

Businessmen Co-opt Denim --Peacocks' Day Has Passed

The biggest changes in men's fashions this spring are in fabrics rather than in style.

Men as always will wear shirts, ties and suits — but this season the suits will be made of brushed denim, seersucker and chino.

The establishment found there was something good in the "revolution" after all — denim. Brushed to look saddle worn and dyed to look spring-like, denim makes an appearance in everything from sportswear and bathing trunks to conservative office suits.

The more flamboyant man may show up for work in a Madras seersucker suit. Or perhaps a polyester sportcoat with a small geometric design.

As in women's fashions, there are a number of styles to choose from. Most of them are masculine, mature and neat.

Wrinkle resistant fabrics and shorter, neater hairstyles make it hard to look sloppy.

Although the fashion masters proclaim the day of the peacock in men's fashions has passed, a local men's clothing store owner said bright colors are in as great a demand as ever.

"Stripes are out," he said. "Plain colors, geometric patterns and flowers are in."

He said he wasn't even going to try to sell body shirts for men which are still available in some area stores.

Here are a few ins and outs of men's fashions:

HATS: with a turned down brim (like Fred Astaire's) are being shown with suits but, "The hat business is just about dead. Nobody wears hats."

TIES are still wide, solids, plaids, geometric prints.

CUFFS are big — up to two inches to be exact — on pants and shirts. Don't wear them unless you are over six feet tall or want to look short.

SUITS have wide lapels, two button, single breasted, nipped in at the waist. Vests are back, both the button down, the front variety and knitted ones.

SHOES' heels are about one-half inch higher to give a boot look to shoes. Recommended for any guy who wants to be able to look his girl in the eye when she's wearing her four-inch-high-heeled wedgies.



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