

à la mode



Vests over turtle-necks and heavy sweaters offer warmth when the weather isn't bitter cold. His vest is made of goose down, hers is of Thinsulate, a new insulation developed by 3M Co.



Starting out on a walk through Rochester-Utica State Recreation Area, our models are bundled up for the coldest winter weather.

Both wear heavy sweaters, vests and parkas (his a Gore-Tex outer shell and hers is a wool-lined mountain parka).

Layers warm best

Story: KATHY PARRISH
Photos: DAVID FRANK

Outdoor lovers know the value of layers of clothing.

But with more people dialing down to save energy, even stay-at-homes are looking for warmth when they buy clothes.

Long underwear, turtle-necks under heavy sweaters, warm vests and jackets are no longer worn just on the ski slopes or while hunting in the north woods.

"People are wearing them to work and school," said Charles Wilson, who has seen an increasing demand for long underwear and sweaters at The Sportsman in Great Oaks Mall, Avon Township.

"We cater to people who enjoy the outdoors. But there are still a lot of people who don't camp who want to stay warm. And it's cold."

Wilson, whose father Charles started The Sportsman in Birmingham in 1953, opened the Avon Township branch in June.

Since much of his life is spent outdoors, the clothes he carries are functional. They're designed mainly to keep people warm and comfortable while camping, fishing, hunting and backpacking.

But with increased interest by a

whole new audience, outdoor clothing is fast becoming more fashionable.

Designer Bill Blass recently came out with a whole line of goose-down jackets and vests. And outdoor wear is now made of lightweight insulation like Thinsulate and Gore-Tex Laminite.

WILSON PERSONALLY prefers goose-down jackets and vests. "I still think it's best because of its lightweight nature," he explains.

But he says down loses warmth when wet and is bulky-looking.

"Some people object to down because it makes the wearer look so huge. The new types of insulation give a thinner look but still make good, warm jackets."

Thinsulate, a new insulation developed by 3M Co., "keeps a lot of air in a relatively small space," he said.

Gore-Tex Laminite, billed as "that miracle all backpackers, mountaineers and campers have been waiting for," allows the wearer to stay dry from the elements as well as his own perspiration, Wilson said.

The Sportsman's Avon Township manager-owner feels the best way to dress for cold weather is to wear layers of clothing "so air can be trapped around you."

And if it becomes warmer or your activity increases, some of the layers

can be removed.

Wilson thinks outdoor clothing buyers are better informed today about what is important in keeping warm.

He advises that it's important to have cotton next to the skin because "it doesn't itch and absorbs moisture. It keeps wetness away from the body."

ONE OF HIS FAVORITE items is the traditional bright-red long underwear known as a Union Suit. "I switch by them for camping in cold weather or cross country skiing," he said.

"The one-piece suit doesn't pull apart like two-piece underwear when the wearer bends over. And you can go to the bathroom without removing your underwear."

"Besides, it's just sort of fun to wear."

Wilson also cautions outdoors people to keep their feet and hands warm.

"And it's very important to wear a hat because you lose a great deal of body heat right off the top of your head if you don't."

He feels the outdoor clothing business will be "very strong" in the future. "I don't think it's a trendy kind of thing because this is very functional clothing," he explained.

"But it's getting more stylish. Designers are trying to come up with a solution to the bulkiness. And people want to stay warm."



In warmer weather, a heavy sweater and boots keep hikers comfortable. She wears a wool sweater and boots covered with goatskin. His sweater is made of oil wool, with the natural oil left in it for water resistance. His boots are insulated.

the fashion plate

Monday, Dec. 31

Alfred's Restaurant — Fashions selected by Bonwit Teller will be informally modeled between 12:30 and 2:30 p.m. at Alfred's, Somerset Mall. Don Thomas Sporthaus will provide the fashions on Wednesday. Bonwit Teller will be featured again

on Thursday. Rodier fashions on Friday, and Tennis Lady and Robert's Furs will be featured during the luncheon hour on Saturday.

Thursday, Jan. 3

Jacobson's — Adele Simpson's resort spring collection will be informally modeled from 10 a.m. to 5:30 p.m. Featured among Adele Simpson's timeless quality creations are day ensembles in hand-constructed wool gabardines and linens, plus silk and jersey evening wear. There will also be a formal presentation of the collection at noon. Jacobson's Birmingham store.



Kasper's southern temperament...consists of some of the coolest, lightest, easiest dressing we've ever seen. Here, one way he does it: with a rolled sleeve vee in cotton candy stripes of white, pink, mint and lilac, on pure cotton. The sweater for sizes S, M and L; \$50. The skirt...a quick, clean snap of white linen that buttons up the side to meet the fresh stripes up above. For sizes 4 to 14, \$104. In Collection Sportswear...where we are all the things you are...gifts just right for you.

Troy, Somerset Mall, Big Beaver at Coolidge;
New Year's Eve Hours Open till 9 P.M.;
Thursday and Friday till 9 P.M.;
Sunday Noon till 5 P.M.