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# Fads: Today it's called a gimmick, tomorrow it will be a trend

Fads are fun and fleeting. Fashion is satisfying and timeless. Both have their place in putting together a wardrobe.

A buyer long close to the fashion scene talked about the differences recently and the representative of an innovative line from London brought some examples into the area.

"A fad is a style that is in and out in a season or less," said Eyde Longyear, buyer manager of the new international salon in the Birmingham Jacobson's store.

"It's a style concept that cannot stand—it's not that practical or basic," was the definition offered by Leon Dickey when he brought in a col-

lection of leathers, suedes and iridescent taffetas to the Haberdashery European Fashions in Birmingham.

Which are the fads in the looks presented for fall '78, Mrs. Longyear was asked.

Well, probably the military look that goes so far as to incorporate Army jackets and military ribbons from husbands' and dad's service days, she explained.

"This is definitely a fad," said Mrs. Longyear. "American women are not in love with the military look. The younger ones remember Vietnam too well, and for older ones it's World War II."

"This is not a look they are going to want to keep."

But perhaps the military influence—double-breasted suits, tweedy jackets and the like—will turn out to be a fashion trend, she said.

"The wider shoulder is a very pretty look," she said. "It will get wider, probably. I think it's a style."

As for trousers, Mrs. Longyear points out that "three years ago they were flared, and then there was the sloped silhouette. Now they are being shown tapered."

"You also have the softer look, with pleating at the waistline instead of the flat stomach," she added. "The same

thing is being seen in men's pants."

Fad or fashion? "You see some really skin-tight pants to be worn with a tunic over them," said Mrs. Longyear. "Those I would call faddish. But the soft pleats and the waistline and the tapering legs—that's the new fashion."

This viewer of the fashion scene had some observations on the use of fad and trend by the most fashion conscious women.

"The ones who go for the expensive fads—like maybe the tuxedo look this year—tend to be the ones who put \$30,000 or \$40,000 into a wardrobe and then at the end of the season give it all to charity and realize an income tax write-off," she said.

"They don't add pieces to their wardrobes; they start almost from scratch each year."

"Others with high-fashion wardrobes follow trends and add a few things in the new season but plan to use most of their clothes for three or four years. These are the women likely to take things to the resale shops and get back a little of the investment."

Promoter Dickey indicated you could add to the fad category a lot of the intriguing items he brought from the Strawberry Studio and the collection of Paul DeCommando, both of London.

The art director for Andy Warhol's New York operation, Dickey called the coats, pants and dresses made up in suede and leather "trendy, but still with a look of classic fashion."

The look is expensive, with emphasis on movement of material," he said. "They are dressy, ready for the theater, but still appropriate for the coffee house. They might be considered gimmicky in the Detroit area, but they are being seen in London right now."

The leathers and iridescent taffetas from Strawberry Studio are classic in design, he pointed out, and the jackets and trousers are unique in concept. "Leather will be very big this season, but probably it will not last in high fashion," he added.

More lasting as a fashion, he felt, are the outfits by Paul DeCommando, consisting of dress or jacket, skirt and belt in leather, wool and cashmere. The various components zip together for a completely new look.

The London designs, the red-hot tuxedo look, the tapered pants and the military all have their place in the enjoyable part of the fashion scene known as the fad.

A coordinator from New York, Ginger Veliz, summed up the best reason for being open to the fad in dress, even though it's here today and gone tomorrow.

"Fads are fun," she said, "and fun and fantasy are all part of expressing your personality."

—by Margaret Miller



The military look could become a trend. Already in demand are separates for both men and women in iridescent taffeta in metallic red, blue and green. From Strawberry Studio, New York City.

The military influence comes from two directions, Paris and Milan. Milan is considered the more appealing of the two with an officer's brown leather overcoat more often shown over a gold charmeuse blouse with khaki gabardine trousers and a bordeaux satin scarf tossed around the shoulders. Paris' military look is often depressingly black, heavy and grim. Influences include medallions, Maltese crosses, pendants, stars, enamelled ribbon pins, sashes worn across the body.

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