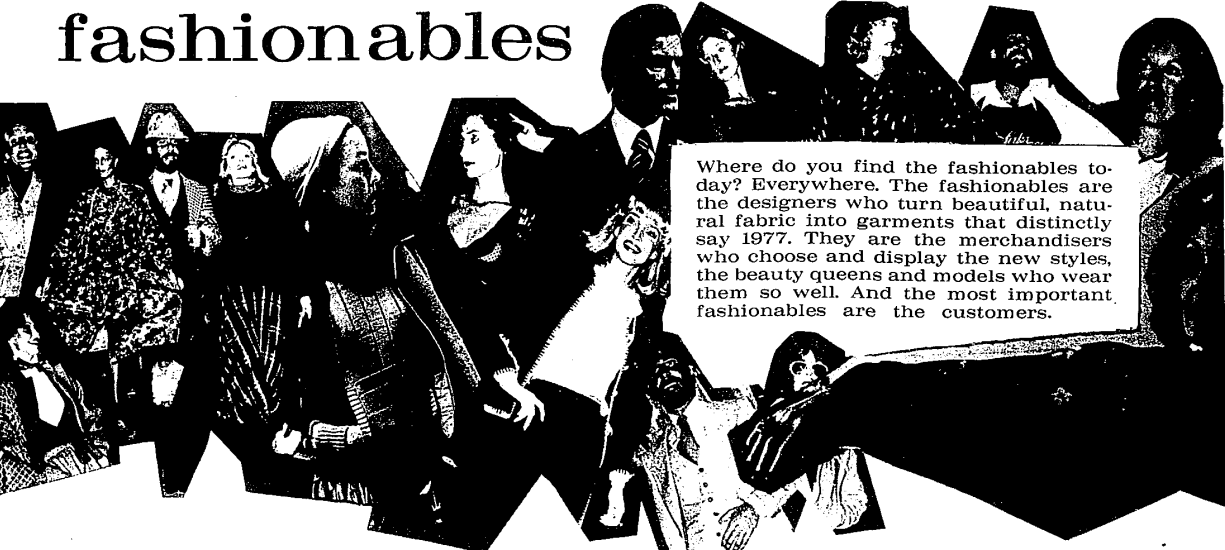


# The fashionables



Where do you find the fashionables today? Everywhere. The fashionables are the designers who turn beautiful, natural fabric into garments that distinctly say 1977. They are the merchandisers who choose and display the new styles, the beauty queens and models who wear them so well. And the most important fashionables are the customers.

## Gloria Sachs: designer for casual luxury

Luxury sportswear and Gloria Sachs are synonymous. Saks Fifth Avenue customers, anxious to see what designer Sachs was offering for fall, crowded around the runway in the Saks Troy store sportswear department recently.

Gloria Sachs has a following. "I've dressed them since they were toddlers," she says of her customers. Sachs designed children's wear under the tag "Sachs for Saks" some 20 years ago.

Knowing and identifying with her customer is what Gloria Sachs is all about. Her customer likes the quality things in life, leads an active or career woman's life and likes clothes that are comfortable, clothes that are unobtrusive but clearly quality.

She defines her customers as "people who are active and enjoy beautiful things but not in any conspicuous way."

"They are very relaxed about the clothing they wear," she adds.

She believes in consistent good taste. "A well-cut garment looks good on all people, good

in all sizes," she maintains. "Life is about changing and adjusting but we must also be true to ourselves. Certain things are best for us."

"I have confidence in my customers, and they are confident. They know who they are. Open-minded, they look at the fashions each year and will accept them or reject them. One thing about fashion is that you can be anywhere and the same thing that sells, sells anywhere. There is some sort of secret message that goes out to the customer, she instinctively knows what is good."

The message from Gloria Sachs is that the skirt is this year's dressing. Hers are unstructured and soft, featuring an interplay of natural fabrics like soft-soft suede against pure silk combined with wool challis, cashmere and tweed.

The Gloria Sachs collection, which took her over a year to put together, is selling so well that stores can't keep them in stock.

Each of her luxurious pieces is identified with a hang tag, featuring a self-portrait by Gloria Sachs—a head she

created as a graduate student of sculpture and weaving at Cranbrook in 1950.

Her new collection features skirts, some in sheer wool challis prints in 100-year-old authentic India paisley designs manufactured for her by Liberty of London. Others are in ancient Scottish tartans whose muted colors differ greatly from the modern tartans we are accustomed to seeing.

A Gloria Sachs kilt offers a new experience. Not only using the ancient tartan (each clan has a modern and an ancient tartan), she has changed the body of the kilt. She spent a year in Scotland with a kilt maker, developing a soft, lightweight wool tartan and then teaching them how to cut and sew to fit the figure. She teams her \$130 kilt with a new ultimate understatement, a cashmere T-shirt.

Her cashmere sweaters are done in Scotland on the River Tweed. She searched out this factory for the finest knitters in the world and brought cashmere back into fashion two years ago. Using only single ply cashmere rather than the usual

two-ply, she brought the sweater closer to the body, added new colorations and even stripes.

The single ply cashmere comes from under the neck area of the Mongolian goat and its rarity makes it one of the great luxuries of the world. All hand-made, they are priced from \$90 to \$120.

Gloria also was the first to bring the silk shirt back to fashion and this year features an exquisite embroidered edge eggshell shirt at \$98.

The poplin coat, with its tack-in-and-out fur lining, was originated by Gloria who believes "fur that is against your body is much warmer than a fur coat." Called "the ultimate coat," it is her constant traveling companion. She said "it makes a marvelous lap robe in an airplane" and added, "the poplin does not wrinkle."

She adds a "double coat" this year, in poplin with a paisley "warmer" that buttons in and out. It also may be worn alone as a lightweight coat.

Shawls are an important part of her new collection. Her 54-inch hand-produced shawl is

\$125 and other shawls, machine-produced, are \$70.

Gloria Sachs is very much the contemporary American woman, well-educated, well-traveled, sophisticated and involved.

Her own accomplishments as a painter, sculptor and hand-weaver are delightfully translated into her designing. In the truest sense, Gloria Sachs is concerned with the "textures of life."

This concern she credits to her year of graduate work in the Cranbrook Academy of Art in Bloomfield Hills. It was here that her great love for fabrics developed. What naturally followed was that she first worked as a fashion designer, often dyeing her own special colors.

With her first earned money, Mrs. Sachs went to Europe for a year's study, first in the Atelier of Leger in Paris and later Florence and Milan, where she worked with Italian architects Gio Ponti and Franco Albini.

Returning to New York, she realized her real interest was fabrics in connection with fashion. She became fashion coor-

dinator for Bloomingdale's. In this capacity, she planned and coordinated the first storewide promotion of import fashions, a fresh concept of total environmental living.

Marriage to Irwin Sachs, president of Willard Fairchild Co., and the birth of two children brought about a brief retirement from fashion. When Gloria Sachs resumed her career, she joined Saks Fifth Avenue as one of the name designers. Saks honored her with its "creator award," naming her one of the 12 best designers in the country.

In 1970, encouraged by her success, she ventured into her own business and opened her own firm at 530 Seventh Avenue. In 1974, she won the "woolknit design award" for creative achievement in the women's knitwear industry.

Despite her crowded business schedule and lots of travel, Gloria enjoys the times spent with her family. The four of them can be found on winter weekends skiing and skating. Summers are usually spent playing tennis, golf or sailing.

—RUSTLE SHAND



The large paisley shirt, tied and bloused with a self-belt, takes a matching shawl to wear over one shoulder.



A 100-year-old India paisley print design is recycled into new sheer, sheer wool for a look totally Gloria Sachs.



A cashmere sweater with a ruffled collar teams with a tulip print skirt.