

"The Man in the Gray Flannel Suit"

Since 1956 when Gregory Peck starred in "The Man in the Gray Flannel Suit" the advertising business has changed a lot.

No longer are ad people dressing as backgrounds for their materials—they are fashion leaders.

Suits have gone down two paths. They are either decidedly casual or handsomely formal. All of them have natural shoulders and clean, slim cuts. Many waists are belted or gathered.

Fabrics like gabardine and linen are making comebacks. Polyester seersucker and silk shantung are also new looks.

Colors are pale, from cool white

to pink, khaki, cream and beige, or they are deep-toned pin stripes.

Patterns are the big issue. Suits are available in stripes, checks, texture prints and plaids—window-pane, Glen, tartan and others.

The more formal suits can be worn with sleek vests and a plaid shirt is now ok with a business suit.

Casual suits should be worn with long collared shirts left open and overlapping the suit jacket's collar—for the brave, it's the Italian movie star look.

Pant lengths, with or without cuffs, are purely personal this season.



Austin Reed of Regent Street designs the camel gabardine twill suit; the paisley tie by John Weitz for Burma

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