



Narrow is the look for Fall '78

Fall will be a season of new dimensions in men's fashion as the first major innovations in silhouette and detailing in a decade are introduced.

After a period of more than 10 years of wider ties, lapels, and silhouettes, the force of "fashion gravity" has now begun to move in reverse. Shoulders have been narrowed and will be more natural with less padding. Jackets will be easier on the body, tailored with slightly lower armholes for increased freedom of fit. Trousers will frequently carry pleats and the leg silhouette will be straight or even slightly tapered.

While the dominant suit look will be the two-button single-breasted style with a vest, the newest look will be the four-button double-breasted with one button to button.

The predominant trend is toward a "country look." Lots and lots of tweeds including such classics as Harris tweed, donegals, Shelllands, chevots and similar "rumpy" fabrics. Surface interest fabrics in general will be high on the fashion agenda. New plaids and checks are soft and subtle. In a similar vein are some neat and controlled "no-pattern patterns" or self-weaves.

SUEDE TRIMS are everywhere in the form of elbow patches and trims

ranging from the subtle to the obvious, replete with leather buttons.

If "country" is fashion then corduroy must be important in fall suits—and it is, frequently trimmed with leather or suede.

New fall colors extend from pale autumn shades and tans to browns and darker earth tones. In almost all instances, the colors are "mixy"—combining three or more hues that blend softly due to the nappy nature of the fabrics.

Sport jackets pick up the new suit dimensions for fall. Greater use is made of patch pockets and the fabrics are even more country oriented. They have tremendous appeal in winter whites, winter lights and winter brights—all of which are very trendy. While the majority of fall sport jackets shown are in the single-breasted versions, the newest looking models were again the double-breasted.

Topcoats for fall appear in two distinct categories: Double-breasted "town toppers" in ultra-dressy fabrics enhanced by peaked lapels and shawl collars; and in more of a country look, the tweed trench coat and the balmacan with raglan shoulders have a fresh look. Shearings and fur-trimmed suades and leathers are "luxe" looks and will be worn both for dress and

casual occasions.

Velvet is the news in formal wear and will be worn in solid colors as well as woven stripes. The overall formal look continues in the direction of a more relaxed approach and it is reinforced by the change in silhouette similar to what has happened in suits.

IN THE ACCESSORY categories, the new collars are noticeably smaller to balance the narrowed lapels. There will be more small round collars, trimmed-down button-down collars, tabs and pin collars. Patterns will be weighted toward stripes, checks and

plaids—all great in complementing the country look suits and sport coats.

Ties will be distinctly narrower. For the more avant garde, there will be a 1/2-inch width and, the avant avant garde, some 2-inch models.

Wool will be a favorite fabric either in challis, tweeds or knits. There are both country and dressy looks and among the most popular patterns will be stripes, plaids, checks and tweed effects. Knits will be very important, especially the skinny knit. Paisleys, regimental stripes and neat foulards will be dominant among the patterns in silks.



Country elegance is seen in this outfit by Harold Tillman. The brown, tan and grey tweed double-breasted jacket has narrow lapels, four buttons with only one button to close. The chocolate brown corduroy slacks are double pleated and cut with straight legs and side seam pockets.



This camel double-breasted top coat by Taylor Sportswear has a panel front, front and back yokes and vertical deep tucks in the front and back. Blended of Collins & Alkman polyester plush imitation wool, the coat has a removable sash tie belt and slash pockets with a welt top.



The brown chalk stripe dinner jacket is cotton velvet, a design by Lord West. The elegant outfit for a formal night on the town has brown grosgrain peaked lapels and piped besom pockets. The satin striped dark brown trousers are blended in Dacron and wool.

fashion calendar

Monday, Aug. 21

Sak's Fifth Avenue — Rafael, a debut collection designed by Bill Kaiserman, will be introduced by Elaine Warbell in the Regency Room today and tomorrow. Those signature ultrasuede by Stanley Sherman can be seen in the sportdress collections on the first floor through Tuesday.

Tuesday, Aug. 22

Claire Pearson — The Alfred Bosand collection will be modeled informally through Wednesday. Hudson's — Fall collections from today's top designers will be introduced in Hudson's Woodward Shops. Fashions by John Anthony will be modeled in the Northland store at 2 p.m.

Wednesday, Aug. 23

Sak's Fifth Avenue — Albert Capraro initiates a mood and never fails to please. The collection will be shown in the Fifth Avenue Shop. Thursday, Aug. 24

Sak's Fifth Avenue — Always a subtle play of color and texture in the Anne Klein collection being shown through Friday in designer sportswear. Cashmere and camel's hair coats are featured in the coat and suit collection on the first floor.

Boonit Teller — The John Bates col-

lection may be viewed in the Troy store today and Friday.

Friday, Aug. 25

Sak's Fifth Avenue — Larry Wilsman will introduce the premiere collection of Gianni Versace, hottest new designer from Milan, in the Regency Room today and tomorrow. Also leather, suede and ultra suede will be featured in the new skin game for Fall '78.

Saturday, Aug. 26

Boonit Teller — A Junior fashion show will be held in the Mall. Sak's Fifth Avenue — Fashions by Diane Von Furstenberg will focus on the most wearable in sport clothes. Suits for day-time, evening, or any occasion will be also be modeled.

Where It's At

By JUDY SOLOMON

Treats

The Paper Place is brimming over with oodles of lovable items to give as gifts or to treat yourself to. For example, a series of key chains (\$2.50 to \$4.00) are attached to realistic replicas of a Ritz cracker, Triscuit, Saltine, chocolate chip cookie, graham cracker, sugar cookie or Hershey bar square. The 24" long soft sculpture pencils (\$7) are in stock in your choice of red or blue terrycloth. The royal blue soft sculpture Black Forest Torte (\$25) sits on a blue and white striped platter and is garnished with whipped cream and cherries.

The Paper Place, Applegate Square, Northwestern at Inkster, Southfield, 356-6468.

Soft touch

First it was used for bath towels. Then it was used for robes. Now velour has stepped out into the open to become the "in" fashion fabric for 1978. One of the best-looking velour tops around can be found at The Sweater Company. Available in burnt orange or vanilla, the top (#72) features a dramatic cowl collar, a beautiful bell sleeve that narrows into a 6 1/2-inch cuff, and a deep-fitted waistband.

The Sweater Company, 2963 Franklin Road in The Franklin Racquet Club Annex, Southfield, 354-4040.

Bumper to bumper

In this age of mass communication, transportation and self-expression, here's an item geared to help you keep on trucking. The Instant Bumper Sticker Book (#2.95) contains twenty-four bumper stickers, including two "do-it-yourself!" types. Vivid orange with bold white lettering, the stickers pronounce such things as "Recycled Mercedes," "Give Me A Brake," "Stop Following Me," and "I'd Rather Be Sailing." The two white "do-it-yourself!"ers are blank so you can write in the message of your choice.

Metro News, Bloomfield Shopping Plaza, Maple at Telegraph, Birmingham, 851-7121.

T-time

The Continental Fruit Market is more than just peachy. Now they're selling an adorable group of toddler size 2, 3 and 4 T-shirts that are designed and personalized by Anne Zwerner. The long-sleeved shirts (\$9.35) are available in lemon yellow, white, baby blue or beige, while the short-sleeved version (\$8.31) is available in lemon yellow, white, pink, medium blue, mint green or red. Both are complete with your choice of a fish, turtle, teddy bear, sailboat, duck, doll, football player or football design. Ms. Zwerner then paints the child's name over and over on the body of the shirt or on the sleeve, or both. Orders take one week.

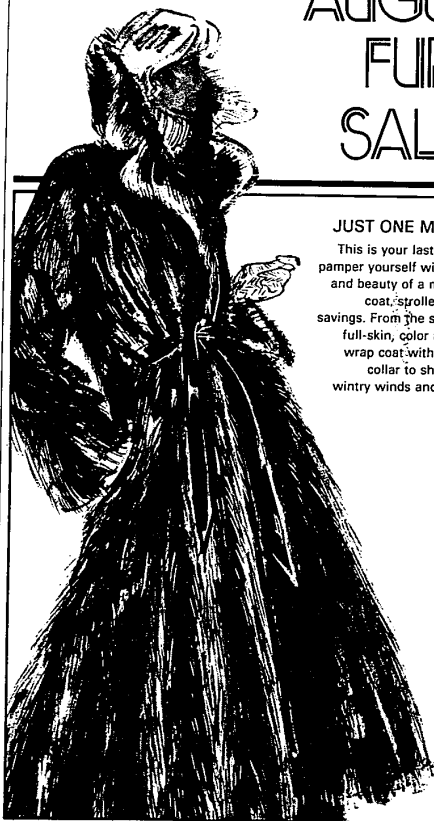
Continental Fruit in The Continental Market, 210 S. Woodward, Birmingham, 642-2735.



AUGUST FUR SALE

JUST ONE MORE WEEK

This is your last opportunity to pamper yourself with the warmth and beauty of a magnificent fur coat, stroller or jacket - at savings. From the selected group: full-skin, color added racoon wrap coat with a big notched collar to shelter you from wintry winds and cold. \$1520.



APPAREL STORE
MAPLE AT BATES

Jacobson's