



240 No. 13th

## Designer labels reach into men's fashion world

By Reid Warren

When Bloomingdale's department store in New York City first stocked Pierre Cardin suits in 1964, the store's buyers were careful to cut out the designer label.

It was thought that men would not respond to somebody having a "name" on their clothes.

But times have changed and now designer labels in men's fashions are widely accepted and sought after.

The names sound like a foreign invasion. Oleg Cassini, Giorgio Armani, Gianni Versace, Emanuel Ungaro, Valentino Cravatte and Yves St. Laurent all produce men's fashions and are successful at it.

Armani, credited with being at the forefront of the Italian influence on the way American males dress, has said "I wanted men's jackets to be sexy. I wanted to change the look of men."

And Lincoln men apparently are responding to the change in dress.

"I think when you speak of designer names, you're talking about a quality item," said Bob Patterson, director of stores for Hovland-Swanson-Cochrane. He is involved in men's buy. ing.

Men are concerned about trim fit, Patterson said, and a designer name assures them of satisfaction.

Patterson said Oscar de la Renta, Christian Dior and Geoffrey Beene designer clothing sells well in his store.

### Inflation advantageous

Today's inflation actually works to the designer's advantage, Patterson said.

"With the economy and inflation we see the better merchandise checking out first," he said.

This is because men are looking for quality clothes and even though designer clothing is more expensive men buy it be-

cause they know it is a well-made product, Patterson said.

"The connotation of quality carries over with a designer name," he said, and his store stocks fewer items than in past years but makes sure it is of better quality.

Patterson said today men are interested in physical fitness and being in shape, which fits right into the European design style.

The European fit, he said, is tailored to an athletic build that has about a seven inch measurement drop from the chest to the waist.

For example, a man with a 40-inch chest and 33-inch waist would be perfectly suited for a European suit.

Designer names first surfaced in America when designers such as Bill Blass and John Weitz became accepted in the mid-1960s for their personal style of clothing.

### Men receptive to designer look

After lagging behind designer names in women's fashions for a while, men became receptive to the idea of designer fashions when it became apparent that the designers were offering a top quality product.

According to *The New York Times Magazine*, the idealized image of the American male — clean cut, practical and informal — has influenced French and Italian designers.

In 1979, Giorgio Armani said, "Informality is wanted. Everything goes today. Last night I went to a nightclub. Some were in a dinner jacket, some were in sweaters; I went without a tie, just like I am now. It's amusing to have the variety, and above all, right now, we want to be amused."

The recent increase on informality and comfort has come as a relief to some American males, particularly businessmen.

Continued on Page 7

# Gauze!

If you think gauze is just for jeans, our new separates will change your mind. Light and airy cotton gauze takes to color in bright purple or lavender...to mix or match. Shirt \$26, Skirt \$32, top \$30, pants \$40. Sizes 5 to 13. J.R.'s Place, Downtown and Gateway.



Hovland-Swanson-Cochrane

LINCOLN - GRAND ISLAND - OMAHA

Downtown 10 to 5:30, Thurs. til 8. Gateway 10 to 9, Sat. til 6, Sun. 1 to 5