

What Is Your Fashion Outlook?

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HAVE you sat down with yourself lately and taken an honest inventory of your fashion thinking? Have you asked yourself if you are still thinking you can go on selling the customer anything? Have you and your buying staff dared to admit that because it has been a sellers' market, a goodly percentage of your selection has been personal rather than fashion-alert? Are you sure you still have the ability to spot a runner and to distinguish between "dogs" and high style?

High style is tricky. It means many things to many people. Most buyers, even many good ones, take a look at any piece of "freak" merchandise and say, "That's something different, so it's high style and it won't sell." Actually, high style is never freakish. It is a new trend expressed with good taste and it isn't hard to sell. If you get acquainted with real high style

and never for a second lose sight of the good taste angle—you'll be surprised at the number of times it will ring your cash register, as well as increase your prestige.

Have you evaluated the incoming style story? Have you classified it so that you are sure of its new points, its volume points and its outgoing points? For instance, in the jewelry picture, dog collars are losing importance, and necklets are gaining, while rhinestone throat circles are as new as tomorrow. Without such a fashion evaluation of each season's story, buying hazards are increased and your reputation as a leader is questionable. Buying and selling fashion is nine parts horse sense and one part genius.

Have you jotted down the things you want to keep in mind this coming Spring? Things such as:

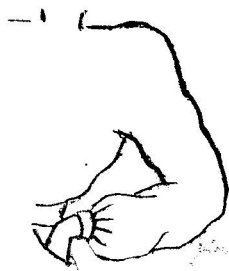
Navy blue again.



Beiges and greys to give all women a blonde look.

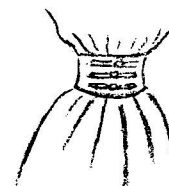
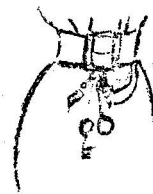


Yellow reds and coral tones.



Peppermint greens.

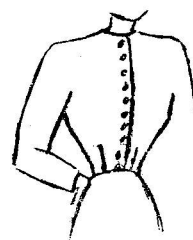
Daiquiri golds.



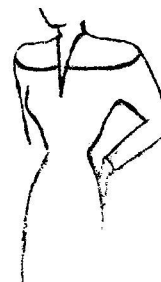
Short hair again.

Easier sleeves and skirts.

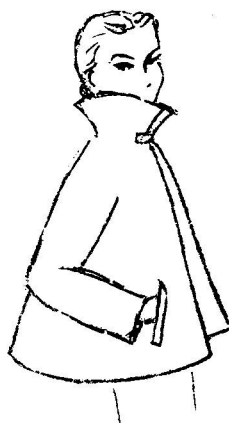
Tiny and belted waistlines.



Longer suit jackets.



Shorter than short coats.



Basques.