

Men's Fashion

What's new in men's fashions for the fall season? As usual, it depends on who you ask, but there seems to be agreement on color choice and comfortable fabrics.

According to a Liz Claiborne representative, "Fall is defined by a dynamic combination of texture, tone and well tailored pieces."

Another fashion observer says fall's best looks reflect an earthier way of dressing, combined with European savoir-faire, but when asked for the rule of thumb for the season, replies: "There isn't one — but look for checks, softness and more jeweled tones."

Designer Marcos Ergas agrees. He believes men have begun to express a desire for more individuality in dressing.

"Fabrics, innovation and colors have all been discovered by men," Ergas says. "As life gets busier, men are looking for clothes which reflect a modern sense of style, which hinges on pure, understated sophistication."

In fall colors, Ergas is enthusiastic about gray, declaring "charcoal will never look drab again. Today's version is heathered tones which will awaken any men's wardrobe creating an utterly

sophisticated statement."

In fabrics, he likes the softness of ultrasuede, the plushness of velvets, and the modern look of cotton and wool lycra knits. "The body will be wrapped in luxury," he says.

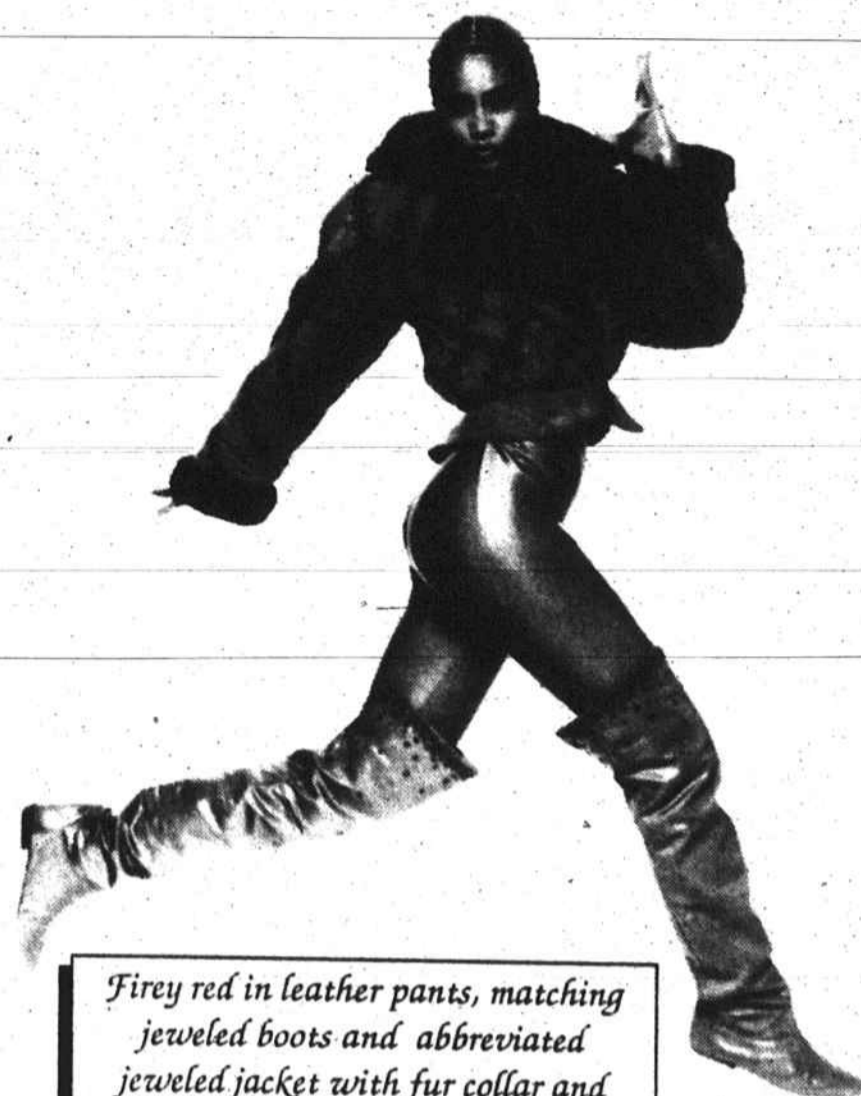
Some consultants refer to a new world order in fashion — namely, break the rules.

"Functional, warm-looking, comfortable clothes are what men want right now coupled with the added sophistication of international touches in detailing," notes Charles Cantrell, brand development manager for J.C. Penney Co.

"They want fashion value for their dollar and comfort in their closet. It is a simple concept — comfortable clothes just make you feel good."

Like many others in the fashion business, Cantrell believes that with the recession and environmental concerns on many people's minds, men want to relax a bit to get away from it all when they're not on the job.

"Leisure dress today, in contrast to the power dressing of the past decade, is definitely a more 'back-to-nature' way of dressing," he says.



Firey red in leather pants, matching jeweled boots and abbreviated jeweled jacket with fur collar and cuffs. Designed by: Bob Mackie



Dramatic elegance in tangerine, green, fuchsia and gold ballgown designed by Yves Saint Laurent with bell sleeves and jeweled bodice.

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