



Wendy and Michael Lynch are among those who realize the importance of looking good in the clothes they wear and using them to enhance assets they already have. Their country classics, the best in wool flannels, are from The Sportsman. His tweed jacket, \$125.

**T**HIS TIME of the year is the most exciting season of all in terms of fashion.

Fashion looks fabulous in the fall with fabrics that have more body, plus colors that seem richer when interpreted in wools and knits.

It's a time of new beginnings. Committee meetings are scheduled, schools begin, a new social season is about to start. As it gets cooler a new living pattern is about to be established. These new beginnings will be celebrated with the explosion of fashion freshness for fall '83.

In the pictures of the season's wonderful new clothes you may notice a different twist to this year's Fall Fashion section. The newness is in our philosophy that the people who truly wear the new fashions

look best in them. For in these people is a total feeling of poise and believability.

In the following pages are pictured many familiar names and faces to which we've added many new ones. Some have a passion for the fashion business, and others have not; but all love and understand the importance of looking good in the clothes they wear and use fashion to enhance assets they already have.

Not all of the people you will see are tall and willowy. That's the ultimate, but reality says we come in many sizes from petite to larger sizes, over and under 30, matronly and short. Some are in the process of dieting. Others are delighted to be feeling great about themselves. We've included all these types in the section.

So, be the best you can be, for fall has

choices that will enhance whatever look is yours. I believe strongly in individual people and individuality of style. Everyone has his, or her, own sense of style and on the following pages it happens.

Personally, this is a new experience that has brought me full circle in my fashion career. My beginnings were at Glamour magazine with stops at major department stores in New York and Detroit, a group of suburban specialty stores, and positions from buyer to fashion show producer in between.

Now I can combine all those years of expertise to look at fashion the way I think you want it reported, sincere, believable, and ideas that are up to the minute.

*Margery Stearns Kueckly*

'Elegance not seen in years'

Fall '83



Suiling their style to fall, Brigitte Launce wears a two-piece navy suit by Chloé, \$1680, husband Jimmy has on a three-piece suit by Bill Blass, \$265. Jacobson's



When a gentleman wears black tie his lady must pull out all the stops on elegance to dress accordingly. Sheldon and Harriet Fuller, wearing a long black wool sheath banded with black fox on its asymmetric hemline, \$1,995. Bonwit Teller.

Photos by Gary Caskey