

# Cool fashion Blazers stage comeback

By ELIZABETH DANIEL

**W**HEN the cold wind starts to blow this fall, a lot of people will be bundling up in wool blazers and coats or down vests and jackets, local merchants say.

"The look in coats this year, as in everything else, is a classic, tailored, clean look," says Barbara Rubish of Belk-Leggett in South Square Mall. "It's not high fashion and it's not bizarre. It's a look that will be around a long time."

In full-length coats and blazers, navy and

gray wool will be the most fashionable. For a more casual cool-weather look, students will be wearing down and down-style vests and jackets.

For both men and women, blazers should be very popular again this fall. Several merchants are expecting wool and camel hair to sell better than tweed. However, tweed will still be fashionable.

"All the blazers, all that traditional preppie look, will be very popular again this year. I think the camel hair and the wools will sell better than the tweeds this season," says Wendy Szafran at Brooks in University Mall.

Rubish expects the wool blazers to be more popular than tweeds because of their versatility.

"This year, the blazers are going to be very big, probably bigger than last year. People seem to be looking for a quality garment this year more so than usual—something that is versatile and will last," says Mike Clement, acting assistant manager of The Hub on Franklin Street.

Clement expects the classic fall colors to be most popular this year, with gray and navy being most in demand.

In women's full-length coats, both Addi Maynor of Casual Corner and Rubish say the all-weather coats will be very popular because they're versatile.

"Often a wool coat is too heavy and doesn't get enough wear in this area. But the all-

weather coat can be used in several ways," Rubish says.

The heavy women's overcoat this fall and winter will be more tailored than last year, Maynor says.

Car-length coats, such as the pea jacket and new quilted coat are also going to be fashionable this year, Rubish says.

As in the past, full-length coats for men are not popular around Chapel Hill.

One fashion accessory expected to be popular for cool weather is the scarf.

This fall's rainwear fashion will not change much from what has been popular the last few years, merchants say.

Elizabeth Daniel is a staff writer for The Daily Tar Heel.

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The all new  
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AND THE  
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Experimental Foreign Films  
start Friday. If you would  
like this to continue or possi-  
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Final Week  
A story of  
natural love.  
**THE BLUE  
LAGOON**  
MON-FRI  
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R

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**FRANÇOIS TRUFFAUT**

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Nine lives...  
and Plenty  
of alibis!

MON-FRI  
7:30 - 9:30

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# Designer look still popular: names count

By STEPHANIE BIRCHER

**W**HY would anyone pay \$40 for a pair of jeans or \$20 for a casual shirt with an alligator on it?

For many reasons, and good ones, some area store managers say.

"Preppie is the right word for one popular look today, but it's got bad connotations," said Bob Simpson, manager of Town and Campus on East Franklin Street. "The word 'traditional' is better. It's just plain good clothing and it will always stay (in style)."

"Good-looking clothing will never die—these name brands have been around when your fathers were in school, almost the exact same thing," he said.

Simpson said that 99 percent of all people are label-oriented to some extent, if only about tennis shoes.

"They're (students) getting their money's worth," Simpson added, using Calvin Klein jeans as an example of quality clothing that appeals to non-traditionalists.

"Calvin Klein does a lot of advertising and it's very effective. Students (male and female) come in and ask for it but don't really know what they're asking for."

"These kids are not really into fashion, but they'd like to be and they'll take a little step forward and buy a pair of (designer) jeans. But they wouldn't wear Italian gabardine pants."

Liz Flannery, area manager for women's wear at Ivey's in University Mall, divider her customers into two basic groups: preppies and fashion trenders.

"Within the preppie line, there are Izod, Lady Thompson, J.G. Hook, and Evan Picone," she said. The clothes in these lines are not only fashionable, they are practical, she said, because four years from now they will still be wearable and stylish.

"The fashion trend people wear Liz Clayborne, Jones of New York and they'll wear, also, designers that aren't so popular. They go not so much for names but for what's in right now—for instance, bright colors, or pure silk," Flannery said.

Casual Corner supervisor Susan Stedman said that students are buying more faddish clothes.

"The preppie look is in and there are brands that cater to that look, that trend," she said. "We're selling a lot of Izods. Also, name-brand jeans or designer jeans and skirts are selling real well, particularly Calvin Klein and Gloria Vanderbilt, for a lot of reasons."

Stedman said designer appeal came partly from the names and partly because students' friends wear them.

"They're chic," she said. "They are much more expensive (up to \$40 a pair), but they're as chic as denim can get."

"A lot of it has to do with image, too," she added. They're (the designer jeans) are featured in *Glamour* and *Cosmopolitan*, and their image is big, more polished. When you see a pair of designer jeans with a silk blouse, well, you can't wear that sophisticated look with Levi's. It's a whole different look, a whole different image."

"We have a lot of students coming in here looking for Gloria Vanderbilt, Jordache and Calvin Klein. They come in looking for designer jeans more than designer clothes. They will pay more for a pair of jeans that fit well, but probably it's just the name."

Stephanie Bircher is a staff writer for The Daily Tar Heel.