

'Coat-coat' has double life

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"A good winter coat" is at the top of the wardrobe list for the wise woman who wants to be warm this year. A good winter coat should last at least five years and with proper care, can last for 10.

Many winter coats are discarded after one or two seasons because they are no longer "fashionable." Some one detailing or line or length that attracted you to it is suddenly passe.

When Bill Goldstein brought his custom line of coats to Bonwit Teller in the Somerset Mall, Troy, he brought the answer to your winter coat dilemma.

Calling it "the coat-coat," he demonstrated its timelessness, versatility and warmth. There are no "fashionable details"—just the best quality full range of wool, cashmere and camel hair woven together back-to-back, with seams felled all around by hand into two coats in one.

They are completely reversible, changing face from a tweed to a solid, or from camel hair to white wool, or from black to brown, from pastels to

brights, and darks to lights.

The "coat-coat" not only changes its face, but can be accessorized year to year to give it the current "fashion look."

To illustrate the point, we photographed two "coat-coats" and then accessorized each for daytime and for evening.

A camel face coat that may be worn with or without its belt, does daytime duty smartly with walking shoes, a felt hat and tote bag. Then reversed to its white face, worn with a black suede sling pump and dressy handbag, is ready for evening.

A brown cape takes a mohair shawl, suede boots and envelope bag for day and later reverses to evening black, changes to a dressy shawl, shoes and bag and is ready for an evening out.

Bill Goldstein is chief officer of the Louis Goldstein Co., which was formed by his grandfather in New York city in 1904. They have been making the custom reversible coat for 25 years. It is a custom coat because

the customer may select any two combinations of fabric and any one of the many styles she wishes. The coat will then be made up in her measurements.

They will, for example, make a size six shoulder with a 12 body, or a 14 shoulder with a size eight body. Sleeve lengths are made to measure and proper length is determined. They also do custom size coats for the woman who is five feet, four inches and under.

Goldstein said his reversible coat, which sells for \$440, is guaranteed to keep you warm at ten degrees below zero. He said "buying our reversible coat is an investment for the woman who likes simple but elegant clothes. We do our own thing" he added. "We don't care what Seventh Avenue does, we do what our customer wants."

The "coat-coat" is also available in regular stock sizes, from two to 20 in Bonwit's designer salon.

—RUSTLE SHAND



Two coats that reverse and change their mood. Above, wool camel hair that reverses to white. Below, a reversible cape, brown for casual wear and black with a dressy shawl and bag. (Photos by Art Emanuel)



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