

# Simple, Easy, Classic

While the lady of the house ponders her presence in the world of fashion, the man in her life needs but three pass words to gain entry to fall '78. Says Yves Saint Laurent, the entire men's fall '78 fashion wardrobe depends on what is "simple, easy, classic."

"Man today is liberated," said the premiere name in the fashion business. "He doesn't worry about looking macho. Above all, he dresses for comfort. To dress today, a man only needs follow one rule: he should be natural. This applies to his attitude as well as his clothing."

The feeling of classic simplicity is exemplified by Saint Laurent's fall collection at Jacobson's. The look is apropos of the French maxim "Perfection is achieved when nothing more can be taken away."

To accomplish this, he revamped his classic three-piece suit, slimmed the width of lapels, pocket flaps and pant. He has restructured the shoulders, eased waists and softened the vents.

To Saint Laurent, the loose natural sportjacket is the most important item this season. It can be dressed up for a business meeting or dressed down for a day in the country.

Fabrics will play an important role in his collection this fall. Textures are tactile and visual. Tweeds, homespun and plaids in discreet patterns of muted earth tones predominate. His dress shirts still are important, but plaid flannels have crept in to provide comfort and chic.

Accessories are all important. The tie is omnipresent, worn with everything from business suits to blouses.

CALVIN KLEIN is another front rank

woman's designer who has turned his attention to men's wear. At 35, and the youngest American designer to be elected to the Fashion Hall of Fame, he has declared this the year to focus on the American male.

"I've been thinking about doing men's wear for about three years," he said. "I think it was a logical transition since I've done about as much as I want to do in the woman's field. It was not until this past season that I really felt that I had the right opportunity to do exactly what I felt the American male would want to wear."

The Calvin Klein look for both Jacobson's and Saks Fifth Avenue combines color and fabric in a totally unexpected marriage of pattern and texture. It is subtle, understated with nothing over-scaled or extreme. Proportions are balanced. Colors are warm and muted, and earth tones predominate. It is classic elegance that has no time, he said.

"It's me, and I think it's the way American men want to look and feel—well-dressed and comfortable."

JEAN-PAUL GERMAINE's fall '78 collection also dresses a man with taste. The look is casual yet elegant. Versatility is the key to the collection that will be seen when Tweeds unveils its new store in Birmingham this fall.

"Someone once asked me what school of design I had attended," said Germaine. "My honest answer was 'The schools of life, common sense, and involvement.' I know I have an instinctive color sense."

Germaine's jackets are deconstructed yet fully lined classic tweeds, herringbones, cashmeres and some perforated leathers. Pleated gabardine, flannel and corduroy

pants are in gray, white, black, tan and rust. His plaid-lined vests can be worn with matching plaid shirts or over oversized knit-lined sweater jackets, which are sensational in navy lined in gray knit or white lined in beige knit.

Other looks include the big jacket in corduroy lined with knit and a corduroy group of jackets and trousers perfect for the country or office. Colors are winter white, mushroom, rust and tan.

"I think we only confuse men when we try to pigeon-hole them in some category of clothing which they supposedly fit into," he said.

"Offer tasteful clothes that men feel comfortable wearing and give them some direction in achieving their life style—to me, that's what designing is all about."

—by Jeanne Whittaker

## No more macho in menswear



Decidedly chic, surprisingly comfortable—Yves Saint Laurent's cotton blend flannel shirt with a Cartesien plaid. Plaids and flannels are to be a fall '78 trademark, Jacobson's.

Dressed down for day the Yves Saint Laurent suit is worn with layered turtleneck and button collar sweaters of 100 per cent merino wool, Jacobson's.



The agreeable alternative, Yves Saint Laurent's sportjacket in narrow proportions, worn with tucked-in pleated trousers and cravat, Jacobson's.



Sweater set of 100 merino wool by Saint Laurent features mari effect yarn woven into horizontal cable knit with crew knit sleeves, waist and collar. Military-inspired trousers in corduroy, Jacobson's.



Unconstructed corduroy steals the show in a beige double-breasted suit, \$200, designed by Jean-Paul Germaine, who teams it with tan flannel shirt, \$60, and mohair tie, \$20. Renaissance World of Shops.

Yves Saint Laurent's country classic, center, the single breasted sportjacket in heavily textured, 100 per cent wool homespun. Suede elbow patches and suede lined bellows pockets plus bold graphic plaid in cotton blend flannel sportshirt emphasize country comfort, Jacobson's.



Calvin Klein turns to menswear in '78 with dress-up, dress-down suits. Brown herringbone tweed, left, is single breasted, \$200. On right, casual and comfortable, brown marled tweed double breasted suit, \$205, worn with mushroom cashmere t-shirt, \$95, Jacobson's.