

ADVERTISING FEATURE

Minimalism is the key this year in men and women fashions

Minimalism is key to this year's fashion.

"With the approach of the new millennium, fashion is paring down. Annie Helegda, fashion director of women's wear at Sears, "We all lead busy lives and time constraints lead people to simplicity when it comes to dressing. It just makes life easier when you don't have to fuss."

Getting ready for work is fast and easy. Suits are in versatile, often seasonless fabrics and gray and black are the key colours worn with accents of burgundy, red and plum. Silhouettes range from three quarter-length jackets paired with slim ankle length pants (a cool weather version of the Capri) to more unstructured looks defined by wide leg pants and boxy jackets from Della Spiga.

Modest suits are minimalist with clean front jackets with velcro closures and knee-length skirts that feature a built-in flat pouch at the waist inspired by the popularity of the body-bag purse.

According to Helegda, comfort is another key trend in women's wear, accounting for looser fits. With slim styles, comfort is achieved with the addition of Lycra for stretch. Another important colour of the fall is black. The cooler the weather, the more a return to knits and turtlenecks and three-quarter length sleeves with boat necks are in style.

Angora, boucle, beads, glitter and sheeriness make knits luxurious. Colours range from winter pastels to berry shades. Pair these with wide-leg, cuffed trousers, slim flare front pants, and knee-length or longer skirts. Faux suede fabrics, rich in colour and texture, add warmth to pants, skirts and jackets.

Weekend wear is energized for fall with athletic-inspired looks. Cargo pants get sporty in ripstop nylon. Pair them with white polar fleece or Adidas athletic shoes and an instant urban style.

Add a sleek body bag or hands-free tote. Jeans are another weekend favourite and come in almost every style, from cargo to painter to straight leg and dark rinse. Wear your jeans with a chunky knit sweater or turtleneck layered over a T-shirt, and you're ready for the weekend.

FASHIONS FOR MEN

A neutral colour palette consisting of grays and blacks play on the trend to minimalism.

Silhouettes are slim with slim front dress pants and fitted dress shirts. Many items include weather-resistant and comfort.

In casuals, the Buffalo line, designed by David Burton, is a fashion for wardrobe with materials such as versatile cargo pants in a smart fabric, which means they can be dressed up or down. They are also trendy with great details, featuring high waisted pockets on sleeves, sport stripes. Bottom Brothers include long pants and cargos.

Bugle Boy has a new line of jeans. The collection includes jeans and weekend bags.

polo and polo shirts are the coolest, layered over T's and worn untucked.

Big, loose, oversized plaid woven shirts are the coolest, layered over T's and worn untucked.

FALLS COOLEST KIDS WEAR
"Kids these days are very aware of trends in fashion. They want the same looks that are in style for adults," said Rick Stefiszyn, Sears Canada's fashion director, men's and children's wear.

This season, girls will find athletic-inspired fashions which include platform running shoes, nylon cargo pants and polar fleece vests.

Girls will also see millennium-look items such as a celestial blue galaxy T-shirt and a hologram belt. Striped leggings, straight leg pants with a mini crop top are the latest fashions for girls. Knits are important for fall.

For boys, pant pockets are everywhere, including the sides, knees and hem. Contrast stitching, knee treatments and patches and zippers come

complete the trend.

Big, loose, oversized plaid woven shirts are the coolest, layered over T's and worn untucked.

Novelty screened T-shirts inspired by Star Wars and the space age craze. Even alien characters are depicted in action, as the snowboard look takes hold for fall.

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