

Investment purchases for fall '78 will include a selection of coats and jackets. Jeanne Marc's cotton quilted reversible coat, left, comes with a full collar that doubles as a hood in the Bonwit Teller Safari Room.

The most talked about skirt will be Ralph Lauren's deep rust fringed, silk screened Western skirt. Here it is teamed with his wool tweed blazer and cotton shirt. Skirt, jacket and accessories from Lord & Taylor.



For the trip from office to country Calvin Klein's pea jacket, Ralph Lauren's wool skirt, and Klein's pinstripe shirt, are essential investments available at Lord & Taylor.

'The Big Basics'

Jacket fall in earth spices

Trust the woman who says "I believe more in style much more than fashion." This woman never is one to buy on impulse. The important seasonings in her wardrobe are all investments; though initially costly, cheap in the long run for their longevity.

By now she knows the difference between blouson, blazer, smoking, spencer and sweater. Snap-closing turtleneck, evening aviator, metallic, multi-lapel and evening parka hold no mystery for her. They are all jackets and every one has caught her discerning eye. Whether long or short, slim or quilted, she has identified the jacket as her way to pull together the old and make it all look new for fall '78.

NOTEWORTHY terms this season are soft slouch, broad shouldered and easy natural.

Fared down means slimmed down, which is not noticeable in every item of clothing for both men and women.

The strategy is simple. To achieve the new shape, place emphasis on the finest fabrics; starting with luxurious imported tweeds in woody tones of bark and cream, snowy winter white flannel with camel, or deep shades of

plum, burgundy, or the latest shade to hit the fashion world, petrol.

Jackets look newest when cut in contrasting fabrics or colors. Choose soft slouchy jackets or broad-shouldered blazers and team them with a slimmer down dirdi, newly narrowed trouser, or long skirts and trousers for evening. It even is possible to update last year's favorite blazer by buttoning it up and wrapping a leather belt around the waist.

Important looks to watch for include the broad-shoulder spencer with narrow lapels and collar. The blouson has now become the aviator jacket. These two are the big basics for fall. Pace setter Yves Saint Laurent interprets his aviator jacket for evening in brilliant red, a daytime aviator jacket in hip-hugging blue poplin.

Bill Blass at Saks Fifth Avenue interprets his jacketing in everything from silk and golden sable, to bright red satin and fringes or gleaming snakeskin. He also teams rust/brown tweed with sable side sleeves, or gray/beige tweed with wheat-dyed mink paws and collars them cardigan jackets.

Another important look is the velvet smoking jacket worn over slim pants or dinner skirt. At Hattie, Inc., the tuxedo jacket and newly narrowed

pants are setting the pace, while the fringed Wild West jacket is being featured at Saks and Lord and Taylor in tuxedo with cowboy boots and Ralph Lauren's fringed challis skirts.

But, for fall '78, the country jacket is an essential investment capable of traveling from the executive suite to the country hideaway.

Pea jackets, Chesterfields, sweater jackets, suedes and corduroys are already appearing at Jacobson's, Bonwit Teller and Lord and Taylor. Versa-

tile, earth-toned and ideally suited for the many lives of the multi talented woman, the jacket already is identified as the fastest way to achieve the look for fall '78.

As the weather begins to chill, look for the sweater jacket with shawl collar and big, broad shoulders to be one of the newest coverups. Add a wide, double-buckle belt for a military touch.

-by Jeanne Whittaker

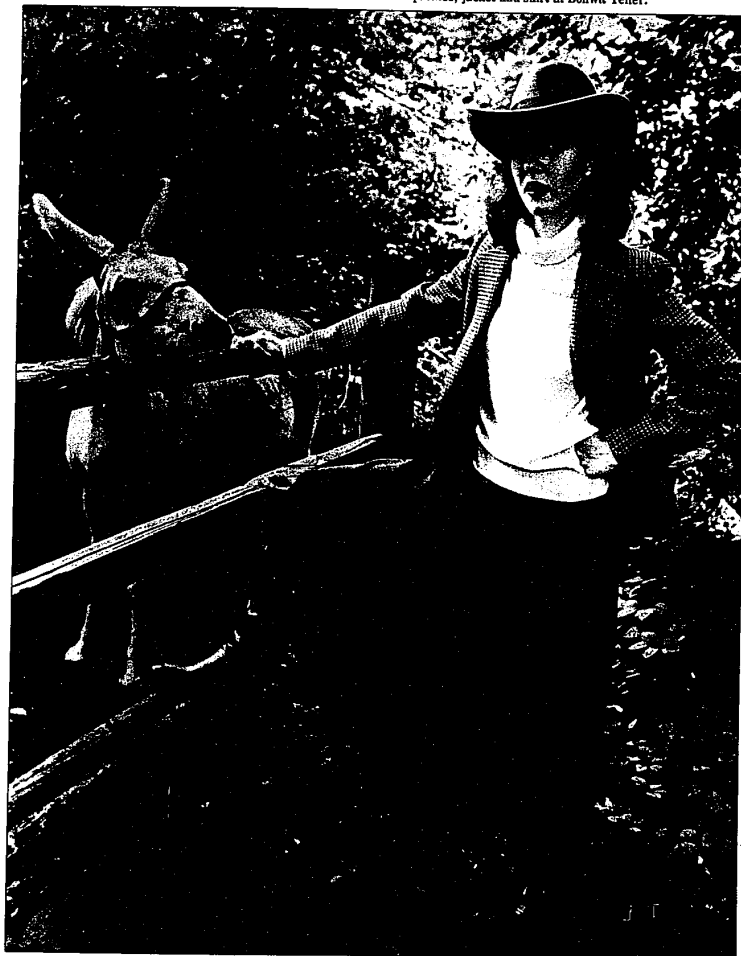


Anne Klein's mohair and wool sweater and skirt with Western detailing, are from Lord & Taylor. Cesarani's corduroy suit is really paired separates, jacket and skirt at Bonwit Teller.



The classics, Calvin Klein jeans, Levi's flannel shirt, Carol Cohen's bulky sweater, and imported Italian turtle neck sweater, team up nicely for a trip through the countryside when Jacobson's prepares you for a ride on a motor bike.

Photos by Stephen Cantrell.



It's the "Country Jacket" here a Chesterfield teamed with a circular wool skirt, Andrew Geller's stirrup boots, and an alive green cowboy hat. Jacobson's.