

# Fashion Outlook

## Fashioning trends in the USSR is back

In their heyday, The Beatles set style trends and influenced social mores. But who could have known what cultural visionaries those Liverpool lads would prove to be when they playfully crooned, "The Ukraine girls really knock me out, gonna leave the West behind...?"

Yes, fashion is back in the U.S.S.R. First Raisa Gorbachev wowed the world with her fancy French duds, then Pierre Cardin announced he was opening up shop in Moscow. Now, two years later, Russian style is making news again.

Nurtured by the new Soviet policy of *glasnost*, a flurry of fashion shows in the United States and the Soviet Union is promoting cultural exchange through couture.

To be sure, the Soviets' goal is not just to make nice with the Yanks by sharing style tips. The exchange of apparel design and manufacturing ideas gives the Russians sorely needed advancements in their production of consumer items. For Americans, the cultural exchange could be a first step toward economic gain through exports and joint business ventures with the Soviets.

Still, several different fashion-related projects — all initiated in the past few months — suggest that participants on both sides of the Iron curtain are interested in sharing ideas — if not rubles and dollars.

A U.S.S.R.-sponsored exposition of Soviet life is touring several U.S. cities this fall and it features fashion shows of Soviet designs. The program has been presented in New Orleans and Atlanta, and will travel on to Memphis, Tenn.; Cincinnati; Kansas City, Mo.; and Washington. The program's fashion segment was produced by the government-run All-Union Fashion House, a Soviet knitwear manufacturer.

visited by the Soviet government to work with 10 Russian designers in a 10-day exchange program. Working in the Soviet Georgian capital of Tbilisi, the designers together created an 800-piece collection for 1988. It will be made under the label U.S. Designs for Peace, and should be available in stores internationally next year.

At about the same time, more than 30 American apparel manufacturers participated in a five-day Moscow fashion show. Among the American designer labels represented were Adrienne Vittadini, Marithe and Francois Girbaud, WillWear, Albert Nipon, Anne Klein II, Alexander Julian, Victor Costa and Mary McFadden. Children's clothes and accessories were also shown.

The show, held at Moscow's Sovintcentr, was conceived by Dallas fashion show producers Owen-Breslin & Associates. Three large U.S. apparel companies — Jockey International, Haggag Apparel and Wolverine Worldwide — picked up the tab.

"We think doing business in the Soviet Union is a long way off," admits Howard Cooley, president of Jockey. He says the brand is already sold in more than 100 countries, but adds that the Moscow show was a viable way to provide even more worldwide exposure for the Jockey trademark.

The runway presentations were followed by seminars, during which American fashion experts shared both manufacturing and style tips with the Soviet audience.

"They wanted to know everything about American women's hair, style, makeup and accessories," says Sam

McClendon, a New York public relations executive and one of the show's organizers.

Participants in these fashion exchanges seem to agree that the image of Russian clothing as grim layers of dark clothes topped with dowdy babushkas is way out of date. But it's likely to be a long time before Moscow goes on the map as a new fashion capital.

"The Russians aren't as drab as we

think they are," says Christopher Fallon, a 35-year-old dress designer from Dallas who worked closely with the Russians in Tbilisi. Although he raves about the designers' talent and enthusiasm, he also concedes that he saw little on the street that resembled the stylish designs on their drawing tables.

"I got the impression that a lot of these clothes won't see the light of day," he concludes.

### FASHION

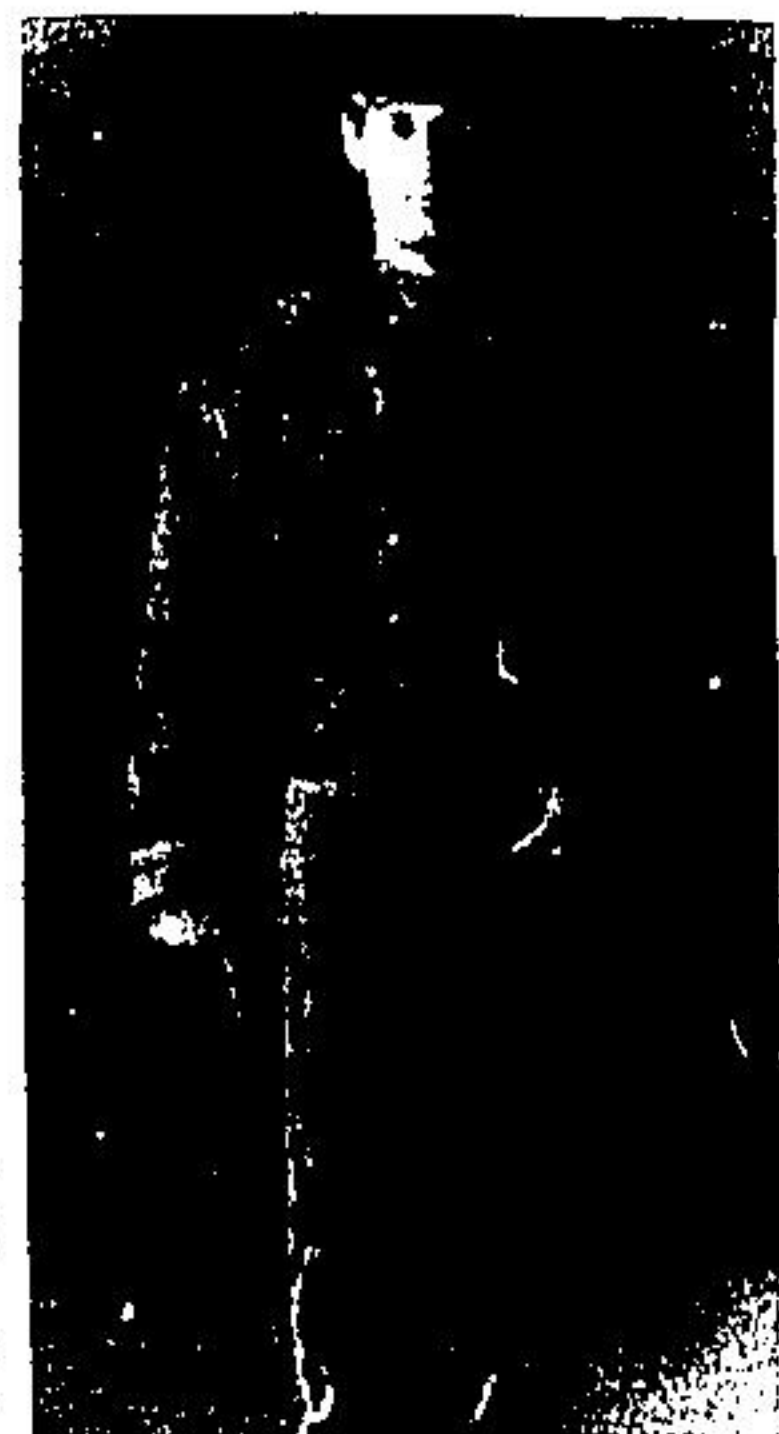


Joan Lebow

On Oct. 27, Ziyacheslav Zaitsev, a leading Soviet designer and couturier to Mrs. Gorbachev, will stage a New York fashion show. (His new designs are still under wraps.) The Soviet government has signed a licensing deal with a San Francisco apparel manufacturer that gives the U.S. company the rights to make Zaitsev's designs here. The pact, signed in Moscow in July, is the first joint venture to promote Soviet fashions in the West.

Just as Soviet designers have found their way to the U.S. lately, American designers have been completing the circle.

In mid-September, 10 designers from Dallas and Los Angeles were in-



U.S. AND SOVIET designers traded ideas at a recent fashion show in Moscow: Denim creations, like American men's ensemble by Girbaud (left), scored big with the Soviets. Two sweater sets (right) from the All-Union Fashion House, the U.S.S.R.'s leading knitwear manufacturer. On the average, outfits like these, which were shown in New Orleans as part of a six-city U.S. tour, retail for about \$150.

### Improving our image

(NC) — It is important to give as much care and attention to dressing below the knee as it is to dressing above the knee . . . after all our image goes all the way down to our shoes.

Many great outfits are ruined by inappropriate shoes, by dirty unkept shoes, or by run down, out of shape shoes. We can improve our footwear image by choosing the right footwear for the right outfit and the right occasion.

Here are some BIG NO-NO's in a good footwear image:

- Suede hush puppies and non matching socks with the male business suit.
- Open sandal and reinforced toe nylons with the ladies' business dress.

It is important that we take the time to ensure that the footwear we are purchasing will help to improve our image.

Our image can also be ruined by worn, unpolished and out of shape shoes. A visit to local shoe stores or

shoe repair shops can work miracles on a footwear wardrobe. Some helpful hints:

• For OUT OF SHAPE SHOES, ask for shoe shapers . . . when we remove our shoes, they are warm, if a shaper is inserted immediately, the shoe will be pushed back into shape.

• A quick spray of Shu-fresh when removing shoes each time will keep them SANITIZED AND DEODORIZED, ready for the next wearing.

• Repair worn and scuffed shoes with Scuf pak, a heavily pigmented shoe wax.

• Polish shoes regularly with shoe cream. Creams nourish the leather and buff to a high shine.

• Protect footwear against future dirt and stains by spraying regularly with Tana All Protector. Turn shoe upside down to ensure protector reaches sole edges where it is needed.

Follow a regular shoe care program of Protection, Cleaning, Polishing and Inside Care to see how our image improves!

Del Foxtan is Vice-President of Corporate and Public Relations for Tana Canada Inc. For more information, or for a complimentary shoe care booklet, write Del Foxtan, Tana Shoe Care Corner, 8505 Dalton Road, Montreal, Quebec H4T 1V5.

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