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Light touch

Personal style fuels his designs

Designer John Weitz made a case for clothing designers taking a stance on the American automobile last month during an automotive conference in Dearborn.

However, the controversial celebrity isn't the only member of his profession to speak out on the need for the designer's touch.

"It's only natural that anyone with a creative attitude in the Motor City would wind up designing a car," said Bob Gwynn, owner of Gwynn's men's store in Birmingham.

Gwynn's car, known as the Gwynn Prix, is a re-designed version of the classic 1973 Pontiac Grand Prix. Long recognized as an innovative designer of men's clothing, Gwynn said the vehicle is the realization of a dream and reflects his personal interests and tastes.

The interior of his custom-tailored car is unique. To achieve his own personalized transportation, Gwynn used

tufted leather, solid walnut burl veneer and a headliner of chashmere and mink.

The exterior has solid walnut fender ends and nose cone which, combined, give it a look seldom seen in automobiles. The Gwynn Prix was described by the Automotive News, he said, as "the ultimate in a custom car."

"The feeling I get while driving it only confirms the fact that Americans still have a great love affair with the automobile," he said.

The clothing worn by Gwynn has a fresh new look about it, too, he noted. It's a new look in quality men's wear, he explained.

"With better clothing so conservative in business today," he said, "I think we could all use a little zip in our wardrobes. We had to go to a women's wear woolen house to get pastel winter-weight sport coats."

"It will give the thinking man a chance to be a little up front for a change."



Bob Gwynn's creative talents extend from his own clothing store to designing distinctive automobiles. Of both, he says, "I think we could all use a little zip." Gwynn's customers will be surprised this fall by the addition of new colors to his line of clothing.

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