

Stylish large-size clothes available

Designers modify selections to better serve tall and large people

By Tracy Mueller
Staff Reporter

Throw away those high-water pants, elastic-waist slacks and tent dresses, all you tall and large people. Stylish, reasonably priced, quality clothes that fit exist.

And they aren't hard to find. In the last few years, clothing designers have modified their selections to better serve the large number of people who are bigger -- or taller -- than average, said Gordon Germer, owner of JD's Big & Tall Men's Clothing Inc., 1211 N St.

However, correct fit and good quality are important to make those clothing selections look nice, he said.

"We're fitting the toughest people in the world to fit," Germer said.

Alterations usually are necessary, he said, because every person fits differently.

Tina Creach, manager of Lane

Bryant at Gateway Shopping Center, agreed that the correct fit is important for clothes to look right.

"The larger a person is, the more their shape gets exaggerated and the harder it is for them to wear certain clothes," she said.

Different people carry their weight in different areas and have different body proportions, she said.

"What looks good on a 5-foot-tall, pear-shaped woman is not going to look the same on someone who is 5-foot-8 with an hourglass figure," Creach said.

Large-size clothes are showing more color and creativity, Creach said. Larger women are finding that they can wear the same clothes that their smaller-sized contemporaries do.

"We're getting away from the 'big, baggy clothes' syndrome," she said.

Large people often lack self-confidence because they are obese, or because they have different-than-average body proportions, she said.

Large-size lingerie, knits, bright colors and wild patterns all are helping to steer women away from stereotypical styles.

Two-piece outfits are popular because they are easier to fit, Creach said. Split skirts, knits, denims and harem-style outfits prevail this spring.

Bright colors, Persian prints and polka dots are popular. Fluorescents also are being paired with classic nautical styles and colors, she said.

Germer said pastel cotton and gauze shirts are popular, as are suit jackets in teal, berry, plum and charcoal blues and grays.

Pleated, khaki, charcoal blue and British tan slacks sell well, as do cotton stone-washed and acid-washed slacks, he said.

Big & Tall stocks shirts size 1X-5X and Medium-Tall to 4XL-Tall. Pants and jeans range from size 32-60. Lane Bryant sizes range from 14 and higher in petites, misses, women's and tall sizes.

Makeup enhances natural look

By Emily Rosenbaum
Senior Reporter

Makeup that looks as if a woman isn't "made up" has become the latest trend in cosmetics.

Max Factor introduced a line of No-Color Mascara in May of 1988, and because of its success with the No-Makeup Look, followed with Invisible Makeup.

Mary Clarke, beauty editor for the New York-based Sassy magazine, said the new mascaras and makeup are designed to look natural and highlight the face without appearing gaudy.

Ultima II also has released a "natural-look" line called The Nakeds. The makeup colors are natural beiges and browns which blend into the skin, Clarke said, and the lipstick line is made up of colors which slightly intensify the actual lip color.

Kim Rahilly, publicity manager for Max Factor in Los Angeles, said understated makeup with muted, neutral tones and a matte finish is the look for 1990.

She said the No-Makeup Look stems, in part, from the busy working woman who wants an easy makeup that will look good all day.

"They don't want to be messing and fussing with their makeup," she said. "People seem to want to have less artifice about them."

She said the No-Color Mascara received a "phenomenal response" from the public and was chosen by Fortune Magazine as one of the top 10 new products of the year.

Rahilly said one of the reasons

why the mascara is so popular is because "women don't want raccoon eyes."

Clarke calls the No-Color Mascara an "amazing gimmick," because the concept of putting on mascara with no color seems pointless to some people.

"It's not going to make your lashes long and dark and luscious," she said.

Women with blonde lashes will

not see much of a difference from the colorless mascara because "it's really just a clear gel," Clarke said.

The clear liquid will, however, make dark lashes "glisten" and the mascara won't smudge like other colored mascaras, she said.

Some men and young girls not wanting to look as if they're wearing makeup have begun to use the colorless mascara, she said.

"If you use too much, you still don't appear heavy-handed," Clarke said.

The trend in makeup now shies away from heavy colors and this has

helped the clear-mascara market, she said.

Eye shadows now are focused on earth tones and stay away from blues and greens, she said. In addition, blushes have faded out almost to the point where they are not used anymore, she said.

According to Clarke, makeup no longer is a strong balance of colors between the eyes, lips and cheeks. Instead, only one feature is played up or all are toned down, Clarke said.

Max Factor's Invisible Makeup is the first foundation without color. It comes in a .9 fluid-ounce metered pump dispenser, and in July, the makeup also will be available in a compact form.

The company markets the makeup as a fluid containing special light-diffusing ingredients that actually blur fine lines, help diminish the appearance of pores and even out skin tone.

"It does a lot without looking like a lot," Rahilly said.

Max Factor also has marketed a Rosewater Blush. The blush is a transparent rose-colored liquid that gives a natural-looking glow to the cheeks, she said. The blush also comes in a gel form.

Rosewater Lip Blush, a translucent gel that enhances the lips, was introduced in March by Max Factor.

The company continues its line of the No-Makeup Look with Some Color Mascara. The mascara offers a hint of see-through color with no smudges and comes in shades of Some Black, Some Brown and Some Blue, Rahilly said.

It's (invisible mascara) not going to make your lashes long and dark and luscious.

Clarke
beauty editor of Sassy
magazine

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