

Taking stock

It's a quality market

Investment clothing is fast becoming the new credo for a businessman on his way to the top — and those who are already there.

That is not to say that sophisticated, daring and even luxurious clothes are not an important part of the '80's wardrobe. They are, but workmanship and quality fabrics are the new rationale for the ultimate '80's man.

He has learned to understand value. He is relatively affluent and is fashion-aware. He ranges from the conservative to the more avant-garde in taste.

Lebow clothes presents a complete profile of the American executive in investment clothes carried at the Argyle Shop in Bloomfield, Saks Fifth Avenue and Whalin in Birmingham. —Ruelle Shand

Abstract and patterned ties by Vicky Davis. Available at Men 'O Man and Todde at Northland and MacKenzie's and Claire Pearone in Troy.



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where is it written that dressing traditionally has to be stuffy?

TOTTINGHAM'S

a clothing store for men

Opening APRIL 1980
3621 W. Maple Rd. Birmingham
Bloomfield Commons

On the fast track to investment dressing is this blue/beige iridescent two-piece suit in a blend of rayon, polyester and silk. The two-button jacket with open patch pockets is unvented and the trousers are double-pleated. By Dimitri for Retner. \$235.



PREPPY

It's a word you're hearing a lot of these days. The fashion experts say it's "the look" for 1980.



Polo
by RALPH LAUREN

Fashion stores will explore the "preppy" market. Department store buyers will need a quick education. We at Mackenzie's will be buying the same things from our old reliable friends — manufacturers we've known and trusted since we opened our doors in 1969.

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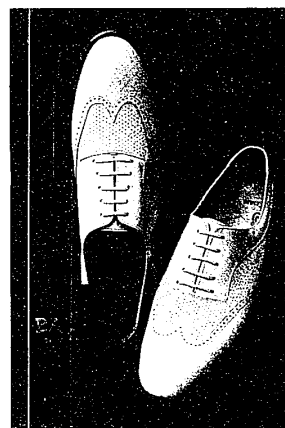
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