

Hot trends

Tailor clothing to suit her needs

The hottest trend in men's wear these days is women's wear. However, you are vastly mistaken if you think the move into women's fashion by fine men's clothing stores has anything to do with business women wanting to appear more like businessmen.

The real motivator for the move was the appearance of the knowledgeable career woman who wants clothes of the same, often superior fabrics, as those in men's wear; and, just as important, of equal quality.

Although they initially planned to appeal to the woman who shops with her husband and is attuned to his taste preferences in quality, the men's wear merchants soon discovered the customer for women's clothing made by men's makers was someone else. The enterprising career woman whose apparel needs parallel those of her male counterparts has become an important customer.

Professional women tell us they want styles which last more than one season, both from the standpoint of

fashion and durability. Wardrobe builders, with few hours to devote to shopping, they wear suits, blazers and skirts, man-tailored blouses and an occasional pair of trousers. With few exceptions they lean to the traditional and classic looks.

MAJOR NEWS in both men's and women's spring clothing is color. Soft, creamy colors that build or blend into soft, rainbow hues promise a balmy, mood-lifting prescription for long, busy days.

At Tottenham's, Larry Ebel and Helen Kittens' men's store with a British sense of humor, the emphasis is on traditional Michigan Thoroughbred looks tailored in sherbert colors. Mint, pink and vanilla ice by Ralph Lauren combine for both casual and business wear.

Tottenham's is one of several area, formerly "for men only" haberdasheries that now carry women's clothes. Said Ebel, dressing a man for that harbinger of spring, the after dinner jaunt to the ice-cream parlor, used to be simply a matter of removing his business tie. Now, side by side, with his wear are women's khaki skirts and slacks for her practical day plus cotton patchwork sweaters that welcome cool spring breezes.

At Thom Leffler's shop in the Great American Insurance Building, where made-to-order suits prevail, khaki is custom made into suits for both men and women.

"The khaki executive suit for summer is as acceptable as the dark striped suit," said Leffler. "It has become a classic for proper summer dressing for both the office and dinner at the club."

Long a favorite of local executives and professional men, Bob Benkert's Claymore shop is also attracting the new business woman who seeks the successful look. Her co-worker may wear conservative navy to signal a serious business day, but she will opt for the new soft colors.

For her, the mood and the look is totally feminine, non-aggressive but sure, pulsed together and refined.

— Rustle Shand



Custom clothier Thom Leffler and Stalker & Boos auction manager Sylvia Gailey choose khaki for summer business and pleasure comfort. His custom-made suit is lightweight wool, \$475. Her custom-made suit is of wool and dacron, \$375. Both are spiked by raspberry accents in ties and scarves. Thom Leffler, 280 N. Woodward, Birmingham.



Sheila Armstrong and Al Skiba of the Claymore Shop haven't very far to go to find fashion they like for business and pleasure. As the manager of Lioness, the women's division of the shop, Sheila in soft pink, slub textured silk worn with a cotton mini-check shirt tied with a dusty rose soft silk tie. Suit, \$350. Al's navy blue vested suit is styled in cool blend poly and wool. With it he wears a white cotton blend shirt and a navy and red silk, hand-block-printed foulard tie. Suit, \$275. The Claymore Shop, 722 N. Woodward, Birmingham.



Greg Kittens and Bonnie LaBo decided that their outfits will be included in their June honeymoon wardrobes. He selected Ralph Lauren's Polo pistachio tweed sport coat, \$335, with beige whipcord Polo slacks, \$97.50, and a pink madras button-down

collared shirt. Bonnie is partial to classic khaki pants with a matching shirt and a cotton patchwork sweater for cool spring days ahead. All by Lynnwood Classics, \$60 each. Tottenham's, Bloomfield Commons, Birmingham.

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