

# Australian firm livens the blues with designs for 'great bodies'

By CHRISTINE WALDEN

If you've been wondering how to move your wardrobe from winter to spring, blue denim may be the answer.

In the past few years, street denim has moved up to Seventh Avenue design rooms as the once faddy washed, faded or otherwise well-worn blues emerge as fashion.

The beauty of the look is its seasonal versatility. Any time of the year denim is acceptable—treated with sweaters in the winter and T-shirts in the summer.

As a fabric, it is often given the more consideration designers give more luxurious fabrics and it continually shows up in spring and winter collections.

FOR JAG LTD., denim constitutes an entire collection comprised of interchangeable parts. The only other target of the company is a line of colorful scarves and T-shirts. Otherwise time and effort are spent designing blue jean garments that fit like second skins and go anywhere.

An Australian firm, JAG Ltd. is run by the husband and wife team of Rob and Del Palmer. Together they have built the line into one of the hottest new denim looks and according to people who put JAG on, the clothes fit like gloves and feel great.

They are designed, according to JAG, for "great bodies" and to stretch ever-so-slightly for a perfect fit.

Unfortunately, the "great bodies" philosophy produces problems. The designers will not cover dietary sins and people who are even a smidge off the perfect size can't wear the clothes.

The jumpstart one of the best around is an exception to the tight fit rule, as is the denim coat. Both have room for the extra weight you may carry.

If you can fit into JAG, the European cut enhances an already good figure.

ONE SKIRT, done in a past patchwork format, forms a clean line down the hip and then flares out.

Another skirt is an adaptation of spring's pencil silhouette and produces a neat straight line.

The blazer is also well shaped while exhibiting details that exist throughout the line. Waist-cinched in the back and single-breasted up front, added interest comes at the shoulders which feature fabric inserts and tucks.

There are a number of past styles in the line. Each incorporates an interesting twist, such as double belts or industrial straps.

And on one of the best pieces in the current collection (the components change every six weeks) is a below-the-knee, double-breasted belted coat. A take-off on classic foreign intrigue styling, it's the perfect cover-up for blistering spring days.

ALL THE PIECES are washed and dyed in the same lot, allowing heavyweight coats to match with lightweight dresses, an unusual feature with denim.

JAG's exclusive fabric was evolved after testing some 100 different types in search of proper weights, weaves and flexibility.

In addition to the constant blue, JAG offers accessories with their own line of multi-purpose and colorful scarves that serve as head wraps, bandanas, belts or simple neck decorations. They can be teamed with color-coordinated T-shirts and tank tops.

Even if the JAG line doesn't fit you, it's the idea behind it that is important. Treating denim as a year-round fashion look is economical and wardrobe wise. It has moved out of the realm of hard labor or playgrounds and has found a permanent place in the fashion loop. JAG just happens to be one company trying to keep it there.

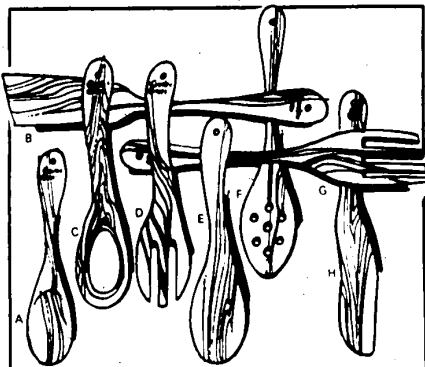


Denim goes classic in an easy coat. (Staff photos by Barbara McClellan)

a la mode



The JAG jumpsuit has lots of room. (Fashions from Bonwit Teller)



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## fashion calendar

March 8—Frank Olive, military designer, will show his spring collection at Hudson's, Northland.

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March 9—Informal modeling of the Kasper collection at Sals Fifth Avenue Somerset Mall.

March 9—Don Sayres, designer for Gurnet, will introduce the spring line in a formal fashion show at Hudson's Northland.

March 9-10—Personal appearance by Mary McFadden with her spring collection at Claire's, Somerset Mall.

March 10-11—Informal modeling of Ransoung rain gear at Sals Fifth Avenue Somerset Mall.

March 11—The Glamorous Encounter series continues at 10 p.m. and 7 p.m. at Somerset Mall. This week "The Special Touch" will be presented with fashions from Don Thomas Sportswear.

March 12-13—Personal appearance by Adelle and his spring collection at Sals Fifth Avenue Somerset Mall.

March 13-15—Informal modeling of Aramis cosmetics at Sals Fifth Avenue Somerset Mall.

March 15-17—Informal modeling of Chique Cosmetics at Sals Fifth Avenue Somerset Mall.

### CLUB SHOWS

March 18—The Farmington Community Center will have a luncheon and fashion show by B. Sigel at the Glen Oaks Country Club.

Thursdays and Fridays from 10 to 9. Other days including Saturdays from 10 to 6.

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