

STREET SCENE

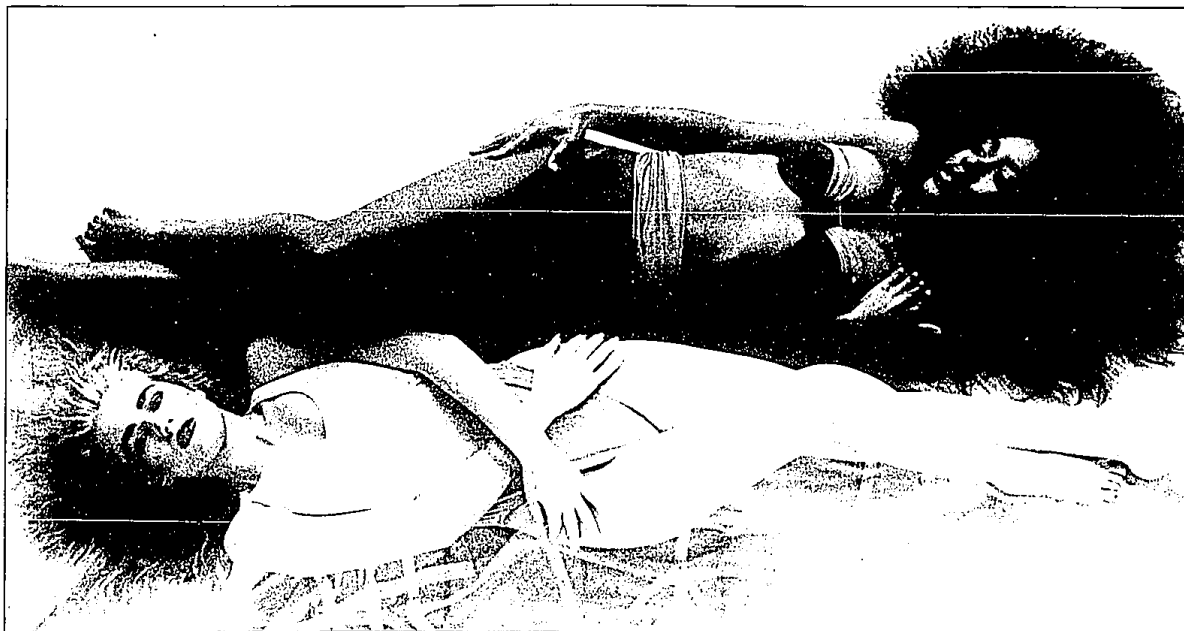
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An earthy topic

Sunday, April 22, will mark the 20th anniversary of Earth Day and it seems everyone is hopping on the "Give Earth a Chance" bandwagon. While some folks are cleaning up the environment, others are cleaning up, so to speak, marketing Earth Day. For more on the fashionable Earth Day celebration, see Page 6D.

The Observer & Eccentric® Newspapers

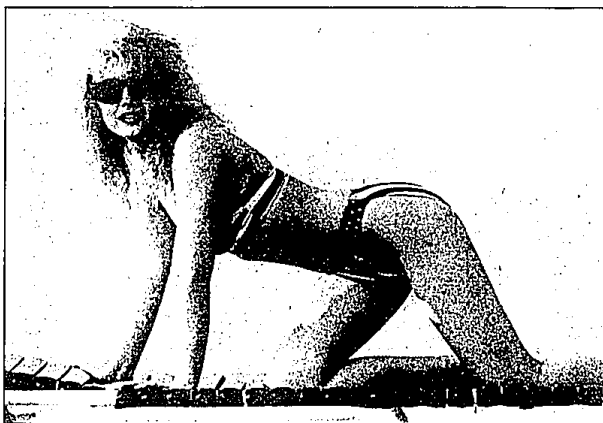
Monday, April 16, 1990 O&E



Jag pairs up yellow, aqua and fushi in a one-piece suit with bare midriff (\$55 from Roslyn's), while Gottex mixes hot jade and electric pink in its bikini (\$72 from Don Thomas Sporthaus).

Well Suited Wet-Wear

Swimwear of the 1990s is taking on a whole new dimension. Styles are turning up bare and bold or conservative to suit everyone's taste.



Designer Ann Cole mixes black and white polka dots and stripes in her two-piece bathing suit (\$58 from Roslyn's).

By Charlene Mitchell
special writer

It's a new decade and swimsuits are finally being designed with individual preference in mind. From bare and bold to more conservative styles, swimwear is taking on a whole new dimension.

A case in point: Itty-bitty bikinis are still the "in" thing for sun worshipers and those "forever on a diet," newer two-piece suits are noticeably different from what we've seen in the '80s. Bottoms are fuller, coming up to the navel or higher. Tops are boasting wider straps and fronts that hold up and shape the bust rather than revealing cleavage.

One-piece suits are borrowing looks from the '50s with detachable half skirts that help to conceal the upper thighs.

"I think it's great that the suits are now being designed for average bodies," said Southfield fashion press specialist Bluma Seigel. "With some of the suits they have for sale, no one over 30 would want to be seen in them!"

Retailers, too, are excited about the new choices that are available in this season's swimwear lines. Some point out that many shoppers who were ready to buy last year just couldn't find anything they liked.

Mall order swimsuits are gaining a bigger market share, at least three major manufacturers have color catalogs.

Buying a swimsuit through the mail may seem as quick as a phone call and reciting your credit card number, but there are a few things you may want to consider. Some companies will not give refunds or allow exchanges, sad news if you discover your suit doesn't fit.

WITH HIGH fashion photography, looks can be deceiving and it's difficult to tell the texture

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Body Glove's two-piece suit (\$87) has a form-fitting strapless top. It's available at Don Thomas Sporthaus in Birmingham.



Hot pink is mixed with green and purple for this zippered one-piece suit (\$55) from Roslyn's.



His suit is bright blue and purple boxers by Body Glove (\$34) and here is a yellow one-piece tie dye stretch by Too Hot Brazil (\$52), both from Don Thomas.