

Husband-wife designers favor natural approach

By CHRISTINE WALDEN
Two years ago a pair of designers pooled resources and became the creators of classic, comfortable and consistently good looking sportswear.

But then, that's what Bill and Hazel Haire set out to do. "The most important thing is to feel good in clothes," said Mrs. Haire, recently at Bonwit Teller. And feeling good, she said, comes from putting natural fibers and good workmanship into a garment that lasts more than one season.

"PEOPLE AREN'T USED to having pure fiber and I am a big believer in it. The comfort of pure fiber is far superior to any synthetic and you can build your wardrobe from one season to the next. You can't do that with shoddy workmanship," she said.

You also can't do it if colors do complete reversals every season. "I work with a color theme, that's very important. The color groups evolve by complementing the ones from the season before," said Mrs. Haire.

Consequently, the blue hues and rusts of this season complement the rusts and beiges of the past.

UNFORTUNATELY, the philosophy of the Haire team is somewhat hindered by fabric shortages. As everyone turns from polyesters and synthetics, woolen mills and fabric manufacturers are ending production due to raw material shortages.

"It's getting worse and worse every year. It's very hard to get good fabric now. It's getting to the point where the cost of natural fiber is becoming exorbitant," said Mrs. Haire.

But even at high prices, Mrs. Haire thinks women will opt for natural fiber.

"They are watching their budgets, but it's become more selective. They'll have less of something that's good rather than purchasing a lot of a cheaper quality item," she said.

When Mrs. Haire talks about designing, her husband's name pops up frequently during the conversation. She says they truly are a team and the line is the result of a dual effort.

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Bill and Hazel Haire design the cape in rust tones with suede trim

CROWLEY'S

The bodysuit is tops with skirts and pants

The tuck-in bodysuit really stays put---giving you the smoothest, most flattering line with pants and skirts. We have two here to glorify your fall fashion looks. And each is happily machine-washable. Left: classic shirt styling with a profusion of bright flowers on a black ground. Acetate/nylon, S-M-L, \$14. Right: orange flowers mingle with a lettered French lesson on black acetate jersey, sizes S-M-L, \$14. Hosiery (#14) at Crowley's Birmingham store.



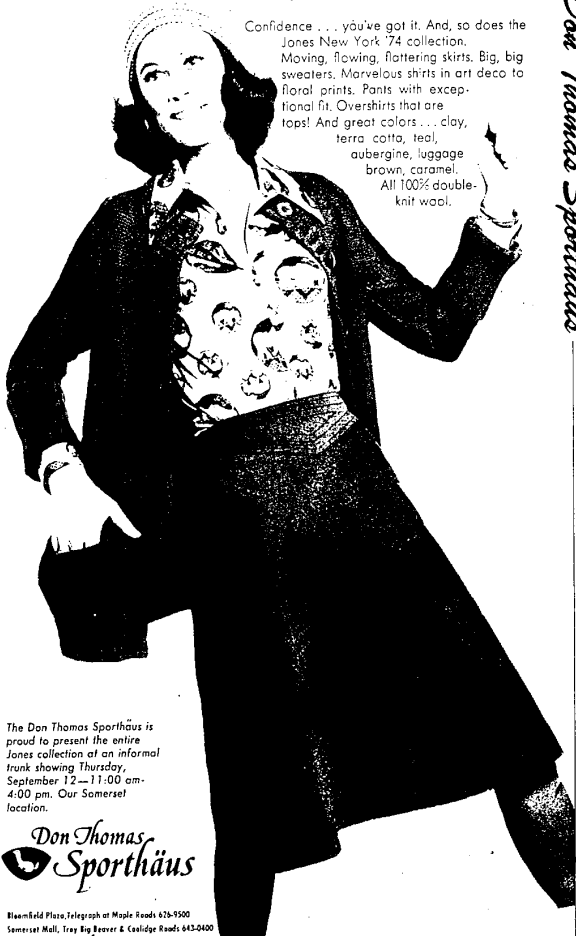
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