



The family photo album

A barometer of fashion tastes over the years

By RUSTLE SHAND

"Look at the camera. Hold it. Smile."

Sound familiar? These words are probably spoken more often around the holidays than at any other time of the year. It's the season for family photos, with everyone posed in clothes geared to a season of fun and get-togethers.

Fashion experts at Sears see the family photo album as an uncannily accurate record of fashion tastes. They predict that in years to come, 1980 snapshots will reflect the diversity of fashion choices that will be available as the decade enters its second year.

Future scrapbook readers will note that throughout the holiday season, Detroit area families reflected a more serious and low-key mood in their mode of dress. The "less is more" theory of serviceable clothes will be captured in a variety of holiday styles, ranging from classic casual to traditional dress-up.

When Christmas 1980 is recorded for posterity in the family album, what will future generations deduce about lifestyles from the clothes worn now?

Family photo albums that date back to the 1880s reveal our great-grandparents and their children all stiffly dressed in high collars. With stern faces and carefully controlled hair, they were Victorians all.

Forty years later, our grandparents and their offspring still appear old-fashioned, but slicked-down hair, loose-fitting clothing and careless posture reflect the freedom of the "Roaring Twenties."

By the time we came along and joined the family for a Christmas portrait, Mother was probably wearing her favorite floral print dress. Dad had removed his jacket, revealing his elastic suspenders. And, there we were, wearing blue serge dresses with removable white collars while brother had on a little navy Elton suit and knee socks.

Now, it's 1980, and the family has gathered once again for the annual photo.

How will the next generation see us? Are we supercasual folks who prefer

to wear velour pullovers?

Or, maybe we're all matriculating, and we show it through the 1980 fashion statement — preppy.

On the other hand, perhaps we are a family of individuals who like clothes that point up your ethnic origins.

No matter what lifestyle holiday clothes reflect, chances are, 40 years from now, grandchildren will be tittering at "the funny clothes grandma wore."

Such is the history of fashion and of the treasured family photo album.



Going clockwise from left, an embroidered cream sweater teams up with embroidered red corduroy pants; the burgundy velour pullover with gray heather stretch-woven slacks. The dark green velour shirt is matched with tan wide-wale corduroy jeans. The navy with red sliced velour top goes with stretch gabardine navy jeans; the red sculptured velour top with embroidered denim jeans.



Brown and white gingham blouse (from left) \$15, brown velvet vest \$13, brown velvet shirt \$15, cream blouse \$13, black corduroy vest \$11, black corduroy pants \$21, brown knit corduroy blazer \$40, matching slacks \$18, brown stripe oxford shirt \$11, off-white V-neck sweater \$11; black boucle jacket \$47, plaid shirt \$20, white blouse \$14; and brown corduroy three-piece suit \$80, blue button-down shirt (\$13). These, or similar fashions for the family, are available at Sears stores.



From left: cream/light blue dress with embroidered collar, (\$16); current red sweater dress (\$27); fisherman cable knit crewneck sweater (\$15), navy corduroy slacks (\$20); berry velour dress with lace collar (\$28); and, standing, navy blazer (\$38), matching pants (\$16), red/white oxford stripe shirt (\$11), V-neck off-white sweater (\$11). These, or similar fashions, available at Sears.



Navy pinstripe suit separates, jacket (\$55), vest (\$20) and slacks (\$22), white tone-on-tone shirt (\$10); off-white dress, with lace yoke and stand-up collar (\$24); three-piece knit corduroy suit separates, blazer (\$40), vest (\$17), slacks (\$18); cream/blue romantic-styled dress (\$28); and, foreground, red print dress (\$18), with lace accents. These, or similar fashions for the family, are available at Sears stores.

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The less he spoke, the more he heard: Why can't we all be like that bird?

-E. H. Richards



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