



## JOIN THE ENGLISH GUARDS

Very, very British . . . a sharp, young polyester doubleknit in haberdashery prints and stripes. Brilliant accent colors on light birch, brown, Bristol blue or mulled wine; sizes 8-18, S-XL.

Paisley shirt, \$17.00

Capsleeve tunic, \$20.00

English guard pants, \$17.00

In-or-over shirt, \$16.00

Heraldic pants, \$22.00

# Jantzen

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## om

ORCHARD MALL

Orchard Lake Road just north of Maple

## The Ego Trip

Well, wouldja look at that! I've never seen the likes of it before . . . a green-striped halter dress with a purple scarf and white crinkled patent leather boots, all together at the same time on one secretary. What's she trying to prove?

The question is a valid one. A person's clothing is a fairly accurate guide to their attitudes, expectations and self-esteem. It can be a good barometer for mood and an indicator of personality type.

Method and madness in attire is a way of nonverbal communication. It tells someone else about you, it's a statement of yourself in relation to your social environment.

It might say: "I agree with the group norms. I don't care what you think, I'll do what I please. I dislike you and what you stand for . . . I rebel. I like you a lot, and thought I'd do something to please you."

On the national level, dress is indicative of the beliefs and heritage of that country, as well as a reflection of the spirit of the times. It's a symbol of culture, derived from the needs of the people and the demands of geography and climate.

Wearing clothes to fit the social environment is important. It could land you a job, win friends and money and make you feel a lot better about yourself.

But if attire does not meet the occasion, consequences for the wearer are often unpleasant. Embarrassment and social censure may follow, and in some cases, even a certain notoriety.

People are still talking about the see-through blouse and the mini-skirt which Joan Kennedy, wife of the Massachusetts senator, Theodore, wore to a special White House function.

Karlyne Anspach in "The Why of Fashion," wrote, "Fashion can protect us from psychologically grounded fears that are socially engendered. It protects us from obscurity, from ridicule if we are 'different' or if we lack taste.

"It protects the anxious and immature inner-self from outer attack. It allows the dependent personality to follow others and be relieved of responsibility . . . a fashion which enhances self-esteem and makes us feel competitively equal or superior to our as-

sociates works for us and helps diminish anxiety."

The effect of color and style in fashion is so important that firms and individuals now offer services in fashion counseling.

For example, they say that in applying for a job, it's always a good idea to wear traditional colors and patterns. It sets the "establishment" at ease. For men, solid colored shirts in subdued hues are best, with a tie of perhaps paisley or polka dots.

They advise women seeking jobs to emphasize the tailored look and avoid ostentation and flamboyancy. The better quality of cut, fit, style and material will make the better impression.

Wearing the proper clothing also means recognizing the proper tones for the individual personality, skin and hair type. It also means recognizing the social situation involved and dressing accordingly.

These principles in dress, when followed, can have the effect of releasing you from anxiety and tension, and of producing a positive effect in the eye of the beholder and thereby in yourself.

When choosing clothes consider: are you conservative or an extremist? Traditionally feminine, suggesting ruffles and frills, or athletic, reminding of the tailored, sporty look?

Do you lend to the dramatic, able to wear bright colors and aggressive patterns and still be seen as distinct from them? Or perhaps quiet, better off wearing subtler tones accented with light and sparkling accessories.

Color plays an important role in indicating mood and attitude of the wearer. If it's red, he's either angry or exuberant. What about blue or green?

Depending on the intensity, it could mean he's pensive and relaxed. But if the color is deep, it might indicate melancholia or depression. White and yellow are neutral colors.

A recent study published in the August issue of "Psychology Today" has shown that the more attractive a person is, the more credibility and intelligence is likely to be attributed to him. So it's to your advantage to dress up.

The clothes make the (wo)man.

— by Susan Averill