

# Fashion Outlook

## Fit for the streets

"When you are young, you challenge your body. Now, your body challenges you," Mikhail Baryshnikov observed not long ago.

There is definitely something to what he says — the famous ballet dancer turns 40 in June. While many people are doing aerobic dancing or falling in step with the new walking trend rather than bellying up to the barre, an estimated 23 million American women now work out. And exercise is no longer just for the young. As baby boomers approach their mid-30s and early 40s, they are taking their daily or weekly work-out regimes with them. Real maturity means understanding that fine-tuning applies to your body, as much as your career and family.

### FASHION



Mary Martin Niepold

To reflect these trends, Baryshnikov Bodywear, supervised and co-designed by the dancer, was introduced as a division of Marika, this spring. That first collection "tripled what we anticipated," says company executive Edgar Berner. "At wholesale, we did about \$1.5 million dollars in volume."

Since Baryshnikov is who he is, customers associate function, as much as fashion, with his clothing. One of the dancer's requirements was functional fabric. His first collection introduced

in bicycle or capri lengths, are replacing shorts and tights.

A stretch bandeau looks great under a big, loose shirt and echoes the "bustier" trend in the rest of the fashion world. Cropped tops, also called "shimmels," have replaced baggy tee-shirts as toppers to shorts or leotards. Cropped tops are smart cross-overs to streetwear when worn with long, full skirts, particularly trendy chambray ones. Full skirts can be combined with scoop-necked leotards or unitards for summer outings. Big, roomy "sweatshirts" slip over stretch tights or leggings and go just about anywhere.

Thanks to the use of bright color in these collections — hot yellow, pink and powder blue look new this season — these pieces easily mix with classic black, white or khaki. Bodywear separates follow fashion trends, so they are available with some strong patterns: stripes, African-inspired geometrics and bunches of lettering and words that don't really say anything, but appear to carry some kind of "message."

While working-out to the new you, remember that bright color and can actually pick up your spirits. If hips are wider than you wish, pull on shorts over tights. If you're slim in the bust, cap sleeves will widen your upper torso.

High-cut maillot-styled leotards may make you think you can never wear them over ballooning thighs, but actually these higher cuts slim the overall appearance of the lower torso. Unitards can certainly reveal one's entire body shape, so use brightly colored or patterned shorts to break the overall silhouette, bumps and all.



MIKHAIL BARYSHNIKOV's line of action wear features a pink and white cotton leotard (\$25) with matching cotton jersey shorts (\$25).



MARIKA'S summer '87 collection includes a cropped tank top (\$16) and matching capri tights (\$20) in a bold African print.

French cotton terry cloth to the bodywear industry. "He wanted the fabric absorbent, but not too absorbent," explains Norman Zwall, vice president of sales.

There is a natural cooling with this form-fitting fabric, as opposed to strictly synthetic fabrics. Stores report customers are attracted by this fabric and by the label. "It's blowing out of the store," says Cindy Carr, bodywear buyer at The Broadway in Los Angeles.

As fashion, bodywear pieces supplement to wardrobes. The new work-out clothes are so splashed with color and pattern, you can wear them in grocery stores, laid-back restaurants, even nightclubs.

Fast on the fitness track, from a fashion point of view, are unitards. These long one-piece suits are among the hottest "new" looks in fitness clothing, and this summer they come in capri lengths. Snug, cropped tights,

Most of all, remind yourself that you're working out to feel better — and look better — so have fun while you exercise. New styles and popping prints and colors go a long way to help you do just that.

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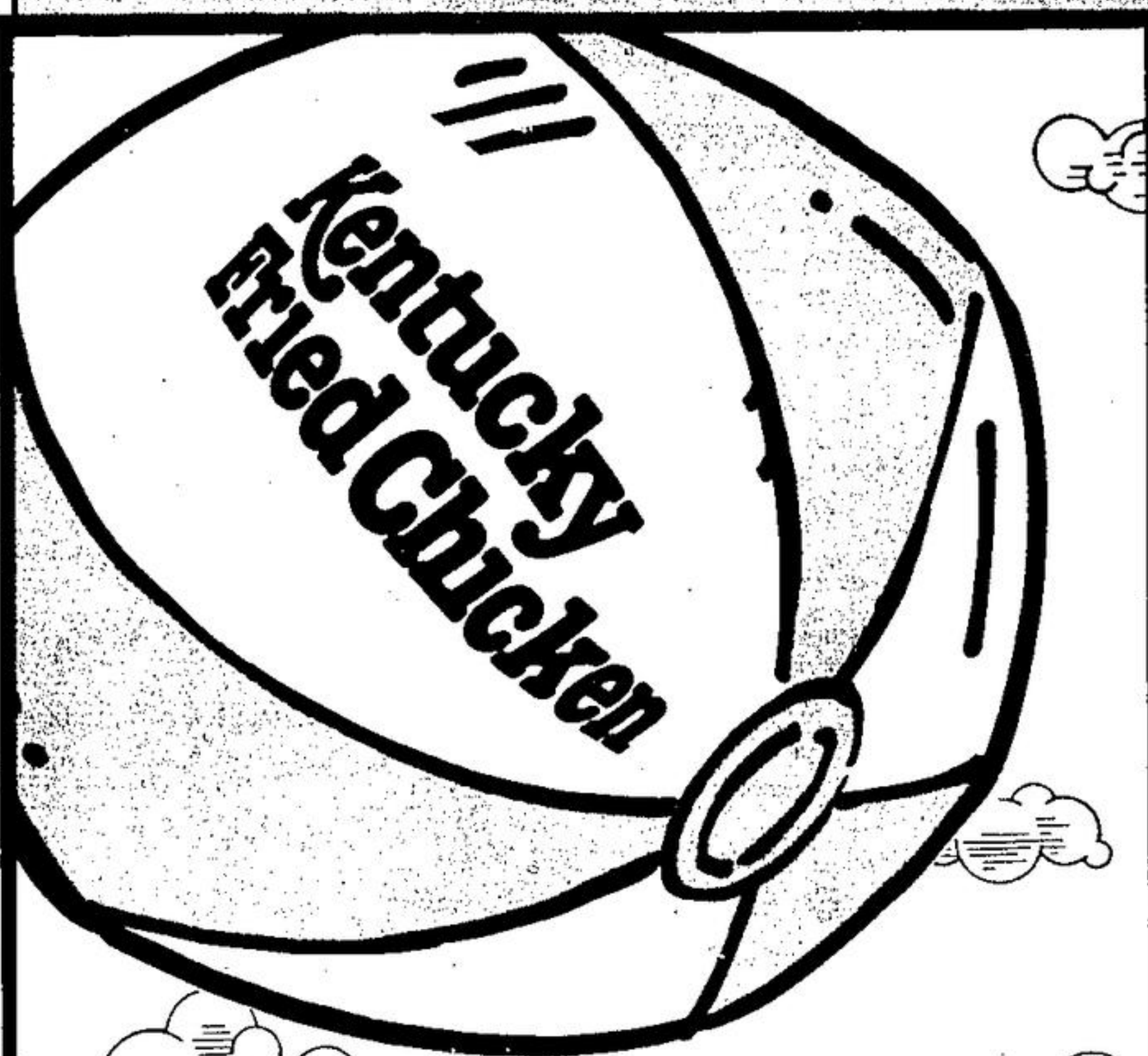
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