Fashion Outlook

Designer Comstock stays true to his roots

By Mary Martin Niepold

He looks the happiest with a sky full of luminous clouds and mountain peaks on all sides of him. He seems the most comfortable in a cotton shirt and leather jacket. He expresses his unusual creative talents when he designs clothes, especially leathers, that look like somebody real just slipped into them.

For Robert Comstock, the designer who lives and works out of Boise, Idaho, and has windows on the Fifth Avenue side of Bergdorf Goodman, designing is the expression of a way of life. A life lived in adventures that include canoe trips down the Amazon and races across New Guinea. A life devoted to saving endangered species of birds and returning profits to Native Americans, who hand sew the beadwork found on many of his garments. It's a way of life that also includes a successful \$27 million dollar sportswear business that includes 350 stores in the United States, a factory in Hong Kong, a new showroom in New York and in-store boutiques in Japan.

Comstock must be doing something right, but to hear him tell it, he's just doing what he loves the best.

"I never get into the thing of what people are going to be wearing," he smiles as he sits inside his new 24th floor showroom near Central Park in New York City. "I only design what I like, and I always try to remain true to myself," he continues. "It's a very simple formula: I design the men's wear for the things I would like to wear and the women's collection for the clothes which I would like to see women in."

In a world where a European label is often the raison d'etre for American fashion customers, Comstock is a breath of real, natural air. He has designed men's wear for 13 years, and this year added a woman's line which was showcased in its own boutique at Bergdorf Goodman this fall. Comstock sees women in long, sensually flowing deer chamois skirts or fitted, beaded leather dresses.

Dawn Mello, president of Berg-

dort's, says she recognized the designs' distinct relationship to Western cultures and landscapes. "It was clear," Mello told The New York Times, "that whoever was behind this merchandise had another vision. It's about style, the outdoors and a certain connection with the environment at a time when Americans are tremendously interested in it."

Comstock, however, has never been one to catch on to trends, nor to try to create them.

"I don't believe in fashion statements," he explains. "What I do believe in is creating a natural evolution ' from season to season for myself and to assure that my intrinsic value re-



COMSTOCK'S WESTERN skirt has a double-fringe bottom and a bandcrafted sterling silver buckle with feather tips highlighting the waistband.

mains constant with the product. I don't believe in dictating what other people should wear. I only design what I would wear myself."

The products, in their simplest forms, are functional, carefully constructed jackets and shirts. When Indian crafts are added, they are works of art. Most jackets, shirts and dress-

Because his native river, mountains and Indian friends have always inspired him, it's not surprising that Comstock returns profits to causes he loves and cares about. For each pair of Comstock jeans sold, \$10 is returned to the individual artisan who sewed the beaded patch on the jeans. Comstock has also recently donated

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es are in leather. Those that include beading by Indian craftspeople from the Shoeshone-Paiute tribes in Idaho, as well as by other tribes and artisans in Oregon, are of museum quality. Additional accents include elk-horn buttons, horsehair tassels, Navajo rug inserts and patterns inspired by Kiowa indian pottery.

Prices, due to the handwork and the premier quality leathers, are high. Clothing by Comstock can range from \$500 for a basic leather jacket to \$12,000 for a breathtaking beaded coat.

This year, particularly, Western fashions are sweeping the aisles of prestige stores and publications. Indian jewelry in silver and turquoise, denim skirts with silver buttons, Ralph Lauren capes in woolen blankets, half Western boots in lizard and fringed gloves in chamois are some of the more popular styles being gobbled up by fashion front-runners. What's most interesting is that this "Western" influence is where Comstock comes from — and has never left — for the last 13 years.



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\$100,000 to the World Center for Birds of Prey, which works in 34 different countries and 38 states to save all endangered birds of prey.

When pressed, he says that his clothing, which happens to be processed in a world known for illusion, must be authentic. "I define style with two words," he says, "and they are esthetics and function."

Concerning the Western trend now sweeping the glittery world of fashion, he's equally succinct: "As far as the Western trend that everybody is talking about, I just hope that it can hit some type of conscience as it sweeps across the West, and that being a very tragic past for this country's first citizens."



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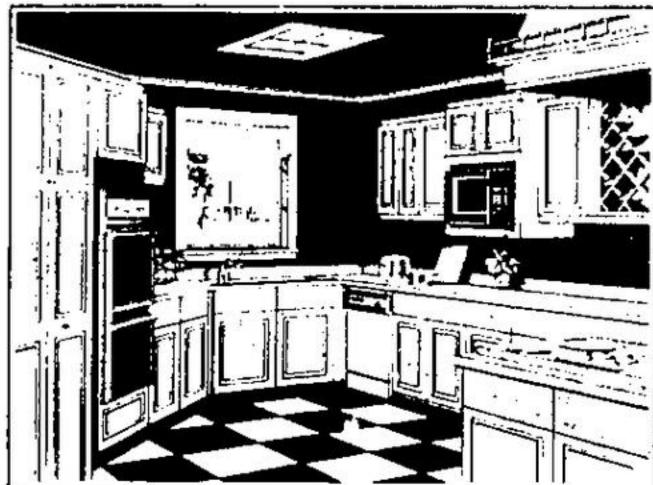
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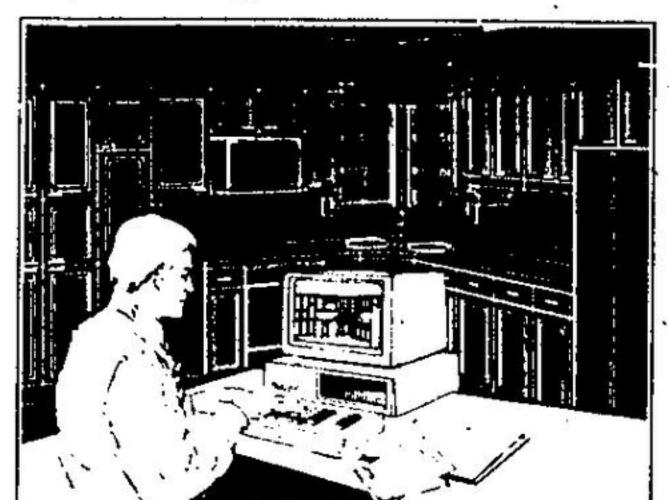
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