

Men's hats bear air of sophistication

What's new and now on the retail scene, as seen by Alan Teitel, forecaster of fashion trends in the making. The following 10 items currently head up the "in" list.

1. SPAS: Formerly the province of aging jetsetters, health-oriented vacation spots are now the rage for every age. Adult "happy campers" will have their pick of dozens of new spas opening in the next few years. Forget Disneyland. Pack the kiddies off to camp, and then head for the mud baths.

2. CABARET: No, not the movie, but the clubs. Popularized in the '30s and '40s, cabaret-style songs and singers are coming back in a big way. Supper Clubs that cater to the cabaret crowd will be very much in vogue, emphasizing elegant dress and the music of legendary greats like Cole Porter and Noel Coward. Delightful company, great music and fine food. What more could any one ask?

3. DIETING FOR HEALTH: Not just for weight loss, but to create a



Men's hats are making a comeback in all styles.

whole new health lifestyle. Supermarkets are jumping on the bandwagon with diet departments, featuring foods that are salt free, sugar free and zero cholesterol. We see an opportunity for supermarkets to put dietitians on staff, offering customers advice right on the spot.

4. HATS FOR MEN: The right hat says style better than anything else. Men everywhere will be striving for that air of sophistication with hats of

all kinds. Wide brims and narrow, from the fashionable Italian Borsalino look to the terribly proper British bowler, headwear of all kinds will be flying off the shelves. The Mad Hatter can't wait!

5. FRIDAY: What is "Friday"? Debuting this fall from Bonnie Bell, it's a new fragrance specifically created for the weekend. Moderately priced from \$12-\$20, "Friday" is destined to be a hit with women looking for the right fragrance for less formal occasions. TGIF with a fragrant twist!

6. SPECTATOR COLORS: Subtlety is a thing of the past, long live Flash! Say good-bye to quiet pastels as bright, vivid colors are roaring back into the limelight. Red, white, blue, black in solids or large polka dots. When these colors make a statement, they truly scream it!

7. STRETCH CORDUROY: Hotter than hot in France, stretch corduroy in pants is about to take these shores by storm. Classy but casual, they look good and are second to none in comfort.

8. BRONZERS: Everyone loves a deeply tanned look, but who has the time? Now you can look like you've spent hours in the sun without ever having seen the light of day. Bronzers give all the benefits of the sun without the exposure to its potentially harmful rays. Say good-bye to costly tanning booths and hello to the instant tan!

9. SADDLESHOES: Put away those Reeboks! Saddleshoes will replace running shoes as the preferred footwear next fall for the back-to-

school crowd. In white/black, white/brown, or navy/light blue combinations, kids will be putting their best foot forward in saddleshoes. You'll be ready to take a walk down Memory Lane!

10. VIDEO PHONES: Your telephone rings, you press a button and

actually see the caller. Press another button and he sees you. Phones like these once required special phone lines and cost thousands of dollars to buy or rent, relegating them largely to business use. Now, at under \$400, look for these phones to be the hottest consumer item since the introduction of the zipper.

Editor's note: In the last Teitel's Top 10, the soon-to-be introduced Chrysler-Maserati convertible was listed as "in" with a price tag of \$40,000. Chrysler Motors has gone on record that the car will be a "one price car with no extra cost options." Its official price? Only \$30,000.

by Ray Kosarin

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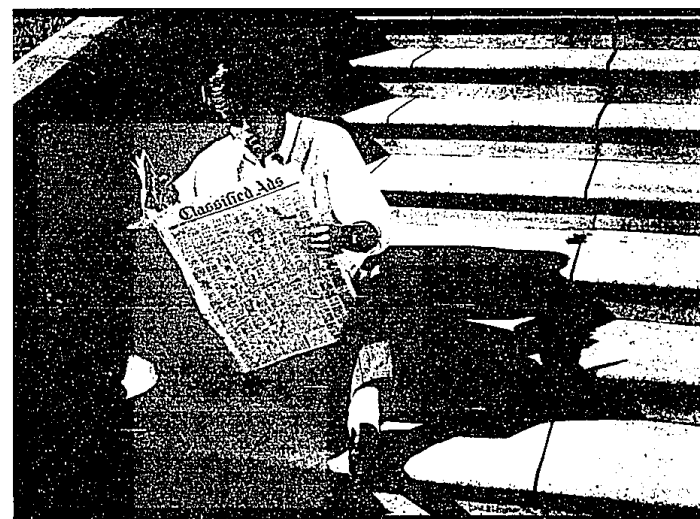
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