

# Men's fashions have an elegant air



Fall Fashion 74

An elegant air and a lively mood best identify men's wear for Fall '74. Co-ordination will continue to be the motivating force styling all areas of haberdashery. There are many variations of an elegant theme which basically consists of lighter tones. Generally colours will be very adaptable in the respect of being interchangeable.

Dress shirts show a close harmony of colours for fall '74. Pale ecru of white grounds are patterned with deep tones. Solids range from light to medium dark with a tendency to veer away from deeper shades. Elegance is evident with satin stripes and neat checks. Also new interest is evident in tone-on-tone dobbie patterns that are now apparent on the scene.

Sport shirts fall '74 express muted colours, finely textured fabrics and mellow patterns. Variety is the key to patterns on sport shirts. Fall '74 pattern mix puts emphasis on grounds. One of the newest looks is dark, be it bright black, forest green or vintage burgundy, all with bright

geometries, art looks for striking contrast.

Some western looks are being shown and could be a very strong factor in Spring '75's fashion picture.

Neckwear Fall '74 is a season of colour and pattern. There is definitely no single look as it is potpourri of different fashion directions. This being caused by the manufacturers seeking to co-ordinate two looks. One being the plaids in suits and the second being the solid and tone-on-tone shirts.

The styling has remained constant but the return of vests very strongly dominate the autumn picture. In the Fall fabric picture, the classic look of chalk stripes and nailhead patterns combined with traditional plain hopsacks and sharp plaids and glen checks round out the look of fashion.

Every new season brings new looks, colours and fabrics which make this the fashion era for men. The day of the past, when very drab and very basic apparel was prevalent is finished. Long live Fashion for now and the future.



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