

"I think there is a certain group of women in this town who are well dressed and put together. You can take them and drop them anywhere, and they would fit in. But that's like seven per cent."

So what happens to the other 93 per cent?

Some stagnate in clothes that once worked.

"They are hopeless. They are still wearing mini skirts and white boots, and they are all out there trying to hook a man thinking that's the way to do it. They aren't terribly influenced by anything except what they think men like. And what they think men like and what men really like are two different things," Ms. Morrison said.

Others are waiting—waiting for fads to become fashion and fashion to become classic. Their clothes are often made to order, and they are frequently the wives of the ultra-conservative men Ms. Coe talked about.

Then there are the innovators who buy copies of designer clothes and put their own look together. They are not trend setters, but they are fashionable at a price they can afford.

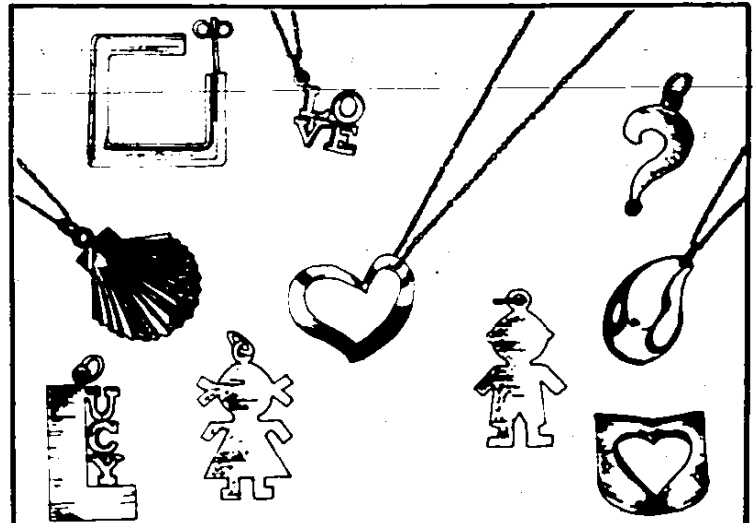
"People can be well dressed today for any amount of money," said Ms. Rosenberg.

Taste can be cultivated. It can be acquired easily, especially in today's world. Every magazine has a story of how to put yourself together, and you don't have to have designers' clothes. Anyone with taste and flair can get it together if they want to," added Ms. Coe.

"People are not interested anymore in throwing out everything and starting all over again," said Ms. Coe. "And designers know that."



Oscar de la Renta's pastel checked tunic is one worth having



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