tactical decisions and describes herself as "very intense, very high-strung."

"Linda really brings me back," she said. "She talks to me and gives me clear, calm readings.

"Communication in this sport is incredibly important."

Said Wennerstrom: "We think alike, dress alike -- same shoes, same sunglasses, same life jackets -- and have the same goals."

Hayley: "We want to be the best together."

* Mark Herrmann, the top-ranked U.S. Finn sailor, was in fourth place after the first day of sailing. His finishes: 12th, second and seventh.

cutlines

CHARLES TRAINOR JR. / Herald Staff

NO, THIS IS NOT THE WAY: Lena Carlsson of Sweden climbs onto the centerboard of her boat after it overturned during the women's 470 race Thursday in the Miami Olympic Classes Regatta.

cutlines

CHARLES TRAINOR JR. / Herald Staff

WITH EASE: Linda Wennerstrom hangs in the trapeze as Tracy Hayley steers in preparation for the women's 470 race in the Miami Olympic Classes Regatta.

GRAPHIC: color photo:Linda Wennerstrom and Tracy Hayley (A);
photo:Lena Carlsson (a)

LOAD-DATE: October 29, 2002

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1995) and leq (6/30/1995))** (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 9:01 PM EDT

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)

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A GREAT YARN; A LITTLE ADDICTION MAKES HIM CRAZY FOR SWEATERS St. Louis Post-Dispatch (Missouri) February 5, 1995, Sunday, FIVE STAR Edition

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St. Louis Post-Dispatch (Missouri)

February 5, 1995, Sunday, FIVE STAR Edition

SECTION: STYLE PLUS; Pg. 1

LENGTH: 633 words

HEADLINE: A GREAT YARN; A LITTLE ADDICTION MAKES HIM CRAZY FOR SWEATERS

BYLINE: Jabari Asim Of the Post-Dispatch Staff

BODY:
OK, SO I HAVE a sweater fetish. It's nothing to be ashamed of. After all, there are far worse addictions. Any obsession that has thus far escaped the notice of talk-show hosts and the producers of "Hard Copy" can't be all bad.

Even so, occasionally the nightmare returns: A familiar voice announces, "On today's 'Oprah,' threadbare cardigans and the men who love them." There I am in full disguise, platforms, bell-bottoms and a wide psychedelic tie. Oprah, clad in a flatteringly tailored Donna Karan ensemble, wraps me in her trademark hug and coos in dulcet tones, "All right 'Bill,' tell us how it began."

"I was 4," I say, as the camera zooms in for an intimidating close-up, "in the boy's department at Stix, Baer & Fuller. My grandmother let me try on a red blazer with a coat-of-arms stitched on its breast. When she tried to remove it, I yelled bloody murder. It was embarrassing, but it worked - I got to keep the blazer. After my darling grandma paid for it, of course. From blazers I graduated to miniature wingtips and clip-on ties. They nearly laughed me out of kindergarten, but I pressed on. It's been one fashion item after another ever since."

Inevitably, my spouse elbows me from the cold clutches of sleep. I wake up damp, muttering unintelligibly. My 1979 navy Izod cardigan (Yeah, I sleep with it. So what?) is pressed tightly to my chest.

Yes, my current affair is with cardigans, and it's no secret. I practically live in them, and going to work without one would be like leaving home naked. Green, brown, blue, forest, timber, azure - they're as connected to my workplace identity as my hopelessly messy desk. Once a leering colleague said, "Tell me, did those sweaters come with the job?"

Let them smirk.

In my spare time, I take comfort in remembering my favorite scene from "American Gigolo." Richard Gere, highly paid lover-for-hire, carefully drapes several shirt-tie assemblages on his bed and gives them the once-over. He smiles in smug self-satisfaction, admiring his immense array of color-coordinated Giorgio Armani creations while the soundtrack pulsates seductively.

I love to re-create that scene, only with sweaters. I pop Blondie's "Call Me" in the cassette deck and begin to pile sweaters on the bed while my wife sighs loudly. Let her sigh, I'm busy right now. First, my mainstays: the warm brown Pendleton cardigan with the shawl collar and suede elbow patches; the kelly

green cardigan from the Gap, and the multi-hued creation from Duplex Designs, the one that looks like a Persian tapestry with sleeves.

But we can't stop there, can we? The song is only partly over. There's time enough to raid the cedar chest for my favorites from days gone by. These are the threadbare relics relegated to the slag heap of memory, partially unraveled, pocked with stains and quarter-sized holes and destined for that great dry cleaners in the sky. But I refuse to let my wife discard them. Much to her considerable chagrin, I tell her they're perfect for leaf-raking and car-washing - activities I engage in about as often as I lunch with Joseph Abboud.

I can't say enough about sweaters. Their versatility makes them suitable for office wear or just lounging around the house, and there's a beautiful sweater for nearly every budget. Their warmth, comfort and durability are the same qualities a fashion fanatic like myself values in one's lifelong friends.

And speaking of friends, should any of my pals chance upon this humble essay, here's a few subtle suggestions for Valentine's Day or birthday gift-giving. I'm especially fond of that new frosty green cardigan from Izod Lacoste, a textured silk CPO sweater from Structure would be nifty, and oh, heck, I'm not choosy, anything from Missoni.

Now. Shall we talk about socks?

GRAPHIC: PHOTO; (1) Color Photo by Wendi Fitzgerald/Post-Dispatch - A model relaxes in a cotton and wool cardigan of tartan plaid by **Nautica** ($ 105), here with **Nautica's** banded-collar shirt ($ 78, both from Dillard's). (2) Color Photo by Wendi Fitzgerald/Post-Dispatch - Coogi's take on cardigans, a wild mix of yarns ($ 385), is modeled here with CK Calvin Klein's rayon-knit T-shirt ($ 95, both from Neiman Marcus).

LOAD-DATE: February 8, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 9:00 PM EDT

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

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Safe or Brash: Men's Shows Walk the Line The New York Times February 5, 1995, Sunday, Late Edition - Final

Copyright 1995 The New York Times Company
The New York Times

February 5, 1995, Sunday, Late Edition - Final

SECTION: Section 1; Page 49; Column 2; Style Desk

LENGTH: 1192 words

HEADLINE: Safe or Brash: Men's Shows Walk the Line

BYLINE: By DAN SHAW

BODY:
TEN days ago, Judy Rice, a fashion show producer, started auditioning models for the sportswear designer Barry Bricken's first runway show.

"How was Milan?" she asked Troy Hixson, a model who had just returned from the men's shows in Italy, where some male models carried clutch pocketbooks on the runway at both the Versus and Moschino shows and wore red nail polish at Dolce & Gabbana.

"Milan was miserable," said Mr. Hixson, a blond and blue-eyed specimen. "All the guys who did the shows were these emaciated-looking things. I got canceled from Dolce because I was too apple pie!"

But Mr. Hixson's wholesome look should be more in demand for the next four days, as American designers (and a couple of foreigners) join together to show their collections in a central location for the first time. The New York Men's Shows -- taking place in sound and video studios on West 54th Street, between Ninth and 10th avenues -- are being staged by Seventh on Sixth, the nonprofit organization that since 1993 has run the much ballyhooed women's shows under tents in Bryant Park.

Now that their shows are being centralized and hyped en masse, traditional American men's wear designers face a conundrum: how to entertain their audiences and reap press coverage, while still proving to the buyers from Macy's and Marshall Field that their clothes are indeed wearable and salable. With television crews from "Entertainment Tonight" and CNN expected to cover the 23 shows, the designers will have their presentations compared with the more telegenic productions put on by the European avant-garde. And some of them are a bit worried.

"You can't be too normal," Mr. Bricken said. "But if you go past a certain taste level, you lose people."

John Bartlett, whose outre shows have become a hot ticket, thinks that men's wear designers have a harder time than women's wear designers when it comes to staging. "The problem is that the shows tend to get boring," Mr. Bartlett said. "It's basically jacket, pants, shirt."

Moreover, many of the participating New York designers -- Mr. Bricken, Sal Cesarani, Robert Comstock, Tommy Hilfiger, Alexander Julian and **Nautica's** David Chu -- produce down-to-earth sportswear that would look odd worn by men with tattoos and nose rings, not to mention lipstick and feather boas.

"I don't want my models to look like they're in costumes," Mr. Cesarani said. "I want them to look

comfortable."

It is a fine line many designers must walk as they prepare their shows, making sure they don't emphasize theatrics over wearability -- or vice versa. As Mr. Chu said, echoing many of his colleagues, "How can we go to the edge without going over it?" The fact that mainstream clothiers want to navigate the cutting edge is no longer so surprising, given that rappers and other musicians have made what were once preppy clothes part of the hip urban wardrobe.

Meanwhile, the cutting edge is not even where all the important men's wear trends are taking place.

"The major change in men's fashion is Friday dressing and casual dressing for the workplace," said Karen Alberg Grossman, the editor of MR: The Magazine of Menswear Retailing, a trade publication. "The problem for American men is they don't know how to put this look together, and fashion shows that do this will help."

That's one reason, Mr. Bricken says, he is staging a runway show for the first time in 25 years. "The market has shifted to Friday wear, and the look still has to be defined," said Mr. Bricken, one of several designers jumping into the runway scene, apparently not wanting to be left behind as men's fashion becomes an armchair sport.

"My definition of the look is that you must be able to work all day and without changing go for dinner at the finest restaurant in town," he said. "It's not looking like you just came from your boat, your garden or your golf club."

Mr. Bricken's staff is worried that his look -- chenille blazers, gabardine trousers and silk-and-cashmere polos -- won't translate well on the runway. "We need models with character to work against our look," said Jerry Dellova, the company's creative director. "If we go too clean-cut, the show will be boring."

No one has ever accused Mr. Bartlett of being boring. Last summer, his gender-bending show included men in lipstick and high heels, which got him a lot of publicity but didn't necessarily help sell his clothes.

"I don't have the same drive to do shocking things this season," said Mr. Bartlett, who makes mod versions of the classics. "There is a concern that we should be entertaining these people who have seen everything. But more and more, I want to reach the retailers."

Fashion shows are not necessarily the best way to reach them, either. Though Donna Karan and Calvin Klein are both staging their shows under the auspicies of Seventh on Sixth, Ralph Lauren is not participating.

"We do beautiful and elaborate presentations in our showroom where editors and retailers can really see the clothes in an intimate setting," said Dolores Barrett, the vice president for public relations at Polo Ralph Lauren.

But for designers without the reputation of a Lauren, the runway is the quickest way to advertise their fashion philosophy.

"The show will project what **Nautica** is all about," Mr. Chu said. "We will show that we are not just a Friday-to-Sunday line. The emphasis will be on how our clothing can be worn and mixed."

Mr. Chu, who founded **Nautica** in 1983, argued that the American shows may be more newsworthy than the European shows. "The American men's wear industry has more influence on world dressing than Europe does," he said. "How men dress is now universal. My clothes are sold in Brazil, Mexico, Korea and Thailand. It's the globalization of American fashion."

Elsa Klensch, whose fashion reports for CNN are seen around the world, said designers like Ms. Karan, Mr. Klein and Mr. Lauren have universal appeal. "There is an enormous interest around the world in the

American life style," she said. "What Americans wear is extremely interesting to people."

Like all the participating designers, Mr. Chu will have a videotape made of his show, to be used in department stores to help sell his clothes to consumers. And that means the presentation cannot be directed only at a jaded audience of fashion professionals.

"The video is one of the main reasons to do a show," said Patti Cohen, the vice president for public relations at Donna Karan. "They are a very important selling tool at retail."

Good fashion and good television are not always the same thing.

"We don't look at fashion as clothes; we look at presentation and spirit," said Jeanne Beker, the host and a producer of "Fashion Television," a nine-year-old half-hour program that runs on VH-1.

Ms. Beker, who just returned from Paris, where she covered the men's collections for the first time, was not planning to report on the New York men's shows this season.

"Donna Karan and Calvin Klein will be great, of course, but it will still be sportswear," she said. "It doesn't seem quite as appealing on a theatrical level as Paris."

GRAPHIC: Photos: Do men's wear designers have it harder than women's when it comes to staging runway shows? Yes, say some, like John Bartlett, who last season sent out a model in high heels and bare legs. For this week's shows, models auditioned at Barry Bricken and at **Nautica,** where Jean Francois Bizalion, a stylist, applied finishing touches to an outfit. (Photographs by Jill Graham for The New York Times; Star Black for The New York Times)(pg.49); Jean Francois Bizalion, a stylist, with a model in preparation for the men's shows. (Jill Graham for The New York Times)(pg.52)

LOAD-DATE: February 5, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 9:00 PM EDT

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Nautica's ship came in; stages runway show Daily News Record February 6, 1995

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Daily News Record

February 6, 1995

SECTION: No. 24, Vol. 25; Pg. 38; ISSN: 1041-111916421203

LENGTH: 963 words

HEADLINE: Nautica's ship came in; stages runway show

BYLINE: Walsh, Peter

BODY:
NEW YORK -- This coming fashion week marks the first time that **Nautica** will stage a runway show. Many of the firm's licensing partners are expected to participate, thereby helping to present the whole **Nautica** picture.

At the end of a fashion show it is customary for the designer of the collection to step out from behind the backdrop to take his or her bow. David Chu, designer, has not yet decided whether he will do so. "I'll probably tip my hat," he said with some trepidation. Chu is president of **Nautica** Apparel Inc., which is the licensing arm of **Nautica** Enterprises Inc., and president of **Nautica** International Inc.

"This is a major step," Chu said in a one-on-one interview in his downtown design studio. "This is a new way for us to show the clothes. It's very exciting."

While the man behind the name may choose to remain humble, his vision for **Nautica** is anything but modest. The firm is intent on making a name for itself worldwide, having signed 14 licenses for everything from ties to cars and operating 50 freestanding stores outside the U.S. "We want to take a stand on the international market," Chu said, emphasizing that he strives to make sure all the **Nautica** products, from watches to rainwear, reflect the same philosophy.

But as his aspirations are soaring, he feels that remaining in control is just as important. "Every designer would like to have a big, huge company," he continued. "Entrepreneurs want to get to a certain level, but you build in other ways too," Chu said. "A lot of designers kill themselves to get to a certain volume. To me, that the consumer recognizes **Nautica** as a value is enough."

Chu started the company in 1983 six years after graduating from the Fashion Institute of Technology. He always liked illustration, sketching and drawing, wanting someday to pursue architectural studies, but found himself designing outerwear instead.

His idea was to produce functional pieces that were nautically inspired. He was working for Cresco, the outerwear division of Kayser-Roth, in design and merchandising when he noticed a distinct absence of exciting outerwear in the market.

He started out with six jackets for the spring '83 season. "They were very functional in very powerful, bold,

classical colors. I think I sold them to Barneys New York, Saks and Bloomingdale's," Chu remembered.

"The idea was to stick to the same thing and create more ideas and continue to come up with innovative things," Chu said. In 1984, his **Nautica** A.W.O.L. outerwear company was purchased by State-O-Maine Inc., which was then run by his current partner, Harvey Sanders, who is currently chairman of the board and president of **Nautica** Enterprises Inc.

In 1990, **Nautica** began moving beyond the successful outerwear programs into active sportswear, casual sportswear and just last season, clothing. Last year, State-O-Maine changed its name to **Nautica** Enterprises Inc. because of **Nautica's** strength, Sanders said. "It [the **Nautica** label] grew to 70-75 percent of the corporation's value. It's had tremendous accomplishments."

The nautical theme of the line comes from Chu's personal tastes. "I like the spirit of sailing and competition," he explained, adding that was the reason why **Nautica** chose to sponsor the Pac '95 sailboat racing team. "It's the youngest team and the least capitalized on. They have high spirit and they thrive on that spirit."

The **Nautica** spirit thrives in many different product categories. Aside from the Lincoln Mercury division of Ford Motor Co., the **Nautica** name is licensed to Halston Borghese for **Nautica** Fragrance; Timex Corp. for watches; Leisure Merchandising for luggage; Speedway Enterprises for caps; National Hosiery Corp. for hosiery; Johnston & Murphy for footwear; State-O-Maine for dress shirts and loungewear; J. Schoeneman for clothing and rainwear; Zyloware for eyewear; Cipriani for leather goods; Essex Mfg. for umbrellas and Hampton Industries for youthwear. The firm also recently signed a license with Mallory & Church for neckwear.

When not working, which is rare, Chu said playing golf and spending time with his wife and playing with his kids help him relax. Otherwise, he's pushing the design team that works on the collection each season.

The latest venture, the clothing license, seems to go against the active lifestyle theme that permeates the line. "Clothing is a very important part of a man's wardrobe," Chu explained, "and it's changing rapidly, but it will never go away. Suits are exclusive to men's wear, and I personally like jacket dressing. I want to continue to develop the theme about mixing clothing and sportswear. That's the way we go to work. Today, it's not about the power suit. It's about mixing the blazer with casual trousers or a sport coat with a functional outerwear jacket, shell or storm coat."

Chu said there is a market willing and eager to be tapped. "A man can wear **Nautica** Friday, Saturday and Sunday, but only certain men can wear it Monday through Friday," he said. "We want to get men to wear it from the weekend through the workweek."

Staying on track is crucial, according to Chu. "From day one, we knew we could have a strong business if we just stayed focused and designed a good line every season. Our challenge is to get the designs right. Face it, all of us have plenty of shirts. I mean, do we really need another shirt? We have to get the consumer to want another shirt."

Nautica has been in business about 11 years and "we still have a long way to go," said Chu. "It's fun, but when it's not fun anymore, I'll do something else." With the men's lines nearly complete, underwear being the only category not covered, Chu said, looking to the future, the firm could start on a ladies' license "down the road."

GRAPHIC: Illustration; PhotographENGLISHGeneral; Trade

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTSTI File 148

LOAD-DATE: February 08, 1999

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

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Classic men's suit is no longer conservative USA TODAY February 8, 1995, Wednesday, FINAL EDITION

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USA TODAY

February 8, 1995, Wednesday, FINAL EDITION

SECTION: LIFE; Pg. 2D

LENGTH: 175 words

HEADLINE: Classic men's suit is no longer conservative

BYLINE: Elizabeth Snead

DATELINE: NEW YORK

BODY:
Start suiting up.

The return of tailored clothing is the loud message from U.S. menswear designers Nick Hilton, Barry Bricken, David Chu for **Nautica,** Hugo Boss and Tommy Hilfiger at this week's fall '95 previews.

But their strong suits aren't stuffy or stodgy.

Quite the opposite.

Like the new suits Gianni Versace showed off in the recent Milan shows, they're funky, colorful, often in shiny satin, soft velvet or corduroy.

Apparently designers see a huge market of young men who don't want to wear the kind of suits their fathers - or even their older brothers - wore. They want hipper suits.

One more thing: That old fashion rule of never mixing stripes with checks? Out the window.

At the usually sportif Hilfiger show Monday night, cutting-edge pattern mixes in his strong new suit line (to be priced around $ 400-$ 500, made by Hartmarx) were all over the map. Shirt, tie, vest, slacks and jacket were in different stripes, checks and plaids.

The new style rule: the more you look like you got dressed in the dark, the better.

GRAPHIC: PHOTO, b/w, Joe Tabacca, AP

LOAD-DATE: February 09, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:59 PM EDT

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

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Sweatsuit BRANDWEEK formerly Adweek Marketing Week February 20, 1995

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BRANDWEEK formerly Adweek Marketing Week

February 20, 1995

SECTION: APPAREL MARKETING; Pg. 24

LENGTH: 2023 words

HEADLINE: Sweatsuit

BYLINE: By Elaine Underwood

HIGHLIGHT:
Haute may have ahd its day, as American spurn high for low fashion. It's make sweats or sweat it out.

BODY:
Menswear designer David Chu, who creates the $ 200 million-a-year upscale department-store brand **Nautica,** has a fondness for khakis, rugby shirts and other casual classics.

Chu designs what his gut tells him to, an instinct that has led to a 30% net sales increase in 1994. And his gut tells him the definition of acceptable dress continues to broaden. For fall 1995, **Nautica** will feature gray sweats as the pants to wear with almost anything -- including tweed jackets and pressed oxford shirts.

"With thermal fleece pants, you can put on a blazer or a parka," said Chu. "The approach today is in the mixing. There are no rules on how to dress. How you feel most comfortable is the state of mind."

Forget high fashion. *Haute's* had it, for now anyway. Nike's $ 713 million 1993 apparel sales made it the 10th largest publicly traded clothing brand in the U.S., bigger than anything Paris has to offer.

In department stores, top-sellers are American classics like Tommy Hilfiger and **Nautica** for men and simplified bridge collections like DKNY, CK and Company by Ellen Tracy for women. Hot retailers include Talbots, Ann Taylor, Sears and J. C. Penney, each an avowed arbiter of the mainstream.

Beyond the occasional casual Friday and weekend cocooning binge, the kinds of clothing people buy and where they buy them has changed fundamentally.

"The importance of apparel to consumers has changed dramatically," said Wendy Liebmann, a New York apparel and retail consultant. "This is predominantly due to the changes in fashion/work ethics. We no longer have to dress so formally to go to work and that is affecting how we dress when we go to weddings, funerals, the theater, you name it."

Fashion designers blame stagnating sales on the economy and temporary fashion misfires. Fashion looks seesaw from grunge to glamor in an attempt to infect shoppers with the fashion bug.

But consumers aren't buying because they have changed; fashion trends just aren't as important. "They [designers] think it's the economy," said Liebmann. "I like to say, 'It's not the economy, stupid.'"

If fashion doesn't matter to most consumers, strategies behind the $ 1 billionplus spent annually on fashion ads-which typically serve up supermodels in superunrealistic situations-need examining. Advertisers who position clothing as comfortable, easy and flattering score more points with pragmatic shoppers.

NPD Group of Port Washington, N.Y., noted that total apparel sales inched ahead 5.3% in 1993. Some estimates for 1994 indicate sales gains as low as 3%. In '93, men's suits sales fell 2.3%; women's dresses dropped 6%. The growth: knit tops, sport shirts and the like.

Clothing sales initially dipped during the recession of the late 1980s. And many consumers discovered they didn't care so much about fashion. Their dollars today are going toward computers, home furnishings and health care.

A benchmark national survey of the clothing preferences of 3,600 Americans, sponsored by Cotton Inc., clarifies the mood. The survey, taken between October and December 1994 reveals how little looking stylish means. A majority of respondents, 58% of men and 52% of women, say they don't like to get noticed because of the clothes they wear.

"The average person is looking at fashion as somewhat important," conceded Berrye Worsham, director of market research at Cotton Inc. "But function is more important. People are wearing clothes that are comfortable. And they are not overly influenced by outside factors like fashion changes."

For example, 39% of those surveyed say they stop wearing a garment when it no longer fits, compared to only 13% abandoning an article of clothing because it's out of style. Oprah Winfrey beats Cindy Crawford as the woman women consumers wish they could dress like.

Most women also say they like their men in jeans or casual slacks. Only 17% say the suit-and-tie look was sexy.

Sporting casual clothing in formal situations is now a banner of success as exhibited by the Hollywood power execs Steven Spielberg, David Geffen and Jeffrey Katzenberg who wear jeans and loafers and shun ties and socks. The message: millionaire entrepreneurs don't have to wear suits, corporate clones do, at least four days a week.

Even women in the fashion industry profess to practical tastes. In a November survey of 1,000 female fashion execs by the Newspaper Association of America, the Gap, Banana Republic, Ralph Lauren, Sears and Target were among those cited as having the best ads. Sixty-five percent say fashion ads based on realistic situations are more effective than glamour/fantasy themes, which rated 38.5%.

The trend now is toward five-days a week casual, with IBM and Ford Motor Co. two of the latest corporate giants to adopt it. A Levi Strauss/Campbell Research poll says 35% of office workers can now dress down five days a week.

Apparel manufacturers like Hartmarx, the country's biggest tailored clothing maker at $ 718 million in 1994 sales, are shifting to emphasize casual collections through such golf/weekend collections as the licensed Jack Nicklaus to the younger, dress-down suits of Tommy Hilfiger. Casual collections now make up more than 50% of Hartmarx sales, a feat accomplished in less than five years.

During the depth of the recession and the subsequent rise of casual work dress a few years ago, Chicago-based Hartmarx was floundering in $ 300 million debt. The company's main brands -- the buttoned-up Hickey-Freeman and Hart Schaffner & Marx suit lines -- were missing the mark and analysts stayed clear.

"Change is the name of the game in the apparel business," mused Elbert O. Hand, chairman and chief executive officer of Hartmarx. "It's always been that way." Last year, Hartmarx pushed its Jack Nicklaus and Bobby Jones golf lines, linking their distribution to stores that carried Hart Schaffner & Marx and Hickey-Freeman, respectively.

"They became our answer to being on the casual side of the business -- they're not just for the golf course, but for the casual workforce," said Hand. He noted that unit sales of sportscoats have been increasing at the rate of 10% annually, while suits are gaining at 4% to 5%.

To appeal to younger men, Hartmarx signed up the rights to make suits for sportswear giant Hilfiger. Last year, Hartmarx formed Novapparel, a business unit devoted to seeking out young talent. In the fiscal year ending November 1994, Hand had winched debt down 40% to $ 188 million. Pre-tax earnings were up 64% over 1993 to $ 10.6 million.

Cotton Inc.'s survey found that 60% of Americans purchased what they already "own and like" when clothes shopping, something researchers may have learned in 1990 if they'd seen what was going on at women's apparel retailer Talbots.

The 319-unit private-label apparel chain rattled its conservative-classics formula that year to include trendier items like fringed blanket skirts and denim shirts. Sales promptly fell 7% and Talbots dropped the experiment.

Back on track by 1992, Talbots has stayed true to its formula of red, navy and white natural-fiber classics and has seen sales increase at an average pace of 10% a year. Sales hit $ 737 million in 1994, fueling expansion into children's wear, and accessories-and-footwear boutiques.

"We don't believe a lot of the styles put out are appropriate for the way American women live their lives," said Clark Hinkley, evp and chief operating officer at Talbots. "We look at fashion as an evolutionary thing not a revolutionary thing."

The Talbots customer epitomizes the upper middle class of middle America. The company resists the pressure to cater to young Gen X-ers and focuses squarely on women age 35 and up.

Following suit, the Limited Stores abandoned young-and-trendy fashions to its sister chain, Express, and reverted to the classic fashions favored by its 30ish customer base.

Unburdened by fashion's whims and risks, Talbots hews to a proven formula of selling mostly silk or viscose and linen blend career separates in the spring and timeless wood flannel and wool gabardine items in the fall. Customers return to find the same mid-calf dresses, pleated skirts, duffel coats and button-down shirts, modified only by the occasional detail and color, season after season.

Talbots' mainstay may be classic career wear, but casual is its hottest category. "During 1994 we saw a major change toward casual," said Hinkley. "We started to see casual merchandise as selling, we think partly from the standpoint of women's expanded choices in what clothes they can wear to work." At Talbots, that means more pants and shorts moving out the door.

At Avon Style, the direct sales cosmetics company's year-old apparel spin-off, sensible is the style.

"Women want to look good but they want to be comfortable," said Cheryl Frazier, marketing director at Avon Style. "Given the demands we have in our day, people are looking for things that are not glamorous and form-fitting."

In its first nine months in business, Avon grossed $ 120 million in sales of cotton-fleece separates, tunic sweaters and lingerie. In August, the company will launch Diane Von Furstenberg The Color Authority, a line of casual separates. "Almost 40% of our business is coming from plus-sizes," said Frazier. "Avon is a real people type of company."

Sears turned around its moribund women's apparel business by accurately reading the broad middle market's clothing needs. In 1994, sales of stores open more than a year grew 8.3%, on top of 8.9% gains in 1993. Other retailers report same-store sales gains of 5% or less.

"I don't think Paris has a lot of relevancy to our average customer," said Robert Mettler, president of the apparel/home fashions group at Sears. "They care about what's in, but they mostly care about what looks good on them."

In the men's department, Sears has seen strong sales in knit tops and chambray shirts. Dresses and casual knit separates are succeeding in women's.

"I think the switch is probably more evident in men's than women's apparel," noted Mettler.

Like movies and music, Chu at **Nautica** believes the American culture of dressing casually is crossing borders. He cites **Nautica** shops in Hong Kong, Thailand and Mexico as doing particularly well.

"I even find the trend toward casual dressing is picking up in Japan," he said.

Unlike other fashion movements, few think the casual-clothing boom will go the way of the fedora. Once such innate concepts as comfort and function take hold, people won't want to go back to collar bars and seamed stockings.

Hand, who likes to say "achievers are not going to dress like slobs," agreed the casual clothing trend has fundamentally changed his business but believes that suits are due a fashion comeback.

"In the early '70s, people thought all men's suits and sportscoats would go to double knits," said Hand. "Today there is not a single double-knit jacket in the country. I don't think casual [professional] wear is going to disappear like that. In the future, there is not going to be one irrevocable trend."

And the Survey Says . . .
Function beat fashion on every turn in Cotton, Inc.'s survey of the clothing prefenrence of 3,6000 consumers by Belomy Research of Winston-Salem, N.C. For the inital study, which will be updated monthly, men and women age 16 to 55 spent some 30 minutes responding to questions about fashion and appearance.

I Like To Get Noticed Because of The Clothes I Wear

	Male	Female
Yes	41%	47%
No	58%	52%

Question: Main Reason for No Longer Wearing Garments

Out of Style	13%
Haven't had right occasion to wear.	20%
No longer comfortable, doesn't fit.	39%
Worn out or stained.	25%

Question: What Best Descibes Your Feeling About Clothes Shopping
Don't like it. I try to avoid it.
If I need something I get it, then leave.
It's not my first choice for fun, but I don't mind once I'm there.
I enjoy shopping. I wish I had more time and money.
I love to shop.

GRAPHIC: Illustration, no caption, by Caty Bartholomew; Graph 1, Would You Rather be on Time and Look OK or be 10 Minutes Late and Look Great?; Graph 2, Good-Looking Men Look Sexiest In; Graph 3, Best Describes Your Fashion Changes; Picture, no caption

LOAD-DATE: February 28, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:57 PM EDT

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

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Metal Urges Women's Wear Daily Accessories Supplement March 1995

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Women's Wear Daily Accessories Supplement

March 1995

SECTION: Pg. 14; ISSN: 0149-5380

RDS-ACC-NO: 490353

LENGTH: 1129 words

HEADLINE: Metal Urges

HIGHLIGHT:
Metal is leading trend in sunglasses and ophthalmic frames other trends include clip-ons, emerging demand for serious sports performance eyewear, oversized plastic frames

BODY:
Metal is the leading trend in sunglasses and ophthalmic frames due to the material's durability and relatively affordable prices. Other trends include clip-ons, the emerging demand for serious sports performance eyewear, oversized plastic frames -- often with metal accents, and vibrant colors. Marchon & Marcolin says sunglass clip-ons are helping to spur optical sales, and the company is adding them to nearly 70% of its new styles in the Calvin Klein collection. Optical Affairs/Christian Roth, is planning to launch a new wraparound frame made of aluminum that is great for the city or beach. Eric Domege, the company's co-owner, also cites key looks in blue lenses, crystal and clear frames with reflective lenses, and an emerging demand for basic, clean styles in slightly heavier plastics in tortoise and black.

The full-metal look is prevailing one in the eyewear world now.

NEW YORK -- Be it stainless steel, copper, gold, silver, pewter or even brown, the leading trend in both sunglasses and ophthalmic frames is pure metal, metal and more metal.

Now that technology has come far enough to allow even the strongest-prescription lenses to be fitted into thin metal frames, it's a look that can be worn by everyone. In addition to durability, metal frames are also available at relatively affordable prices, addressing the ongoing consumer demand for value at the price.

In addition to all the metals, there are plenty of other things for retailers to focus on, much of which can be seen at Vision Expo, which opens it's East Coast edition here on March 31 at the Jacob K. Javits Convention Center among them:

Clip-ons. From designer to moderate, many companies are adding clip-ons to their assortments in greater percentages than ever before.

The emerging demand for serious sports performance eyewear for everyday use, often by people who aren't participating in sports.

Oversized plastic frames reminiscent of Hollywood's glamour days, often with metal accents.

Color is still important, specially since the vibrant hues previously seen only in plastics are now available in metalized versions.

Riding the metal wave for sometime now is Luxoticca, the Italian firm with U.S headquarters in Port Washington, N.Y.

"We don't ever expect to see plastic coming back to what it was," said Henry Sand, vice president of sales and marketing. "Our proportion of plastic to metal still favors metal, and we believe it hasn't peaked yet. Only the ultra-high fashion boutiques will go with plastic."

A key theme in Luxottica's dozen collections now is that of super-thin styles made of what they have labeled Luxlite - a new material that enables them to carve out thinner profiles than ever before.

As for size, Sand noted that "smaller is still big," although shapes are evolving from rounder frames to shallow ovals and geometrics like octagonals and rectangulars - what they call new vintage shapes.

Clips have been added to Luxottica's most popular metal styles in all of their collections that include, among others, Giorgio Armani, Emporio Armani, Yves Saint Laurent, Valentino and Briko, the high tech performance line. Sand added that Luxottica will feature more sports performance eyewear than ever before at Vision Expo and will launch apres-ski styles, as well.

Sunglass clip-ons, the biggest trend for Marchon & Marcolin, is helping to spur optical sales, as well as nourish it's growing sunglass business, according to Donna Rollins, director of marketing.

We're adding clip-ons to nearly 70 percent of our new styles inn the Calvin Klein collection and also including them in the best-selling styles from the Marchon and Flexon lines," Rollins said.

Exclusive to its Marchon line, the company is also launching a "quick change cable." Rollins explained that it is an interchangeable temple that unlatches, enabling the wearer to go from a comfort cable temple that wraps around the ear to a traditional skull temple.

Metals are even important to its Fendi line, which features big, glamorous, plastic frames, but relies on metal accents to highlight the line's whimsical side. Bamboo and sundial motifs will be predominant at Vision Expo, Rollins said.

New advertising campaigns for Calvin Klein and Marchon will also make their debuts in New York during Vision Expo. Models Christy Turlington and Mark Vanduloo are featured wearing sunglasses in the Calvin Klein ads, and Vendela is the 1995 point-of-purchase model for the Marchon line. Vendela will also make a personal appearance on Friday, the opening day of the show.

The **Nautica** collection, which also features a high percentage of metals, is relatively new, having only been launched at last August's Vision Expo in California.

Chris Shyer, director of marketing, said that the line's department and specialty store distribution has added a whole new direction for Zyloware, its Long Island City, N.Y.-based licensee.

Until now, the company has focused on mostly optical lines, including Sophia Loren, Stetson, Gloria, Vanderbilt and Pierre Balmain.

The **Nautica** collection of 14 styles comes in about 40 sizes and unusual colors that are appropriate for men and women.

"We've been successful at introducing colors that men will find wearable, like our matte blue," said Shyer.

Most of the line offers sunglass clip-ons with polarized optical- quality lenses, which are great for beach and

boat wear. And for the first year of distribution, the company has created and eyeglass holder that is included with a purchase of sunglasses. It incorporates a yellow rubber boat float, similar to what boat keys are kept on.

In addition to small metal frames, Eric Domege, co-owner of Optical Affairs/Christian Roth, believes that glamour combined with protection and space-age design is very important now.

The company, which will show its collection in its showroom here, will launch a new wraparound frame made of aluminum -- what Domege calls "a mutation of a sport look with a ski mask."

Although a very strong statement, Domege said this look is "great for city wear on the beach. It's very light and comfortable and covers a big part of the sensitive parts of your face."

Known for its cutting-edge designs, Domege is in favor of the oversized plastic look that have recently been featured in magazines, even though he knows that they aren't necessarily for the mainstream.

"Still, we've experienced good sellthroughs already -- women want to feel glamorous again."

Other forward looks that Domege cited as key include blue lenses, for their protective qualities crystal and clear frames with reflective lenses, and ann emerging demand for basic, clean styles in slightly heavier plastics in tortoise and black, that recall nerdy Fifties looks.--WENDY HESSEN

TYPE: Journal; Fulltext; Abstract

JOURNAL-CODE: WOMWEDAA

LOAD-DATE: September 16, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:54 PM EDT

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)

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NO MAN'S LAND; DESIGNERS BOLDY GO WHERE MOST MEN FEAR TO TREAD The Washington Post March 05, 1995, Sunday, Final Edition

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March 05, 1995, Sunday, Final Edition

SECTION: MAGAZINE; Pg. W30

LENGTH: 2175 words

HEADLINE: NO MAN'S LAND; DESIGNERS BOLDY GO WHERE MOST MEN FEAR TO TREAD

BODY:
After a while, one gets to recognize the aura of a hot-ticket fashion show. It attracts more people -- prosperous-looking retail execs, young art students in interesting hats, whole flotillas of editors from the fashion mags -- than can possibly find seats in the hall/tent/showroom. There's an expectant quiet in the few moments between the lights' dimming and the sound system's cranking. The most daring ensembles paraded down the runway bring applause, cheers, high-pitched whoops. Afterward, dozens of folks make the pilgrimage backstage to smooch the designer's cheeks and drawl about how fabulous the collection was.

All of which actually did happen when John Bartlett showed his fall line in New York recently. The brass from Bergdorf's and Saks and the unbearably hip Charivari, all in their regulation black accessorized with bottles of Evian, were seated in the front row. The admiring and costumed young stuffed themselves into the bleachers, among them one carefully coiffed cross-dresser who was the very image of Ivana Trump. Bartlett drew appreciative yelps for his powder-blue tweed suits, body-embracing peacoats and metallic evening wear accented with jeweled brooches and eye patches.

So why hasn't the world, or at least that element that cares about fabric and color and the curve of a well-made seam, heard more about John Bartlett? It's not for lack of talent: At 31, in only his third year as an independent designer, he's already won the Perry Ellis Award for new fashion talent. It's not because his clothes are unconventional -- "fashion-forward," in the vernacular; that's brought nothing but attention to such other provocateurs as Jean-Paul Gaultier and Todd Oldham.

There's a far simpler reason: John Bartlett, a rising star in a subordinate firmament, designs for men. And menswear has always been the Avis of the fashion world, trying hard but never coming close to the Hertz that is women's apparel.

"THE MALE SPECIES in the natural world unself-consciously displays his plumage, his antlers, his finery," Bartlett wrote somewhat plaintively in the program for his fall collection. To underscore the point, he actually sent a couple of models down the runway with impressive antlers twined into their hair.

In the human world, however, Western men turned their backs on plumage and finery about 150 years ago, and getting them interested again is a distinctly uphill battle. "In America, men are not brought up to think about wanting to look good," Bartlett said philosophically in his tiny workroom, a few weeks before the fall shows. "They're not raised to think about buying clothes. It's almost taboo -- that's something girls do."

That was true in Cincinnati in the '70s, when a teenage John Bartlett learned to either keep quiet about his

fashion forays to Salvation Army thrift shops or face his peers' scorn. And it's true in the '90s in Washington, where Bartlett has yet to find a retail outlet for his award-winning designs. If he were a women's designer, he'd already have a fragrance on the market and be steaming toward licensed bedding. But men regard fashion with wariness, if not downright scorn, and as a result the menswear business takes a perennial back seat.

Look at the sales figures. Of the $ 170 billion spent on clothing in 1993, the American Apparel Manufacturers Association estimates that women's apparel accounted for 53 percent, men's for about 30 percent. (The remainder was spent on kidswear.) These are ratios that have barely budged in 25 years. Women's clothing is sold in many more retail outlets. Furthermore, the industry rule of thumb is that 60 or 70 percent of the men's apparel sold is actually purchased by women shopping for husbands and boyfriends. In the rag business, it is distinctly not a man's world.

Look at the attention men's fashions receive. Compared with the endless seasonal media blather about women's wear, it's insignificant. "There are eight women's magazines out there exploring the phenomenon of fashion, five from Conde Nast and three from Hearst," says Alan Millstein, publisher of Fashion Network Report, a retailing newsletter. "There's only one lonely men's magazine, GQ. Its circulation hasn't grown dramatically in the past five years." He's leaving out some publications, such as Details ("Men want to look at Sports Illustrated, not Details," Millstein huffs), but the point remains: It's hard to avoid news of women's hemlines, even if you wish you could. And it's hard to find news about menswear unless it involves sneakers and endorsement deals.

Last fall, a telephone survey by EDK Associates handily confirmed any number of cliches about gender and shopping. How often do you go shopping for fun? the pollsters wondered. More than half the men, sounding surly no doubt, replied "rarely" or "never." (Whereas 62 percent of the women said "often" or "sometimes.") If you had some spare time, would you like to spend it shopping at a factory outlet? Oh, sure. Men said they'd far prefer to take a nap.

IN THE FACE of such attitudes, you almost have to admire the gumption of the forces working hard to restore menswear to the prominence it enjoyed when the Founding Fathers wore wigs and waistcoats. There are those who actually think they can foresee a day when men's and women's apparel reach parity in sales and sizzle. "I certainly can," said Stephan Weiss, husband and business partner of Donna Karan, watching an even bigger crowd than Bartlett's wedge into his wife's menswear show. Though Weiss was careful to add, "I wouldn't predict when, where or how."

The shows themselves were evidence of this campaign. American men's designers didn't stage runway shows for buyers or the press at all until a couple of years ago. When several decided to begin, their shows were scattered in lofts and showrooms all over New York City, sending audiences ping-ponging uptown and down to see the new collections. But last month, a group called 7th on Sixth took matters in hand.

Formed by the Council of Fashion Designers of America, 7th on Sixth had previously taken on similar anarchy in women's wear, collecting dozens of fashion shows (Seventh Avenue is New York's fashion center) in a central location: large tents in Bryant Park (on Sixth Avenue, get it?) behind the New York Public Library. Attendance, press coverage, celebrity spottings and other forms of attention whose impact on retail sales is hard to document -- but is considered significant nonetheless -- all skyrocketed.

So when 7th on Sixth found four spaces on far West 54th Street this winter and invited men's designers to coordinate their shows (while 7th on Sixth provided press lists, security, lighting), 23 agreed to participate (Ralph Lauren was the major holdout). And there did seem to be more camera crews, a few stars to keep gossip columnists happy, a general buzz. (As for the models, "some shows the men are drop-dead sexy and some march down like they're in boot camp," notes 7th on Sixth director Fern Mallis.) "It's fantastic," said designer Barry Bricken after his show. "You get twice as many people, a tremendous increase in press, everybody making the rounds."

Menswear is coming off a couple of healthy sales years, probably aided by several high-profile crossovers. Calvin Klein, who'd been in menswear years back and then out of it, came in again. Donna Karan entered

the field in 1991; now her menswear business has reached 35 percent of her women's collections sales. "It was a big B-12 shot for the menswear industry, that two of the real locomotives in women's fashion came in," Millstein says. "It pumped a lot of hype, gave the stores something to talk about."

Menswear marketers like **Nautica** and Tommy Hilfiger, who spend vast amounts on advertising, are showing what's possible. Their 1993 sales hit $ 151 million and $ 138 million, respectively. Joseph Abboud introduced an eponymous fragrance last year. Alexander Julian designs bedding.

Still, the presumption that real men abhor fashion is entrenched. Menswear moves slowly; styles change discreetly, not dramatically. "You're working with a pair of pants, a jacket and a shirt," Bartlett notes. "You might change a pocket or a collar . . . The emphasis is always on subtlety, working within very established boundaries." At the Fashion Institute of Technology, where he studied menswear design (he couldn't get into the more in-demand women's program), the focus was on business, more than art. "They basically say, you're all going to be merchandisers anyway, so why do you need to learn to draw?"

UNLIKE SOME GENDER differences, Western men's fear-of-fashion doesn't date to prehistoric times. It began, says fashion historian and FIT professor Valerie Steele, in mid-18th century England with the development of capitalism. Until then, pink velvet and lace-trimmed shirts weren't "feminine," just indicators of wealth and high status. "But the new ruling class was a capitalist bourgeoisie, rather than a hereditary aristocracy," Steele recounts. "It had to be sober-looking and serious. Would you trust your money to a banker in a Nehru collar or a paisley vest? So the style changed, first in England and then elsewhere."

Dressing up became not only anti-capitalist but anti-democratic, frivolous and (the worst epithet of all) French. It was fine for women to remain frivolous adornments, of course, but by the 19th century a man on a London street in a brocaded waistcoat risked having mud flung at him along with derisive cries of "French dog!" America's Puritan heritage helped cement the great rift: While gals can still be fashionable, guys should shrug and lace their good old wingtips.

Steele is very skeptical of the predictions of an imminent revolution in menswear. Such proclamations were easy to encounter at the menswear shows -- "The men's market is just beginning to explode," Fern Mallis said. They seem to crop up periodically (remember Carnaby Street?), then be forgotten for another decade or two. If anything, Steele believes, women's mass movement into the capitalist workplace over the past 25 years means women's fashion is adopting certain male values -- with day wear increasingly functional and uniform and less frilly or flamboyant -- rather than the reverse.

Of course, it may not be such a bad thing, this resistance to fashion dictates that men learn. It can make women quite envious, in fact. Do they really wish on their husbands, brothers, sons and friends the sort of persistent manipulation and resultant anxiety that women often fall prey to? Should men too learn to be continually conscious of whether to shorten or lengthen their clothing, sew shoulder pads in or pull them out, search desperately for low-heeled shoes in a high-heeled year? No one who gets dressed each morning can be entirely immune to the machinations of the rag biz, but the idea of a jacket and trousers that are appropriate for every occasion except weddings and funerals, that won't go "out of style" and brand its wearer dowdy for at least five years -- that's an appealing notion.

But not one the fashion industry appreciates, of course. It's working hard to reverse history. "Men are very dense," Fern Mallis said cheerfully as she planned the week's fashion shows. "It takes a while to get through to them." Sometimes, when the flash of camera strobes temporarily obscures the fact that Fruit of the Loom rings up about 12 times the underwear sales of Calvin Klein, it seems almost possible. The Donna Karan show last month, for instance, was a glamorous hypefest worthy of Paris or Milan. When she ventured into menswear in 1991, worried advisers, including her husband, urged her to find some other label for the collection. Men, ever fearful of seeming effeminate, wouldn't buy clothing that carried a woman designer's name, they argued. But Donna Karan Menswear is doing just fine. "I'm not afraid to say I was wrong," Stephan Weiss said as the show was about to begin.

It featured dramatic lighting, a pulsing soundtrack, hunky guys (none of them in antlers) modeling

everything from the DKNY urban-cowboy look -- leather jeans, satin shirts -- to swank double-breasted boardroom ensembles in black cashmere. The requisite stars had shown up (Tommy Tune, Jon Bon Jovi, artist Julian Schnabel, film star John Turturro), along with the expected throng of groupies, top retailers, reporters and camera crews both domestic and foreign.

Karan took the designer's traditional end-of-show strut down the runway with her models, blowing a kiss to Tommy Tune, then hugged Weiss and faced the press. "What's happening with men is probably the most exciting thing in fashion," she announced, with that common industry bravado in which announcing a trend is supposed to make it occur. "Their antennas are up. They're listening. They're thinking, 'Maybe I'll try it.' Men are really cool right now."

Paula Span, who writes frequently for the Magazine, covers New York for The Post's Style section.

GRAPHIC: Illustration, nola lopez, ON THE RUNWAY AT JOHN BARTLETT'S SHOW.

LOAD-DATE: March 05, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:53 PM EDT

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HONEY-BEES STILL BUZZING AROUND TOWN Chicago Tribune March 6, 1995 Monday, NORTH SPORTS FINAL EDITION

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Chicago Tribune

March 6, 1995 Monday, NORTH SPORTS FINAL EDITION

SECTION: SPORTS; Pg. 3; ZONE: N; Odds & Inn.

LENGTH: 837 words

HEADLINE: HONEY-BEES STILL BUZZING AROUND TOWN

BYLINE: Terry Armour.

BODY:
Just about a year ago, Albert Williams was all abuzz about his Chicago Honey-Bees joining the Women's Basketball Association for the 1995 season. That's the last we heard from the Honey-Bees, who never entered the league, paving the way for the Chicago Twisters, who next month open the season as this city's WBA addition. So what ever happened to the Honey-Bees? "Oh, we're still around," said Williams, the team's founder and president. The entry fee for a new WBA team was more than Williams anticipated and he heard some horror stories about former franchises, so Williams abandoned his idea of joining the WBA. Instead, the Honey-Bees joined the new Women's Basketball League, which has teams in Rock Island, Rockford, Aurora, Springfield and Peoria. The league hopes to expand to Joliet and southern Illinois in coming months. More importantly to Williams, the Honey-Bees have been operating as a non-profit organization that puts on basketball clinics for girls. Williams also has started a mentoring program for his players to work as role models. Williams recently received a laudatory letter from Gov. Jim Edgar commending the Honey-Bees on their community work. "We just decided to change our focus," said Williams, who played high school basketball at Hales Fransiscan. "The Chicago Honey-Bees will be successful because of our relationships we are building in the community. We have a team of young ladies who are committed to becoming positive role models to girls throughout Chicago and Illinois. We're helping them focus on having a more positive lifestyle."

Larger than life: Reebok's new "The Big Hurt's Backyard" billboards featuring White Sox slugger Frank Thomas have started popping up all over the city, but keep an eye out for a giant 75-by-35-foot wall painting of the Big Hurt to be unveiled by Reebok somewhere in the Loop this week.

On the outs: Apparently figuring they have too many sportscasters, officials at WFLD-Ch. 32 have decided not to renew the contract of "Fox Thing in the Morning" sportscaster Joe Zone when his pact runs out in May. Zone, on vacation until March 14, appeared to be the expendable one. This could open the door for Ch. 32 to use very early-morning sports guy Bruce Wolf for "Fox Thing in the Morning," too. The problem is Wolf also works with Steve Dahl as part of "The Morning Team" on WMVP-AM 1000. Stay tuned.

Random thought: Nobody should complain when Duke is invited to the NIT with a sub-.500 record after Florida International (11-18) won the Trans America Athletic Conference tournament and is headed to the NCAA tourney. Of course, Duke could win the Atlantic Coast Conference tournament for a trip to the "Big Watusi." Stranger things have happened.

Faxing frenzy: Somebody from the Utah State athletic department faxed releases to a few of the voters in the Associated Press college basketball poll to make sure the Aggies were being considered. Utah State on

Friday beat Pacific 74-64 to win its first Big West Conference title since 1980. The release points out that the Aggies lead the conference in six statistical categories and have won 22 of their last 27 Big West games and 11 of their last 13 conference road games. Hmmm.

Last laugh: Officials of the USA/Mobil Indoor Track and Field Championships, held over the weekend in Atlanta, wouldn't let Sheila Hudson-Strudwick participate in the long jump because of a paperwork snafu. Hudson-Strudwick, who is represented by First Atletieko Inc., a Chicago-based sports management company, was a little mad but still managed to set an American indoor record in the triple jump with a leap of 46 feet 8 1/4 inches Saturday. That erased her record of 46-5 3/4 set at the Northern Arizona University Indoor Invitational Feb. 25.

More from Atlanta: First Atletieko also represents Lynda Tolbert-Goode, who happened to upset Jackie Joyner-Kersee in the 60-meter high hurdles with a time of 7.93 seconds.

Signed, sealed and delivered: Agent Mark Childers of Skokie-based Pro Promotions Inc. helped former Bulls Norm Van Lier and Artis Gilmore sign a deal with the Ted Williams Card Co. Van Lier and Gilmore will appear in the company's 1994-95 NBA Draft Pick trading card set under Larry Bird 's Hardwood Legends subset.

Firsthand experience: Chicago insurance broker Ruben Villegas was picked as the 17th crew member of the 75-foot America's Cub racing yacht Young America over the weekend. Villegas was part of the PACT 95 team as the America's Cup team tested sails and tactics before its first race in the fourth round of the Citizen Cup in San Diego. Villegas won a contest sponsored by **Nautica** International Inc.

In closing: Chicagoan Curly "Boo" Johnson, in town with the Harlem Globetrotters at the Rosemont Horizon over the weekend, got his nickname from his father. His father figured that if Johnson had the nickname "Boo," he'd think people were cheering for him even when he was being booed. No kidding. The Cubs and Sox might want to do that for their replacement players.

LOAD-DATE: March 7, 1995

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:53 PM EDT

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)

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Wall Street sees big year for big men's companies.clothing firms, 1995 Daily News Record March 6, 1995

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Daily News Record

March 6, 1995

SECTION: Vol. 25 ; No. 44 ; Pg. 14; ISSN: 0162-2161

LENGTH: 1266 words

HEADLINE: Wall Street sees big year for big men's companies.clothing firms, 1995

BYLINE: Ryan, Thomas J.

BODY:
NEW YORK (FNS) - Continuing acceptance of dress-down days at work should lead to boom years for many men's wear firms, according to Wall Street analysts.

Tommy Hilfiger Corp. and **Nautica** Enterprises Inc. are expected to continue to lead this trend. Strength in FridayWear led to turnarounds in 1994 for the men's wear operations of Warnaco Group Inc., led by Chaps by Ralph Lauren, and Liz Claiborne Inc. Both men's wear businesses are expected to do well in 1995.

Although casualwear is expected to show the strongest gains, overall business at most larger men's wear firms should also see improved results in 1995.

On the downside, Edward F. Johnson, at Johnson Redbook Service, expects wrinkle-resistant pants makers to see some more pressure in '95.

"They are going to have a little tougher time because capacity has caught up to demand and pricing is starting to be under more pressure," Johnson said. In particular, the launch of Dockers' WR line has intensified competition.

Farah Inc. is expected to have a down year this year while Haggar Corp. should have a moderate increase.

The WR shirt picture is somewhat brighter. Oxford Industries Inc. and Phillips-Van Heusen Corp. are expected to show better results after getting hurt by start-up costs for WR shirts in 1994.

Overall, Hartmarx should benefit from improved orders and lower debt levels, while Fruit of the Loom Inc., Russell Corp. and Tultex Corp. should see strength in underwear, fleece and T-shirt businesses. Levi Strauss and VF Corp. should be helped by strong jeans sales in Europe. The sports licensing business should remain under pressure.

Despite strength at many of the larger firms, Wall Street still expects a difficult apparel climate, particularly for smaller firms.

"I just see more companies struggling and on the edge of extinction than ever before," said Todd Slater, at UBS Securities. Slater said consolidations at retail such as Federated and R.H. Macy and increasing power of larger retailers such as Wal-Mart Stores Inc. and Target Stores will make it hard for undercapitalized

smaller firms to fill orders.

"More mom & pops and some of the smaller players will be acquired or go away. I just see an accelerating in the consolidation in the industry," he said, adding this "bodes well for larger, more flexible, well-capitalized players."

In the fourth quarter, profits for 25 apparel firms slid 3.1 percent while sales grew 13.3 percent. In the year, the group's earnings were flat, excluding a non-recurring accounting charge at Levi Strauss Associates Inc., while sales gained 9.7 percent.

Hilfiger's sales surged 50 percent in 1994 while **Nautica's** climbed 26.8 percent, both driven by strong brand recognition.

Dana L. Telsey, at Bear Stearns, sees a lot of room left to grow in the dress-down business.

"Forty one percent of offices have some form of casual day, and now with IBM and Ford coming on-stream, you're going to see it trickle down to smaller offices," she said.

She expects Hilfiger to earn 95 cents a share in its March 1996 fiscal year against 77 cents. For the year ending March 1996, she expects $ 1.18 a share. She said Hilfiger is being helped by continued expansion of its in-store men's shops and boys' fixtured areas within department stores, as well as lucrative licensing agreements, she added.

Like Hilfiger, **Nautica** also benefits from the expansion of in-store shops. Edward F. Johnson expects **Nautica** to earn $ 2.05 a share in its year ended February 1995 against $ 1.70. He looks for $ 2.45 for February 1996.

Both Warnaco Group Inc.'s and Liz Claiborne's men's wear businesses were helped by restructurings in 1993.

At Warnaco, men's wear sales were down last year due to discontinuance of brands, but margins improved substantially on the strength of Chaps by Ralph Lauren. Slater expects sales of Ralph Lauren brands to grow 25 percent this year, and looks for Warnaco to make $ 1.33 this year against $ 1.

At Liz Claiborne Inc., men's wear sales rose 21.4 percent to $ 98 million, estimated Jennifer Black Groves, at Portland, Ore.-based Black & Co. She estimates Claiborne's men's wear sales to jump 28 percent in 1995.

She said a shift to more modern stylings at Claiborne's men's wear operations in 1993 allowed Claiborne to capitalize on the casual dressing trend. Groves projects Claiborne's net earnings to rise to $ 1.50 this year from $ 1.30.

Telsey said the acquisition of the Gant and Izod brands will give P-VH a big push into the casualwear market to grow both its outlet and wholesale businesses. P-VH's overall earnings in 1994, which have not yet been reported, were hurt by sluggish dress shirt and shoe sales, and marketing and start-up costs to introduce WR shirts.

"I think the wrinkle-free shirt business will do better in 1995 with more availability of product," she said. Telsey expects P-VH's earnings to reach $ 1.05 to $ 1.10 in its year ended January 1995, down from $ 1.60 earned a year earlier. For January 1996, she looks for P-VH to earn $ 1.36.

Oxford Industries' sales are healthy, but earnings are under pressure due to costs in building capacity in WR shirts and pants.

"It costs them money in the short term, but I think over the long term it's going to pan out well," said Eileen Gormley, an analyst at Jersey City-based Pershing, a division of Donaldson Lufkin & Jennette.

Gormley expects Oxford to earn $ 2.60 a share in its May 1995 year, up from $ 2.35 in 1994.

Johnson expects most of the WR pants business will be replenishment going forward. He expects Haggar to earn $ 3.15 in its year ended September 1995 from $ 2.95, and looks for $ 33.50 in September 1996. He sees potential for Haggar in new markets, such as shorts, sport shirts, boys' pants, and outlet stores.

Farah dropped into the red in its first quarter ended Feb. 3, hurt by Dockers' entry, margin pressure from capacity catching up with demand, and cost of building new plants. Slater said Farah's WR Savane brand's business has picked up in recent weeks and he suspects "the impact from Dockers is starting to diminish."

Slater said Farah is positioning itself to become "the most important supplier in the pants business" and is being helped by its finishing expertise. The company has agreed to supply WR pants to the Gap, Dillard's, County Seat and Ashworth, and is talking with J.C. Penney.

He called 1995 a "retooling situation" and looks for stronger results in 1996. He expects Farah to earn 75 cents in its year ended October, down from 78 cents on a fully taxed basis. He looks for earnings to bounce back to $ 1.15 in 1996.

Laurence C. Leeds Jr., managing director at Buckingham Research, expects strong results in 1995 from Quiksilver Inc., a young men's and boy's apparel firm. Earnings at Quiksilver climbed 61 percent last year on a 33 percent hike in sales.

Leeds said Quiksilver and many young men's private-label companies are being helped by a "massive movement" by department stores to build young men's departments after the bankruptcy of Merry-Go-Round Enterprises Inc. and the death of the "ethnic, grungy look."

Johnson expects VF Corp. will earn $ 4.55 this year against $ 4.10 in 1994. He said strength in jeans in Europe and a pickup in the fleece market are offsetting weakness in the sports licensing business and a maturing jeans business in the U.S.

Strength in core T-shirts, underwear and fleece businesses should help offset weakness in sports licensing and higher cotton costs for Fruit of the Loom, Russell and Tultex.

GRAPHIC: Table

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 16695196

IAC-CLASS: Trade & Industry

LOAD-DATE: November 15, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:52 PM EDT

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)

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Boxer Shorts Choice for Men This Year Omaha World Herald (Nebraska) March 9, 1995 Thursday

Copyright 1995 Omaha World-Herald Company
Omaha World Herald (Nebraska)

March 9, 1995 Thursday SUNRISE EDITION

SECTION: FASHION; Pg. 35SF

LENGTH: 342 words

HEADLINE: Boxer Shorts Choice for Men This Year

BYLINE: KATHLEEN BROWN, WORLD-HERALD FASHION WRITER

BODY:
Deciding what style of swimwear to take on a cruise or wear this summer will be a lot easier for men, says Massimo Iacoboni, fashion director for the Fashion Association.

The dilemma of whether to don snug briefs or baggy boxer shorts is no more, Iacoboni said from his New York office.

Boxers will be the most popular style - for winter vacations to warm, sunny locales as well as this summer at the beach or poolside, Iacoboni said.

Cruise wear now on the market reflects the trend, with manufacturers offering traditional nautical themes in navy and white as well as mix-and-match variations of the classic patriotic motif in red, white and blue.

Also popular for cruise and this summer, the fashion director said, will be batik and ethnic-inspired prints.

"Rather than using bright, multicolored prints as in season's past," Iacoboni said, "designers are using tonal prints, mixing the same colors in different shades such as blues and greens." For the resort and cruise-bound vacationer, Iacoboni gives these packing tips: - For easy and care-free dressing, keep your shorts, T-shirts and swimwear in the same color family.

- If your windbreaker is in a red, white and blue stripe take along shorts in a solid color such as red, white or blue. Or buy the separates in stripes that are made by the same manufacturer that are designed to be mix d and matched with the jacket. Do not try to add another print (a plaid or floral pattern) in another color family. The result will be too busy.

- If you prefer a baggy, boxer style for swimming, look for swim shorts that can double as shorts.

Although some of the baggy styles still almost reach the knees, Iacoboni said, the newest look in men's shorts is a shorter, 9-inch inseam rather than the traditional 12-inch inseam.

As for those who prefer a snug suit that hugs the body and is briefer in length, Iacoboni said, "Speedo, for example, offers the competition look . . . in stripes, checks, florals, animal prints and Madras plaids."

GRAPHIC: Color Photos/5; B&W Photo/2; FIGURE ENHANCERS: Tiffany Whitney, left, and Delene Wedel model swimwear designs that flatter the bust. Miss Whitney's hot pink one-piece suit by Sessa ($ 70) with a gold zipper on the front is from Younkers at Westroads Shopping Center. Miss Wedel's two-piece suit by

Barefoot Miss ($ 65) in a floral print with a push-up bra top and pants with a high waistline for extra tummy control is from Dillard's at Oak View Mall.; PATRIOTIC MOTIF: Britteny Morrow dons a popular tank style swimsuit from the Looney Tunes collection at J.C. Penney at Westroads Shopping Center. The red, white and blue one-piece design ($ 24) features Tweety Bird on the front of the suit as well as on the T-shirt coverup ($ 16) that Miss Morrow has tied around her waist.; MEN'S CRUISE WEAR: Brad Luchsinger, left, models mix-and-match swimwear separates in red, white and blue. Larry Ferrell teams a solid T-shirt with his swim shorts in a colorful abstract print. Outfits are by **Nautica.**; ONE SUIT, TWO SIDES: Miss Wedel, left, and Miss Morrow show lattice-style back and simple front of a basic black one-piece suit by La Blanca.; TIE-DYE TANK: Tiffany Whitney's Mossimo one-piece suit in a retro print is similar to the tie-dyes worn in the late 1960s and early 1970s.; RETRO DESIGN: Delene Wedel wears a colorful swimwear ensemble by Le Cove ($ 36) that dates back to the 1940s and '50s.The style offers the mature figure a comfortable elastic waist and extra coverage in the thigh area.; VERSATILE STYLES: Jenny Haines, left, and Britteny Morrow show how the popular halter and tank style swimsuits this season can be turned into poolside party wear by adding wrap skirts or scarves at the waistlines. Miss Haines' suit is by Sea You; Miss Morrow's tank and matching scarf are by Cazimi. For prices, stores for swimwear, see Page ??. The women's swimwear models are members of the Omaha Racers cheerleading squad. Photo site: Henry Doorly Zoo., Phil Johnson/World-Herald/5sf/2

LOAD-DATE: March 10, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:51 PM EDT

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TGIF;Friday wear works and plays Pittsburgh Post-Gazette (Pennsylvania) March 26, 1995, Sunday,

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

March 26, 1995, Sunday, FIVE STAR EDITION

SECTION: THE GAZETTE, Pg. 16

LENGTH: 843 words

HEADLINE: TGIF;
Friday wear works and plays

BYLINE: Jane Crawford Photos By Thomas Ondrey

BODY:
The Fashion Association in New York calls for spring to herald "tradition reinvented." From casual Friday office dressing in good-looking sweaters, band-collar shirts and lightweight suits to leisure time in linen slacks and vests, men have options galore. In fact, pieces in either category can be worn interchangeably.

Updating classic looks translates into comfortable clothes that are easy on the eye.

Norman Karr, executive director of the Fashion Association, sees wider shoulders, an elongated silhouette and layering of double-breasted jackets over vests among the trends for spring. "Linen seems to be all over the place -- true linen or the look of linen. It's back to the idea of the gentleman dresser, very countrified," he said.

On the other hand, "they're doing vests over bare skin -- a young inner-city look that may not be seen everywhere," Karr said. But it increases the options for the man who follows trends.

As far as the casual Friday look goes, Karr sees it as an effort by business "to try to improve the quality of life by offering employees the chance to dress casually and comfortably if they want." But that doesn't necessarily mean a tie-less day. There are many ties with boating and other leisure themes that are fine for a casual work environment. And, Karr said, if you have a problem with a tie, "It's not the necktie that's making you uncomfortable -- you're wearing the wrong size shirt."

From the local point of view, Larry Rubin, owner of Specialty Clothing, Downtown, sees a lot of pastels in heather earthtones like browns, beiges and olives. "Linen and silk blends in suits and sport coats" also will be important, Rubin said. And the fabric will be repeated in dress slacks. One-button and three-button ventless jackets should be strong sellers, according to Rubin, and the double-breasted jacket will be prominent, too.

Among the designers' offerings:

Nautica, the sports and outerwear manufacturer, stays on course with all-American sporty looks. Designer and company president David Chu has created the gear for the PACT 95 team challenge for the America's Cup. Function and attractiveness are hallmarks of **Nautica** styles. For sailing or merely navigating through rainy days, the exclusive fabric Nautex repels water and retains radiated body heat. High-tech design details include oversized non-fumble zipper pulls.

The company also is branching out, debuting a golf line, featuring essentials like cotton lisle shirts in glen plaid, cotton poplin shorts and trousers and links-motif sport shirts. Linen band-collar shirts and cargo shorts are on the horizon, as well as a new line of tailored clothing which debuts this spring.

Shirt options for spring -- with band collars being the most popular -- can be oversized, be made with wrinkle-free fabric and come in a wide variety of stripes and checks, as well as solids. Van Heusen seems to lead the pack with selection.

The jacket is another foundation for the season, and Giorgio Armani is a specialist in this area. His jackets are likely to sport a shirt-like construction that is soft and fluid -- with and without collars and lapels. Washed linens, cottons, silks and ramie are the fabrics of choice, and color runs from a cool shade of white to medium khaki to cedar green and metal gray.

Back on the American side, Ralph Lauren's Double RL line spotlights suit separates, such as an unconstructed three-button seersucker jacket. Faded shirts with that worn look are teamed with suspenders and a white T-shirt that is visible.

Robert Comstock's Endurance line features breezy shirts in plaids and batik, as well as tailored pants and shorts. Cotton/linen vests go equally well with pleated pants, shorts and striped, drawstring pajama styles.

Timeless good looks are expected from Perry Ellis, who this season concentrates on classic blazers, simple vests, open-collar shirts, flat front trousers and soft suits. Neutral and mixed patterns complement military styling and Perry Ellis signature prints.

Retro styling comes into play with a combination of seersucker shorts, a white camp shirt and Argyle sweater vest.

JCPenney is a popular shopping alternative for many men (and women who shop for them), and this spring's fashionable guy will find choices from the golf-wear boom, versatile vests, wrinkle-free fabrics and business casualwear. Penney's take on dress-down clothes isn't just for Friday at the office. Rather, it's a philosophy that approves of merging clothes for work and leisure by, for example, choosing a nubby vest with a tailored suit or a sport coat with a band-collar shirt or wrinkle-resistant cotton slacks.

Loose and layered is the look for much of Donna Karan's collection. Crew-neck pullovers with wide necks, vests over T-shirts, linen jackets with matching pull-on pants and linen six-button, high-neck jackets are part of the picture. There is even a pareo (skirt, to most people) for men from Karan. With that option for spring, there truly is something for everyone.

NOTES:
Jane Crawford is a Post-Gazette features writer who covers men's fashion. Thomas Ondrey is The Gazette staff photographer.

GRAPHIC: PHOTO (5), PHOTO: The band-collar shirt from Joseph Abboud ($65) is spring's ticket to being fashionably correct. Teamed with a navy striped linen vest ($90) and cuffed pants ($98) from Tommy Hilfiger, it's a look that's going places. (All from London Dock, Squirrel Hill.) ; PHOTO: Pierre Cardin's one-button suit ($359.75) is perfect for casual Fridays at the office or slipping into a trendy dinner spot. A black T-shirt ($49.75, Specialty Clothing, Downtown) makes it happen. The soft, natural leather chair is from the Icon Collection ($2,119, Perlora).; PHOTO: It's a look that's great if you can pull it off: The duster ($169.75, Specialty Clothing) is popular from here to Butte -- with or without the dogies. Long and full, it's a special look from Arrowhead for that dude in you.; PHOTO: Style and comfort for the active guy on his off hours: Shorts ($28) and a striped Rugger ($28) over the essential white T-shirt ($18) are complemented by Birkenstock sandals ($84, all from American Eagle Outfitters). ; PHOTO: Dockers can dress a man for a casual evening with khaki slacks ($42) and a golf shirt ($42). The tassled loafers are by Nunn Bush ($49.99, all from Lazarus). The woven leather chair is $1,630 (from Perlora, South Side).

LOAD-DATE: November 8, 1995

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

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Company Picnic The New York Times March 26, 1995, Sunday, Late Edition - Final

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The New York Times

March 26, 1995, Sunday, Late Edition - Final

SECTION: Section 6; Part 2; Page 45; Column 1; Men's Fashions of The Times Magazine

LENGTH: 13 words

HEADLINE: Company Picnic

BODY:
The grass is green. The sky is clear. But play it cool. The boss is here.

GRAPHIC: Photos: On the preceding page, clockwise, from far left: Man's soft-shoulder silk and linen jacket, $135, and pants, $75, by Lance Karesh for Basco. At Barneys New York. Dayton's, Minneapolis. Washed-silk short-sleeved shirt from Artifact, $145. At Charivari, all stores. Sandals from Gucci.; Man's blue and white seersucker jacket, $275, pants, $98, cotton short-sleeved shirt, $76, cotton T-shirt, $27.50, and linen sweater, $98. All from Double RL by Ralph Lauren. At Bloomingdale's. Polo Sport, 888 Madison Avenue. Polo/Ralph Lauren, Beverly Hills, Calif.; Man's nylon jacket from Emporio Armani, $410. At Emporio Armani boutiques. Lightweight wool jeans by Gianni Versace, $325. At Versace Jeans Couture, Miami Beach. Knit sweater from Istante.; Cotton shirt from A.P.C., $138. At A.P.C., 131 Mercer Street. Pants from CK Calvin Klein, $125. At Barneys New York. Bloomingdale's. Neiman Marcus.; Man's suede sport jacket, $1,195, and linen trousers, $375, from Donna Karan Men. Both at Barneys New York, selected stores. Bergdorf Goodman Men. Pants also at Saks Fifth Avenue. Cotton shirt, $34. At the Gap.; Man's linen jacket, $495, pleated trousers, $175, and linen shirt, $125, from Polo by Ralph Lauren. At Polo/Ralph Lauren, 867 Madison Avenue. Pants and shirt also at Polo/Ralph Lauren, Beverly Hills, Calif.; Woman's T-shirt, far left, from A.P.C. Woman's dress, center, from Banana Republic. Woman's cotton and Lycra dress, far right, from Istante. Children's clothes from the Gap.; Opposite page, top: Cotton pullover jacket with drawstring waist from J. Crew, $78. At J. Crew stores nationwide. Cotton sweat pants from Russell Athletic, $28. At major department stores and sporting goods stores. Hiking boots from **Nautica.** Sunglasses from Rayban.; Opposite page, bottom: Goretex jacket from Marmot, $439. At Eastern Mountain Sports, 20 West 61st Street. Paragon Sports, 867 Broadway. Linen, rayon and nylon pleated pants from DKNY, $175. At Macy's Herald Square. Hiking boots from Aga. Sunglasses from Rayban.; This page, top: Cotton seersucker jacket, $495, and trousers, $225, by Calvin Klein. At Bergdorf Goodman Men. Louis, Boston, Boston. Wool crewneck sweater from Lacoste, $174. At Lacoste Boutique, Bal Harbour, Fla., or for local stores, call (800) 452-2678. Sunglasses from Persol.; This page, bottom: Linen jacket, $795, and pants, $365, by Dries Van Noten. At Barneys New York. Viscose and cotton sweater by John Bartlett, $250. At Bloomingdale's. Traffic, Los Angeles. Cotton shirt from Lacoste. Sunglasses by Romeo Gigli.; Opposite page, top left, from left: Linen jacket by Lance Karesh for Basco, $172. At Barneys New York. Stanley Korshak, Dallas. Linen pants by Donna Karan, $375. At Bergdorf Goodman Men. Charivari 57. Neiman Marcus.; Linen shirt by Calvin Klein, $150. At Neiman Marcus. Merino wool vest, $137.50. At Paul Stuart. Cotton pants by Tommy Hilfiger, $95. At major department stores.; Brushed-cotton gabardine car coat, $407. At Industria, 755 Washington Street. Linen shirt by Calvin Klein, $175. At Louis, Boston, Boston.; Opposite, top right: Cotton shirt from Pivot Rules, $49.50. At Bloomingdale's. Lord & Taylor. At Saks Fifth Avenue. Pivot Rules stores nationwide. Mock turtleneck from Hanro, $63. At Amalgamated Foundation, 13 Christopher Street.; Opposite, bottom right: Khaki windbreaker by John Bartlett, $220. At Bloomingdale's. Traffic, Los Angeles. Linen pants from Moschino Cheap and Chic Uomo, $295. At Untitled, 26 West Eighth Street. Cotton sweater from Joop Menswear, $295. At Saks Fifth Avenue.; Opposite, bottom left: Silk top, $75, and linen shorts, $105, from

More Dash Than Cash. At Tootsies, Houston.; This page: Merino wool vest, $137.50. At Paul Stuart. Cotton shirt, $155. At A.P.C., 131 Mercer Street. Pants from STNT, $95. At Charivari, all stores. Belt, Industria.; Man's acrylic-blend textured camp shirt by Dolce & Gabbana, $250. At Charivari 57 and Charivari 72. Crushed-cotton and nylon wide-legged pants, $195. At Charivari, New York City. Ultimo, Chicago.; Woman's sweater made of rayon knit, $350, and pants made of stretch silk-satin, $686, by Alberta Ferretti. At Saks Fifth Avenue. Greta, Beverly Hills, Calif. Child's linen shirt from Gapkids. (Tim Simmons for The New York Times)

LOAD-DATE: March 26, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1995) and leq (6/30/1995))** (Edit Search | Suggest Terms for My Search)
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COLLARING CASUAL NICHE RATES A 'BUY' ON STREET Crain's New York Business March 27, 1995

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Crain's New York Business

March 27, 1995

SECTION: News; Pg. 123

LENGTH: 560 words

HEADLINE: COLLARING CASUAL NICHE RATES A 'BUY' ON STREET

BYLINE: PHYLLIS FURMAN

BODY:
For Bruce Klatsky, chairman of shirt manufacturing giant Phillips-Van Heusen Corp., 1994 was like a too-tight collar around his neck. Squeezed by falling demand for men's dress shirts and the high costs of introducing a wrinkle-free line, Van Heusen saw its earnings dive and its stock plummet.

But the worst should be over for Mr. Klatsky and his company, which also manufactures Bass shoes and operates more than 800 outlet stores. Thanks to Van Heusen's recently completed acquisition of Crystal Brands Inc., the company that once epitomized the buttoned-up corporate look is poised to become a major force in the red-hot men's dress-down market. "This acquisition should help Phillips-Van Heusen become a key player in the rapidly growing men's casual market," says Faye Landes, an apparel analyst at Smith Barney.

Cheered by the Crystal Brands deal, Prudential Securities analyst Jack Pickler recently put a "buy" rating on Van Heusen, which has been trading at around $16, just up from its 52-week low. With profits from Crystal Brands' three labels-Izod, Gant, and Salty Dog-kicking in during second-half 1995, Mr. Pickler projects earnings per share of $1.40 in the year ending Jan. 31, 1996, compared with the previous year's earnings per share of $1.12. "Bruce now has two of the best casual brands in department stores, Gant and Izod," Mr. Pickler says. "They are sleeping giants, with exceptional appeal to 25- to 44-year-olds, the heaviest buyers of apparel."

It is a market segment that Mr. Klatsky was slow to target. While two other publicly held menswear companies, **Nautica** and Tommy Hilfiger, soared last year by selling casual clothes to younger men, Van Heusen stuck to its age-old dress shirts. Mr. Klatsky also took his time introducing a wrinkle-free line, a strategy his archrival Arrow had long ago embraced.

The big expenses associated with converting to wrinkle-free put a heavy crease in Van Heusen's bottom line. Earnings for the fiscal year ended Jan. 31 declined 41% to $36.9 million, though sales rose 8% to $1.3 billion. The stock, which reached $39 a year ago, plunged to $14 in December. Mr. Pickler expects the stock to bounce back to $21 over the next 12 months.

In addition to pushing Van Heusen into the casual market, the Crystal Brands deal will help the company improve its ailing outlet business. Up until now, Van Heusen had been operating private-label outlets under the names Windsor Shirt and Cape Isle Knitters. Unlike true outlet stores, these chains disappointed shoppers, who were looking for real department store brands at discounted prices.

Mr. Klatsky is expected to convert these stores into Gant and Izod sites. In the face of the waning outlet

store industry, whose sales declined 6% last year, he will also likely reduce Van Heusen's dependence on its retail stores.

LOAD-DATE: April 14, 1995

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
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Eighteen Montgomery Clients Make Fortune's List of America's 100 Fastest Growing Companies Business Wire April 5, 1995, Wednesday

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Business Wire

April 5, 1995, Wednesday

DISTRIBUTION: Business Editors

LENGTH: 286 words

HEADLINE: Eighteen Montgomery Clients Make Fortune's List of America's 100 Fastest Growing Companies

DATELINE: SAN FRANCISCO

BODY:
April 5, 1995--The Fortune rankings of America's 100 Fastest Growing Companies released this week include 18 Montgomery Securities clients. Among the 18 were 10 companies that had made the list in previous years.

Montgomery's clients on Fortune's 1995 list of America's 100 Fastest Growing Companies include: Alternative Resources Corp. (ALRC); Argosy Gaming Co. (ARGYG); Callaway Golf Co. (ELY); Chipcom Corp. (CHPM); CIDCO Inc. (CDCO); Cyrk (CYRK) Inc.; Fore Systems (FORE) Inc.; FTP Software Inc. (FTPS); Global Village Communication Inc. (GVIL); Hollywood Entertainment Corp. (HLYW); HomeTown Buffet Inc. (HTBB); Lone Star Steakhouse & Saloon Inc. (STAR); Oxford Health Plans Inc. (OXHP); Papa John's International Inc. (PZZA); PETsMART Inc. (PETM); Safeskin Corp. (SFSK); Video Lottery Technologies Inc. (VLTS); and VTEL Corp. (VTEL).

This is the second time in six months that Montgomery underwritings have been heavily represented in a national magazine's best-of list. In November 1994, Forbes ranked five Montgomery clients among the top 10 of America's best small companies. These companies included: Lone Star Steakhouse & Saloon (STAR) Inc.; **Nautica** Enterprises Inc. (NAUT); Landry's Seafood Restaurants Inc. (LDRY); Papa John's International (PZZA); and FTP Software (FTPS). Included were three that made the lists in both magazines.

Privately held and based in San Francisco. Montgomery Securities is the nation's premier investment bank specializing in growth companies.

CONTACT: Montgomery Securities
Robert Ferri or Kristie Callahan, 415/627-3172

LOAD-DATE: April 6, 1995

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

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Hip-hopping to the top THE DALLAS MORNING NEWS April 12, 1995, Wednesday, HOME FINAL EDITION

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THE DALLAS MORNING NEWS

April 12, 1995, Wednesday, HOME FINAL EDITION

SECTION: FASHION!DALLAS; PROFILE; Pg. 5E

LENGTH: 573 words

HEADLINE: Hip-hopping to the top

BYLINE: Michele Ingrassia, New York Times Special Features

BODY:
The fashion industry is littered with crash-and-burns, companies whose celebrity and credibility flamed out before next season's fabric shipment arrived.

Los Angeles designer Karl Kani is determined not to be another victim.

Wait, that's too tame.

The man who put inner-city America into baggy, hang-off-your-butt jeans and inspired legions of homeboy wannabes is absolutely consumed with proving he's not a one-trick wonder.

From the way his staccato gum chewing punctuates a conversation to his dead-on gaze, Mr. Kani seems afraid to lose focus, even for a moment.

Ask where the next innovation is coming from and he fairly crackles.

"From the person who's hungriest," he says. "And I'm hungrier now than I've ever been before."

He'd better be.

A year after his split from Cross Colours - the company that helped put him in business and first harnessed hip-hop into hot fashion - Mr. Kani and his new company, Karl Kani Infinity, face stiff competition.

Some pressure comes from black-owned firms, such as Cross Colours and Russell Simmons' Phat Farm, but mainstreamers like Polo, Tommy Hilfiger and **Nautica** are also making inroads into Mr. Kani's audience of relentlessly trendy - and sartorially fickle - young black men.

But so far, Mr. Kani is still the king of streetwise style - and probably the best-known African-American designer since the late Willi Smith.

He's predicting sales of more than $ 40 million a year, expects to open his first department-store boutique in mid-May - at A&S in Brooklyn - and now has a shop in Macy's.

In Dallas, his line is carried in Foot Action, Gadzooks and Merry-Go-Round stores.

Just as important, Mr. Kani hasn't lost his appeal. Says customer Snoop Doggy Dogg, the rail-thin rapper:

"I can't wear that Levi stuff or them other white-boy jeans."

Long before he started turning out oversize clothes emblazoned with his oversize signature, Mr. Kani, 26, seemed to know what hip young men wanted.

On the streets of Brooklyn in the late '80s, Carl Williams - as he was known before he adopted a variation on "can-I" - would deck himself out in custom-made shirts and pants. Soon, friends were pleading, "Could you make me one of those suits?" and Mr. Kani was taking orders from his gold BMW.

He longed to be in music. "I knew I couldn't sing or dance or rap," Mr. Kani says, sitting in his L.A. office behind a glass table etched with his logo. "But I could provide the clothing."

In 1989, he headed to L.A. and opened a store in South-Central.

He didn't hit big, though, until three years later, when he hooked up with Threads 4 Life, the parent company of Cross Colours. It was a smart move for both.

Cross Colours, which mixed multicultural themes with blazing colors, was already hot among rappers, but few people over 18 could carry the look. Mr. Kani took urban couture to a more wearable level, with muted colors and shapes that attracted real people.

Mr. Kani is shy and rarely smiles, adding to his tough-guy veneer. He cultivates the steely persona, saying it makes him a better businessman.

These are already tough times for hip-hop clothing. Topflight labels have been plagued by counterfeiters and copycats. Cross Colours couldn't keep pace and regrouped into a smaller design firm.

Says Alfred Edmonds, assistant managing editor of Black Enterprise magazine, "His best bet is to let America cross over to him." If it does, he'll be ready.

GRAPHIC: PHOTO(S): 1. Karl Kani 2-5. Men's fashions by Karl Kani

LOAD-DATE: May 31, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Wednesday, April 5, 2006 - 8:43 PM EDT

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Skin care solid in Southwest.retail sales of men's skin care products; Men's Toiletries WWD April 14, 1995

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WWD

April 14, 1995

SECTION: Vol. 169 ; No. 72 ; Pg. S22; ISSN: 0149-5380

LENGTH: 648 words

HEADLINE: Skin care solid in Southwest.retail sales of men's skin care products; Men's Toiletries

BODY:
Williamson, Rusty

DALLAS - Saving face is on the minds of more Southwest men.

That's the consensus of several retailers, who said treatment items specifically targeting men - including Aramis's Lift Off and the Polo Sport regimen - are hot.

Though more of a seasonal, gift-giving category than women's, the men's toiletries business, boosted by this growing interest in skin care, continues to grow in the Southwest. Sales gains of 5 to 10 percent are expected this year, according to the local merchants.

Big promotional plans for Father's Day are expected to help propel J.C. Penney's men's toiletries business, which is planned to be up 7 to 9 percent this year, said Kathy Hebert, fragrance buyer.

"The business is good," she stated, adding that plenty of Father's Day activities are on tap, including gift sets, customized fragrance baskets and direct mailers. In addition, two full-page newspaper ads, set to run in June, could reach 40 million homes, Hebert said.

One of the store's best-selling men's scent is Compar's Aqua Quorum, which Penney's launched in January. It's already a big hit, especially with younger customers, said Hebert.

"Customers love the lighter scent - it's one of the oceanic fragrances," she explained. "It beat plan."

In addition to Aqua Quorum, best-sellers so far this spring have included Baryshnikov for Men, Royal Copenhagen, 4711, Elizabeth Taylor's Passion for Men, Lagerfeld Photo and Halston Z-14.

Men who shop at Neiman Marcus are showing stronger interest in bath, body and skin care items, said John Stabenau, vice president and divisional merchandise manager. Polo Sport and Aramis's Lift Off are bestsellers, as are bath and body aromatherapy products from various vendors.

"About 50 percent of our Origins sales are to men buying for themselves," said Stabenau, who said the men's toiletries business at Neiman's has been "excellent."

Best-selling men's fragrances at Neiman's include Boucheron for Men, Aramis, Cartier's Pasha, Hermes, Donna Karan's DK Men, Annick Goutal, Havana from Aramis and Kenzo for Men. Stabenau added he is

looking forward to the launch of L'Eau d'Issey Pour Homme from Issey Miyake.

Specialty Retailers Inc., an apparel chain based in Houston, is projecting men's toiletries gains of at least 10 percent this year, according to Judi Siff, divisional merchandise manager for cosmetics.

She cited brand loyalty and solid promotional support as being behind strong sales for Davidoff's Cool Water, Drakkar Noir, **Nautica** and Ralph Lauren's Polo and Safari for Men. Night Flight, a Joop fragrance, will launch this season.

Facial treatment products are luring male customers at The Village Pharmacy here, said Wilhelmina Von Heflick, cosmetics manager.

"Whether snow skiers needing a moisturizer, joggers wanting bath salts or someone simply wanting a hand cream, skin care is increasingly "more important to male customers," she said.

Men's toiletries sales are ahead 8 to 10 percent at The Village Pharmacy and Von Heflick projected the pace to continue through the end of the year.

Best-selling fragrances include Halston Z-14, Jacomo, Yves Saint Laurent's Kouros, Drakkar Noir, Burberrys, Jaguar, Pancaldi, Baryshnikov for Men, Trumper - an English brand of colognes and shaving accessories - and 4711.

Kelly Cowman, cosmetics manager at Dougherty's Airway Pharmacy, Dallas, said the men's toiletries business is seasonal, but noted that more men are showing interest in skin care.

"They'll buy herbal bath products, aromatherapy shower gels and bath salts, especially from Kneipp," she said, adding that customers also like Polo Sport items - for the scent and the price.

Hot fragrances at the drugstore, where business at the men's counters is planned to be up by 5 percent, include CK One, Ralph Lauren's Polo, Aramis, Obsession for Men and Giorgio for Men.

GRAPHIC: Photograph

SIC: 2844 Toilet preparationsIAC 16830882

IAC-CLASS: Trade & Industry

LOAD-DATE: October 23, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
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Nautica net jumps 27.2% during fourth quarter; Nautica Enterprises Inc., fourth quarter ending February 28, 1995; Brief Article Daily News Record April 19, 1995

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Daily News Record

April 19, 1995

SECTION: Vol. 25 ; No. 75 ; Pg. 3; ISSN: 0162-2161

LENGTH: 294 words

HEADLINE: Nautica net jumps 27.2% during fourth quarter; **Nautica** Enterprises Inc., fourth quarter ending February 28, 1995; Brief Article

BODY:
Brady, Jennifer L.

NEW YORK (FNS) -- Robust sales of men's sportswear and casual apparel for the workplace drove profits at **Nautica** Enterprises Inc. ahead 27.2 percent in the fourth quarter and 42.7 percent in the year ended Feb. 28,1995.

In the quarter, earnings grew to $ 6.3 million, or 45 cents a share, from $ 5 million, or 38 cents, a year ago.Sales rose 23.5 percent to $ 52.8 million from $ 42.8 million.

David Chu, president and CEO of the **Nautica** division, attributed the favorable results to "great sales" throughout the business. He singled out "strong growth in collection sportswear," which performed especially well at leading department stores.

Chu added that casual collection sportswear is also doing very well, with "casualwear in the workplace really taking hold."

Laurence C. Leeds Jr., analyst at Buckingham Research, said the men's sportswear firm's numbers were in line with his estimates, noting that the company has its products "in the right place.

"The company has more products on the floor, but its rate of sales is higher than the year-ago, which augurs well for the future," Leeds said.

In the full year, profits advanced to $ 24 million, or $ 1.72, from $ 16.8 million, or $ 1.35, a year ago. Sales moved ahead 28.3 percent to $ 247.6 million from $ 192.9 million.

Profits in 1995 were boosted by a $ 632,000 tax gain related to its State-O-Maine division. Year-ago earnings included a $ 826,000 gain due to life insurance proceeds from the death of the company's former chairman, Milton Weinick, on Aug. 17,1993.

The company also announced a three-for-two stock split in the form of a 50 percent stock dividend.

Despite the strong results, **Nautica** stock fell 1 7/8 to 29 5/8 Tuesday in over-the-counter trading.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTSIAC 16842330

IAC-CLASS: Trade & Industry

LOAD-DATE: October 30, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text) i
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
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SHOPPING NOTEBOOK Orange County Register (California) April 24, 1995 Monday

Copyright 1995 Orange County Register
Orange County Register (California)

April 24, 1995 Monday MORNING EDITION

SECTION: ACCENT; Pg. E02

LENGTH: 561 words

HEADLINE: SHOPPING NOTEBOOK

BYLINE: JENNIFER LOWE;GARY KRINO, The Orange County Register

BODY:

Outlet mall near Palm Springs ready to undergo expansion

More outlets are on the way for Southern California. Desert Hills Factory Stores, the outlet mall just west of Palm Springs, plans to open an additional 50 shops May 1.

The mall's second phase, which will double its size, will include four new names on the local outlet scene: Burberrys, Crabtree & Evelyn, BOSE and Founders Club.

Four of the new stores are based in Southern California; all are clothing stores: Big Dog Sportswear (Santa Barbara), and Laundry, B.C.B.G. and Max Studio (Los Angeles).

Cabazon's addition will make it the largest outlet mall in the area, with Barstow's Factory Merchants mall a close second. The new Tanger Factory Outlet Center in Barstow still makes that high-desert town the biggest collection of outlets locally.

Other new stores due in Cabazon include Ann Taylor Loft, Anne Klein Petites, Carter Childrenswear, J. Crew, Mikasa, **Nautica,** Rockport, Tommy Hilfiger and Unisa. For more information, call (909) 849-6641.

Top money-saving tips: Sometimes it doesn't hurt to hear or read them again every now and then. That's why "66 Ways to Save Money," a pamphlet from the Consumer Literacy Consortium, might be a good thing to keep on file. Though its tips are pretty basic, they make good sense. Among them:

You can save up to $ 100 a year on gas by keeping your car engine tuned and your tires properly inflated.

If you can't pay off a large credit-card balance, switch to a card with a low interest rate.

You'll spend less on food if you shop with a list.

To get a copy of the brochure, send a check for 50 cents made payable to the Superintendent of Documents to Save Money, Pueblo, Colo. 81009.

Indian handcrafts: Jewelry, pottery, weaving, silverwork, kachina dolls, art prints, basketry and music tapes are some of the items you'll find in the spring edition of the Indian Handcrafts catalog from The Southwest Indian Foundation.

The particulars: Sunface flower earrings of inlaid turquoise, coral, jet and shell in sterling silver, $ 68; medicine wheel Navajo sand paintings (16 by 16 inches), $ 60; armadillo fetish (hand-carved pipestone with turquoise eyes, 1 1/4 inches long), $ 49; hand-carved cedar American Indian flute (24 inches long), $ 249.

For more information or to receive a free catalog, call (505) 863-4037.

Green tip: When shopping for a lawn watering system, consider soaker hoses and drip irrigation instead of sprinklers wherever possible. They waste much less water. _ From "The Green Pages" by The Bennett Information Group

"Pet pampering has gone way beyond buying manicures for toy poodles and hand-knit sweaters for chihuahuas. Today, Fifi and Fido have their own mail-order catalogs, hotels, groceries, transportation services, and even grocery stores. "

AMERICAN DEMOGRAPHICS MAGAZINE noting that people spent $ 15 billion on their pets in 1993

LOAD-DATE: October 10, 1996

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
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Knit, woven sport shirts off to strong start at retail. Daily News Record April 25, 1995

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Daily News Record

April 25, 1995

SECTION: Vol. 25 ; No. 79 ; Pg. 4; ISSN: 0162-2161

LENGTH: 1280 words

HEADLINE: Knit, woven sport shirts off to strong start at retail.

BODY:
Spevack, Rachel

NEW YORK -- Sport shirts are off to a good start this spring at East Coast specialty stores, with wovens and knits vying for the top spot.

Although the business isn't expected to peak until May and June, strong-selling styles so far include crewneck knits in stripes and dobby patterns; classic piques by Polo, **Nautica** and Dockers; pigment-dyed indigo linen shirts; banded-collar shirts in rayons and linens; and Forrest Gump-styles -- oversized camp shirts with notched collars and elbow-length sleeves.

At Cohen's Clothiers in Cockeysville, Md., an 8,000-square-foot men's and boys' specialty store that carries both tailored clothing and sportswear, sales of cut-and-sewn woven sport shirts have softened. Gilbert Cohen, owner, said he expected this to happen and planned accordingly by beefing up his knit buy, both for the current season and for next fall. "Our buy of cut-and-sewn wovens! for next fall is down 30 percent. Our buy for knits is up a comparable amount."

In Cohen's opinion, younger customers just aren't drawn to wovens during the spring and summer -- they want to wear knits. "What we have found here is that as soon as it gets warm, customers -- and I'm talking younger customers -- immediately move into shorts. If you take the average younger customer, he'd much rather wear a knit shirt with a pair of shorts than a cut-and-sewn." He stressed that this isn't the case in the winter.

Knit business has been very good this season so far, even though the peak selling period hasn't hit yet, Cohen said, adding that "May and June are the two best months for selling these products." Henley styles have been very strong, and the store has also done well with crewnecks in a variety of different stripes and dobby patterns as well as classic pique shirts from Polo, **Nautica** and Dockers. All of these shirts are short-sleeved, he noted.

Cohen's Clothiers has reordered "short-sleeved henleys and many styles from **Nautica** and Dockers and Polo in the classic piques." It's also reordered several striped crewneck styles from various surf vendors it carries. "If they customers are buying shorts from any of the eight or nine surf vendors we carry, they usually will buy shirts from those same vendors. If we sell a guy a pair of Rusty shorts, he won't necessarily buy a shirt by Rusty, but he might buy a shirt by Quiksilver or Gotcha."

At Rosey Jekes in Hanover, N.H., a 3,750-square-foot specialty store carrying men's and women's better

sportswear, oversized camp shirts with notched lapels are replacing a lot of inexpensive knitwear business, said Kenny Fabrikant, owner. The shirts have full half-sleeves that extend to the elbow, and most have straight bottoms.

He used the term "Forrest Gump shirts" to describe them, but said he prefers to call them "Uncle Julius" shirts because they "almost feel like a shirt you stole from your Uncle Julius. They're similar in attitude to Kramer Shirts, but the Kramer Shirts had to do more with bowling styles."

The camp shirts are selling in washed poplin, lightweight lawn, seersucker, pucker crepe and rayon yarn-dyes, Fabrikant said. Patterns are graph plaids, muted '50s ombre plaids, small neat checks, crepe boucles and "interesting seersucker twists. I have a couple in beautiful overdyed madras with lots of reds and browns and deep greens and blues."

They're selling at full price, from 28 to $ 90, depending on the quality of the fabric. The bulk of the business is in those styles priced in the high $ 30s to mid-$ 40s. "For my store that's a good buy because most of my shirts are $ 60, $ 70, $ 80," he said. "For summer someone can come in and buy two and satisfy their need for something different." Fabrikant declined to name any of his resources, but said he's using both domestic and European suppliers.

In knits, Rosey Jekes is featuring "modified stripings in really interesting colorations -- coral with indigo and cream stripes or brown grounds with red and dark green thrown in." These fine-gauge cotton shirts, which range in price from $ 28 to $ 60, look good with khakis, Fabrikant said. "Someone could wear it under an oxford shirt or as a T-shirt. Independent specialty stores really need to step away from the Gap and Banana Republic and offer something unique. Our stores can't appear all light blue and khaki or all khaki because that's what those stores look like."

The importance of price cannot be underestimated, Fabrikant said. "I think price has become incredibly significant, but it's not going to rule my business because I'm a specialty store and I have to give people special merchandise which costs a little more. I have to be price-aware but I'm not going to be price-dominated because it takes the joy out of the product. I think we're going to have a good second half of spring and summer and I base that on buying really unique merchandise and making sure I am address' price issues.

Sport shirt business is very good at Church Street Trading Co., two specialty stores that carry men's and women's wear, upscale antiques and home furnishings. (One unit is in Great Barrington, Mass., and the other is in New Milford, Conn.) Bob Rush, owner, said that pigment-dyed solid indigo linen shirts by American Terrain have been the single best-selling style, which he attributed to their soft hand. They're the only style he's reordered to date.

Banded-collar shirts are still selling at Church Street, he said. "They have to be almost like outer shirts in very drapable fabrics -- rayons and linens. Last year we sold packaged basic banded-collar shirts whereas this year they have to be a little more interesting. We hang them and they sell with shorts or pants."

Church Street goes after woven sport shirt business, not knit business, Rush said. "I think there's just too many basic knits around at lower prices. We do have one polo in the store from JJ. Farmer. It's pigment-dyed herringbone cotton. It's got great colors because it's pigment-dyed. We're afraid of very basic polos. We do sell basic pigment-dyed T-shirts as an impulse item. People just grab 'em. They'll wear a band collar over a nice pigment-dyed T-shirt."

Business in general is "fair," he said. "At this time of the year in the Berkshires and Litchfield County, business really doesn't open up till May. The weekenders come back in May and that helps a lot."

At The Rogue, a 9,000-square-foot men's and boys' wear specialty store in Jackson, Miss., that carries both sportswear and tailored clothing, woven sport shirt business has outpaced knit business until now, but that will change as soon as the temperature gets above 85, said Jeff Johnson, buyer and chief merchant.

"With the casual look in Friday dressing sort of making its presence felt, guys have wanted something other than a dress shirt or tie to go with a sport coat. We do a nice silk/cotton shirt from Cypress Grove. The styling of the shirt is very simple. When a guy buys a sport shirt to go with a sport coat, it needs to be pretty clean because he wants the sport coat to do most of the talking." The Cypress Grove shirt retails for $ 110.

Within the last six weeks, the linen long-sleeved sport shirt business has started to pick up because banded-collar shirts are so strong, Johnson said. The shirts have been selling particularly well in patterns, such as little houndstooth checks and ombre plaids.

"In knits we still have a huge washed pique business both in solid piques and printed piques. Once summer gets here that starts to really pick up for us," Johnson said.

The Rogue has placed reorders on some solid linen shirts with straight collars.

GRAPHIC: Photograph

SIC: 5611 Men's & boys' clothing stores ; 2320 Men's and Boys' FurnishingsIAC 16862830

IAC-CLASS: Trade & Industry

LOAD-DATE: October 30, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:41 PM EDT

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)

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FATHER'S DAY BIZ OUTLOOK: SMALL GAINS DNR May 5, 1995

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DNR

May 5, 1995

SECTION: Vol. 25, No. 87; Pg. 1; ISSN: 1092-5511

RDS-ACC-NO: 405139

LENGTH: 994 words

HEADLINE: FATHER'S DAY BIZ OUTLOOK: SMALL GAINS

HIGHLIGHT:
Retailers are preparing for moderate increases in Father's Day furnishings and accessories sales

BODY:
Retailers are preparing for moderate increases in Father's Day furnishings and accessories sales. Overall the accessories business is good. The one soft spot is neckwear, according to Doug Weiss, divisional merchandise manager for men's dress furnishings at Saks Fifth Avenue. There have been very good sell-throughs in men's jewelry, particularly in novelty items. Crowley's (Detroit) is establishing corporate casual shops in its 10 stores in time for Father's Day. Overall accessories business should trend higher than neckwear, according to Steven Mechanivch, general merchandise manager of men's, children's, and home. Mr Mechavich blamed the difficult neckwear climate on casual dressing, and the company is trying to educate consumers. Crowley's will present head-to-toe casual offerings, dress shirts and neckwear along with pants and sport coats. The company mailed a casual-lifestyle Father's Day advertising book to about 500,000 customers on its mailing list.

Expect shirts, belts and loungewear to set pace

By CATHERINE M. CURAN

NEW YORK -- Retailers are gearing up for moderate increases in Dad's Day furnishings and accessories sales but expect gains to be fueled by dress shirts, loungewear and belts.

As for the old Father's Day standby, neckwear, expectations are all over the lot, with some stores projecting healthy increases, some seeing modest gains and some saying business may be flat.

While neckwear remains a tough category, there are pockets of strength in textured looks and some better lines, retailers noted. Across the board in accessories, unique looks are crucial to creating excitement, they contended.

"Overall the accessories business is good. The one soft spot is neckwear," said Doug Weiss, divisional merchandise manager for men's dress furnishings at Saks Fifth Avenue.

Weiss said there have been very good sell-throughs in men's jewelry, particularly in novelty items. In dress shirts, Donna Karan, CK Calvin Klein, Zegna and Valentino are topping the hot-sellers list. "There's been a

lot of excitement in dress shirts in terms of coloration and texture," Weiss noted. Armani sunglasses have also been strong sellers.

Victor Jackson, men's furnishings and accessories buyer for Jacobson Stores, Inc., based in Winter Park, Fla., said sales of belts and loungewear are strong. "I've been doing very well with belts in unique looks ... if it's basic-looking, people don't want any part of it." Hot belt brands include Trafalgar, retailing in a range from $0 to $65 Cole-Haan, retailing in a range from $55 to $65 and Paolo de Ponte, retailing from $70 to $85. The leather belts feature embossed woven patterns, basketweave looks and mixes of imitation prints such as alligator or lizard on the leather.

Jackson cited modest success in loungewear, adding, "I'm hoping for better things for fall and holiday." He noted he has placed a substantial order for **Nautica** loungewear including cotton pique tops and bottoms, coordinating long pants and shirts, henleys and crew-neck T-shirts. Retail prices range from $18 to $28.

Paul Ginsburg, president of New York-based Moe Ginsburg, said: "I expect modestly good results with accessories, but ties have taken a back seat." He cited strength in casual belts and braces, alternative dress shirts, boxer shorts with messages, and socks with interesting textures and colors. Ginsburg expects accessories sales to increase in the low single digits.

Steven Mechavich, general merchandise manager of men's, children's and home, Crowley's, Detroit, said overall accessories business should trend higher than neckwear, which he expects to be flat to slightly ahead. He blamed the difficult neckwear climate on casual dressing, but said the company is working to educate consumers. Crowley's is setting up corporate casual shops in its 10 stores in time for Father's Day. The shops will present head-to-toe casual offerings, dress shirts and neckwear as well as pants and sport coats. Crowley's has also mailed a casual-lifestyle Father's Day advertising book to about 500,000 customers on its mailing list.

At J.C. Penney, wrinkle-resistant dress shirts have been very strong, said a spokeswoman. She said Van Heusen WR dress shirts retailing in a range from $32 to $35, and the company's Stafford Executive brand, retailing for $29.50, are hot sellers. Another strong category at Penney's is loungewear.

While reports on neckwear were mixed, even those expressing the most caution singled out unique looks that are selling well.

Brooke Cundiff, accessories and furnishings buyer for Bigsby & Kruthers, Chicago, said she expects neckwear to be strong, powered by texture, sophisticated dressy wovens and exclusive designs. Horizontal patterns have also sold well. A Hugo Boss tie retailing for $80 has been a hot item.

But, Crowley's Mechavich said hot items in neckwear include "anything with texture. More-relaxed looks and texture as a general statement," he said. Strong sellers include Superba's Palatina line and Randa's Minatore by Geoffrey Beene, retailing in the mid-to-upper $20 range.

Sak's Weiss added: "Better resources are where we're having our success in neckwear." Valentino, Zegna, Ferragamo and Versace have been selling well. Retail prices range from $70 to $105. The look is updated traditional, with bold accent colors. Sophisticated jacquards that add texture and dimension in the pattern, and classic wovens with updated patterns and colorations are important.

One neckwear buyer, who spoke on condition of anonymity, said her company should make last year's neckwear figures and might even achieve a little bit of an upside. However, to post gains the store is taking a much more promotional stance than last year. "The customer wants value, whether it's perceived or real," she said. She noted that margins shouldn't suffer too badly because the promotions were planned.

TYPE: Journal; Fulltext; Abstract

JOURNAL-CODE: DNR

LOAD-DATE: September 14, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:38 PM EDT

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)

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Lincoln-Mercury establishes link to America's Cup The Atlanta Journal and Constitution May 5, 1995, Friday,

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May 5, 1995, Friday, ALL EDITIONS

SECTION: WHEELS, Pg. 2S, Linda Sharp

LENGTH: 593 words

HEADLINE: Lincoln-Mercury establishes link to America's Cup

BYLINE: Linda Sharp

BODY:
"Nice guys finish last." It's a saying we hear a lot, hopefully in jest more than in actual belief.

But for John Marshall and the crew of his Pact/95 America's Cup yacht, Young America, it's reality.

In late April, Pact/95 had all but eliminated Dennis Conner's Stars & Stripes, then Marshall agreed to a regrouping of the field for the finals to determine which yacht would defend America's Cup against the New Zealand challenger. The other entry in the finals was the America, with a nearly all-female crew.

After the negotiation, Pact/95 was awarded two points, which gave it an advantage over Stars & Stripes and America's yacht, Mighty Mary. Then Bangor, Maine-based Pact/95 hit a slump. Last week it was eliminated from competition, but there is still some good to come out of defeat for the Pact/95 effort. As befits a crew whose boat is christened Young America, they still offer a lot to the youth of America.

From the inception of the Pact/95 team, part of Marshall's plan had been to offer unique educational opportunities to schoolchildren. This notion was paramount in securing Lincoln-Mercury's involvement with the effort.

The auto industry has a serious problem with the lack of students qualified in mathematics and science from the nation's school systems.

A former teacher, Marshall had the vision to make these often tedious subjects more fun and more appealing to students by tying them to sailing. Pact/95 offers free programs that connect sailing to school courses. It also offers the opportunity for classrooms to interact via the Internet with the Pact/95 team.

Lincoln-Mercury spokesman Keith McGee says the company saw this as a multisided opportunity.

Putting something back

"Our first consideration was that in addition to publicity, Pact/95 gave us the opportunity to put something back into the community. Secondly, it helps to generate the educational expertise our industry needs. And third, it gave us the opportunity to address a market base much younger than our current customer."

"Currenty, the average age of a Lincoln-Mercury customer is the mid- 40s. By focusing on the school-age children, we reach a mid-30s base audience."

To follow through on a more youthful image, Mercury is marketing two vehicles in conjunction with its Pact/95 sponsorship, a Young America edition of the Mercury Mystique and a **Nautica** model of the Mercury Villager.

These vehicles are white with interiors highlighted by nautical trim and white leather seating. Natty cars for a pretty natty concept.

What prompted Marshall to include education in his Pact/95 effort? How does someone go from the classroom to the premier class of world yachting competition?

Marshall says, "I got into America's Cup racing through the back door."

While a teacher, Marshall sailed as a leisure activity. He was able to turn his pastime into his occupation, eventually heading up one of the major sail manufacturers in the world. From weekend sailor, he went on to Olympic sailing competition and eventually found himself as a crew member on an earlier Conner Stars & Stripes.

His next challenge was to form his own team, Pact/95, and mount an assault on America's Cup.

Lucky for America's kids, he never forgot his roots. Now, with the '95 America's Cup competition behind them, both Pact/95 and the educational program will continue with preparation for the next competition.

Linda Sharp is a training consultant to auto manufacturers. Her column is written exclusively for The Atlanta Journal-Constitution.

LOAD-DATE: June 27, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1995) and leq (6/30/1995))** (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:37 PM EDT

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)

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SUIT YOURSELF ,Shapely swimwear conceals, enhances The Commercial Appeal (Memphis) May 7, 1995, Sunday,

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The Commercial Appeal (Memphis)

May 7, 1995, Sunday, Final Edition

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

LENGTH: 908 words

HEADLINE: SUIT YOURSELF ,
Shapely swimwear conceals, enhances

BYLINE: Barbara Bradley, The Commmercial Appeal

BODY:
Marilyn Monroe was photographed once on the beach in a white swimsuit quite modest by today's standards. Yet she looked dazzling, a palomino Venus unveiled by the surf.

Now bathing beauties from the '40s and '50s return as swimwear becomes increasingly curvy, constructed and feminine. Coverage is more generous, cuts are kinder, colors are brighter.

In men's swimwear, boxer shorts ride high in a wave of almost nerdy traditionalism.

"What's important now (for women) is construction and flattering the body," said Christina Porter, designer of Sirena and Rose Marie Reid swimwear. "The look carries over from the '40s and '50s when you had bra cups, lower legs and heavy tummy control. It was a girdle fit, really. Everything was done to keep the eye flowing up and down and to make the body look longer. Detailing was very important."

"When I'm designing a suit I think, 'This is the closest a woman comes to being nude in public, so the suit has to be comfortable,' " she said. "There must be beautiful prints and styling to make her feel feminine."

"Cleavage is what women want," said Debbie Coryell, a spokesman for Jantzen Inc., which is offering an armada of 30 suit styles with built-in, push-up bras. "Some of it is the retro influence," she said, "but a lot of it is just the aging Baby Boomer who has had children and needs more support than she did in the past."

Even Anne Cole, noted for her clean designs with an athletic tilt, offers rhinestone trim, a chemise skirted suit and a group of mesh-trimmed suits she called her "tabloid divas." They include the "Paula Jones" model with demure mesh at the waist, and the "Tonya Harding," a not-so-demure number with racer back and deep mesh side panels.

Retro influences show up in halter looks, one-shoulder suits, skirted and draped suits, boy legs (like short shorts), girdle-style bottoms, wider straps and narrow belts at the waist. From the '70s come the high-necked maillot and crop-top designs.

Supporting the illusion are padded bras, underwire bras and soft molded cups often backed up with tummy panels or "power net" linings for extra control. Even tank styles usually offer at least a shelf of lining to which one may discreetly sew in circular pads. (According to one local retailer, almost every customer who buys such suits does so.)

Fabrics that camouflage bulges include rich prints and lots of thick textures that hold as well as hide. Prints leave almost no ethnic stone unturned, and reflect especially the American Southwest, the Far East, the Orient, Egypt and the tropics. Batiks, stripes and animal prints are strong.

Sweater girls return in crocheted, knitted and cable designs. Some suits are puckered while others offer carved waves pointed in strategic directions.

When styles are not dramatic and sophisticated, they draw on the innocent, wholesome, flirtatious spirit of '50s American beachwear.

"The freshest look in swimwear across the board is the Daisy Mae return to innocence," said Corbin Seitz, fashion spokesman for Target stores. Look for gingham, denim and sunflower prints; rickrack, eyelet, bows and applique trims; suits with tie fronts or laceup styles. In a similar mood are traditional American Lolitas with their underwire bikinis in madras, plaid, polka dot and mini-floral prints. Very popular at Target are two-piece styles with mix and match bottoms that allow a woman to customize her level of exposure. Each piece is $ 15.

After a season of earthy spice tones and pastels, color is back. There are rich blues, hot pinks and bright corals as well as baby pastels, metallics and jewel tones. Solid white is statement. Black and white is strong. Navy, wine and forest green offer an alternative to black, the consumer's perpetually favorite shade.

Seitz recommends a man's white shirt as a great coverup for white suits or many of the more casual styles. A big hit with glamor girls are Gottex's short, thrown-on, chiffon sarong skirts (about $ 120) which drape

beautifully.

For men, oversized, loose-fitting boxer shorts in water repellent cottons have eclipsed lycra biker shorts of past seasons, said Massimo Iacoboni, fashion director of The Fashion Association. "Swimwear is less body-conscious," he said. It's following an anti-fashion, conservative, nerdier feeling he calls "the Forrest Gump" look.

There are nautical, patriotic and ethnic prints; plaids; patchwork looks and color blocking. Strong but muted colors are wine, forest green, red, yellow and navy.

Apparently men like the look. "Our swimwear business is up from last year. It's a silhouette more people can wear," said Laynie Wootten, men's area sales manager at Dillard's. Men often buy coordinating knit shirts and baseball caps to extend their suit's use beyond the pool. Sales clerks say such swimwear by **Nautica** and Tommy Hilfiger attracts just as many women buyers as men. Women find the trunks, worn as shorts, a good value, and they like the loose-fitting, care-free fabric.

Swimsuits all by Gottex from Tan & Cruise. Star print and stripe trunks are $ 39 each at Dillard's. Models are Aja Evans and Allan Forbes from Robbins Models and Talent Inc.

GRAPHIC: Photo (4),

Photographs by Steve Jones,

(Color) Suits by Gottex both distract and enhance. This gold-painted maillot ($ 150) offers surplice drape and bust details. Pareo is $ 192.

(Color) Marbelized two-piece suit ($ 78) gets a lift from an underwire bra and a higher waist. Patriotic trunks by Tommy Hilfiger.

(Color) An Egyptian design print draws the eye upward in this high-necked maillot ($ 108). Striped trunks by **Nautica.**

Men's swimwear goes back to tradition in easy-to-wear boxer styles.

LOAD-DATE: May 9, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:37 PM EDT

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)

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Men's wear helps boost earnings at May Co., Mercantile in period.May Department Stores Co., Mercantile Stores Company Inc., first quarter of 1995 Daily News Record May 9, 1995

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Daily News Record

May 9, 1995

SECTION: Vol. 25 ; No. 89 ; Pg. 2; ISSN: 0162-2161

LENGTH: 827 words

HEADLINE: Men's wear helps boost earnings at May Co., Mercantile in period.May Department Stores Co., Mercantile Stores Company Inc., first quarter of 1995

BODY:
Seckler, Valerie

NEW YORK (FNS) - Men's wear was a strong performer and less promotional than women's wear at both May Department Stores Co. and Mercantile Stores in the first quarter.

Overall, cost controls lifted earnings 1.8 percent at May Co. and 25.9 percent at Mercantile, despite heavy promotions of women's wear and overall soft business conditions.

May Co.'s earnings for the quarter ended April 29 grew to $ 114 million, or 42 cents per share from $ 112 million, or 41 cents Retail sales expanded 6.8 percent to $ 2.7 billion from $ 2.53 billion.

Overall revenue at the St. Louis-based May Co., including finance revenue and sales of stores that were closed and not replaced, rose 6.3 percent to $ 2.79 billion from $ 2.62 billion.

Comparable-store sales picked up 2.4 percent at May Co.'s department stores and 1 percent companywide, reflecting a 4.6 percent downturn at its chain of 4,569 Payless ShoeSource stores.

Todd Slater, analyst at UBS Securities, said May Co. had planned for same-store sales growth of about 5.5 percent in the quarter.

Women's wear sales at May Co. were propped up by promotions, while men's wear was one of the retailer's strongest performers and was "not too promotional," noted Philip Abbenhaus, analyst at Stifel Nicolaus, St. Louis.

"When women's apparel sales are very, promotional and they still have a small sales gain, it tells you something about the state of retailing," Abbenhaus continued "One of the strongest categories was men's collections, like **Nautica** and Tommy Hilfiger."

Slater credited May Co. for the "best systems and soundest merchandising strategy" among the major department store retailers.

"They don't increase their inventories too dramatically to grab market share, so their earnings hold up," Slater said.

For his part, Abbenhaus said, "The good news for May is its costs were well managed. Their SG&A costs were up 6 percent while their revenue was only up 6.3 percent."

A number of May Co.'s competitors will turn in weaker first-quarter numbers, predicted Slater, who listed J.C. Penney and Dayton Hudson among them.

Last year and again in January, May Co. was rumored to be in acquisition talks with Mercantile, the 102-store chain based in Fairfield, Ohio.

"I'd look for May to buy Dayton's department stores before they would try to buy Mercantile," said Abbenhaus. "As poorly as Dayton's has been performing, they have to throw a bone to shareholders. Selling the department stores could do it."

However, Abbenhaus said May Co. would have to pay about $ 10 million per store in good will to do the deal, resulting in a purchase price of about $ 60 per share - a price the analyst said "doesn't make sense."

Meanwhile, Mercantile reported earnings in the first quarter surged to $ 10 million, or 27 cents per share, from $ 7.9 million, or 21 cents.

The net reflects a charge of $ 1.4 million, or 4 cents per share, stemming from costs associated with the company taking over management of its credit card business. Mercantile expects to take a larger charge associated with the startup in the second quarter.

Earnings in the first quarter of 1994 include a $ 3 million charge for the consolidation of Joslins management into The Jones Store Co.

Sales at Mercantile grew 1.7 percent to $ 602.9 million from $ 592.5 million. Comparable-store sales crept up 0.7 percent, falling below the company's anticipated 2.5 percent gain, said William A. Carr, treasurer.

Nevertheless, Mercantile hasn't revised its 2.5 percent comparable-store growth forecast for the second quarter since comps rose 8 percent in April.

Strong sellers last month included young men's, which was up 25 percent, along with women's dresses, up 35 percent, and better women's sportswear, up 8 percent, Carr said.

Interest expense in the period was slashed 44.6 percent to $ 4 million from $ 7.2 million, as Mercantile paid down debt from its acquisition of Maison Blanche in 1992.

In view of the weak retail climate, Slater cut his 1995 earnings estimates for Ma Co. to $ 3.30 per share on sales of $ 13.2 billion. He's forecasting the department stores will bring in sales of $ 10.8 billion.

Abbenhaus is projecting May Co. will earn $ 3.23 per share this year, short of Wall Street's consensus estimate of $ 326. He looks for a 10 percent sales gain to $ 13.3 billion.

Carr said he's comfortable with Wall Street earnings estimates of $ 3.00 per share for 1995 for Mercantile, against $ 2.81.

"This quarter the big question is, Are your earnings up?'- not How much are they up?' "said Abbenhaus. "it's as bad as I've ever seen it out there."

Meanwhile, first-quarter profits at Dillard Departmert Stores Inc. were virtually flat at $ 48.4 million, against $ 48.3 million a year ago.

Earnings per share came to 43 cents in both periods.

Sales edged up 3.2 percent to $ 1.37 billion from $ 1.33 billion and same-store sales rose 1 percent.

SIC: 5311 Department stores ; 5611 Men's & boys' clothing storesIAC 16935986

IAC-CLASS: Trade & Industry

LOAD-DATE: October 30, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:36 PM EDT

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Young golfers update a colorful tradition THE DALLAS MORNING NEWS May 10, 1995, Wednesday, HOME FINAL EDITION

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THE DALLAS MORNING NEWS

May 10, 1995, Wednesday, HOME FINAL EDITION

SECTION: FASHION!DALLAS; GENTLEMAN'S GUIDE; Pg. 6E

LENGTH: 899 words

HEADLINE: Young golfers update a colorful tradition

BYLINE: Valli Herman

BODY:
For decades, most golf clothing has been as difficult to look at as the game is to master.

Garish plaids, screaming bright colors and polyester stiff as bark characterized clothing that many men wore, even at exclusive country clubs. Golfers, a gentle sort, nevertheless earned reputations as ruthless style violators. Golfers - sheep in wolves' clothing.

What gives?

"I've been trying to deal with that question, believe me, for 40 years," says Jack Herschlag, executive director of the National Association of Mens Sportswear Buyers.

"To begin, golf comes from Scotland. It is very much steeped in that classical tradition, which includes tartans, madras, the argyles, the knitted cardigans and the bright colors," he says.

Tradition also dictates that newcomers dress the way the sport's best players do.

"I don't think you can name another popular sport where the role models are middle-aged men," says Mr. Herschlag. "Those guys, having grown up with the clothes of a particular generation, haven't changed very much.

"And golf takes a lot of time. You can't go out and do a half hour like you can with tennis," he says. "That means you either have money and can take a day off or you are retired."

Now an emerging group of golf fans are seeking to make amends by reviving retro looks and fine tuning current styles. Professional golfer Payne Stewart makes fashion statements by wearing vintage plus-fours on the course. Jimmy Haggar, through his Dallas-based company, E. Magrath, offers the Byron Nelson Eleven Straight collection of vintage-inspired, dressy golf clothing. And sportswear designers such as **Nautica's** David Chu are becoming golf enthusiasts and developing golf collections to suit their tastes.

Even Guess plans to offer an expanded golf collection this fall.

As a result, golf clothing is in the midst of a renaissance. A wide range of styles are showing up at professional tournaments, such as this week's GTE Byron Nelson Classic at Four Seasons Resort and Club at Las Colinas.

When the tournament opens Thursday, chances are the pros will be wearing the lines they endorse, the spectators will be in khakis and polo shirts, and the Four Seasons golf pros will be in shirts and ties. Mike Abbott, the resort's golf director, has made it his personal mission to improve golf's look. In the tradition of golfers in the '30s and '40s, his pros tuck their ties into woven dress shirts and linen trousers from the Eleven Straight line.

Mr. Abbott says a shift in attitude has helped change how men dress on the course. "It used to be when you came to the course, you sort of brought your golf costume with you," he says.

The costumes resulted from "a combination of men's lack of fashion knowledge and one day somebody thought it was a good idea and it caught on," says James Hilford, president of Pivot Rules, a newer golf clothing company. "All you need is a visible leader to do something and it follows very quickly."

You might also blame the tournaments. Since 1949, the winner of the Masters tournament at Augusta gets a membership to the club and a vivid green blazer, the same one the members wear.

Worse, golf clothing is not governed by a uniform. It has few athletic demands on the clothes and minimal dress code restrictions.

"Golf became an outlet for people who have to be almost necessarily drab," says Mr. Herschlag.

Now designers are trying to stem the tide - or perhaps cash in on the country's 21.2 million golfers, 81 percent of whom are male.

The upscale magazine The Golfer includes sophisticated fashion layouts to match readers' tastes.

"A guy who wears a Ralph Lauren or Armani suit doesn't want to put on Sansabelt pants when he gets on the course," says Andrea DaRif, art director. "He wants a sophisticated palette, natural fibers and sophisticated styling - the same thing he would look for in a fine suit."

Mr. Chu, who plays golf all over the globe, has witnessed and helped push a new golf image. He takes cues from younger golfers who wear street clothes - looser shirts, softer colors and cotton fabrics.

Mr. Abbott, of the Four Seasons, says the introduction of natural fibers almost immediately improved the look of golf clothes: "It's hard to make polyester pants look good on somebody.

But even the polyester is different now. It's microfiber. It's really a high grade polyester."

He personally doesn't wear much of it, but he's in step with fashion's move to retro golf wear. "Golf chic," as it is being shown in 1995, has a lot in common with 1945, when Mr. Nelson won his 11 straight tournament titles.

Mr. Haggar's 2-year-old Eleven Straight line borrows directly from Mr. Nelson's wardrobe of 50 years ago. "We took actual old pictures of his short-sleeve woven shirt and made it into a knit.

And we remade the trousers that he wore at the PGA championship in 1937 - full leg, box pleat, besom side pocket. It's very retro."

He admits it's taking a while for vintage golf wear to catch on.

But he says its classy appeal will be hard for businessmen to resist. Both Mr. Haggar and Mr. Abbott speak of a trend for more men and women to conduct business on the links.

"We always wanted to do an on-and-off-the-course look," says Mr. Haggar. "We think it's not too far off when people may start wearing ties on the golf course again. It's getting so dressy it's scary."

GRAPHIC: PHOTO(S): 1. Jose Maria Olazabel of Spain and Ben Crenshaw sport shamrock green jackets they've won in Masters Tournaments. (Photo: Agence France-Presse) 2. Vijay Singh in lavender 3. John Daly gets expressive 4. Payne Stewart in hs trademark knickers 5. Jose Maria Olazabal is bold but neat 6. Former President Gerald Ford and President Bill Clinton 7. Gene Sarazen sports the old-school look. Golfers often take their cues from the old-timers. (2-7. Associated Press)

LOAD-DATE: June 14, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:36 PM EDT

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

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Roughing It, and Flaunting It, With Eddie, Orvis, et al. The New York Times May 21, 1995, Sunday, Late Edition - Final

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The New York Times

May 21, 1995, Sunday, Late Edition - Final

SECTION: Section 11; Page 1; Column 1; Automobiles

LENGTH: 633 words

HEADLINE: Roughing It, and Flaunting It, With Eddie, Orvis, et al.

BYLINE: By JEFFREY J. TARAS

BODY:
WITH clothes or with cars, it's the image that counts, and that sells. Sports cars evoke youth -- or, perhaps, a midlife crisis. Mini-vans summon up images of suburban parents hauling children to scout meetings and soccer practice. But beyond these blanket associations, auto makers often try to affix to their vehicles brand images established for products far removed from Detroit.

Clothing makers and fashion designers have long been asked to put their stamp on cars. Since 1976, Lincoln has offered models that bear the marks of designers like Bill Blass and Valentino. American Motors tried to revive flagging models like the mid-1970's Matador with gaudy designer interiors, and for 1978 it sold a Gremlin Levi's edition that had a denim interior with copper rivets. These vehicles typically featured distinctive paint and trim, with the designer's logo or signature splashed seemingly everywhere.

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

The image of Eddie Bauer Inc., a purveyor of rugged outdoor apparel and equipment, includes attributes that Ford wants consumers to associate with the Bronco II: youth, ruggedness, quality and an outdoor life style. Ford now offers Eddie Bauer packages on the Explorer, the Bronco full-size sport-utility and the F-150 pickup. All feature two-tone paint and special interiors, and they come with packages of premium equipment that is otherwise available only as individual options, if at all.

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

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

Although Ford and Jeep have had little trouble selling all of the Explorers and Grand Cherokees they can make, the designer editions represent more than an attempt to increase profit margins. Although they are expensive -- the four-wheel-drive Eddie Bauer Explorer starts at $30,015 and the Orvis Edition at $32,345 -- the package price includes luxury equipment that would cost as much, or more, if ordered separately. Because the equipment is standardized, the designer editions are easier to make.

More important to the auto makers, the designer dress expands the potential base of customers, particularly to the affluent young professionals who already buy from upscale retailers like Eddie Bauer. "The Orvis package gives us an avenue to reach a higher demographic," said Mike Gialdini, marketing plans manager for Jeep. "It's image rather than margin."

For both Ford/Eddie Bauer and Jeep/Orvis, the relationships are symbiotic. Ford benefits because its Explorer is prominently featured in mail-order catalogues and store promotions. Jeep reaps the same benefits through the Orvis catalogue and in-store promotions for the Orvis Edition.

In each case, having the retailer's name on the flanks of highly popular sport utilities also serves to advertise Eddie Bauer and Orvis, and that can only help to sell more down jackets and fishing tackle. And for those who are not so image-conscious, or who dislike the prospect of driving a rolling advertisement, careful attention to the order form can create an Explorer or Grand Cherokee with much of the same equipment, but no designer label.

GRAPHIC: Photo: A Ford Explorer with Eddie Bauer trim. For the companies, the benefits are mutual. (Ford Motor Company)

LOAD-DATE: May 21, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:33 PM EDT

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)

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

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Business and Industry
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DNR

May 25, 1995

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

RDS-ACC-NO: 427269

LENGTH: 687 words

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TYPE: Journal; Company Overview; Fulltext; Abstract

JOURNAL-CODE: DNR

LOAD-DATE: September 14, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:31 PM EDT

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

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Daily News Record

June 2, 1995

SECTION: Vol. 25 ; No. 106 ; Pg. 2; ISSN: 0162-2161

LENGTH: 567 words

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

BODY:
Brumback, Nancy

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

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

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

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

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

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

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

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

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

takeover bid for Younkers.

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

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

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

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

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

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

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

SIC: 5611 Men's & boys' clothing storesIAC 16978327

IAC-CLASS: Trade & Industry

LOAD-DATE: October 30, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:26 PM EDT

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

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The Commercial Appeal (Memphis)

June 4, 1995, Sunday, Final Edition

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

LENGTH: 1012 words

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

BYLINE: Barbara Bradley, The Commercial Appeal Fashion Editor

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

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

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

What's happening?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

GRAPHIC: Photo (4),

Photographs by Kent Phillips,

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

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

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

LOAD-DATE: June 6, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:25 PM EDT

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Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)

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

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Business and Industry
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DNR

June 7, 1995

SECTION: Vol. 25, No. 109; Pg. 3; ISSN: 1092-5511

RDS-ACC-NO: 427083

LENGTH: 899 words

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

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

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

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

By TRACY TAYLOR

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ReUnion, Tommy Hilfiger, claiborne and Perry Ellis.

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

TYPE: Journal; Fulltext; Abstract

JOURNAL-CODE: DNR

LOAD-DATE: September 14, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:24 PM EDT

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

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Birmingham News (Alabama)

June 13, 1995 Tuesday

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

LENGTH: 1149 words

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

BYLINE: Susan Strickland

BODY:

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

Crocker and Karla Schiffman.

REGATTA RECALLS FORMER SAILOR, RAISES FUNDS FOR LEUKEMIA RESEARCH

Byline: Susan Strickland

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

LOAD-DATE: August 26, 2005

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1995) and leq (6/30/1995))** (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:22 PM EDT

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

Copyright 1995 Sun-Sentinel Company
Sun-Sentinel (Fort Lauderdale, FL)

June 18, 1995, Sunday, ALL EDITIONS

SECTION: BUSINESS, Pg. 3D, COMPANY SPOTLIGHT

LENGTH: 478 words

HEADLINE: FASHION SUCCESS IS NATURAL FOR RETAILER

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

INDUSTRY OVERVIEW

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

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

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

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

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

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

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

LOAD-DATE: September 21, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Wednesday, April 5, 2006 - 8:20 PM EDT

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

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BRANDWEEK formerly Adweek Marketing Week

June 19, 1995

SECTION: EXTENSIONS; Pg. 5

LENGTH: 497 words

HEADLINE: Fridays Pub Apparel on Expansion Menu

BYLINE: By Karen Benezra

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

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

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

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

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

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

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

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

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

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

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

LOAD-DATE: June 29, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:19 PM EDT

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

Copyright 1995 Sentinel Communications Co.
Orlando Sentinel (Florida)

June 22, 1995 Thursday, METRO

SECTION: LIVING; Pg. E1

LENGTH: 1186 words

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

BYLINE: By Jean Patteson of The Sentinel Staff

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Make the look work

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

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

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

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

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

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

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

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

A relaxed dress code

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

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

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

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

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

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

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

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

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

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

COLUMN: Style

LOAD-DATE: June 22, 1995

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

Copyright 1995 The Baltimore Sun Company
The Baltimore Sun

June 22, 1995, Thursday, FINAL EDITION

SECTION: FEATURES, Pg. 1D

LENGTH: 656 words

HEADLINE: Fashion starts to bring traditional golf up to par

BYLINE: Suzin Boddiford, Special to The Sun

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ON THE COVER

Production: Suzin Boddiford

Models: John Moll and Mark Hillard for Nova Models

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

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

LOAD-DATE: June 23, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Wednesday, April 5, 2006 - 8:18 PM EDT

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Source: News & Business > Combined Sources > News, All (English, Full Text)
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THE SHORT AND SHORTER OF IT;WHEN THE WEATHER TURNS HOT, CASUAL CLOTHES LEAN TOWARD COOL COMFORT Buffalo News (New York) June 25, 1995, Sunday, FINAL EDITION

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Buffalo News (New York)

June 25, 1995, Sunday, FINAL EDITION

SECTION: BUFFALO MAGAZINE, Pg. 12M

LENGTH: 288 words

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

BYLINE: SUSAN MARTIN -

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

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

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

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

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

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

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

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

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

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

LOAD-DATE: June 27, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
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ANTIQUE LEATHER NEEDS TO BE IN GOOD SHAPE IF IT IS TO BE RESTORED SEATTLE POST-INTELLIGENCER June 26, 1995, Monday

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SEATTLE POST-INTELLIGENCER

June 26, 1995, Monday , FINAL

SECTION: LIFESTYLE, Pg. C2

LENGTH: 519 words

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

BYLINE: ELSA KLENSCH Columnist

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TYPE: COLUMN Q & A

LOAD-DATE: November 18, 1998

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
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Nautica Enterprises Inc.(NAUT,NNM) reports earnings for Qtr to May 31 The New York Times June 27, 1995, Tuesday, Late Edition - Final

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The New York Times

June 27, 1995, Tuesday, Late Edition - Final

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

LENGTH: 110 words

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

BODY:

**** COMPANY REPORTS ****

Nautica Enterprises Inc.(NAUT,NNM)

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

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

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

LOAD-DATE: June 27, 1995

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

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Providence Journal-Bulletin (Rhode Island)

June 29, 1995, Thursday, ALL EDITIONS

SECTION: SPORTS, Pg. 11D

LENGTH: 921 words

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

DATELINE: NEWPORT

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

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

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

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

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

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

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

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

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

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

Junior Women's Doublehanded

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

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

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

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

Block Island Week

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

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

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

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

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

RED FLEET

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

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

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

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

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

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

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

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

WHITE FLEET

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

Hirsch, 2-6-6, 14.

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

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

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

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

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

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

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

LOAD-DATE: June 30, 1995

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

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

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DNR

June 30, 1995

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

RDS-ACC-NO: 103470

LENGTH: 272 words

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

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

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

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

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

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

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

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

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

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

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

TYPE: Journal; Fulltext

JOURNAL-CODE: DNR

LOAD-DATE: September 14, 2004

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (1/1/1995) and leq (6/30/1995))** (Edit Search | Suggest Terms for My Search)
View: Full
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Nautica eyes 'record year' in '96, Sanders tells holders Thursday; Nautica Enterprises Inc. chairman Harvey Sanders forecasts record earnings for 1996; Brief Article Daily News Record June 30, 1995

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Daily News Record

June 30, 1995

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

LENGTH: 288 words

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

BODY:
Picard, Diane E.

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

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

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

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

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTSIAC 17188856

IAC-CLASS: Trade & Industry

LOAD-DATE: November 03, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1995) and leq (6/30/1995)) (Edit Search | Suggest Terms for My Search)
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Boys Eyed by Key Retailer, Top Brand Childrens Business July 1995

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Childrens Business

July 1995

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

RDS-ACC-NO: 196526

LENGTH: 130 words

HEADLINE: Boys Eyed by Key Retailer, Top Brand

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

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

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

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

TYPE: Journal; News Brief; Fulltext

JOURNAL-CODE: CHILBUSI

LOAD-DATE: September 14, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Friday, May 5, 2006 - 3:10 PM EDT

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

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Chicago Tribune

July 2, 1995 Sunday, CHICAGOLAND FINAL EDITION

SECTION: TRANSPORTATION; Pg. 8; ZONE: CN

LENGTH: 492 words

HEADLINE: SPORT-UTILITIES STRAIGHT OUT OF MAIL-ORDER

BYLINE: New York Times News Service.

BODY:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

LOAD-DATE: July 2, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Friday, May 5, 2006 - 3:09 PM EDT

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

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

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

LENGTH: 1338 words

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

BYLINE: By BRETT PULLEY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

CORRECTION-DATE: July 4, 1995, Tuesday

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

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

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

THEY DON'T

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

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

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

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

LOAD-DATE: July 3, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Friday, May 5, 2006 - 3:09 PM EDT

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

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Nautica eyeing home: rival Hilfiger looks at same territory; Tommy Hilfiger and Nautica consider entering home furnishings market HFN The Weekly Newspaper for the Home Furnishing Network July 3, 1995

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HFN The Weekly Newspaper for the Home Furnishing Network

July 3, 1995

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

LENGTH: 492 words

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

BYLINE: Williams, Alexander H.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

LOAD-DATE: February 08, 1999

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

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Improved multihulls sailing into more popular waters THE AUSTRALIAN July 3, 1995 Monday 0 Edition

Copyright 1995 Nationwide News Pty Limited
THE AUSTRALIAN

July 3, 1995 Monday 0 Edition

LENGTH: 855 words

HEADLINE: Improved multihulls sailing into more popular waters

BYLINE: Rob Mundle

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

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

LOAD-DATE: October 1, 2003

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Date/Time: Friday, May 5, 2006 - 3:08 PM EDT

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

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Daily News Record

July 7, 1995

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

LENGTH: 189 words

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

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

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

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

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

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

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

SIC: 2353 Hats, caps, and millinery

IAC-NUMBER: IAC 17218746

IAC-CLASS: Trade & Industry

LOAD-DATE: November 03, 1995

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

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

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The Independent (London)

July 13, 1995, Thursday

SECTION: SPORT; Page 25

LENGTH: 63 words

HEADLINE: Sporting Digest: Sailing

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

LOAD-DATE: July 13, 1995

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

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

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

July 20, 1995 Thursday City Edition

SECTION: HJ; Pg. 09

LENGTH: 465 words

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

BYLINE: MAXINE TEARNEY

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

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

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

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

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

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

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

I think not.

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

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

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

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

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

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

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

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

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

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

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

LOAD-DATE: February 7, 2003

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

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What's in a name? Licensing: shoe firms look for their sole mates.Moccasin Supplement Footwear News July 24, 1995

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Footwear News

July 24, 1995

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

LENGTH: 1177 words

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

BYLINE: Schneider-Levy, Barbara

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

GRAPHIC: Photograph

SIC: 3143 Men's footwear, except athletic

IAC-NUMBER: IAC 17329702

IAC-CLASS: Trade & Industry

LOAD-DATE: November 03, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Friday, May 5, 2006 - 3:01 PM EDT

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ESQUIRE KEEPS LOOK COOL FOR NEXT SPRING Hartford Courant (Connecticut) July 25, 1995 Tuesday, STATEWIDE

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Hartford Courant (Connecticut)

July 25, 1995 Tuesday, STATEWIDE

SECTION: CONNECTICUT LIVING; Pg. E3

LENGTH: 193 words

HEADLINE: ESQUIRE KEEPS LOOK COOL FOR NEXT SPRING

BYLINE: DONNA LARCEN

DATELINE: NEW YORK --

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

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

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

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

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

LOAD-DATE: October 6, 1995

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

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

Copyright 1995 Gannett Company, Inc.
USA TODAY

July 28, 1995, Friday, FINAL EDITION

SECTION: LIFE; Pg. 1D

LENGTH: 240 words

HEADLINE: Euro-style menswear may not play in USA

BYLINE: Elizabeth Snead

DATELINE: NEW YORK

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

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

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

Some trends may affect the average guy:

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

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

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

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

GRAPHIC: PHOTO, color, Adam Nadel, AP

LOAD-DATE: August 01, 1995

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

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

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

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Daily News Record

July 28, 1995

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

LENGTH: 1702 words

HEADLINE: World-class fashion week for New York.

BYLINE: Cihlar, Kimberly

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

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

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

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

Tommy Hilfiger

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

jogging pants that exposed their TH waistbanded briefs underneath.

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

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

Nautica

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

Gene Meyer

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

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

Barry Bricken

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

smoothly produced and styled effort.

DKNY

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

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

Joe Soto

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

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

Bosa Le Collezioni

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

GRAPHIC: Photograph

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 17368854

IAC-CLASS: Trade & Industry

LOAD-DATE: November 03, 1995

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

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

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Chicago Sun-Times

July 30, 1995, SUNDAY, Late Sports Final Edition

SECTION: TRAVEL; WEEKEND GRAND TOUR; Pg. 3

LENGTH: 1345 words

HEADLINE: A Summertime Update on Harbor Country

BYLINE: BY BOB PUHALA

DATELINE: NEW BUFFALO, Mich.

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

How times have changed.

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

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

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

Water Thrills

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

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

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

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

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

Big-Time Browsing

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

Call (616) 469-5551.

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

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

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

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

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

Power Shopping

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

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

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

Sleeping in Style

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

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

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

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

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

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

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

Eat Treats

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

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

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

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

Specifically

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

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

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

LOAD-DATE: July 31, 1995

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

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

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The Philadelphia Inquirer
Found on Philly.com
The Philadelphia Inquirer

AUGUST 1, 1995 Tuesday FINAL EDITION

SECTION: FEATURES MAGAZINE: WORKLIFE; Pg. G01

LENGTH: 1311 words

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

BYLINE: Roy H. Campbell, INQUIRER FASHION WRITER

DATELINE: NEW YORK

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

GRAPHIC: PHOTO;

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

LOAD-DATE: October 28, 2002

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

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

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The New York Times

August 1, 1995, Tuesday, Late Edition - Final

SECTION: Section B; Page 6; Column 1; Style Desk; Fashion Page

LENGTH: 1214 words

HEADLINE: REVIEW/FASHION;
Hear This, You Suits: Shape Up!

BYLINE: By AMY M. SPINDLER

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

suits.

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

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

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

LOAD-DATE: August 1, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Friday, May 5, 2006 - 2:57 PM EDT

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

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

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THE DALLAS MORNING NEWS

August 9, 1995, Wednesday, HOME FINAL EDITION

SECTION: FASHION!DALLAS; Pg. 1E

LENGTH: 1656 words

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

BYLINE: Valli Herman

DATELINE: NEW YORK

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

We're like the Nike of suits."

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

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

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

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

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

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

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

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

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

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

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

TRENDS:

Shaped suits

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

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

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

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

Tapered trousers

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

Sporty jackets

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

Over-the-top coats

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

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

Gray matters

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

White out

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

Shimmer and shine

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

Colorful dress shirts

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

Match a satiny tie with a similar shirt.

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

LOAD-DATE: August 26, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Friday, May 5, 2006 - 12:35 PM EDT

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

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Providence Journal-Bulletin (Rhode Island)

August 13, 1995, Sunday, ALL EDITIONS

SECTION: SPORTS, Pg. 10C

LENGTH: 881 words

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

BYLINE: Dave Philips

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

US SAILING moving

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

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

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

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

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

Small-boat regatta

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

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

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

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Chicago Sun-Times

August 20, 1995, SUNDAY, Late Sports Final Edition

SECTION: SHOW; Pg. 15; NC

LENGTH: 313 words

HEADLINE: Back-to-Cool Threads;
Clothing-Conscious Kids Give Basics a New Twist

SOURCE: JIM FROST; LEZLI BITTERMAN

BYLINE: BY MAUREEN JENKINS

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

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

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

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

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

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

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

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

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

LOAD-DATE: August 23, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
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DIXIE STYLE;CRASH COURSE IN COLLEGE FASHION;There aren't any Cliffs Notes, so here's some know-how to help you pass with flying colors The Atlanta Journal and Constitution August 20, 1995, Sunday,

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August 20, 1995, Sunday, ALL EDITIONS

SECTION: DIXIE LIVING, Pg. 10M

LENGTH: 400 words

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

BYLINE: Melissa G. Garrido; STAFF WRITER

BODY:

Forget beaches, bikinis and bummin' around.

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

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

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

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

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

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

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

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

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

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

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

LOAD-DATE: August 21, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Menswear takes tailored turn in new collections The Times Union (Albany, NY) August 21, 1995, Monday,

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The Times Union (Albany, NY)

August 21, 1995, Monday, THREE STAR EDITION

SECTION: LIFE & LEISURE, Pg. C3

LENGTH: 804 words

HEADLINE: Menswear takes tailored turn in new collections

BYLINE: VALLI HERMAN; Dallas Morning News

DATELINE: NEW YORK

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

LOAD-DATE: August 22, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Friday, May 5, 2006 - 12:30 PM EDT

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

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August 21, 1995 Monday 2D EDITION

SECTION: BUSINESS; Pg. E-01

LENGTH: 866 words

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

BYLINE: Penny Parker, Denver Post Business Writer

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

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

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

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

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

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

Anticipated for 3 years

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

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

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

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

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

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

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

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

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

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

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

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

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

Large shoe department

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

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

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

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

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

LOAD-DATE: August 23, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
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BACK-TO-SCHOOL COOL CLASSROOM CLASSICS WITH ATTITUDE < The Post-Standard (Syracuse, NY) August 23, 1995 Wednesday City Edition

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The Post-Standard

The Post-Standard (Syracuse, NY)

August 23, 1995 Wednesday City Edition

SECTION: CNY; Pg. D1

LENGTH: 709 words

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

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

BODY:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Daily News Record

August 25, 1995

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

LENGTH: 90 words

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

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

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

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

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

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

LOAD-DATE: February 08, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Stores anticipate 'retro' craze Kansas City Star (Kansas & Missouri) August 29, 1995 Tuesday

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Kansas City Star (Kansas & Missouri)

August 29, 1995 Tuesday METROPOLITAN EDITION

SECTION: FYI; Pg. 1

LENGTH: 396 words

HEADLINE: Stores anticipate 'retro' craze

BYLINE: MIKE HARRITY; VANESSA McMAHAN, TeenStar staff

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Girls Boys

wool designer tees

plaid knit shirts

corduroy khaki shorts and pants

form-fitting clothes loose-bottom sweaters

crop tops corduroy

fashions by Calvin linen

Klein, Lucky, thermal tees

and Mossimo. fashions by Tommy

mini tees Hilfiger, Lucky, Perry

mini backpacks Ellis, Polo and Marithe

henley shirts Francois Girbaud.

thigh highs

skorts (a combination of shorts and a skirt)

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

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September 1, 1995, Friday, ALL EDITIONS

SECTION: SPORTS OLYMPICS, Pg. 6F

LENGTH: 3209 words

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

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

ARCHERY

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

BADMINTON

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

BASEBALL

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

BASKETBALL

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

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

WRESTLING

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

YACHTING

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

PARALYMPICS

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

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

LOAD-DATE: September 2, 1995

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

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

September 3, 1995, Sunday, FIVE STAR EDITION

SECTION: LIFESTYLE, Pg. F3

LENGTH: 945 words

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

BYLINE: Jane Crawford, Post-Gazette Staff Writer

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Date/Time: Friday, May 5, 2006 - 12:19 PM EDT

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

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Christian Science Monitor (Boston, MA)

September 5, 1995, Tuesday

SECTION: FASHION; Pg. 13

LENGTH: 682 words

HEADLINE: To Dress Up Or Down, That Is the Question

BYLINE: By Ian Zander, Special to The Christian Science Monitor

DATELINE: BOSTON

HIGHLIGHT:
Casual-day fervor grips business world

BODY:
BOY, what a concept. Casual days, casual Fridays, dress-down days ... whatever you call them, they spell profit for the clothing industry.

The blue suits and rigid clothing standards that governed American business for so long have begun to slacken since the 1960s. The fashion industry has answered the call. At first, the designers began to loosen the suit. Stiff cuts and fabrics gave way to loose weaves and baggy, unconstructed suits. Slacks were cut in a more generous and softer style. The look was still dressy, but the feel was all casual.

The American consumer was not satisfied, however. Men were still governed by the tie. They pleaded for a day in which they could relax. Slowly businesses around the country, with the help of the fashion industry, began to institute casual days, often on Friday.

These dress-down days quickly infiltrated nearly all of society, even striking at such giant organizations as IBM. While exact numbers are hard to come by, it seems that nearly every major company has at least one relaxed day.

Yet the word "casual" is deceiving. You can't wear jeans and a T-shirt. Casual Fridays are a complex arrangement of dressy without the tie.

David Chu, designer of **Nautica,** a sportswear line, says on casual days you should look "neat and good looking, but not sloppy." By sloppy, Mr. Chu says he means flannel shirts, cut-off jeans, and T-shirts.

So the key word is relaxed. A lot of magazines, newspapers, and designers have been touting a new line of clothing specifically for casual days. If by doing this, they sold more clothing, all the better.

This does not mean that the entire industry is out to rob buyers of their hard-earned paychecks. It could be argued that garmentmakers are just giving buyers what they've asked for.

"I think casual has been a movement for a long time," Chu says.

Many companies, including **Nautica,** don't think shoppers have to buy a new wardrobe for their newfound relaxed-wear days. The key is mixing and matching. Because suits have become more relaxed, many can be worn without a tie and not look silly. A polo shirt under a suit still looks stylish, but casual.

For some professionals, casual day is nothing new. People who work in more artistic or creative fields like advertising have been dressing down for years. So if you never wear a suit, casual days mean stay as you are.

Hewlett-Packard is one of the biggest computer companies in the world, but casual days became casual weeks years ago in the creative side of the company. Engineers haven't worn suits for years, but office workers continue to dress up. If you are in view of, or work with customers, more formal dress is important five days a week.

Tim Breuer, an IBM spokesman agrees. He says that IBM's new casual policy depends on the employee's daily schedule: "365 days a year, it is up to them on how to dress," Breuer says. "If their schedule includes a meeting with banking clients, you will see people wear the suit."

The banking industry, long one of the most conservative, has only been slightly influenced by casual days. Suits are still common. Boston-based BayBank has dress-down Fridays during the summer, but they are only applicable to those employees working in the back offices. "If you are working with customers, people must stay dressed up," Bruce Spitzer of BayBank says.

The media has hyped casual day, but remember - you do not have to go out and buy a new wardrobe. You don't even have to take off your tie. It is an attitude about life. It is about being relaxed and mixing up your wardrobe. The most common casual-day outfit is usually a polo shirt, blazer, and khakis, the traditional weekend sportswear of the trendy. Not too fancy, and without a bit of sloppiness.

Casual days are merely a manifestation of the American trend toward dressing down at work. They are opportunities for an individual's own tastes and fashion sense to emerge from behind the cloak of regimented suits. Yes, the fashion industry benefits, but hey, being comfortably dressed at work is a good tradeoff.

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The Investing Titans At Your Local Library The Washington Post September 10, 1995, Sunday, Final Edition

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September 10, 1995, Sunday, Final Edition

SECTION: FINANCIAL; Pg. H01; INVESTING

LENGTH: 1083 words

HEADLINE: The Investing Titans At Your Local Library

BYLINE: James K. Glassman

BODY:
Financial newsletters are famous for making wild claims about their stock-picking prowess, but the Hulbert Financial Digest, based in Alexandria, keeps them honest.

For the past 15 years, editor Mark Hulbert has been carefully and objectively tracking the actual selections of high-priced newsletters with his own monthly letter. He recently published performance results for the entire period, and the winner turned out to be not a conventional newsletter at all but a weekly information service that's available at nearly every good public library.

The No. 1 performer, by a wide margin, was the Value Line Investment Survey. From July 1, 1980, to June 30, 1995, the service's stock picks returned an average of 18.4 percent annually. That compares with 14.7 percent for the Wilshire 5000 index, which includes virtually every U.S. stock.

Or look at it this way: If you had put $ 10,000 into Value Line's choices in 1980, then bought and sold new stocks according to its weekly recommendations (not adding another dollar of extra capital), you'd have $ 126,000 today, even after taking brokerage commissions into account. If you had put the same $ 10,000 into the Wilshire 5000, you'd have $ 78,000.

Value Line's performance has been both spectacular and consistent. The service has beaten the Wilshire in four out of the five long-term periods analyzed by Hulbert: over the last three, five, eight and 15 years.

Even more remarkable, selecting stocks is a sideline for Value Line. The main purpose of the service, which was founded in the 1930s, is to provide readers with copious but easily grasped data on about 2,000 individual stocks -- one stock to each flimsy page.

Along with statistics going back 15 years and projections going forward two years plus a brief write-up from a staff analyst, Value Line has since the 1960s offered what it calls a "timeliness" rating, from 1 to 5, for each stock. The rating is an indication of how the stock should perform over the next 12 months.

Only 100 stocks receive a "1" rating at any time, and another 300 are ranked "2" (above average). Changes come slowly. For example, over the past three weeks, only five stocks were promoted to "1": CUC International, consumer services and credit cards; Volt Information Sciences Inc., temporary technical personnel; Inco Ltd., mining; Micro Warehouse Inc., catalogue computer retailer; and **Nautica** Enterprises Inc., men's sportswear.

Hulbert computed Value Line's returns by considering the 100 stocks in group "1" as a portfolio, then

buying and selling as the list changed. Unfortunately, maintaining such a big list of stocks isn't practical for a small investor.

Value Line, however, offers some alternatives. Each week, the company sends subscribers a separate 16-page newsletter called "Selection and Opinion," which highlights individual stocks, reports general market and interest rate conditions and offers three model portfolios of 20 stocks each: "Performance," "Performance and Income" (i.e., stocks with high dividend yields) and "Long-Term Growth."

The Performance portfolio includes only "1"-rated stocks that are strong financially. The list changes fairly rapidly -- only 10 of the current 20 stocks have lasted more than four months -- but it's easy to emulate, or, better yet, to use as a source of ideas for your own investing.

Another way to use the wisdom of Value Line analysts is to buy one of the 10 mutual funds the company manages. For most investors, the Value Line Fund, which follows the timeliness ratings, is the best bet; it's up 25 percent so far this year.

A more intriguing -- and risky -- fund is Value Line Leveraged Growth Investors, which is permitted to buy stocks on margin, borrowing as much as 50 percent of their price. The fund has returned an impressive 33 percent this year and an average rate of 17 percent for the past five years -- slightly ahead of the S&P.

The leveraged portfolio reflects Value Line's overall style, an approach worth considering for your own investments: Be aggressive with well-priced, conservatively run companies. Value Line analysts, for example, have a strong bias against small companies and firms with brief or spotty track records, but they also have a penchant for growth. They like hot stocks -- or, more precisely, they lean toward strong companies in hot industries.

For example, of the 100 top-rated stocks, 49 are in high-technology businesses -- and 13 of those are semiconductor manufacturers. Of the 20 stocks in the Performance portfolio, 11 are high-tech.

But they aren't wild and woolly stocks. They're companies with moderate price-to-earnings (P/E) ratios, such as International Business Machines Corp. (with a P/E of 10), Intel Corp. (15), Sun Microsystems Inc. (16) and Hewlett-Packard Co. (17). Also on the list: Boise Cascade Corp. (9), forest products; AMR Corp. (11), airlines; and Gleason Corp. (12), machine tools.

By the way, Value Line calculates P/E ratios by dividing the current price of a stock by its earnings per share for the latest six months plus estimated earnings for the next six months. The average for all stocks is currently 14.7; at the market's peak, just before the 1987 crash, the Value Line P/E was 16.9.

About the current stock market, Value Line is not highly bullish. Its analysts estimate that the median stock will appreciate 55 percent over the next three to five years, compared with an estimate of 65 percent six months ago.

Another indication of skepticism: Value Line is now telling readers to keep "60 percent to 70 percent of your equity portfolio in stocks ranked 1 or 2 for Timeliness, with the remainder in cash reserves and Treasury issues." That's down from "70 percent-80 percent" two months ago -- a significant change for the service, which sees corporate profits softening "for several quarters before picking up again during 1996."

One important lesson to be gleaned from Value Line's success is that a portfolio that's always fully invested in equities will beat one that tries to jump in and out of stocks in anticipation of bull and bear markets.

Hulbert has even found that if you simply buy the 100 stocks that are rated "1" at the start of the year and then hold on to all of them for 12 months, even if many are downgraded, you'll do "about as well as the rotating portfolio, and in some cases even better."

Here's proof, once again, that a buy-and-hold strategy beats frenetic market timing.

GRAPHIC: Chart, The Washington Post, WHAT'S IN VALUE LINE'S PORTFOLIO? (This chart was not available)

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HE'S GOT PLANS FOR HECHT'S WHAT DOES CEO WANT? PRODUCTION The Philadelphia Inquirer SEPTEMBER 10, 1995 Sunday FINAL EDITION

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The Philadelphia Inquirer
Found on Philly.com
The Philadelphia Inquirer

SEPTEMBER 10, 1995 Sunday FINAL EDITION

SECTION: BUSINESS; Pg. D01

LENGTH: 1163 words

HEADLINE: HE'S GOT PLANS FOR HECHT'S WHAT DOES CEO WANT? PRODUCTION

BYLINE: Jane M. Von Bergen, INQUIRER STAFF WRITER

BODY:
Irwin Zazulia likes the word productivity.

And, when it comes to the 14 John Wanamaker stores that Hecht's acquired last month, productivity tops the chief executive's to-do list.

"We want to do more business," he said. Then, being a productive fellow, Zazulia went straight to the numbers.

The average annual productivity in a Wanamaker store, he said, hovered around $120 in sales for every square foot. By the same measure, each Hecht's store, he said, produces an average of $218.

Including the Wanamaker stores, Hecht's, a division of May Department Stores Co., of St. Louis, operates 62 stores in a crescent stretching from Fayetteville, N.C., to Allentown, with its strongest presence around Washington and Baltimore.

When Zazulia talks productivity, he doesn't stop with the bottom line. Even store fixtures - shelves, racks and anything else that holds, hangs or displays merchandise - have to be productive.

Last week, Zazulia walked the aisles of his shiny Towson, Md., store and proudly pointed out a stand that took up about the same amount of floor space as an upright piano but could hold 200 pairs of blue jeans in several tiers.

"We believe in a powerful assortment of merchandise," Zazulia said.

But Zazulia has more than racks for Levis on his mind. Now, with the ink barely dry on the legal papers selling Wanamakers to the May Co., it's Zazulia's job to build the retailing dynamo's business in the Philadelphia region. And he's already got a powerful assortment of plans:

* Over the next 3 1/2 years, Hecht's plans to spend $175 million upgrading the stores - at least six -

beginning in January with the Montgomery and Oxford Valley mall stores. Each will be remodeled with major upgrades in quality and decor, and with some nonselling space converted into sales space. "Those two stores offer us very good opportunities in growth," said Zazulia.

* Hecht's is already looking for other locations in the area. "We're looking to expand," Zazulia said. "We're coming into Philadelphia to do well."

* All the stores will get, as soon as reasonably possible, "tone-ups," which include minor repairs, new paint and fresh carpeting as needed.

* The Jenkintown store, which at one point had been offered for sale by Woodward & Lothrop, will continue to operate. "Initially, we're going to look to make Jenkintown work. There's a lot work to do there," he said.

* The Center City, Christiana and King of Prussia stores are not on any immediate list for remodeling or major repairs, Zazulia said, discounting any notion that the Center City store would be reduced from its five floors of selling space.

* Hecht's has not yet sold the Harrisburg store it bought but is not operating. Strawbridge & Clothier had sought to buy that store from Woodward & Lothrop. Zazulia would not comment on the store.

* Hecht's is "trying to decide right now" whether to continue to operate the furniture clearance center in the basement of the Northeast Philadelphia store, Zazulia said. Merchandise there is now being liquidated. Hecht's did not acquire John Wanamaker's freestanding furniture store in Wilmington. "That's not our business. We're not running a specialty store," he said.

* And last but not least, $6 million of that $175 million in remodeling money will be spent immediately to buy those Hecht-style "productive" store fixtures.

"When you walk through a Hecht's store, the geography, the look and the presentation, the signing will be consistent. But in Philadelphia, you have to give me a couple of weeks," Zazulia said. "Most people haven't slept."

No wonder.

A little over a month ago, May acquired 14 Wanamaker and three Woodward & Lothrop stores in a dramatic courtroom bankruptcy auction. The deal closed Aug. 28. Since then, Hecht's management and buyers have been working to integrate the stores' systems.

"It's like a whirlwind," said Nancy Chistolini, Hecht's spokeswoman. "It's exciting but at the same time, you keep thinking: 'What do we do next?' "

Zazulia is no stranger to store acquisitions. The chain has nearly tripled, from 21 to 62 stores, since 1980, when he became chief executive. But this is the largest single acquisition, requiring the most complete metamorphosis in the least amount of time.

Walking through the store last week, Zazulia seemed undaunted by the task.

Bending to pick up a crumpled piece of paper, stopping to refold a Ralph Lauren shirt or pointing out the latest fashion trends (animal prints, denim, corduroy), he talked about his ideas for stocking the Philadelphia stores.

"I think there is a big opportunity in sportswear - female and men," he said. That means that Philadelphians can expect to see much more **Nautica,** Tommy Hilfiger, Timberland and Polo in the stores - all displayed on those "productive" fixtures.

Zazulia pointed out Hecht's private labels: Valerie Stevens at the high end, Amanda Smith for moderate

goods, and Karen Scott at the lower end. Marsh Landing is a more casual, sporty product in the Timberland vein. Hecht's private-label goods will be phased in as Wanamaker private labels, such as the Potomac Collection, are sold off.

About 12 to 13 percent of Hecht's business is private label, meaning goods designed and manufactured exclusively for one retailer and marketed under a name created by the retailer.

To find out what Philadelphians want to buy, Hecht's will continue its practice of sending out 350 surveys per month, per store.

"We pride ourselves in giving the customer what she wants, when she wants it, and at a fair price," he said.

Zazulia, 54, began his retailing career at Stern Bros. in New York after graduating from Rutgers University in 1963. His first job as an executive trainee was to work a "white sale" of linens and sheets while his boss went on vacation.

"When he got back, he took me into the stockroom and he gave me a compliment of how well I had kept the stock," Zazulia recalled over lunch last week. "It was one of the highest compliments I ever got."

No retailing hopscotcher jumping from chain to chain, Zazulia says his second store job was at Hecht's, which he joined in 1971 as a divisional merchandise manager of ready-to-wear. Zazulia rose through the ranks, becoming executive vice president in charge of merchandising in 1976.

He's been president and chief executive for 15 years and has seen 10 of his former executives go on to be presidents or chairmen of other May Co. divisions.

Zazulia said he loves his work. "I enjoy being with people," he said. "I enjoy the challenge of running a business."

Watching customers move around him in Towson last week, Zazulia remembered the week he spent in the Stern's mailroom as part of the executive-training program.

"They used to have one of those clocks where the minute hand would move back a little and then jump ahead," he recalled. "That was October 1963. That's the last time I ever looked at the clock."

GRAPHIC: PHOTO;

PHOTO (1)
1. Hecht's CEO Irwin Zazulia, rising, expects to see productivity also rise at the 14 Wanamaker stores the firm now owns. At established Hecht's stores such as this one in Towson, Md., sales average $218 a square foot. (The Philadelphia Inquirer, BONNIE WELLER)

LOAD-DATE: October 28, 2002

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NATIONAL FASHION LEAGUE Charlotte Observer (North Carolina) September 10, 1995 Sunday ONE - FOUR EDITION

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Charlotte Observer (North Carolina)

September 10, 1995 Sunday ONE - FOUR EDITION

SECTION: LIVING; Fashion ANGELA WRIGHT; Pg. 1E

LENGTH: 395 words

HEADLINE: NATIONAL FASHION LEAGUE

BYLINE: ANGELA WRIGHT, Staff Writer

BODY:
This is not just any fall fashion season for Carolinians. There's a new game in town: Carolina Panthers football.

And NFL players aren't the only ones suiting up on Sunday afternoons. Thousands of football fans from Charlotte and surrounding areas dress for the occasion.

That begs the question: What will the fashion-conscious be wearing when network cameras pan the audience during the first regular-season home game next Sunday?

Of course loyal fans will wear black, blue, silver, white and all the requisite Panthers logo gear. Still, there are plenty of options for being fashionable. If you've recently

bought a Panthers starter jacket or sweatshirt, pair it with denim or corduroy pants. Denim is good all year round, and corduroy is popular this fall.

But maybe logo gear is not your style. You prefer to stick with fine American sportswear.

In this era of casual workplace dressing, wardrobes are more versatile. The same double-breasted pin-striped pantsuit you wear to work also can go to the game.

Casual wear is dressier, more functional than it used to be. Clothes are clean-cut and understated. Accessories make the look whatever you want it to be.

For conservative chic, tailored suits are hot and most appropriate for a Sunday game. The trend has a menswear twist - tweeds, pinstripes and checks.

Jackets this year have eye-catching details: velvet collars and cuffs, faux fur trim, decorative buttons, slender belts. Women can choose the slim-fitted jackets that hit at hip level or the short, boxy style. Add slim pants and ankle boots.

Classic sweater sets are perfect for season openers, as are three-piece suits that include pants and vest. As the season grows cooler, add layers of shirts and sweaters for warmth and style.

For the really cold temperatures, try leather - in pantsuits, trench coats and bomber jackets. Faux fur has made a strong comeback. Keep an eye out for animal prints - leopard spots and tiger stripes.

Men also can get a classic look - with body-hugging turtlenecks and blazers nipped in slightly at the waist. Forget loose-fitting, baggy pants. Try slim-fitting trousers that hang close to the body. Add a colorful vest or pullover sweater.

The look for everyone this season is fine tailored glamour. So suit up. Have fun. Remember fashion is fickle; and there are no penalties for fumbles.

GRAPHIC: Photo-9;
Staff Photos by CHRISTOPHER A. RECORD: 1. Cool: Melinda (left) goes conservative chic in black turtleneck, red blazer with black velvet trim and black stretch riding pants, all by DKNY. Clothes courtesy of Belk. Lee Ann sports a black and white checked Valerie Stevens three-piece suit over a white blouse. Clothes courtesy of Hecht's. 2. Warm: Melinda cheers in a jean vest, a cotton short-sleeve knit top and long floral print skirt, all by IV George. Da Sean (center) is in a light blue Polo shirt by Ralph Lauren and khaki pants by Tommy Hilfiger. Elliot wears a long-sleeve print knit shirt and beige pants, both by Perry Ellis. Clothes courtesy of Belk. 3. Temperate: Maggie (left) is in a Christie Brooks multicolored patchwork vest, dark green pants and long-sleeved T-shirt. Clothes courtesy of Hecht's. Da Sean sports a blue-and-green plaid Tommy Hilfiger shirt and beige corduroy Polo pants by Ralph Lauren. Clothes courtesy of Belk. In an official NFL Panthers starter jacket (above), paired with black **Nautica** jeans, Ken is ready for football. Clothes courtesy of Hecht's. 4. Modeling by Maggie Cannon, Da Sean Flournoy, Ken Green, Lee Ann Jeffries, Melinda Ratliff and Elliot Spratt; Carolina Talent Agency. 5., 6. & 7. Sweaters, sweatshirts: Elliot (above, left) is in a brown striped pullover sweater and black pants, a black leather jacket over his shoulder; all by Joseph Abboud. Clothes courtesy of Belk. Da Sean is in a long-sleeve knit pullover and pants; like his jacket, they're by Bugle Boy. Clothes courtesy of Belk. Lee Ann (right) takes the field in an olive jean vest and pleat-front pants, both by Rafaella, and a long-sleeve T-shirt by Valerie Stevens. Clothes courtesy of Hecht's. Elliot's in an olive cotton Polo sweatshirt over a blue cotton Polo shirt and green wool pants, all by Ralph Lauren. Clothes courtesy of Belk. Maggie (below) is posted in a dark green and navy plaid jumper and green sweatshirt, all by Palmetto. Clothes courtesy of 8., & 9. Early winners: Ken (above) starts the season in a red plaid short-sleeve knit shirt and black jeans, both by **Nautica.** Maggie (above, center) is in a denim vest, white long-sleeve knit top and flower print dress with spaghetti straps, all by Jazz Kids. Lee Ann heads to the stands in a red knit top, pin-striped pants with suspenders and matching vest, all by Carole Little. Clothes courtesy of Hecht's. Melinda (left) takes a timeout in a Karen Kane outfit - paisley print vest with pin-striped suspender shorts and a white, long-sleeve shirt. Clothes courtesy of Belk. The red knit top is courtesy of Hecht's.

LOAD-DATE: October 21, 2002

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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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By Design;Nestled in Nylon The New York Times September 12, 1995, Tuesday, Late Edition - Final

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September 12, 1995, Tuesday, Late Edition - Final

SECTION: Section B; Page 8; Column 2; Style Desk; Fashion Page

LENGTH: 162 words

HEADLINE: By Design;
Nestled in Nylon

BYLINE: By CONSTANCE C. R. WHITE

BODY:
The nylon jacket, the height of fashion and functionalism, could be on everyone's shopping list for fall. Women beguiled by shine will find the outerwear attractive as well as a good buffer against the cool fall air. For men, a well-designed nylon jacket adds dash to the most mundane suit and tie and can do double duty by moving easily to the weekend. The best unisex styles are found in men's departments.

Saks Fifth Avenue has Iceberg's black three-quarter-length jacket with turquoise snap-out lining for $750. At Searle, an iridescent khaki topper from Stone Island ($695) also has a removable lining.

J. Crew's barn-style jacket with natural white sherpa lining and collar comes in moss, ink blue or black, for $118. Macy's and Saks have **Nautica's** three-in-one jacket in fisherman's yellow with navy and gray trim for $315. And Calvin Klein's new store is selling a black golf-style jacket with brown acrylic fur lining and drawstring hem for $595.

GRAPHIC: Drawing.

LOAD-DATE: September 12, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Nautica Enterprises to double size of some in-store shop formats. Daily News Record September 14, 1995

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Daily News Record

September 14, 1995

SECTION: Vol. 25 ; No. 177 ; Pg. 2; ISSN: 0162-2161

LENGTH: 550 words

HEADLINE: **Nautica** Enterprises to double size of some in-store shop formats.

BYLINE: Ryan, Thomas J.

BODY:
NEW YORK (FNS) - **Nautica** Enterprises Inc. said it plans to double the size of some of its new in-store shop formats in department stores.

The new shops will average 2,200 to 3,000 square feet versus the 800 to 1,800 square feet range for **Nautica's** current in-store shops, said Harvey Sanders, president and CEO. He also expects the new format to be highly profitable, estimating it will ring in sales at $ 850 to $ 1,000 per-square-foot versus an average of $ 375 per-square-foot for **Nautica's** typical fixtured area.

Sanders provided details of the new format Wednesday morning to a packed audience of money managers at Robertson Stephens & Co.'s investment conference held here at the Pierre hotel. (For more on the conference, see Page 4.)

Commenting on current business, Sanders said: "The collections business is on fire. We had a better spring than we ever had before, a better August than we ever had before and September is looking really good."

Besides its in-store shop program, Sanders also described **Nautica's** aggressive outlet store expansion, the new **Nautica** Competition activewear label, plans to start shipping XXL products, the licensing deal for women's wear under the **Nautica** brand and promising opportunities in furnishings for its State-O-Maine Inc. subsidiary.

Sanders expects the company will add 10 of the expanded shops by the end of its fiscal year in March 1996. The company is also planning 150 new standard in-store shops and 122 in-store shop extensions. In all, **Nautica** expects these moves will add 25 to 30 percent in square footage in department stores this fiscal year. At the end of March 1996, Sanders expects to have 885 in-store shops with the potential to grow to 1,300.

The company has 1,100 department store accounts and over 500 specialty store accounts. Sanders said the company expects to increase its department store accounts to 1,240 by March 1996, and sees the potential to reach 1,800 accounts.

Regarding the larger in-store format, Sanders said he expects two to three formats to be open for the holiday season, with another seven to eight set for spring 1996. The first will open at a Rich's in Oak Court in Memphis, Tenn., at the end of October.

Sanders said the larger format could grow to 70 to 90 units. He estimated that a 3,000-square-foot shop could bring in $ 2.5 million to $ 3 million in annual sales.

The formats - designed by David Chu, designer and executive vice-president - feature hightech fixtures in navy, white and yellow, as well as new signage, updated graphics and wooden floors. The middle of the shop features **Nautica's** main crew and fashion lines. This will be surrounded by other classifications depending on the season. Items such as outerwear would be shown in fall with swim and T-shirts shown in spring. The borders of the shop will feature the new **Nautica** Competition brand.

Nautica Competition, which is more sports focused than **Nautica's** other lines, will be shipped in January and has received a "very good" response in showings to retailers, according to Sanders. The line, in navy, white and red, is "more tuned toward performance" than **Nautica's** previous sport lines, and includes items such as sweatshirts, tank tops, T-shirts, running pants, rugby pants and swim trunks.

GRAPHIC: Photograph

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5600 APPAREL AND ACCESSORY STORES

IAC-NUMBER: IAC 17415809

IAC-CLASS: Trade & Industry

LOAD-DATE: November 08, 1995

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HE DROVE, SHE DROVE;Nautica is a billboard on wheels The Atlanta Journal and Constitution September 15, 1995, Friday,

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The Atlanta Journal and Constitution

September 15, 1995, Friday, ALL EDITIONS

SECTION: WHEELS, Pg. 4S

LENGTH: 578 words

HEADLINE: HE DROVE, SHE DROVE;
Nautica is a billboard on wheels

BYLINE: PAUL AND ANITA LINERT

BODY:
We love the **Nautica** magazine ads. Lots of fresh-faced sailors cut from the JFK/Hyannisport mode, wearing great clothes.

You can bring this aquatic fantasy to your garage with the 1995 Mercury Villager **Nautica** minivan. What you get is a navy blue vehicle with yellow-and-white trim and lots of cute sailboat logos. And as for the most critical specification with any minivan: There are nine cup holders.

She: The basic problem I have with the **Nautica**-brand Villager is what do you do when you get tired of being a rolling advertisement for the clothing company? It's one thing to buy a Nike or a **Nautica** T-shirt. It's another thing to be driving around a $ 27,000 billboard. You really have to identify with and love **Nautica** to get into this one. And that's the critical question I'd ask myself before buying one.

He: It's not like the Jeep Grand Cherokee Orvis Edition, where the outside sponsor actually matches up pretty well with the buyer's lifestyle. On the other hand, look at all those Ford customers who have purchased Eddie Bauer Explorers and Aerostars. I mean, what's next? Nintendo Mustangs? Clearasil Camaros?

The Villager itself, without the **Nautica** package, is such a desirable vehicle in the minivan segment. It's one of my favorites. It rides and handles like a car, and it's quite comfortable in terms of seating accommodations. There's just not a lot of storage space behind the third seat because of the short wheelbase. Ford tries to make up for that by scattering all kinds of storage pockets and bins throughout the vehicle. Unfortunately, that doesn't help you much during trips to the grocery store or on family vacations.

She: My biggest gripe about the **Nautica** is the motorized shoulder belts. Any number of times, I forgot to fasten the lap belt. And I kept strangling myself on the belt. My own darn fault. When I reached over to get my purse, I would slide the motorized belt under my arm. Or over my head if I was bending over to open the fuel tank release. Then I'd forget where the belt was, and it would start wrapping itself around my neck when I'd open the door. I'm not stupid about seat belts, but I had a whole bunch of trouble with this.

He: Those belts also drive me crazy. The guy who invented those things - no woman would be that sadistic - ought to be shot. On the utilitarian side, the Villager would be a whole lot more useful if it had a fourth door behind the driver, like the new Chryslers.

She: Some parents like the fact that their kids don't have a door to horse around with on one side. I don't think that's an issue. A big family plus is the way the **Nautica** rides and handles.

He: Agile is a word you wouldn't normally use to describe a minivan, but in this case it fits. The Villager started life as a Nissan Maxima, which is a terrific sport-sedan. So the chassis and driveline were tuned by Nissan engineers for folks who like to drive. That V-6 is sweet, too, and very responsive. It makes 151 horsepower and seems to have ample power on tap.

She: The downside is it feels like a minivan from another era. The Villager is very trucklike, especially from the driver's perch. It lacks the sleekness of the new Chryslers. But I do like the fresh combination of colors.

He: So you're saying all it needs is a complete redesign and you'd like it, right?

Anita and Paul Lienert are partners in Automotive Intelligence Reports, a Detroit-based automotive information services company.

GRAPHIC: Photo: The Mercury Villager, of which the **Nautica** is a spinoff, has a responsive V-6 engine and manages an agility that is unusual for a minivan. / Mercury

LOAD-DATE: September 16, 1995

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Jump Suits The New York Times September 17, 1995, Sunday, Late Edition - Final

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The New York Times

September 17, 1995, Sunday, Late Edition - Final

SECTION: Section 6; Page 72; Column 1; Magazine Desk

LENGTH: 12 words

HEADLINE: Jump Suits

BODY:
Jackets made of shiny, high-tech fabrics take a great leap forward.

GRAPHIC: Photos: Willy Wood, track-and-field coach at Columbia University, goes through the motions in a nylon jacket by Joop, $435. At Detour, 425 Weswt Broadway.; Nylon jacket with reflective arm stripes, $160, from Verso U.S.A. At Barneys New York, New York and Beverly Hills, Calif. Nylon-hooded anorak, $195, by Tommy Hilfinger. At Bloomingdale's. Macy's, selected stores.; Nylon jacket with reflector back and hood from Fila Sport, $128. At Bloomingdale's. Macy's. Fila boutiques nationwide.; Nylon-and-cotton-hooded anorak from **Nautica,** $950. AT Bloomingdale's Lycra pants from Sport Hill, $53.95. AT Ray's Finish Line, Brooklyn. Shoes by Nike. (Photographs by Hugh Hales-Tooke)

LOAD-DATE: September 17, 1995

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TRACKING THE TRENDS IN MENSWEAR Plain Dealer (Cleveland, Ohio) September 21, 1995 Thursday, FINAL / ALL

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Plain Dealer (Cleveland, Ohio)

September 21, 1995 Thursday, FINAL / ALL

SECTION: STYLE; Pg. 9E

LENGTH: 279 words

HEADLINE: TRACKING THE TRENDS IN MENSWEAR

BYLINE: BY ROXANNE WASHINGTON; PLAIN DEALER FASHION WRITER

BODY:
Here's what's newest in menswear this season:

Multiple choice: Designers have gone closure crazy, trimming sportcoats and suit jackets with five buttons or more, which leads to:

Gorge yourself: More buttons marching up the front of a jacket makes for higher gorges (fashionspeak for the point where lapels meet).

Death by chocolate: Deep, rich brown is the color of the season, in part because it plays so well against black, gray and navy. Brown is also a good color for suede shoes and boots.

Shine on: Tommy Hilfiger's nylon jackets, Calvin Klein's vests in metallic nylon for flashier types.

Outer limits: Long coats swept the menswear runways in Europe and New York, but shorter coats made their presence known, too. Cool leather, super-warm shearling and shiny Michelin Man high-tech nylons are in fashion's good graces.

The knitting club: Sweaters are soft and spare, in low-key colors and patterns. Sweater sets in matching or contrasting patterns showed up in several designer collections. Knit blazers combine tailored shape with comfort.

Getting collared: Watch for short, deep-notch collars on outer jackets, coats, sportcoats and suits.

Retro active: Back to the future in self-belts on jackets and coats, furry collars, zip-front jackets - anything that's a blast from the past.

Spare me: As in women's wear, accessories are kept to a minimum.

Move over Cindy: This isn't really a fashion trend, but menswear is starting to see the emergence of the male supermodel. One of those at the head of the pack is almond-eyed Tyson (they even go by one name like their female counterparts), who is pictured on Page 8 in the Polo Sport corduroy suit.

GRAPHIC: PHOTO 1 NO CREDIT; This is not your father's suit - four buttons lend a contemporary attitude to this worsted wool suit by Jhane Barnes. (The tailored armchair is from Barnes' new furniture collection

designed exclusively for Bernhardt Furniture.); PHOTO 2 NO CREDIT; Cotton handknit sweater with snowflake and argyle pattern, and "Nautex" waterproof pants, **Nautica** by David Chu.; PHOTO 3 BY NO CREDIT; The sleek sophistication of a DKNY leather overcoat, zip-front polo sweater and five-pocket velveteen jeans.; PHOTO 4 BY JUST FOR MEN REPORT; Giorgio Armani's long lean double-breasted coat.

LOAD-DATE: September 23, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (7/1/1995) and leq (12/31/1995))** (Edit Search | Suggest Terms for My Search)
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Nordstrom Launches First Men's Catalog DNR September 21, 1995

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DNR

September 21, 1995

SECTION: Vol. 25, No. 182; Pg. 8; ISSN: 1092-5511

RDS-ACC-NO: 125042

LENGTH: 354 words

HEADLINE: Nordstrom Launches First Men's Catalog

HIGHLIGHT:
Nordstrom launches first all men's wear catalog titled: Nordstrom, The Catalog, Men's Edition

BODY:
NEW YORK -- Nordstom has completed its first all men's wear catalog. The new 80-page fall/holiday will be mailed to customers in early October.

The new catalog, aptly titled: Nordstrom, The Catalog, Men's Edition, is the second product of the Seattle-based company's direct-sales division. The division is mailed its first catalog, a book for women, in December 1993.

"The [men's] catalog will be very representative of our stores' men's wear departments," said Victoria Dellinger, general manager of Nordstrom's direct-sales division.

According to Dellinger, the book will emphasize casual style in furnishings, sportswear, clothing and shoes.

The executive noted the catalog will feature Nordstrom-exclusive brands such as Callaway Golf Apparel, Evergreen, Faconnable and Norsport, as well as branded selections from Hickey-Freeman, **Nautica,** Polo Sport and Timberland.

"Our goal is to make [the men's catalog] as user-friendly as our stores," said Dellinger. "Our buyers have taken a lot of time to put outstanding looks together for the catalog in much the same way that we display clothing in our stores."

Dellinger added that the catalog will also offer shoppers the same range of sizes available in full-line Nordstrom stores. For example, dress shirts can be ordered in sized 14 1/2 x 32 to 18 1/2 x 37, and shoes from 5-18 and widths from AA-EEE.

A Nordstrom spokeswomen declined to give any projected sales-volume figure for the new book. she noted however that "volume from the women's catalog exceeded initial expectations, so we hope the men's catalog does just as well."

Nordstrom-catalog personal shoppers will work exclusively on the men's book and telephones will be staffed 24 hours a day.

Overnight or three-day shipping through Federal Express and complimentary gift boxes will also be offered.

"We've had many requests for a men's direct sales catalog since we launched our women's catalog in 1993," said Dellinger.

"We're excited to be able to offer our customer the quality apparel and great values available in our men's departments with the convenience of catalog shopping."

TYPE: Journal; Fulltext

JOURNAL-CODE: DNR

LOAD-DATE: September 16, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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SPLIT PERSONALITY The New York Times September 24, 1995, Sunday, Late Edition - Final

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The New York Times

September 24, 1995, Sunday, Late Edition - Final

SECTION: Section 6; Part 2; Page 20; Column 1; Men's Fashions of The Times Magazine

LENGTH: 172 words

HEADLINE: SPLIT PERSONALITY

BYLINE: By ROBERT E. BRYAN

BODY:
THE SUIT, that most traditional element of men's clothing, has gained a new versatility. No longer bound by a dress shirt and tie to formal occasions or strictly business situations, the suit can now be split apart and dressed down for casual Fridays or weekends. For instance, you might wear a chalk-striped suit with a polo shirt for dinner at a smart restaurant . . . or just the jacket with a turtleneck and khakis for shopping the galleries on a Saturday afternoon. Even the vest takes on a new identity when paired with jeans and a T-shirt, and the trousers become casual when combined with a crew-neck sweater. These principles of dressing apply to everything from elegant gray flannels to sporty Donegal tweeds, making the suit a prime way to get maximum value. Worn formally from Monday through Thursday, it can be reinterpreted at the end of the week with items like a sport shirt, a sweater vest or corduroy trousers. Who says you need to buy an all-new wardrobe for today's casual dress codes? Robert E. Bryan

GRAPHIC: Photos: Dress Up -- Two-button three-piece suit with peaked lapels, $2,350. AT Sulka, 430 Park Avenue; Chicago; Los Angeles, and San Francisco. Shirt of SeaIsland cotton, $150, and silk tie, $85.At Robet Talbott, 680 Madison Avenue. Gold watch chain from Sentimento. Cotton pocket square from Ashear Brothers.; Dress Down -- Merino woll V-neck sweater, $185, over a three-button long-sleeved wool polo sweater, $215, from Bobby Jones. V-neck sweater at Mitchells of Westport, Westport, Conn. Polo sweater at At Ease, Newport Beach, Calif. "Webber" leather belt, $85. AT cole-Haanj stores nationwide. T-shirt by Calvin Klein. (pg. 20); Dress Up -- Harris tweed suit by Robert Freda, $1,300. AT Bergdorf Goodman Men. Ultimo, Chicago. Ron Ross, Studio City, Calif. Cotton shirt by Kenneth Gordon, $75. AT Frank Stella, 1388 Sixth Avenue. Silk tie, $105. AT Zegna Boutiques nationwide.; Donegal tweed suit by Tommy Hilfiger, $395. At major department stores. Cotton shirt, $95. At Barneys New York, in October. Suede vest with cotton back from **Nautica** by David Chu, $140. AT The **Nautica** Store, 216 Columbus Avenue. Silk tie, $85. AT Robet Talbott, 680 Madison Avenue. Silk pocket square form Robert Talbott.; Houndstooth wook jacket, $465, and trousers, $225, by Barry Bricken. At Peter Elliot, 1070 Madison Avenue. Cotton chambray shirt from XMI, $75. AT Saks Fifth Avenue. Woven silk tie by Nick Hilton, $65. At Barneys New York, New York City. Bloomingdale's. Alligator belt from De Vecchi, $410. At Bergdorf Goodman Men. Neiman Marcus. Pocket square from Ashear Brothers. Dress Down -- Cashmere sweater from Tse, $255. At Bergord Goodman Men. Tse, 869 Madison Avenue. Cotton pants by Robert Freda, $220. At Bergdorf Goodman Men. Ron Ross, Studio City, Calif. "Cesare" belt, $135. AT Cole-Haan stores. T-shirt by Calvin Klein.; Cashmere cardigan, $535. At Malo Boutique, 791 Madison Avenue and Chicago. V-neck sueded-cotton sweater, $28, cotton pants, $38, and cotton T-shirt, $10.50. All at the Gap nationwide.; Denim shirt, $112. At Paul Stuart, New York City and Chicago. Cotton T-shirt, $10.50. At the Gap nationwide. Brushed-cotton pants from Bobby Jones, $90. At At Ease, Newport Beach, Calif. "Linden" leather belt, $58. AT Cole-Haan stores nationwide. Silk pocket square from Ashear Brothers. (pg. 22); Dress Up -- Two-button houndstooth wool

suit by Tommy Hilfiger, $395. At major department stores nationwide. Cotton shirt, $98.50, and silk tie, $59.50. AT Paul Stuart, New York City and Chicago. Silk pocket square form Ashear Brothers.; Double-breasted wool suit from **nautica** by Davids Chu, $375. AT Lord & Taylor, to order, ZCMI, Salt Lake City. Shirt of Sea Island cotton, $150. At Robert Talbott, 680 Madison Avenue. Silk tie from Polo by Ralph Lauren. Cotton pocket square form Ashear Brothers.; Three-button wool suit, $1,100, cotton shirt, $190, and wool and viscose knit tie, $105. All by Ermenegildo Zegna. At Zegna Boutiques nationwide. Shirt also at Thomas Miller, Woodbury, L.I. Lawrence Covell, Denver. Silk pocket square from Ashear Brothers.; Dress Down -- Short-sleeved wool sweater, $275. At Malo Boutique, 791 Madison Avenue and Chicago. Cotton T-shirt, $10.50. At the Gap nationwide. "Meyers" leather belt, $85. At Cole-Haan stores nationwide. Silk pocket square from Ashear Brothers.; Cashmere turtlenedk rom Forte Cashmere Compnay, $250.Fro stores, call (800) 841-3501. Cotton pants, $48. AT Banana Republic nationwide. "Linden" leather belt, $58. At Cole-Haan stores nationwide. Silk pocket square from Ashear Brothers.; Shirt with suede front and houndstooth wool back from Perry Ellis, $325. At Saks Fifth Avenue. Merino wool polo sweater $168.50. At Paul Stuart, New York City and Chicago. Cotton-T-shirt and jeans form the Gap.

LOAD-DATE: September 25, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Friday, May 5, 2006 - 11:58 AM EDT

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Nautica profits sail ahead 36% in 2d quarter; beats estimates by Wall Street.Nautica Enterprises Inc.; Brief Article Daily News Record September 29, 1995

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ASAP
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Daily News Record

September 29, 1995

SECTION: Vol. 25 ; No. 187 ; Pg. 1; ISSN: 0162-2161

LENGTH: 504 words

HEADLINE: **Nautica** profits sail ahead 36% in 2d quarter; beats estimates by Wall Street.**Nautica** Enterprises Inc.; Brief Article

BYLINE: Brady, Jennifer L.

BODY:
NEW YORK (FNS) - Powered by sales of collection sportswear, profits at **Nautica** Enterprises Inc. soared 35.8 percent in the second quarter on a 27.3 percent rise in sales.

Earnings rose to $ 7.9 million, or 37 cents a share, beating Wall Street's average estimate of 34 cents. The favorable report pushed **Nautica** stock up 1 to 34 Thursday in over-the-counter trading.

In the year-ago quarter, **Nautica** earned $ 5.8 million, or 28 cents. In the recent quarter, sales came to $ 80.6 million against $ 63.3 million.

Gross margins edged up to 44 percent of sales from 43.5 percent.

Harvey Sanders, chairman and CEO, said the **Nautica** branded products continue to fuel sales and profit growth.

In a telephone interview, Sanders told DNR, "Business is general continues to be good in collection sportswear and we are doing excellent." He cited robust sales in "basically all sportswear categories, especially knits." Top performers also included activewear and outerwear.

Sanders added that order backlog is currently 25-30 percent ahead of last year and retail outlet stores are posting solid double-digit sales gains.

"We continue to expect annual revenues to increase on the high end of 15-20 percent and annual earnings to increase on tile high end of 20-25 percent," Sanders said in a statement.

Shelly Hale Young, analyst at Hambrecht & Quist, in San Francisco, said **Nautica** topped her estimate of 36 cents, the highest estimate on the Street. "What is hidden in the numbers is the fact that pretax income was up significantly from last year," Young said. Income before taxes surged 59 percent in the quarter, driven by strength at both wholesale and retail operations.

Young noted there are stir a lot of men buying casualwear for the office before the buy more traditional apparel. She added: "Men know they can't go wrong buying **Nautica** casual clothes for work."

Laurence Leeds Jr., at Buckingham Research, said, "**Nautica** continues its spectacular growth." He noted that sales for all have advanced at a "very significant rate" at retail and leading department store chains have expanded space for **Nautica** offerings.

"The fact that the company has entered women's wear with Chaus is a positive move," Leeds added. "**Nautica** continues to be, along with "Tommy Hilfiger, one of the great growth companies."

Faye Landes, analyst at Smith Barney, said: "The company continues to move onward and upward." She added that the trend of casual apparel in the workplace "puts the wind at their back."

In the half ended Aug. 31, **Nautica** profits leaped 43.9 percent to $ 11.7 or 55 cents, from $ 8.1 million, or 39 cents. Sales jumped 31.7 percent to $ 142 million from $ 107.8 million.

Gross margins moved up to 4 3.8 percent of sales from 43.4 percent.

Nautica Enterprises operates two wholly owned subsidiaries: **Nautica** International and State-O-Maine. State-O-Maine produces dress furnishings, robes and loungewear along with activewear and sportswear under the Bayou Sport label.

IAC-NUMBER: IAC 17508991

IAC-CLASS: Trade & Industry

LOAD-DATE: November 13, 1995

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Dillon outlet mall a well-kept secret Rocky Mountain News (Denver, CO) September 30, 1995, Saturday

Copyright 1995 Denver Publishing Company
Rocky Mountain News (Denver, CO)

September 30, 1995, Saturday

SECTION: LIFESTYLE/SPOTLIGHT; Ed. F; Pg. 4D

LENGTH: 381 words

HEADLINE: Dillon outlet mall a well-kept secret

BYLINE: Janet Simons

BODY:
Everyone wants to know a secret, so let's talk about a factory outlet mall that does virtually no marketing. Dillon Factory Stores, 765 Anemone Trail in Dillon, is tucked behind the City Market, at exit 205 off Interstate 70.

This mini-outlet-mall opened in 1993 with two stores, **Nautica** and Donna Karan. The **Nautica** outlet, 970-262-1615, sells that popular department store brand of men's sportswear at discounts of around 30% - more when there's a sale. Donna Karan, 970-262-2151, is the state's only factory outlet for DKNY. (There is, however, another **Nautica** outlet in the Castle Rock factory outlet mall.) Although DK's stuff is pricey to start with, the alert shopper - especially a Donna Karan devotee - can find enough good deals to make a pleasant drive to the mountains more than worthwhile.

But this little mall isn't so little anymore. In July, the developer, Brown and Associates, opened five more stores: Coach, Flapdoodles, Fragrance Cove; Sunglass Source and Timberland.

Here's the scoop on each:

Coach, 970-468-7773: This is the only place in Colorado where you'll find Coach merchandise at discount. The line is well-represented; merchandise includes handbags, briefcases, luggage, leather jackets, scarves and ties. Almost everything is reduced by 25% to 30%, and, each month, certain promotional items have further reductions.

Flapdoodles, 970-262-9351: Children's mix and matched prewashed and preshrunk cotton clothing, sizes infant 6 month to teen 14, reduced 20% to 60% .

Fragrance Cove, 970-262-6404: Perfumes and cosmetics in familiar brands - Elizabeth Arden, Sunflower, Red Door, Opium, Anne Klein - reduced 30% to 70%.

Sunglass Source, 970-262-6927: Well-known brands - Bolle, Serengeti, RayBan and others - are discounted 10% to 50%.

Timberland, 970-262-2533: Timberland boots, shoes, sportswear (slacks, jeans, shirts, sweaters, khakis), and outerwear for men and women at discounts of 40% to 60%. This is the only discount outlet for Timberland in the state.

Hours for the Dillon Factory Stores vary with the seasons. They're extended until 9 p.m. during the summer

tourist season and the ski season. During fall and spring, they're 10 a.m. to 6 p.m. Sunday through Thursday; 10 a.m. to 7 p.m. Friday and Saturday.

LOAD-DATE: October 3, 1995

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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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5DEFINING DETAILS Chicago Tribune October 1, 1995 Sunday, CHICAGOLAND FINAL EDITION

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Chicago Tribune

October 1, 1995 Sunday, CHICAGOLAND FINAL EDITION

SECTION: WOMANEWS; Pg. 4; ZONE: CN; YOU AT YOUR BEST.

LENGTH: 33 words

HEADLINE: 5DEFINING DETAILS

BYLINE: By Teresa Wiltz.

BODY:
Whether your fall fashion flavor runs to mod or ladylike, this season's silhouette is exceedingly simple. How to make it sizzle? Accessorize, accessorize, accessorize. Here are 5 must-have choices

GRAPHIC: PHOTOS 5PHOTO (color): Architectural elegance; Grace Kelly knew a thing or two. OK, so last season's miniscule backpacks were a little more practical, leaving your hands free for-- other things. But for those times when you don't mind keeping your hands busy, may we suggest the structured handbag. It can be teeny tiny. It can be boombox size. It can be fire engine red or chocolate in a subdued mock crock. It should have a Handle. It should have a Shape. You should look like a Lady when you carry it. Even if you know better.; PHOTO (color): Call of the wild; Meeeeeow. This is a perennial trend that's guaranteed to resurface every couple of seasons. Well, guess what???? It's baaaack. This time, you'll find those old spots in every incarnation from eyeglasses--yes, eyeglasses--to scarves to gloves to blazers to coats. This is a look best worn in moderation--or you'll risk looking like a critter from the endangered species list. Which brings up another point: You'll see this look everywhere, but what you're looking at will almost assuredly be fake.; PHOTO (color): True glove; Sure, ladylike gloves were the latest in retro chic last spring. Many of us skipped that trend. But baby, it's cold outside, and we all know what that means: You gotta have 'em. Gloves, that is. But there's no need to pull out that old pair of Michelin Man mittens. Trust us, you can actually look cute and keep your digits warm at the same time. This season the possibilities are endless, from sleek leather driving gloves to cuddly chenille to gauntlets that make you feel like a knight out of King Arthur's Court. (These look especially funky with one of those Jackie O. swing coats with sleeves that stop somewhere between your elbow and wrist.); PHOTO (color): Heel appeal; The vertically challenged Louis XIV would have loved Sabrina heels: They've got a couple of inches to them, perfect for adding a smidgen of height without sending your feet straight to the podiatrist's office. They've got a sexy little curve, and, after a season or two of retro excesses, they look refreshingly modern--even if someone first thought of them, oh, several centuries ago. You'll find them gracing the soles of pumps, oxfords, even go-go boots.; PHOTO (color): Watch it; There are two sides to this story. You can opt for heavy, chunky things that look like you ripped them off from your grandfather. If they're silver and mod, so much the better. Or you can rip off your grandmother, with dainty little black-strapped numbers with lovely little faces. Either way, you'll look like you're right on time.; Photo styling: Barri Leiner; Resources: Mikli zebra glasses frames, $125; from Glasses Ltd., 900 N. Michigan Ave. Black leather shoulder bag, $78, Patrick Cox black pumps, $225; from Browns, Water Tower Place. Sam & Libby pink bag, $15; from Marshall Field's, or call 212-944-4830. Cream bag, $150; from Neiman Marcus. Robert Rokoff berry bag, $90, and faux zebra print bag, $88; by order through Shirise, 341 Park Ave., Glencoe, 708-835-2595. Leopard print satin gloves, $38, pony print hair clip, $28; from Henri Bendel. Velveteen leopard print belt, $12; from Urban outfitters stores. Steven Madden orange patent slingbacks, $79; from city Soles. Isaac Mizrahi "Sabrina" loafer, $255; from Saks Fifth Avenue. DKNY brown oxfords, $225, Fossil white rectangular watch with black leather band, $60; from

Bloomingdale's. Gruen silverplated black face, silver band watch, $50; from J.C. Penney. Timex Indiglo white-face, silver-band watch, $55; at Sears and Wal-Mart. **Nautica** navy-face, silver-band watch, $120; at Nordstrom and Marshall Field's. Gruen silverplated face with black patent band watch, $50, Gruen sterling silver watch with embossed band, $195; from Carson Pirie Scott. Timex white oval face with slim black leather band watch, $23; from Venture. Brown leathe/fox trim gloves, $135, gray polar fleece gloves, $14, black boucle gloves, $22; all from Glove Me Tender, Water Tower Place. Toy raccoon, $28; from FAO Schwarz. Glass fruit, from Crate & Barrel.; Photos by James F. Quinn.

LOAD-DATE: October 1, 1995

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What's cool at school ,Grungy giving way to preppy fashions at Ridgeway High The Commercial Appeal (Memphis) October 1, 1995, Sunday,

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The Commercial Appeal (Memphis)

October 1, 1995, Sunday, Final Edition

SECTION: IMAGE (Sunday Only), Pg. 1F

LENGTH: 1159 words

HEADLINE: What's cool at school ,
Grungy giving way to preppy fashions at Ridgeway High

BYLINE: Barbara Bradley, The Commercial Appeal Fashion Editor

BODY:
Ancorius Hathaway, 17, a junior at Ridgeway Middle/Senior High School, has cleaned up his act. Two years ago he dressed in the big, baggy shorts and over-sized T-shirts that most young boys wore. Now he's got his own style, he says, mixing preppy clothes with something athletic - like a Phoenix Suns jersey.

The point is to look more "like a distinguished gentleman," he said. "The older kids know they're going to graduate, and they wise up. That (baggy) stuff ain't cool anymore."

Almost no trend goes unturned at Ridgeway, a school of about 1,230 kids in the Balmoral area of East Memphis. Ridgeway, encompassing grades 7 to 12, has a student body of about 60 percent white and 40 percent black and draws students from a wide range of socioeconomic backgrounds.

Many students seek group identification in clothes that range from preppy to skater style. Loose-fitting, rapper-style clothes are popular, as are the latest designer trends.

Overall, kids and parents say, school dress is improving. Despite recent controversies over dress standards at some schools, grungy seems to be on the wane at Ridgeway, while neater, more conservative dressing is climbing.

On a recent visit, a group of older, black, male students, who were gathered in the gym, stood out in their upscale, preppy attire. Tailored shirts in richly colored stripes and plaids were tucked neatly into chinos and Docker pants.

Labels with cachet - Tommy Hilfiger, **Nautica,** Polo, and Roundtree and Yorke - are considered essential among this crowd. Shoes are usually Nike, Reebok, loafers or oxfords.

"I'm trying to make a statement: I ain't no thug," said Dereck McIntyre, 16, who was dressed in a Haggar knit shirt (he cited the brand without pausing), Dockers and wire rim glasses. "Baggy clothes hanging off - that's sloppy."

Preppy dressing is "fresh" (meaning awesome), said Ashia Deener, 15, a girl dressed just like the boys, in a neat, plaid shirt and Dockers, but with polished nails and her hair piled up in curls.

"I like the way the clothes look on me," she said. "They're stylish. They go with my personality, which is get-along-with-everybody."

Deener, who shops in the men's department of Dillard's, says name brands are expensive, but the fabrics hold up and the colors don't fade. Like many kids, she sometimes does part-time work - such as cleaning up at a nightclub - to help pay for them.

Her mother says she can dress as she likes, said Deener, "as long as I don't look tacky."

Falling more in that category was Gene Battistelli, 17, dressed in torn, baggy jeans, multiple earrings, a big plaid shirt, combat boots and hair dyed "flamingo pink."

Battistelli conceded he's a parent's nightmare. "I dress usually trashy, really," he said, or sometimes he goes "gothic," meaning all in black.

But he takes umbrage at those who call his style "freaky."

"All those people who made fun of me last year are doing things I do this year," he said. Kids called him a girl for tucking a piece of his long bangs behind his ear, he said, but now it's the fashion.

But even Battistelli, who quit school on the day of this visit (he plans to get a general equivalency diploma), said his clothes are calming down and getting less oversized.

"When I get a job, I'll dress normal," he said. "I need to fit into society. You have to grow up sometime."

Between preppy and freaky lies a range of options.

Dressing sporty usually means loose shorts with jerseys, or T-shirts hanging out that carry the name of a favorite pro team, a player number, or an athletic-wear brand name. Some kids are so suited up they look ready to dribble down court.

Hippy means bell-bottom jeans, tie-dyed T-shirts, dashikis, beads and sandals. Kids say hippies tend to be laid-back listeners of old rock music. But they aren't strongly represented at Ridgeway.

Skater (skateboard style) signals very big, baggy jeans and hairstyles that might combine buzz cuts with longer locks. Body piercings and T-shirts that say strange things like "Alien Workshop" (it's a brand name) are common. Etnies, suede shoes designed for skateboarding, are particularly cool, although Airwalk, Converse, Simple and Fila are also acceptable.

Some kids dress in subcategories.

Cara Sklar, 12, dresses soccer. Standing in the hallways, she seemed gleeful to be decked out in Umbro shorts, Adidas shoes and a T-shirt she got at a soccer tournament.

"I just love soccer, and I want to express that," said the youngster who plays key positions in nearly year-round games for the Germantown Soccer Club.

Soccer gear may not be elegant, said her mother, Linda Sklar, but it's better than tacky trends like short shorts and cropped tops, she said.

"Kids are very influenced by what designers say," said Millie Lipkowitz, president of the school's Parent Teacher Organization. "You see too much designer clothing," especially in the lower grades, she said.

When her older daughter attended Ridgeway a few years ago, her uniform was khaki shorts, a T-shirt, a flannel shirt and hiking boots.

Now Jillian, 12, walks the hallways in cute sweaters paired with trendy short skirts and clogs.

She is "extremely fashion-forward, reads all the magazines and wants to look cool and hip," Lipkowitz said.

"I don't think there's ever been a problem with dress (here)," said principal William Ken Wyatt. "But students do dress better than five years ago."

He attributes the change to pride in the school and in the home.

Not every kid dresses in ways agreeable to parents.

Skater clothes are "counter-culture," said skateboarder Derek Shirley, 15. "What others consider ugly, they think is a statement. They don't want to be preppy, goodie-goodie."

When dress does become an issue at home, parents should look at what else is going on in a child's life, said David Goldstein, clinical psychologist with The Exeter Psychotherapy Group in Germantown.

If the child isn't having problems elsewhere, his parents may simply back off and accept the clothes as a phase, he said. Another option is to use dress as an opportunity for family compromise.

Parents who compromise don't appear so rigid, he said, "and the child learns to make some concessions without giving up his identity."

"All kids want to be different from the last generation," said Diane Anderson, mother of Derek Shirley.

Pants hanging down and underwear showing is "pretty silly," she said, "but it's not a problem between us.

"There are much more important things - like behavior, staying out of trouble, and keeping up grades. He's doing pretty good."

GRAPHIC: Photo (2),

Photographs by Kent Phillips,

(Color) Sophomore Jennifer DeClue, 15, wearing a trendy slip dress and T-shirt, grabs books for her next class.

(Color) Ridgeway High School student Ashia Deener, 15, who likes to dress in preppy-style clothes from menswear departments, gets ready for school.

LOAD-DATE: October 3, 1995

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U.S. Customs busts 43 for counterfeiting. Footwear News October 2, 1995

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Footwear News

October 2, 1995

SECTION: Vol. 51 ; No. 40 ; Pg. 2; ISSN: 0162-914X

LENGTH: 850 words

HEADLINE: U.S. Customs busts 43 for counterfeiting.

BYLINE: Sender, Isabelle

BODY:
NEW YORK - The U.S. Customs Service reported last week it has seized counterfeit goods, primarily sports apparel and designer-label accessories, with an estimated retail value of $ 27 million, thereby capping a two-and-a-half-year undercover investigation.

According to U.S. Customs, 43 arrests of Korean nationals were made in New York, New Jersey, Georgia and California, and 21 search warrants were issued as the result of what government officials called Operation Pipeline. It marked the first time federal authorities penetrated an entire international counterfeit goods chain from the factory to the street.

Products that had been confiscated by authorities included apparel and leather goods from top-selling athletics and high-end designer fashion companies. At a press conference here last Wednesday, officials displayed a sample of some of the fake products seized, including fake Calvin Klein, Dunlop and Reebok athletic footwear. However, officials said footwear was a small part of the total product mix.

Reebok International Ltd., Stoughton, Mass., is no stranger fighting costly product piracy. Mary Ann Alford, vice president and assistant general counsel for intellectual property at Reebok, said she is pleased with the government's efforts.

"The bulk of our legal action against counterfeiters is taken through civil action that we initiate ourselves or with affected parties. But in this case, with government assistance, we can get criminal convictions, which is a greater deterrent to these crimes," she said.

Howard Wiseman, vice president and general counsel at Mercury International Trading Corp., Attleboro, Mass, said footwear was a small portion of the counterfeit goods confiscated because "there's not that much money to be made in shoes." Mercury holds the license to produce Dunlop footwear in the U.S. "But luxury goods have a difficult time with counterfeiting because of the tremendous markups," he added.

Wiseman said his firm concentrates on monitoring the importation of factory overruns. "There is always the temptation to stretch production," he said, adding that close relationships with the factories could prevent illegally-produced shoes from entering the country.

In addition to Dunlop, Reebok and Calvin Klein, a cornucopia of products illegally bearing noted trademarks were either on display, or were said to have also been pinched by authorities. The labels included Adidas,

Bongo, Chanel, Coach, Fendi, Fila, Guess, Karl Kani, Moschino, **Nautica,** Nike, National Football League, Polo, Prada, Starter, Timberland, Tommy Hilfiger, Walt Disney, Warner Bros. and Zodiac.

Some of the fake goods were virtually undetectable as counterfeits at retail due to the level of sophistication now available to reproduce trademarks, said Robert Van Etten, special agent, U.S. Customs Service.

"Defendants were using state-of-the-art computer technology to counterfeit emblems onto goods," Van Etten said.

He added, in one factory search, up to 21 work stations were found attached to sewing machines which would affix perfect replicas of intellectual property onto apparel. According to Van Etten, the merchandise would be sold mostly at flea markets or by unlicensed street vendors.

The alleged illegal importation schemes would begin when the shipments of merchandise - most of Korean origin - were sent either by air or boat in standard cardboard shipping boxes to the U.S., court documents, said.

Undereover agents from U.S. Customs, coordinated by the Asian Organized Crime Section of the Department of Justice, posed as individuals who could help import counterfeit and falsely-invoiced goods into the U.S. without examination or seizure by the Customs Service.

According to the indictments, defendants paid up to $ 150 per box so that undercover agents would claim the imported goods as they entered Newark, New York City or Seattle. The defendants allegedly provided agents with false shipping documents. After the shipments cleared Customs, the agents were later instructed by the defendants to deliver the goods to self-storage areas and warehouses in various locations in New Jersey, the documents said.

According to the International AntiCounterfeiting Coalition (IACC), a Washington, D.C.-based trade association, product piracy has skyrocketed in the last 13 years. The IACC estimates as a result of increased counterfeit activity, losses to U.S. industry have increased 3,000 percent to $ 200 billion a year from $ 5.5 billion in 1982.

Depending on their involvement, the importers, suppliers and manufacturers arrested could face long-term imprisonment and heavy fines. If convicted of trafficking merchandise, each defendant faces a maximum of 10 years in federal prison and a $ 2 million fine.

The maximum sentence for a conspiracy conviction or a conviction of fraudelent importing and receiving of goods without consent of the trademark holders is five years and a $ 250,000 fine. Entry of goods by means of false statements carries a two-year maximum sentence and a $ 250,000 fine.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 6794 Patent owners and lessors

IAC-NUMBER: IAC 17515585

IAC-CLASS: Trade & Industry

LOAD-DATE: November 13, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Old man of sea Mickleborough rates highly in best of company THE AUSTRALIAN October 2, 1995 Monday 0 Edition

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THE AUSTRALIAN

October 2, 1995 Monday 0 Edition

LENGTH: 928 words

HEADLINE: Old man of sea Mickleborough rates highly in best of company

BYLINE: Rob Mundle

BODY:
WHO on earth is Don Mickleborough? Sailors the world over might be asking that right now as they ponder the winner of the 1995 International Yacht Racing Union/ Sperry Top-Sider world sailor of the year.In Australia, Mickleborough is well known to almost everyone who goes offshore racing.He's the evergreen old bloke who races out of Sydney with an equally vintage crew on his almost-as-old sloop, Southerly.What's different about that? He wins. And the combination causes considerable embarrassment for many of the so-called "heavies" and their lightweight, ultra modern racing machines.Such has been Don's success during the past 12 months that his name is up alongside that of America's Cupwinning skipper Russell Coutts and five other world-conquering yachtsmen for consideration as the 1995 world sailor of the year.For many, the old bloke deserves to win.He truly represents everything sailing has to offer. He's a winner in a sport where age is no barrier.Previous winners in the male category of the award were Sir Peter Blake and Sir Robin KnoxJohnston for their record-breaking non-stop world circumnavigation with the catamaran ENZA New Zealand.Admittedly, Don's achievements did not grab a similar level of international media attention, but his efforts have been equally meritorious.At age 70, Don could be classified as a senior citizen.So could most of his crew. All but one of them is older than the 56-year-old Southerly, more popularly known as the Southerly Floating Hotel. So, at an age when many others see retirement as being just that, Don and his team are to be found on the high seas pitting their skills and their grand old yacht Southerly against the latest and greatest ocean racing yachts.It is because Southerly won its division in the Hobart race and the Southport race at a time when those aboard should have been contemplating the comforts of a retirement village that Don now finds himself up there with the likes of Blake, Knox-Johnston and Coutts.In reality, though, there is much more meaning to his nomination than that. He proves yet again that sailing is an ageless, timeless sport. For a participant it can be a lifetime sport. It's something a five-year-old at Fremantle, a teenager at Glenelg, a 50-year-old at Airlie Beach or Don Mickleborough in Sydney can enjoy being part of . . . and be competitive.We can only hope the jury sees his nomination for what it really is. While he represents the grassroots and things that count in sailing, he is up against some real heavyweights.Those other contenders, besides Coutts, are: Christophe Auguin (France), who won the past two BOC solo around-the-world races; Luc Gellusseau (France), who has dominated the International Mumm 36 racing season; Nikolas Kaklamanakis (Greece), the world's top Olympic Mistral sailboarder; John Merricks/Ian Walker (Great Britain), the world's leading Olympic 470 class crew; Robert Scheidt (Brazil), the world's top Laser sailor.There are seven contenders for the female IYRU/Sperry Top-Sider world sailor of the year: Isabelle Autissier (France), for her spectacular win on leg one of the BOC race; Lisa Clayton (Great Britain), for becoming the third woman to sail solo around the world; Sally Cuthbert (Great Britain), three-time winner of the double-handed discipline at the **Nautica** World Youth Championship; Leslie Engot (New Zealand), Helmsperson of America's Cup contender Mighty Mary; Kristine Roug (Denmark), winner Europe world championship and Danish Olympic Spring Regatta; Mighty Mary crew for America's Cup 1995; Theresa Zabell/Begonia Via Dufresne (Spain), the world's top female 470 dinghy crew.* CONTROVERSY continues to circulate on the disproportionate state voting system within the Australian Yachting

Federation.The AYF's recently retired president, Queensland's Wyn Treasure, who advocated major changes within the organisation, certainly doesn't like the way things stack up."One of the reasons for the close vote on the staff issue [the proposed removal of Tony Mooney and Alistair Mitchell from the AYF posts] at the recent AYF Council meeting was because of the inequitable voting system used by the federation," Treasure said."Under the current AYF constitution, each state/territory is entitled to two delegates, each exercising one vote, which means for instance, each Northern Territory delegate represents approximately 242 sailors while on the other hand each NSW delegate represents approximately 6802 sailors."The result of this inequality meant the council delegates representing 43.5 per cent of fee-paying sailors, overturned a board decision that was supported by delegates representing 56.5 per cent of feepaying sailors."A weighted voting system is the only way that just decisions can be made in the best interests of the majority of Australian sailors." * JAPAN's Nippon Yacht Club has become the second challenger behind New York Yacht Club for the America's Cup in Auckland in 2000.The proposed budget is $US35 million for the campaign which is scheduled to begin next month.Makoto Namba, who led the last crew, is likely to be helmsman.* WHAT price Sir Peter Blake's now famous America's Cupwinning red socks? Try $6500. That's what they made at an auction in Auckland last week.In all, $85,000 was raised at the fund-raising dinner for New Zealand's International Yachting Trust, taking their grants in recent years to more than $300,000.With corporate and private support like that there's little wonder the Kiwis produce so many top international yachtsmen and women.

LOAD-DATE: October 1, 2003

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Date/Time: Friday, May 5, 2006 - 11:51 AM EDT

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New men's suits match all attitudes Tampa Tribune (Florida) October 6, 1995, Friday,

Copyright 1995 The Tribune Co. Publishes The Tampa Tribune Tampa Tribune (Florida)

October 6, 1995, Friday, FINAL EDITION

SECTION: BAYLIFE, Pg. 3

LENGTH: 850 words

HEADLINE: New men's suits match all attitudes

BYLINE: VALLI HERMAN; of the Dallas Morning News

BODY:
Wearing a suit in this comfort-before-class era is almost an act of rebellion. But you can't blame men for shedding their restrictive uniforms. Their suits were built nearly as sturdy as a La-Z-Boy, but they were hardly as accommodating.

To craft better suits, menswear makers have removed the stuffing, updated the fabrics and given men a new way to be comfortable. They've even made ties optional.

"Designers are really trying to redefine the suit, and do it in many different ways so that it fits into anyone's lifestyle. In other words, it's become sportswear," says Colby McWilliams, men's fashion director for Neiman Marcus.

Although style dictums may be dead, it's far too early to write the suit's epitaph. "It's still a necessity in a man's wardrobe," says McWilliams. "When you give a man a uniform, like anyone else, he becomes comfortable in it. The comfort level is not an easy thing to discard."

Men now have nearly as many suit choices as they do all-sports cable channels: two-button, three-button, four-button; six-two or four-one double-breasted; English dapper, Italian slouchy or American relaxed. To ease the transition between looks, designers such as Calvin Klein have created jackets that combine elements of several predominant styles. The new two-button Calvin Klein suit places the buttons higher to mimic the fit of a three-button, says Michael Kalesti, sales director for the men's collection.

While casual-wear revolutionaries predicted the death of suits and the shutdown of factories, vigor has emerged instead. Expert tailors are again offering the best examples of their craftsmanship. Sportswear makers such as Tommy Hilfiger and **Nautica** have taken the opportunity to create suits infused with their trademark casualness. And designer labels such as Donna Karan, Hugo Boss and even Gucci are fine-tuning suits to match exactly the moods of their customers. A suit for every mood Now the only challenge remaining to men will be deciding, as women do, what mood they want to dress for each day. Here are some styles to choose from: - The mod suit. Rock's early rollers - especially British invaders like the Beatles, the Kinks and the Who - wore suits, and without irony. But put a mod suit on a kid raised in T-shirts and jeans and suddenly the uptight symbolism of suits changes. The narrow jacket is hardly corporate, even with its English-tailored flap pockets and notched lapels. Like any suit, the jacket and trousers match, but the flat-front pants are cut sleeker than jeans. The shirt and tie, saturated in a matching deep color and stripped of pattern, are so plain they're practically shocking.

The sober navy blue suit never looked so sexy. Just to keep the attitude properly anti-corporate, wear slick-as-glass loafers. With your pants hemmed high, they'll nicely reveal your sockless ankles. - The

dapper suit. The best-dressed man wears a suit that invokes that great era of menswear elegance, the 1930s. Not since then has even the most stylish man combined a double-breasted suit with a vest.

The best duos are cut from fabrics in subtle patterns that don't compete with the slight busyness of the eight-button jacket and the high-gorge vest beneath it. A glen plaid delivers dual advantages: The pattern is more interesting than a simple solid color, but with distance the stripes and bars blur into the season's favorite shade of medium gray.

While gray is always a tempting background for bold shirt colors, resist. A white shirt, with matching white tie, packs punch and properly shifts emphasis to the suit. Style, after all, is a matter of knowing what not to wear. Comfort meets corporate - The relaxed suit. Somewhere between the rigid navy power suit and the rustic tweed sport coat comes the relaxed suit. This version, in an earthy brown plaid, retains the authority of the suit while offering the casualness of the sports coat. A change of accessories turns it strict or slack.

With a silk sweater, it's casual but elegant. With a neutral-hued shirt and tie, it's corporate. The suit's versatility expands when the trousers and two-button jacket (a still-valid silhouette) are worn separately.

Choose a subtle plaid fabric for a touch of pattern that also meshes with the season's emphasis on texture - brushed suede shoes, suede belts, knit shirts and thick sweaters. - The achiever suit. A man needs a uniform that lets him be prepared for anything, anywhere. The six-button double-breasted suit jacket with pleated trousers is the epitome of modern classicism. Two of the six buttons fasten, which creates a more defined waist than the old four-button models, which have only one waist-cinching button. The leaner jacket lines are emphasized with tonal accessories that create a unified appearance. The solid-color tie almost blends into a similarly hued shirt, echoing the suit.

Better yet, the tonal wardrobe is effortless. Now that most designers create their own shirts, ties and accessories, the shopping is as easy as the dressing. And that leaves more time for business.

GRAPHIC: PHOTO,
For casual day, consider this herringbone worsted-wool, soft-shoulder suit with triple-pleat trousers. Photo from Claiborne Clothing

LOAD-DATE: October 8, 1995

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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Friday, May 5, 2006 - 11:50 AM EDT

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A Little Style The New York Times October 8, 1995, Sunday, Late Edition - Final

Copyright 1995 The New York Times Company
The New York Times

October 8, 1995, Sunday, Late Edition - Final

SECTION: Section 6; Page 95; Column 1; Magazine Desk

LENGTH: 6 words

HEADLINE: A Little Style

BODY:
Fashion, at its most downsized.

GRAPHIC: Photos: Above: Tweed jacket, $450, and skirt, $220, by Anna Sui. At Bergdorf Goodman. Cardigan, $48, blouse, $58, and pants, $128, all from Banana Republic. Bally shoes. On girls: Blouse, $16, from the Children's Place, 901 Avenue of the Americas. Skirt, $30, from Talbots, 1523 Second Avenue. Tic Tac Toe socks. Longstreet ties. On boys: Shirt, $17, tie, $16, and pants, $28. From Land's End, (800) 356-4444. Opposite, from left: Sweater, $170, and skirt, $280, by Adrienne Vittadini. At Bloomingdale's. Donna Karan shoes. Prada bag. On girl: Shirt, $23, by Esprit. At Dayton Hudson. Kilt, $62, by Kelsy. At Space Kiddets. Tights by Oilily. Sweater, $38, from J. Crew, (800) 562-0258. Skirt, $56, from Princess Goes Wild. At Natalie & Friends, East Hampton, L.I. Shoes by Nine West Kids. (pg. 95); Above: Dress, $850. At Salvatore Ferragamo, 725 Fifth Avenue. Coat $1,200, by Joop! At Saks Fifth Avenue. Barneys New York. Pearls by Kenneth Jay Lane. On girl: T-shirt, $20, at Space Kiddets. Skirt, $35. From Benetton, (800) 535-4491. Tights from Skandii Kids. Opposite, from left: Vampire costume, $24.98. From Rubie's, Richmond Hill, Queens. Dress, $1,200, and coat, $1,500, from Istante by Gianni Versace. At Bloomingdale's. Norma Kamali shoes. Hamilton watch. Hanes Resilience Hose. Men's suit, $395, by **Nautica.** At Lord & Taylor. Shirt and tie by Polo by Ralph Lauren. (pg. 96); Cashmere sweater (on driver), $710, and cardigan, $1,005, by Jil Sander. Sweater at Barney's New York. Cardigan at Linda Dresner. Girls' sweaters: Turtleneck, $139. From Oilily, 870 Madison Avenue. Crewneck, $69. From Benetton, (800) 535-4491. Tights by Skandii Kids. Mercedes-Benz SL500. Opposite: Plaid jacket, $96, T-shirt, $44, and hat, $20. From Stussy, 104 Prince Street. Shorts, $50. From Phat Farm, 129 Prince Street. Sweater, $155, by CK Calvin Klein. At Macy's. Skirt, $195, from OMO Norma Kamali, 11 West 56th Street. Bag and shoes by Calvin Klein. Pearls by Kenneth Jay Lane. Background: V-neck shirt by Stussy. Sweater by Unionbay. Jeans by Tommy Hilfiger. (pg. 98) (Photographs by CLEO SULLIVAN)

LOAD-DATE: October 8, 1995

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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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DRESSING DOWN;AT WORK The Boston Globe October 8, 1995, Sunday, City Edition

Copyright 1995 Globe Newspaper Company
The Boston Globe

October 8, 1995, Sunday, City Edition

SECTION: MAGAZINE; Pg. 11

LENGTH: 662 words

HEADLINE: DRESSING DOWN;
AT WORK

BYLINE: By John Powers, Globe Staff

BODY:
GQ magazine claims it has solved that vexing problem of how to suit up for casual Fridays in the workplace. Are you afraid the chairman will wrinkle his brow if you wear that jumpsuit in the boardroom? How about a **Nautica** herringbone-weave jacket with elbow patches, about $ 475. Do you still want to sport power suspenders on the trading floor? Why not the canary-yellow version from Paul Stuart? Are Reeboks too casual for that all-important client presentation? Go for the $ 235 suede ankle boots from J. P. Tod's, with a pair of punchy argyles.

I'm sure GQ even has a solution for the CIA, now that the spooks are dressing down on Fridays. But what about jackhammer operators? Beat cops? Registered nurses? Does Tommy Hilfiger have something relaxed yet assertive for them, too? I want to see Giorgio Armani bring his understated elegance to the ground crew at United. I want to see Joseph Abboud do a casual makeover on the guys at Boston Gas. Any cutter and stitcher on Seventh Avenue can drape a lawyer, a banker, or an architect in casual wear. I want to see them tackle a bomb-squad specialist. Can Hugo Boss design a three-button Donegal tweed that fits over a flak jacket?

The problem with casual Fridays is that they were meant for places with water coolers and conference rooms. They don't quite work at excavation sites, intensive-care units, or the 87th Precinct station house. Some folks can't - or shouldn't - dress down. Firefighters, for example. The traditional helmet, long rubber coat, and thick boots keep them alive when beams are falling, walls collapsing, and glass exploding. A Wilke-Rodriguez wool-blend boucle sport coat doesn't quite make it at a three-alrm fire, even when accessorized with a jaunty rucksack.

We're uncomfortable with the idea of certain people dressing down on the job. Cardinal Law, for example. Can you imagine him in jeans and Topsiders, with a Ralph Lauren sweater knotted rakishly around his shoulders? What if a federal judge turned up in a Dolce & Gabbana polo shirt and crocodile-skin oxfords? Would an undertaker in a pink-striped seersucker suit and white bucks set the proper tone?

Some workers simply have to be in uniform to be taken seriously. We don't want them looking like Ferris Bueller on his day off, especially if they're piloting a 747 through an electrical storm 32,000 feet above the Rockies. Airline captains have to exude command and control. So do traffic cops, neurosurgeons, and generals. If Norman Schwarzkopf had been wearing drawstring trousers from Comme des Garcons, Saddam Hussein would have a pied-a-terre in Kuwait City.

The problem with folks dressing down on Fridays is that they look as though they've already checked out

for the weekend. That's not a problem at Simon & Schuster. It is a problemat the Massachusetts General. Would you want a cardiologist performing a quadruple bypass in a rugby shirt, Dockers, and Hush Puppies? Is his mind on your aorta - or on the 4 o'clock ferry to the Vineyard?

Some people can't dress down on Fridays or any day because we wouldn't be comfortable. Others can't dress down because they already have. The jackhammer operator can't get much more casual than T-shirt, jeans, and reinforced boots unless he wears tinted goggles. The Celtics are already playing in virtual underwear. And what about strippers and skin divers, who are minimalists by profession? Or sportswriters? They deal with people who are wearing a jockstrap, or less. So they think donning a Super Bowl windbreaker, faded jeans, and a smudged pair of Nikes amounts to overdressing. Some folks have to dress up to dress down.

The truth is, America began as a dress-down country. We won the Revolutionary War by wearing everyday clothes and firing homemade bullets at people garbed in tailored scarlet coats with brass buttons, about 20 guineas. Maybe if King George III had believed in casual Fridays for his grenadiers, he wouldn't have lost the Colonies.

LOAD-DATE: October 11, 1995

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BIGGER MALL NEARLY READY; ANCHORS EXPAND AT CHESTERFIELD St. Louis Post-Dispatch (Missouri) October 13, 1995, Friday, FIVE STAR LIFT Edition

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St. Louis Post-Dispatch (Missouri)

October 13, 1995, Friday, FIVE STAR LIFT Edition

SECTION: BUSINESS; Pg. 10C

LENGTH: 583 words

HEADLINE: BIGGER MALL NEARLY READY; ANCHORS EXPAND AT CHESTERFIELD

BYLINE: Babette Morgan Of the Post-Dispatch Staff

BODY:
Chesterfield Mall is less than three weeks away from the opening of a new, bigger Famous-Barr store, an expanded Dillards and a new concourse with a food court and room for 19 specialty stores.

The mall, owned by the Richard E. Jacobs Group of Cleveland, is a 19-year-old shopping center at Clarkson Road and Interstate 64 (Highway 40) in Chesterfield. It is undergoing its first big expansion since 1983.

The expansion, which first began in 1992, is to open Nov. 1 - more than two years late. Construction work had abruptly stopped in September 1992 and did not resume until last year. Neither Famous, Dillards nor Jacobs have ever disclosed the details of the dispute that led to the delay.

The shopping center needed more room, because the primary areas it serves are the fastest-growing parts of the state, said Angie Freed, the mall's marketing director.

The upgrades also should help the center regain some of the market share it lost after the major expansion in 1991 of Saint Louis Galleria, a shopping center in Richmond Heights, said Philip Abbenhaus, a retailing analyst for Stifel, Nicolaus & Co. in St. Louis.

At Chesterfield, that sharpening involves a new three-level Famous-Barr that is nearly 50 percent larger than the current Famous at the mall. The 240,000-square-foot store will offer furniture; bridge fashion labels, such as Ralph Lauren, DKNY and Ellen Tracy; and an expanded cosmetics department.

Famous-Barr officials also said the Chesterfield store would carry more menswear than any other Famous in the St. Louis area.

Famous' old store will be closing before the end of the month, with the space reopening about a year from now as a JCPenney store. Customers can expect a gap of a few days between the closing of the old Famous store and the opening of its new one, said Paul White, a spokesman for Famous.

Penney is planning a heavy redo of the old Famous store, Penney spokesman Hank Rusman said.

The expanded Dillards will contain 256,000 square feet - making it nearly a third bigger. Its new cosmetics department is three times larger than it was, store officials say. Menswear selections have also grown, particularly the Tommy Hilfiger and **Nautica** lines, Dillards said.

Sears, the third anchor at the mall, completed a renovation several months ago in which it reconfigured its store to add selling space and to emphasize apparel.

The new food court, on the upper level of the new concourse, holds room for 11 food outlets and seating for 500 diners.

Freed, the mall's marketing director, said eight food tenants would be ready to open on Nov. 1. - Sbarro the Italian Eatery; Chick-fil-A; Steak Escape; Mrs. Fields Cookies; Jambalaya Cajun Eatery; McDonald's Express; Panda Express, which sells Oriental food; and Frullati Cafe, which sells fresh-fruit smoothies, yogurt and salads.

The concourse also holds space for 19 specialty stores. Those opening Nov. 1 include The Mind Construction Co., which sells interactive toys; National Record Mart, which sells tapes and compact discs; and Prints Plus, which sells custom framed prints. FOR JOB SEEKER: If you're interested in employment opportunities at Chesterfield Mall, ymay call: THE MALL OFFICE at 532-4004, which keeps a master list of what stores arhiring. Most of the positions are for sales associates. JUDY DORPHINGHAUS, human-resources manager for the Chesterfield Famous-Barr. Her number is 532-3800, ext. 2005. LEE FRERKER, store manager for Dillards, at 532-4040.

GRAPHIC: PHOTO; Photo by Larry Williams/Post-Dispatch - David Thornton, a tile finisher for Williams Tile Co., works on a planter in the food court that's under construction at Chesterfield Mall. The food court has room for 11 outlets.

LOAD-DATE: October 13, 1995

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U.S. Marshals raid bay area flea markets St. Petersburg Times (Florida) October 16, 1995, Monday, City Edition

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St. Petersburg Times (Florida)

October 16, 1995, Monday, City Edition

SECTION: TAMPA BAY AND STATE; TIMES DIGEST; Pg. 1B

DISTRIBUTION: TAMPA BAY AND STATE; TAMPA TODAY

LENGTH: 150 words

HEADLINE: U.S. Marshals raid bay area flea markets

BODY:

Deputies from the U.S. Marshal's Service seized hundreds of suspected counterfeit clothing articles from four flea markets and small retailers in Pinellas and Hillsborough counties. The seizures, which were made over the weekend, were the result of court orders issued in a civil lawsuit filed in the U.S. District Court for Florida's Middle District. "We can't say too much about it because some of the orders we are executing are still sealed," said Deputy Marshal Michael Potter. "There are still other locations where we will be going in the future." The seized clothing, handbags and other articles bore trademarks owned by Nike, Polo Ralph Lauren, Disney, Warner Bros., Tommy Hilfiger, DC Comics, No Fear, **Nautica** and Oakley sunglasses. Potter said the seized items would be held by lawyers who represent the trademark holders and licensees in the lawsuit.

LOAD-DATE: October 17, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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Spring '96 trend report: outerwear; Brief Article Daily News Record October 17, 1995

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Daily News Record

October 17, 1995

SECTION: Vol. 25 ; No. 197 ; Pg. 6; ISSN: 0162-2161

LENGTH: 478 words

HEADLINE: Spring '96 trend report: outerwear; Brief Article

BYLINE: Edwards, Kristin

BODY:
The big news for spring is still TECHNO, TECHNO, TECHNO, which seems to have crossed over into every other outerwear trend and afl levels of distribution.

Rubber, rubberized fabrics and other synthetics are also important, but THE fabric is NYLON - KOS nylon oxford cloth, Titan cloth, ballistic, high-count nylon taffeta, etc. - for the young and trendy to the older and more sophisticated consumer. Sanyo's Weatherwear barn coat with corduroy collar is an example of this.

Reflective fabrics are starting to lose some of their luster at the contemporary retail level but are still important because they SHINE, and shine is still hot.

Speaking of shine, it comes in BRIGHT COLORS, which are an essential part of the techno story. Primary yellow, blue, red, green, orange and silver, along with bold black and white, are most important for spring.

Consumers also like authenticity and they get the REAL THING from companies like I. Spiewak, the American manufacturer that has been making sturdy industrial outerwear for years for emergency workers, policemen, firemen, toll collectors, etc., in lots of nylon and bright colors. I. Spiewak has now also become a huge fashion hit.

Another player is Protective Clothing, whose designs are sleek, all-nylon and echo the authentic looks of urban street workers.

Urbanites on city streets have taken the authentics a step further and have been seen wearing hiking jackets from athletic companies like Marmot, Helly Hanson, The North Face, etc., over sportswear and even over classic suitings.

Outerwear designers and manufacturers are paying attention. Tommy Hilfiger showed an authentically styled fireman's jacket for spring sailing gear with technically correct detailing was shown by Hilfiger, Kenneth Cole and **Nautica,** which has dressed mariners for The America's Cup and has developed a special performance fabric called Nautex for water sports.

This ATHLETIC theme is happening and now encompasses a variety of sports, many with a NASCAR or RACING JACKET look. It came down the designer runways for spnng and is now in many of the hippest outerwear collections. Verso does a sky blue satin with yellow and white racing NDX offers a neoprene

model in black with white piping. It also made a neoprene surfer's jacket a new addition to the athletic looks.

LOGOS are playing an essential part in the athletic look, especially with younger customers. There is no shortage of logos from names like Hilfiger, Guess and Kenneth Cole emblazoned often more than once across the fronts, backs, collars and sleeves of the jackets.

CLEAN LINES also prevail this season and no more so than in the CLASSIC '50s JAMES Dean jacket and golfing jackets with a very hip to-the-hip length. But these lines are being cut in a softer palette, such as **Nautica's** pastels and Dash's minicheck patterns.

GRAPHIC: Photograph

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 2329 Men's and boys' clothing, not elsewhere classified

IAC-NUMBER: IAC 17636583

IAC-CLASS: Trade & Industry

LOAD-DATE: November 13, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
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FALL FASHIONS FOR MEN; DRESS CODES; CLOTHES THAT GO FROM DRESSY TO CASUAL GIVE MEN'S FASHIONS MORE BANG FOR THE BUCK The Virginian-Pilot (Norfolk) October 19, 1995, Thursday,

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The Virginian-Pilot (Norfolk)

October 19, 1995, Thursday, FINAL EDITION

SECTION: DAILY BREAK, Pg. E1

LENGTH: 130 words

HEADLINE: FALL FASHIONS FOR MEN;
DRESS CODES;
CLOTHES THAT GO FROM DRESSY TO CASUAL GIVE MEN'S FASHIONS MORE BANG FOR THE BUCK

DATELINE: BY KIM WADSWORTH

BODY:
Autumn ushers vibrant changes in the texture and color of menswear this season. Classic elements in suits are getting a modern reinterpretation. Fashion catch-phrases like "business casual for Fridays" and "dressy casual" bring a wave of fresh ideas that are influencing the direction of menswear.

Our sources offer this advice: Get the maximum value for the garment. Wear it formal through the week, then blend tradition with comfort on Friday in a dressy form of the casual look.

The softer, subtle patterns are easier to mix with abandon since they do not compete to the eye. Ties are optional as long as key fashion replacements like the banded collar shirt and wool polo knit shirt are integrated appropriately. The dress code has a whole new direction.

GRAPHIC: PHOTOS BY LAWRENCE JACKSON / The Virginian-Pilot, Dandy Splendor, Steve strikes a poetic posture wearing a rich blend of modern and traditional themes. Black Evan Picone sport coat in camel hair, $ 295. is matched with banded collar shirt by Arrow $ 32.50, John Alexander gray flannel trousers, $ 90. and Oscar de la Renta herringbone vest, $ 50. Red silk pocket square, $ 10, adds a finishing flair. All available at Hecht's., Country Casual, This combination of knits and suede has the look and the feel of fall. Larry wears a pinpoint Oxford button-down shirt, $ 65, under a Fair Isle wool and cotton vest, $ 145, paired with tweed pant, $ 135. All designed by Ralph Lauren. **Nautica** nubuck leather jacket, $ 575. All from Hecht's., Elegance Revisited, Steve wears elegance right down to his lapel in sophisticated suiting from The Quality Shop. A worsted wool 3-button suit by Tallia, $ 575, has a modern geometric tie by XMI, $ 48. Ike Behar shirt, $ 120., Dressy Casual, The more casual "Friday look" begins with t-shirt of linen and cotton by Tulliano,$ 65, under Lazo polo collared wool shirt, $ 110. Cardigan sweater vest by Lazo, $ 97.50 is topped with a chalk stripe charcoal suit designed by Mickey Spatz, $ 695. Brown suede cap toe shoe by Salvatore Ferragamo, $ 275. All fashions from Beecroft & Bull, Ltd., Modern Man, Sharp tailoring offers a strong silhouette in this gray pin stripe suit, $ 455. Charcoal gray overcoat, $ 295. Patchwork tie in burgundy and gold, $ 39.50. Menswear available at Jos. A. Bank Clothiers.

LOAD-DATE: October 21, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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SURF'S UP;CLASSIC BEACH BUM LOOKS ARE WHAT'S NEW UNDER THE SUN. Sun-Sentinel (Fort Lauderdale, FL) October 22, 1995, Sunday,

Copyright 1995 Sun-Sentinel Company
Sun-Sentinel (Fort Lauderdale, FL)

October 22, 1995, Sunday, ALL EDITIONS

SECTION: LIFESTYLE, Pg. 3E

LENGTH: 330 words

HEADLINE: SURF'S UP;
CLASSIC BEACH BUM LOOKS ARE WHAT'S NEW UNDER THE SUN.

BYLINE: ROD STAFFORD HAGWOOD; Fashion Editor

BODY:
Beach bum style has left sandy shores for the runways of Seventh Avenue.

New York's Spring '96 shows in July saw renditions of beach shorts for men from designer labels Bosa Le Collezioni, Terry Wilke/Eddie Rodriguez (Rodriguez is from Miami), Duende Jazz and David Chu for **Nautica.** Interpretations ranged from classic surf styles topped with floral and aquatic-print shirts to '50s patterned (paisley and mosaic) cabana sets.

"Designers seem to be doing beach things in the '50s spirit," said Jack Herschlag, executive director of the National Association of Men's Sportswear Buyers. "They're doing cabana sets, which is nothing more than a matching top with a bottom. You're also seeing tight-fitting swim shorts in paisley with belts, as with (designers) Gene Meyer and Matthew Battanian."

Of course, that's the fashion-schmasion version. The real surfing board short is made of a durable darkly hued matte nylon with a contrasting-color waistband and prominent overstitching.

The true performance shorts, as opposed to wannabe's, have reinforced stitching to withstand wear and tear, a loop fastener, lace-up flat-fly front, and a back flap pocket with a grommet in the bottom to drain water. Brands such as Lassen, Roxy/Quicksilver and Rusty retail in the $ 32 to $ 45 range. Ace board shorts - for poseurs - run about $ 15. All have recently come out with young women's versions.

"The board short is now a part of women's water wear," said Gary McNab, designer for the California-based Bad Boy line of activewear. "Women surf or body surf, too, and string bikinis and thongs just don't work that well ...as much as we might like to see those kind of things."

Women wear them over swimsuits or with baby T-shirts. They can jump into a pool or ride the waves in the shorts, then jump out and drip-dry. That's because real board shorts shed water quickly. They also hide a multitude of figure flaws.

That's something both women and men can appreciate.

GRAPHIC: PHOTOS 4, **Nautica** photo; (color) The surf-inspired short an dshirt comes ashore this season. Outfit by David Chu for **Nautica.** Shorts retail in the $ 36 to $ 40 range and shirts start at $ 42. Bosa photo; (color) Cabana sets, like this one from Bosa Le Collezioni, evoke a '50s feeling. Bosa photo; (color)

Male supermodel David Boles in Bosa Le Collezioni. Shirts start at $ 25 and shorts at $ 30. Wilke/Rodriguez photo; (color) Floral and aquatic-print shirts designed by South Floridian Eddie Rodriguez and Terry Wilke. Shirts start at $ 60.

LOAD-DATE: October 22, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (7/1/1995) and leq (12/31/1995))** (Edit Search | Suggest Terms for My Search)
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Cashing in on the casual craze The Toronto Star October 26, 1995, Thursday, METRO EDITION

Copyright 1995 Toronto Star Newspapers, Ltd.
The Toronto Star

October 26, 1995, Thursday, METRO EDITION

SECTION: FASHION; Pg. C3

LENGTH: 736 words

HEADLINE: Cashing in on the casual craze

BYLINE: By David Graham

BODY:

David Chu teaches by example. The president and CEO of the phenomenally successful **Nautica** men's sportswear line was in Toronto for a public appearance and fashion show at The Bay Queen St. last week.

And while the models showcased pieces from **Nautica's** fall '95 collection, it was the 40-year-old Chu who told the real story.

By purposely dressing down his own pinstripe suit, the bespectacled New York designer made it clear he is his own best advertisement. More than any other designer, Chu has cashed in on the casual Friday craze.

The suit, from his own **Nautica** tailored collection, was worn with a blue and white striped shirt, a navy polo sweater (both open at the neck) and a pair of mustard suede brogues.

Since 1983 Chu has kept a watchful eye on the trend to casual dressing. He was there when it all started. As the corporate male began to struggle with the task of building a new, less structured wardrobe, Chu was hard at work making it all seem easy.

Chu's pinstripe suit, a hallmark of the rigid, boardroom executive, was relaxed yet well within the bounds of appropriate office attire.

With his men's sportswear and seemingly endless list of licences for everything from fragrance to watches, **Nautica** can be all things to most men. In fact, Chu has so accurately targeted his customer that three years ago a prominent car manufacturer asked to attach one of its vans to the **Nautica** bandwagon.

Lincoln Mercury developed a minivan that still bears the **Nautica** label. The limited edition vehicle (approximately 10,000 built each year) is presented in color schemes and interior fabrics consistent with Chu's design sensibilities.

"They knew I had successfully targeted the 25-to-45 age group," Chu says. "They knew my designs suited the current market. The van was aerodynamic and modern looking. It was a good fit for them and me."

Color and texture have been trademarks of the **Nautica** label since Chu presented his first collection of six jackets to buyers back in 1983. "I made them in a coated cotton. They were very nautical looking and very colorful. They were picked up immediately by Barney's, Bloomingdale's and Saks Fifth Avenue," says Chu. The next year **Nautica** was acquired by the public apparel company State-O-Maine. And the line has grown

exponentially ever since.

His current roster of licences include eyewear, luggage, boys' sportswear and, of course, the vans. For fall '96 he will launch his first women's sportswear collection. "It will be a counterpart to the men's line. Except it will be a little hipper," says Chu, proceeding on the assumption that, when it to comes to fashion, "women are more adaptable to new ideas."

The **Nautica** line is available in 30 countries outside the U.S. There are two free-standing **Nautica** stores in New York City and Newport Beach, Calif., which carry the complete collection. As well, there are more than 700 **Nautica** shops in department stores across North America.

This fall, Chu continues to build on his reputation for creating functional sportswear for men in fashionable colors and classic designs.

Unable to find sturdy, weather-resistent fabrics that suited his specific needs, Chu has developed his own materials. Nautech is an alpine fleece used for a collection of crewnecks, pullovers and pants, while Nautex is a water-repellent fabric used for parkas and anoraks.

Nautica outerwear is rugged and sporty. The high-tech fabrics are presented in low-tech designs: a traditional Macintosh in lightweight, rubberized cotton, or a knit shirt in his Nautech fleece. **Nautica** sweaters are offered in classic argyle and Nordic patterns.

The theme follows through with Chu's tailored suits and jackets, all intended to be worn in conjunction with **Nautica's** sportier elements. Shetland sports jackets and sturdy whipcord wool suits mix comfortably with **Nautica** parkas, Macs, sweaters and endless accessories.

"It's a priority for us to make sure our customer can pull everything together without a lot of trouble. Men want to look good. But they don't want to spend a lot of time getting there," says Chu.

More than 60 designers work out of the head-office studio in New York. And each company that holds a **Nautica** licence has its own team of designers. Chu acknowledges there is a lot of talent behind each garment. But he accepts the responsibility of making sure everything works together.

GRAPHIC: 2 photos: TREND SETTER: David Chu is on course with relaxed look; PULLED TOGETHER: Wool check sport coat with patch pockets is designed to co-ordinate with rest of **Nautica** line priced from$75 for chinos to just under $300 for outerwear.

LOAD-DATE: May 12, 1999

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VESTS ARE KEY TO FALL STYLE Charleston Gazette (West Virginia) October 29, 1995, Sunday

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Charleston Gazette (West Virginia)

October 29, 1995, Sunday

SECTION: Life; Pg. 02E

LENGTH: 709 words

HEADLINE: VESTS ARE KEY TO FALL STYLE

BYLINE: Roy H. Campbell KNIGHT-RIDDER NEWSPAPERS

BODY:

Men, to be in style this fall means buying one or two great new suits or sports jackets, then updating the rest of your wardrobe with the right items.

Thank the relaxing of the corporate dress code for giving you more freedom to create a signature style. And because fall style '95 is item-driven, you can pick the pieces that fit your personality and lifestyle rather than dress in what amounts to a business uniform.

Of course, not everyone works in a corporate environment, and looking good away from the job is also important. So the following listing includes style cues for dressing away from the office.

Get vested. Nothing can revitalize an old outfit like a vest. This season's best vests come in soft knits and crepes, some in solid neutral colors, others in manly patterns such as houndstooth, paisley and diamond block. On the other side are the more structured vests made out of thicker fabrics. The heavier vests are often buttoned up high, leaving a smaller neckline for your tie.

Suit yourself. If you absolutely must be au courant, the banded-collar suit, which buttons all the way to the neck, and the three-button or

four-button single-breasted coats in a slim silhouette are on the cutting edge. Those of you who just want to be in style without going too far can choose the new double-breasted suits, which are broad at the shoulder and very tapered, or the looser single-breasted knit or crepe suits. Solid grays, blacks, taupes and blues lead the color pack, followed by pinstripes - from ultra thin to thick chalk.

Bulk up. Remember those thin, woven sweaters? They're gone with the chilly winds. Very thick-ribbed, cable-knit or crocheted sweaters in solid colors are the stylish way to bulk up as the weather gets colder. But don't buy the passe crew-neck or V-neck sweater. Take it just below the chin with high turtleneck and mock turtlenecks.

Stand by your band. When the collarless shirt that was so popular in the late 1970s resurfaced two years ago, many thought it would be a short-lived fad. To the contrary, the return was timed perfectly for the emergence of casual dressing in the workplace. The shirt is popular with men, from the very stylish to the mainstreamers.

Waist not. That workout schedule is paying off big time this season. The pants news is the high-waisted Hollywood slack that only men with flat stomachs can pull off. The baggy, pleated pants were popular during the great era of black-and-white Hollywood films and worn by Fred Astaire, Humphrey Bogart and many other leading men. Flannel, wool, tweed and crepe are the fabrics of choice. The other look for showing off a gym-built body is skinny, stretchy ski pants, cut looser than last winter's, which were so tight that many men resisted buying them. The new ski pants are meant to be worn as comfortably as a favorite pair of jogging pants, with a long shirt, a heavy sweater or a sports jacket.

Square off. Boxy, square-cut outer coats are part of the retro-1950s movement that emerged in the last round of designer fashion shows. But

where designers tried to re-create that decade's fabrics and patterns, men's clothing makers have taken the same silhouette and used more modern fabrics, such as suede, corduroy and felt, to capture the trend in a '90s way.

Get down. The puffy quilted nylon coat filled with down, popular with the urban hip-hopper last year, is now in the mainstream. **Nautica,** Tommy Hilfiger, Polo and many other men's lines feature the so-called Michelin Man coat. But the one who started it all two years ago, Donna Karan, still has the hottest.

Tie one on. When a tie is called for you need one that does the job. This season's ties are narrower, but not exactly skinny. The bright prints and wacky designs of last year are replaced with patterns in muted colors.

Boot up. You can keep your old stand-by conservative shoes. They're never out of style. But if you want to take a step forward, boots are th e answer. Half boots, work boots, biker boots, lace-up boots, combat boots and even shoes made like boots are the way to step out in style.

LOAD-DATE: October 30, 1995

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Eyebrow pencils; magazine 'George' debuts; Column Harper's Magazine November, 1995

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Harper's Magazine

November, 1995

SECTION: Vol. 291 ; No. 1746 ; Pg. 6; ISSN: 0017-789X

LENGTH: 2561 words

HEADLINE: Eyebrow pencils; magazine 'George' debuts; Column

BYLINE: Lapham, Lewis H.

BODY:
If one wishes to know the real power of the press, one should pay attention, not to what it says, but to the way in which it is listened to... It only cries so loud because its audience is becoming deaf.

--Alexis de Toqueville

During the first week of September, advance copies of John F. Kennedy Jr.'s new political magazine, George, appeared on the New York publicity circuit, defined by its founding editor as "post-partisan" and addressed to the kind of people (very upscale, very hip) apt to think --at least until they meet George--that politics are boring and nasty and old. The introductory press conference took place in Federal Hall, in the rotunda where George Washington (the magazine's namesake and totem) delivered his first inaugural address in the spring of 1789. Smiling and at ease in the company of both the dim past and the shiny present, Kennedy greeted the assembled gossip columnists and television cameras by saying, "I don't think that I have seen as many of you in one place since they announced the results of my first bar exams."

His magazine looked a good deal like Vanity Fair or Vogue (280 glossy pages, delicately scented with an assortment of French perfumes), and in response to questions from the two or three skeptics in the crowd, Kennedy explained (as he also explained in the prefatory note to his 500,000 prospective readers) that George was a political magazine from which the politics had been tactfully removed, "a lifestyle magazine" refreshingly devoid of ideas and unencumbered by "any partisan perspective--not even mine," a magazine not unlike a merchandising catalogue, "exuberantly" and "extravagantly" bent on exhibiting political figures as "pop icons" and made to the measure of sophisticated consumers certain to bring to their reading of the Bill of Rights or a speech by Bob Dole the same standards of judgment (discriminating) and taste (exquisite) that they bring to their appreciation of an Armani suit, a pair of Ferragamo shoes, or a Louis Vuitton suitcase.

Consistent with the task at hand, the inaugural issue achieved its most striking effects with the advertising, 175 pages of stylish photographs representing all the great and glorious names in the retail merchants' Hall of Fame, not only Armani and Ferragamo but also Tommy Hilfiger, Clinique, Ralph Lauren, Versace, Piaget, **Nautica,** Valentino, and Donna Karan--the immortals bringing the gifts of the Magi to a cradle of democracy.

The editorial drift of the magazine was color-coordinated with the advertising copy--Cindy Crawford on the cover as George Washington (noble stance, white powdered wig, eighteenth-century American military

uniform, bare midriff, satin ruffle); Cindy Crawford on page 12 (in red silk on behalf of Revlon's "Fire and Ice"); Cindy Crawford on page 210 telling women in Washington how to dress ("If I were first lady, I'd only wear black", "Don't get the cheap panty hose," "Tipper's hair is working"). The bulk of the magazine's prose offered a series of variations on the same tone of voice: up front, under the rubric "Primaries," a few words about George Washington (" He was a big man--big hands, big feet, big chest"); chatty pieces about the swell parties attended by the swell new Republican operatives in Washington ("refined strategy sessions for elite leaders" in "genteel" town houses); an account of Julia Roberts on tour among widows and orphans in Haiti (how Julia suffered at the hands of the cruel news media and how her good intentions were rewarded by a waif who said to her, "You're here because you love us"); JFK Jr. himself interviewing George Wallace, the once-upon-a-time racist and governor of Alabama (something of a tour de force because the governor is both deaf and mute); an endpaper entitled "If I Were President," in which Madonna confesses that "I'd rather eat glass" because as president "one day you wake up and find out that you don't have a point of view or a set of balls"; a lead essay ("The Next American Revolution Is Now") in which the novelist Caleb Carr promotes the new American political season in language suitable to a report from Paris on the autumn clothes, informing the friends of George that when they really stop to think about "all the great issues and events of our day," they, too, will discover what he and John F. Kennedy jr. and Isaac Mizrahi and Newt Gingrich's lesbian half-sister and Liz Claiborne and Gianfranco Ferre already know: that politics are where it's at.

But if politics were where it's at, who would have time for George--a political magazine without the politics and with a fashion model for its muse of fire? Why write letters to the editor with an eyebrow pencil? The questions kept coming to mind as I made my way through the text, and by the time I reached the last four-color photograph (of Madonna swallowing a goldfish) I understood that the magazine would have been more appropriately dedicated to the sacred memory of George III. Here was an expensive collection of celebrities fetchingly arranged in the homespun poses of democratic self-government, but who were the people whom George was meant to astonish or impress, and where was the audience for a magazine presenting as its chief virtue the great news that it had nothing to say?

Politics are by definition partisan, because they constitute an argument about power--about who gets to do what to whom, under what circumstances, and for how long and with what degrees of objection or consent. Castrate the quarrel, divorce politics from any meaning that cannot be sold in Bloomingdale's, and what is left except a round of applause for William Kristol's tie and Cindy Crawford's hair?

Kennedy, in his prefatory note, speaks of a "freshly engaged public" and a boisterous crowd of presumptive readers "energized by their anger" and eager to indulge "their passion for politics." He might as well have been referring to the immense crowd of well-adjusted and perfectly conditioned people on Planet Reebok. During the 1994 election--the one that all the swell people in the first issue of George were talking about as the Second Coming of Christ the Republican--no more than 39 percent of the electorate turned up at the polls, and of those who did, only 25 percent knew the names of their senators or representatives. The country's genuinely political journals circulate among small numbers of readers, and few television public affairs programs command audiences large enough to qualify for a single ratings point. I don't know what kind of crowds the editors of George encounter on the great American plains, but in my own wanderings around the country over the last several years I've noticed that without the backing of the Christian Coalition or the addition of large celebrity (personages on the order of Elizabeth Taylor or Henry Kissinger) political meetings tend to consist of twenty or thirty people whose hair isn't working, seated on folding chairs in a small room, asking questions either bitterly partisan, hopelessly irrelevant, or terminally paranoid--studio audiences sometimes positioned for the C-Span cameras to suggest the illusion of a quorum.

The general lack of interest in political affairs corresponds to the general disaffection for anything and everything modified by the adjective "public." For twenty years the drum majors of the Republican parade band have been beating time to the same ideological refrain--private schools, private prisons, private suburbs, private roads, private money, private police--and by now even the crippled remnant of the Democratic Party has come to acknowledge the sovereignty of private means over public ends. All things bright and beautiful flow forth from the clear mountain streams of the private sector; all things vicious and ugly rise from the swamp of the public sector. Power derives its legitimacy and authority from the mints of

private wealth, not from the coinage of public thought, and people who once might have thought of themselves as citizens now tend to think of themselves as the vassals of a commercial overlord.

Corporations of the magnitude of IBM or Citibank constitute themselves as what Renaissance Europe would have recognized as city-states, sovereign powers employing as many people as once lived in Philadelphia in 1789. When it suits their interests, they send their agents to Congress (as they did last spring with respect to the telecommunications and environmental bills) to write the necessary laws. A man without a company name is a man without a country; it is no longer the political commonwealth that furnishes him with a pension, medical insurance, club membership, credit cards, meaning, and a common store of experience. As recently as a hundred years ago most Americans lived in small towns arranged around a public square or green, a community consisting of a school, a courthouse, and a church, and our range of observation was available free of charge. Now we must pay for what goes by the name of common experience at the stadium, the cineplex, or the mall, and we define ourselves as the sum of our possessions or the collection of our ticket stubs.

George proceeds from the assumption that the important political decisions take place in private (at the Federal Reserve Board, on one of the Disney Company's airplanes, over breakfast at the Willard Hotel), that what Versace has to say (even in Italian) is a good deal more interesting than who gets elected president of the United States or what the Congress says to itself about the balanced budget or the war in Bosnia. But in the meantime somebody has to keep up appearances, maintain the fiction of a national political debate, make lists of Senator Alfonse D'Amato's favorite songs and pasta dishes, organize the props and lights for what John F. Kennedy jr. (again in his prefatory note and attributing his insight to his lifelong access to the best seats in the American grandstand) calls "the giant puppet show that can turn public people into barely recognizable symbols of themselves."

On or about the same day that Kennedy introduced his new magazine to the ladies and gentlemen of the press in Federal Hall, General Colin Powell set forth on a twenty-five-city tour to promote his autobiography, My American Journey, and the two events were as well matched as Cindy Crawford's accessories--a political campaign that wasn't a political campaign, a post-partisan candidate refreshingly devoid of controversial views, a politician from whom the politics had been tactfully removed, a fall fashion statement (noble stance, twentieth-century military uniform, firm jaw, many medals) made to fit the cover of everybody's magazine. The news media hustled the general into the limelight with the effusive haste of a starving mob in a besieged city welcoming die arrival of a relief column. The country was said to be in desperate straits, exhibiting ominous signs of moral rot and social decay, and here at hand was a great captain embodying all the old-time American virtues believed to have gone AWOL from a Saigon bar in the summer of 1969. Within a matter of a few days in September, Powell appeared before the talk-show cameras with Barbara Walters and Jay Leno, Time magazine published a 7,500-word excerpt from the Random House book (500,000 copies shipped, $ 6 million author's advance), and newspaper columnists of all persuasions abandoned themselves to a frenzy of praise--"classic soldier-statesman," "a president for all seasons," "transcends politics," "photographic memory." Powell not only was a hero--a man who had "power-walked" with Presidents Reagan, Bush, and Clinton--but he was also black, "America's black Eisenhower." Not too black, of course, not so black that he would scare anybody, but black enough to stand as a symbol of payment for a long-overdue debt, allowing white people to imagine--at least for the time being and while being questioned by the opinion polls--that they were tolerant and kind and wise, so emancipated from racial prejudice that they could seriously entertain the prospect of a black man in the White House.

In the small print behind the dress uniform and the glittering adjectives, the general didn't quite come up to the promise of the ad copy. A deft and self-promoting careerist, he apparently had risen through the ranks by never doing or saying anything that ruffled the surface of the consensus already present in the briefing room, an officer so disinclined to take risks that he worked out a doctrine of guaranteed victory, committing the United States Army only to those wars that it could easily win (preferably in deserts, never in mountains), a military bureaucrat so skilled in the arts of camouflage that in Vietnam in 1968 he adroitly delayed discovery of the My Lai massacre, and in Washington in 1986, on the staff of the secretary of defense, he arranged the illegal transfer of arms to Iran, blandly failing to recall (114 times) any knowledge of the event at the subsequent congressional hearings--in brief and in sum, an accommodating man who

once told the Washington Post that "issues come and go" but "process" lives forever.

Nor did his book, or at least those fragments of it that I read in Time, contradict the impression of a latter-day Polonius. The general told the story of his life as a series of uplifting homilies consistent with the plot lines of television situation comedy--strong family ties, up from poverty in the South Bronx by dint of good conduct and hard work, off to the army, which he embraced as "my home ... my life ... my love," aide-de-camp to a series of important people in and around the White House, lots of power-walking, chairman of the Joint Chiefs of Staff. On the questions that threatened to veer off into the swamp of politics, the general let issues come and go and stayed steadfastly with process. Yes, he had "Republican leanings," but he was also "a New Deal kid"--conservative but not too conservative, a believer in "discipline" but also a strong supporter of "compassion," vague about abortion and capital gains taxes, solidly in favor of mother and the flag.

Reading the general's text, I remembered, having once been told, that during the fall of 1941, when the German tanks had advanced to within ten miles of Moscow, the managers of the Soviet Union placed a wax dummy of Joseph Stalin in a lighted window of the Kremlin, high enough up off the street to escape close inspection but near enough to sustain the illusion of a godlike presence. Stalin the man might have been in a bomb shelter or the Crimea, but Stalin the wax figure, tireless in his labors and impervious to fear, remained stolidly at his post, the great leader alone in his study, seated calmly at his desk, directing the armies in the field, and summoning from the impregnable soil of Mother Russia the strength of 10,000 armored divisions.

The United States in the autumn of 1995 isn't as badly off as Moscow in October 1941, but still it is a comfort to see Colin Powell and Cindy Crawford high up in the lighted windows of the news media and to know that if they really put their minds to it, either singly or together, they could probably summon from the pages of the imperishable American past the mighty spirit ("big hands, big feet, big chest.") of George.

IAC-NUMBER: IAC 17576876

IAC-CLASS: Magazine

LOAD-DATE: December 27, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)** [i]
Terms: **nautica and date(geq (7/1/1995) and leq (12/31/1995))** (Edit Search | Suggest Terms for My Search)
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Date/Time: Friday, May 5, 2006 - 11:33 AM EDT

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Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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Dillard's hangs its hat at University Mall fete St. Petersburg Times (Florida) November 2, 1995, Thursday, Tampa Edition

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St. Petersburg Times (Florida)

November 2, 1995, Thursday, Tampa Edition

SECTION: TAMPA TODAY; Pg. 1B

DISTRIBUTION: TAMPA TODAY; TAMPA BAY AND STATE

LENGTH: 366 words

HEADLINE: Dillard's hangs its hat at University Mall fete

BYLINE: LARA WOZNIAK

DATELINE: TAMPA

BODY:

It seemed like the December holiday season at the new Dillard's in University Mall on Wednesday morning.

The escalators were filled, customers waited in line at the shoe departments and the aisles were jammed with folks reading fliers handed out by the store. At one entrance, a jazz band performed, while at another entrance, an Elvis impersonator was belting out Suspicious Minds.

All this hoopla was to promote a new and improved Dillard's. It's a shiny, marble-floored 190,000-square-foot store twice the size of the old one. The store is targeting upscale customers with merchandising lines like **Nautica,** Tommy Hilfiger and Polo by Ralph Lauren.

And it is just the latest expansion of Dillard's in Florida.

"We've been in Florida for 4 1/2 years and started with 12 stores," said Ted Gastman, chairman of the Florida division of Dillard's. "Now we have 30 stores."

Dillard's, based in Little Rock, Ark., with 1994 sales of $ 5.5-billion, owns 237 stores in 23 states; only Texas boasts more Dillard's than Florida. There are seven other Dillard's locations in Pinellas, Pasco and Hillsborough counties.

Why the big push in Florida?

"Florida is growing," Gastman said. "There are a lot of different types of markets, so there is room for a lot of stores."

Some customers said they were impressed with the new University Mall store.

"I'm amazed by the crush of people and they've still been able to handle customers quickly," Tampa resident Dan Center said.

Of course, some folks came just for the festivities.

"We came for the outing," said Zephyrhills resident Dana Sine, 77, who waited at the front door with fellow Zephyrhills resident Sally Buchler, 71, for the grand opening.

And others see the new store as a good sign for the area.

"It's really a vote of confidence to Tampa and the Tampa area that Dillard's would make this type of commitment to the Tampa area," said Don Barber, president of the Greater Tampa Chamber of Commerce.

It also is a part of a University Mall expansion and renovation that began in 1993. The mall plans to add a 16-screen movie theater, 520-seat food court and more specialty shops.

GRAPHIC: COLOR PHOTO, TONY LOPEZ; BLACK AND WHITE PHOTO, TONY LOPEZ; Shoppers pack the escalator after the doors opened Wednesday during the grand opening of Dillard's at University Mall., (ran Tampa Today); Shoppers pack the escalator after the doors opened Wednesday during the grand opening of Dillard's at University Mall., (ran Tampa Bay & State)

LOAD-DATE: November 8, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)**
Terms: **nautica and date(geq (7/1/1995) and leq (12/31/1995))** (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Friday, May 5, 2006 - 11:33 AM EDT

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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)

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Nautica opts for hi-tech South China Morning Post (Hong Kong) November 5, 1995

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South China Morning Post (Hong Kong)

November 5, 1995

SECTION: Pg. 9

LENGTH: 434 words

HEADLINE: Nautica opts for hi-tech

BYLINE: Linda Watkins

BODY:
NAUTICA, the menswear company, puts emphasis on lasting style through a hi -tech and rugged fashion appeal. Performance fabrics combine with relaxed outerwear, sportswear and other clothing.

Nautica is best known for its outerwear and especially its parka in lightweight Nautex windproof and water-repellent nylon.

"We are emphasising a three-in-one jacket with a waterproof outer layer and a removable lining," said product manager Michael Or.

Both parts can be worn together or separately. The concept is available in both long and bomber-style jackets.

Other design details include a hood inside a zip-up collar (standard for most **Nautica** outerwear) and a whistle inside the pocket.

An expanded range of outerwear this season also includes shearling leather jackets, lightweight jackets and jackets with fabric inside.

One practical option is a silver anorak coated with microscopic reflective glass fibres to enhance visibility at night.

Nautica has also introduced a full line of functional rain wear, including rubberised cotton mackintoshes made in Scotland, sporty microfibre rain jackets and classic trench coats to wear over dress suits or casual sportswear.

Mr Or said **Nautica's** target market was middle to upper-level executives who travelled frequently.

Nautica is also emphasising its polar fleece, Nautech, in a series of comfortable turtleneck sweaters and pull-on trousers, which feature a lot of wintry patterns, large stripes and heraldic shields on a plain background. The sweaters have a zipper halfway down the front.

Other sweaters include roll-neck boucles inspired by fisherman textures, Argyle and Nordic patterns in crisp cotton yarn and sturdy Shetlands in a melange of earth tones.

To complete a layered look, there are bold plaid and handwoven-look sports shirts and canvas and corduroy

trousers in flat-front and cargo-pocket models.

"We have three stories for autumn: the first is with heraldic shields, the second is grey and red, and the third is the country look in green and brown," Mr Or said.

The last is mostly for suits and intricate paisley knits inspired by 1940s chalets in New England.

Although its image is predominantly sporty, **Nautica** is also broadening its product mix in Hong Kong with dark navy blazers in three-button single-or formal double-breasted styles. These look smart worn with khaki cotton trousers.

Suits and sports jackets are functional in resilient fabrics that complement the sportswear collection. They have softly defined shoulders and slightly elongated silhouettes. Stripes are prominent.

GRAPHIC: SPORTY: **Nautica's** outerwear range is rugged.

LOAD-DATE: November 6, 1995

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Friday, May 5, 2006 - 11:32 AM EDT

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SETTING THE TONES;DESIGNERS SKETCH A VIBRANTLY COLORFUL FASHION CANVAS FOR SPRING
Hartford Courant (Connecticut) November 8, 1995 Wednesday, STATEWIDE

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November 8, 1995 Wednesday, STATEWIDE

SECTION: CONNECTICUT LIVING; Pg. E1

LENGTH: 899 words

HEADLINE: SETTING THE TONES;
DESIGNERS SKETCH A VIBRANTLY COLORFUL FASHION CANVAS FOR SPRING

BYLINE: DONNA LARCEN; Courant Staff Writer

DATELINE: NEW YORK

BODY:
Stand on a hill overlooking the spring fashion scene, and you will see what Monet saw at Giverny: a rich kaleidoscope of bright colors, glowing pastels, evocative whites and all shades of black, red and green. The spring '96 fashion landscape is a palette worthy of any painter of nature.

But it wasn't all about color during fashion week in New York. Upon closer inspection, the fashion canvas spoke texture (plastics, shiny vinyls, stretchy manmade fibers) and patterns (madras, electric zebra, bubble weaves).

Consensus is never the theme of fashion week. The spirit of the mad style swirl (more than 50 shows over six days) is always about the connection designers make with the fashion press and retailers. It all comes down to a 20-minute speed walk along the runway. In that flash, fashion statements are made and the tone is set for the coming season. What these designers put out is quickly copied by sketch artists in the crowd who then knock off the themes for lower priced retail. That's the way of this world, so that the best ideas are reinterpreted in less expensive fabrics and mass marketed. But fashion week is about what the best designers are doing.

That said, what did we see?

Color: Spring is always a more colorful season, but every designer is showing a wider array and heavier use of color for next year. Gone is the safety of black clothing, and in its place are quite beautiful celadon, mint and seafoam greens; blues in baby, indigo and slate; tangerine, burnt and peachy oranges; linen, cocoa and sandy browns; bright reds; taxi cab yellows; and warm pinks.

"We're having more color next year than we have seen in many seasons," says Leatrice Eisemann, director of the Pantone Color Institute, which issued daily reports on runway hues. "It appears it will be a happier season next year."

Ralph Lauren's final parade of Oscar-night dresses showed the rainbow as his models posed seductively on risers, evoking a paint-by- numbers scene.

Shape: If your life calls for a new suit, your choice is wide. Ralph Lauren, Carolina Herrera, Linda Allard for

Ellen Tracy, Oscar de la Renta and even the trendier Isaac Mizrahi and Richard Tyler offer longer, shorter, asymetrical, Mao- inspired, double-breasted, single- breasted and buttoned-up-to-the- neck versions.

There is no one dominant theme. There is something for every body type on the market.

Skirt lengths most often fell just above the knee, but there is no dictator mentality about this either.

The other end of the style spectrum is younger -- punk and rebel fashion.

No problem. Prada's Miu Miu line is inspired by young actress Drew Barrymore. If black underwear showing through a sheer skirt is your thing, look to Miu Miu.

Donna Karan abandoned her DKNY hip office wear for a new line of tubular dressing. It's skintight and clingy, in freakish acid tones and could suit Ms. Barrymore as well as Miu Miu.

The consensus among the press was that Karan has abandoned her traditional DKNY customer to chase the chic Prada crowd. Many designers showed hip-hugger waist lines in tightly fitting stretch jeans and skirts paired with shrunken shirts.

There was a peculiar interest in bare breasts, visible belly buttons and flashes of thigh--(think of the "Friends" girls or the "Melrose Place" crowd, and you'll get the idea). This represents rebellion for the young, the fit and the fearless.

Fabric: There is the beautiful, the beastly and the brave new world in terms of fabric. Shantung and raw silks were among the lovely fabrications used in stylish suits, dramatic dresses and sexy blouses. Silk is a fabric that has traditionally signaled sensual dressing, and it drapes beautifully.

The beastly is represented by the poor use of microfabrics. Too tight, too puckered and too ugly. This is anti-fashion and is a trend that should be discouraged. In 10 years, when we look back to "Fashion don'ts," these will likely top the list.

Fabrics of the future were best displayed by jeans makers Marithe and Francois Girbaud. They gave a fascinating look at imaginative uses of polyester, decorated with laser- beam fried fringes, and Velo, a stretchy fabric made of polyamid and elastinused for jean replacements, featuring huge zippered pockets for carrying keys, water bottles or telephones. This futuristic fashion is a welcome addition that combines function and style.

Direction: It's clear that fashion is groping for a direction, but it is also clear that there is no unifed vision. This is not a bad thing, rather it is reflective of what's going on in people's lives.

The designers are offering something for the office worker, the socialite and the young and rebellious. What is lacking is a middle ground.

There was little sportswear -- which constitutes a significant chunk of functional, everyday spring dressing. Menswear is doing a better job in this category.

We need some regular fun duds, not shrunken T-shirts, too-tight jackets and hip-hugger pants. Sportswear is where The Gap, Express and Eddie Bauer can claim their turf. It seems the higher designers paid less attention to the middle this year.

There is news that menswear designer David Chu of **Nautica,** known for his high-tech fabrics and fun sportswear, will launch a new women's line. Maybe this will satisfy the crowd that's always depended on the likes of Karan to solve their fashion questions.

GRAPHIC: PHOTO: 4 color: Sherry Peters / The Hartford Courant
1 color; Jeff Christensen / Reuters

1 color; Richard Drew / Associated Press
; 1.* Ralph Lauren's colorful evening dresses, top, resembles bright tulips in a spring garden, while Marithe and Francois Girbaud's silver-treated cotton organza, above, gives a futuristic appearance when paired with acetate and viscose jeans. 2.* Ralph Lauren's icy blue long coat adds a dash of color to black pants and turtleneck. 3.* Bill Blass shows a red double-faced wool wedge-shaped dress with matching cardigan jacket from his collection for spring 1996.
4.* Designer Isaac Mizrahi's crepe-skirt suit in sorrel brown, left, is part of his sophisticated collection.
5.* Designer Vivienne Tam shows, from left, a lilac-net tuxedo dress with turquoise slip, a hite T-shirt with black sequin flowers and hot-pink flare-crop pants, center, and a lemon-net tuxedo dress with lime slip.

LOAD-DATE: November 27, 1995

Source: News & Business > Combined Sources > **News, All (English, Full Text)** [i]
Terms: **nautica and date(geq (7/1/1995) and leq (12/31/1995))** (Edit Search | Suggest Terms for My Search)
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