

Monday, August 20, 1979



The fashion-conscious teenager will opt for a three piece outfit to mix and match by Donna Karan for Anne Klein Studio. Smoked double breasted jacket in plum/bioge plaid

wool on gray tops, a four gore leather/plum wool tweed skirt and rayon challis bow blouse, Saks Fifth Avenue.



Winnie the Pooh kindergarten set coordinates include, left, camel corduroy jumper with berry tie blouse, center, tan and green pleated look shirt and tan twill pants, right, burgundy, blue and cream plaid pleated skirt, matching vest, and ruffled cream blouse, Sears-Roebuck & Co.



The Body Lingo collection for girls includes a jean skirt that is back cut and has own stitched pocket. A white plaid shirt, checked and plaid shirts and plaid shorts, and plaid shorts for skirt or jeans.



Smocks for the younger set with little ruffles and bows come in a variety of styles, including matching sets, appliques and plaid and pique. Montgomery Ward, Sears-Roebuck & Co., J.C. Penney.

Shopping can wear mom out

By LAURRAINE McCLURE

While the younger set is making the most of the last few weeks before school bells summon them back to their studies, mothers, who after all, remain the best overall authority on outfitting younger children, are hard at work checking closets to see what's needed, what will or will not last through another season, and what should be handed down to younger brothers and sisters.

With a practiced eye she notes fabric toughness, reinforced seams, double knees and harkening at stress points, all important features, for each is sure to be put to the test by one or more of her children.

On the other hand, the youngsters are not drawn to practical considerations. Their prime motivation in choosing clothes is simply what the other kids are going to wear.

So when it comes to making actual purchases, it is an unusual occurrence for a mother to be shopping alone with a son or daughter giving the final OK to each purchase.

In the words of Linda Hrzaka, manager of the girls wear department for Sears Roebuck & Co. store, "The with it kids are keeping us busy keeping straight-leg jeans in stock now. Their mothers and big sisters are wearing them, so they are wearing them. The kids start copying very early these days."

Jeans and tops aren't the only items that the younger set has adopted from the adults. The most fashion-conscious female in the world is the 11 or 12 year old. Fortunately, this season she has discovered shape, quality and elegance and style. When it comes to dressing up for glamorous Saturday dates with dad for lunch and a movie, birthday parties, and visits to the

museum, she is taking her cue directly from her mom. Pleated skirts with matching blouses, sport jackets, slim leg pleated trousers, and safari-style shirts, tucked skirts and challis bow blouses are all the look, especially when interpreted for her by Donna Karan for Anne Klein Studio.

JACK THOMPSON, fashion director for Sears children's store, adds that pleasing two customers in the children's department is business as usual at most stores these days.

"Quality and fashion have to go hand-in-hand for moms with their interest in maximum wearability and for youngsters, who, as early as kindergarten, have definite ideas about what they want to wear."

At J.C. Penney, new western touches influence sportswear for older boys and girls. Designer jeans are in for girls of all ages. Moms may opt for Gloria Vanderbilt, YSL, or Pierre Cardin, but the younger set identifies with Penney's Body Lingo collection, and Sears' Winnie the Pooh and Sunny Bunch collections.

"Winnie the Pooh and Sunny Bunch are both good examples of keeping up with fashion as well as continually turning out classic fashion," said Ms. Hrzaka.

Quality, sewed up in a fashionable palette of styles and patterns, is making mom's job a lot easier. The combination is a welcome one.



Mix and match separates and slip-on moccasins are the look, especially in rust corduroy, and forest green twill. Plaid and striped shirts and tops complete the versatile dressing, Sears, Roebuck & Co.



Handsome is as handsome does in classics that include matching and contrasting vests, jackets and pants. Quad suit, left, (two year) that reverses to ruffled. Three-piece (four-year) suit, right, is combination of two and one. J.C. Penney

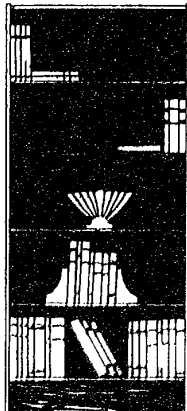
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