



Cardin's spring line conserves energy, but possibly not money

By Mary Jo Pitzl

The spring lineup from designer Pierre Cardin comes to bat with three basic hard-hitting ideas: big and bold and energy conscious.

Energy conscious? A new shade of gray, perhaps? Or possibly the latest in t-shirt trivia?

According to Doris D'Angelis, who designs the Cardin line in New York City, the growing energy crisis in America has had an impact not only on designers' office climates but on their design boards as well.

"A large influence on our line has been the conservation program," D'Angelis said. "We're faced with some practicality which we haven't been faced with in a long time."

This trend toward practicality is reflected by greater use of 100 percent cotton materials and open-mesh stitches allow body heat to be released easily, she said. Because this spring and summer the air conditioner probably won't be running as often as in the past, cooler clothing will be a necessity, she said.

Natural fibers

Natural fibers will also be featured extensively in the 1980 Cardin line because they are cool and comfortable.

"We're trying to make a statement about conservation," D'Angelis said. "This is really a first."

Another projection of current economic and social conditions on the Cardin line is seen into the predominance of cheerful colors, D'Angelis said.

"Color is a great psychological influence," she said, explaining that high inflation rates and worsening economic conditions partly inspired the use of cheery colors in the spring line. The colors include purple, yellow, periwinkle, spring green and various hues of pink. Big bold blocks of color are splashed onto spring line

creations, according to D'Angelis. Although she described many of the spring fashions as "whimsical," D'Angelis said there is nothing timid about them.

Big and bold

"They're big and they're bold and they're blocks of color," she said. Of the fashions carrying these dramatic swatches of color, t-shirts are the leaders, D'Angelis said.

The t-shirts are large and comfortable, but not oversized like those worn by fashionable Parisiennes, and are designed for more than casual wear, she said. Many of the basic polo shirts would be suitable for street wear, she said, and are designed to coordinate with skirts, shorts, pants and blazers.

Coordination is the key concept behind the men's spring wear line, said a spokesman for Pierre Cardin sportswear.

"It's a well-presented line. Everything coordinates with everything else," said the spokesman, who declined to give her name.

Bright colors and stripes are popular for active sportswear, such as shirts, shorts and sweaters, she said. However, blazers are offered in subdued colors to blend better with the flashier tones, she added.

Broader approach

D'Angelis said the spring line is an attempt to attune Cardin fashions with the needs of the public-at-large.

"We're taking a broader approach," she said. "It's not just a fashion-New York City approach."

Although conservation may be a key design motivation this season, a look at Cardin price tags may cause one to wonder how far this idea permeates the Cardin line.

D'Angelis said most women's wear will retail for \$25 to \$40 and the sportswear spokesman said men's line ranges from \$15 to \$50.

SPORTSWEAR

Color it Red, White, & Blue



Shirts from the Big Red Collection in vibrant spring colors. Sizes small to extra large. \$11.95 to \$14.50.



We're more than a bookstore

NEBRASKA
BOOKSTORE

12th & R Streets in Lincoln Center 476-0111