

Men, What's Your Fashion Personality?

According to one of the nation's top fashion authorities, men can be divided into three groups by their sportswear: The traditionalist, the curious and the adventuresome.

"The key to a man's best, most confident look," says Herb Goldsmith, head of design for popular "Members Only" menswear, "lies in his determining which of these groups he belongs to. Today's leisure wear can reflect any of those three personalities and lifestyles.

"For this spring," according to Goldsmith, "the traditionalist is the man who will update his classic 'Members Only' racing jacket simply by selecting one of the new colors - perhaps brandy, honey or sky blue. He'll also appreciate the looser, even more comfortable fit of the spring styles."

Other features that will appeal to the traditionalist include side panels, contrast linings and reversible styles, reports the executive.

"The fashion-curious man, on the other hand, sees some of the fashion trends around him and

wants to get into this new fashion picture," says Goldsmith.

For him, he notes, there are such sportswear treatments as scooped waist-

bands, pouch pockets and the asymmetrical closures on several of the new "Members Only" styles.

"You can identify the adventurous man," says Goldsmith, "by his determination to represent the high-fashion look. He'll select the new jackets with color-blocking in 'industrial' shades like petrol, concrete and steel.

"This avant-garde wearer will also seek fabric-blocking and the washed look in such materials as canvas and combed cotton. He'll also be on the lookout for styling touches like belted bottoms and zip-out sleeves."

The design expert adds, "Many of the new 'Members Only' jacket styles add a touch of leather trim as fashion accents because all three groups of men recognize that leather, depending on how it is used, means class, style and status."



ROCK HILL - Jean Covington, personnel manager, L'eggs Products, Marion, S.C., facility, presents a Hanes Group contribution to A.M.E.Z. Bishop Arthur Marshall, chairman of the board of trustees of Clinton College. Looking on is James Clyburn, chairman of the Hanes Advisory Council on Social Responsibility. L'eggs is a division of Hanes Group.

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