



Brent Baker models color-coordinated tennis outfit by Jantzen. Outfit is from Gordon Stones.

Staff photo by Kelly James

## Men's fashions is sporty, western

by Andrea McNicholas  
for The Outlook

Men's fashion for spring spans a high-quality array of sportswear to western wear.

Spring is a time for the "active sportswear" look for men. "It's a very big segment of the market," says Randy Stone of Gordon Stone's Key To Fashion in Gresham.

Color-coordinated shorts outfits by Jantzen are great for the tennis buff or for just kicking around the house. "Jantzen is No. 1 in active sportswear according to the Daily News Record, the bible of the men's clothes industry," says Stone.

"The trend has become apparent," says Fred McCaulou of McCaulou's Contemporary Clothing. "Men who may not be jocks still like to dress like them."

"Jogging suits for men are still popular," says Burnell Johnson of Penney's.

"Sports shirts with 'athletic stripes' are stylish, according to Ron Bergeron of W.R. Hicks. Nike shoes are still very popular, he says.

There is a new attraction to smooth wovens such as cotton twill, poplin and nylon. Colors vary around classic blue, yellow, melon, mint and thistle. Pastels are soft, dusty or chalky. Popular extremes of color combination include dark green or blue with ivory or white.

Casual wear trends include light pastel sports shirts and the classic straight-leg slacks. "Rugby shirts have come back strong," says Stone. "The light to medium tones have a little more style and fashion." Slacks are also available in the popular pastels and slightly grayed, dusty shades.

For a dressier look this spring, suits, sport coats and blazers are of tweed, tick weaves, tropical worsteds and mohair blends. Blues, grays and pinstripes are popular. Shoulder construction is softer and emphasis is on a well-tailored fit.

"The consumer is more concerned with fit," says Stone, "and he'll pay for what he wants." According to Stone, collar, lapel and tie sizes have stabilized.

There is a general agreement around town that western wear is on the rise.

"It's taken a while to build," says McCaulou. "It's a comfortable kind of fashion. It provides opportunities for self-expression."

"There's definitely a strong western influence now," says Bergeron. Sales are high in western shirts, hats, and boots.

Stone says the western look "has gone totally crazy." He expects its popularity to peak within two to five years. "It will probably be a case of overkill," he says.

The western wear is tailored to fit western men, according to Stone; men this side of the Great Plains, that is. Pants are more tapered at the waist and are cut boot-length.

Boots are in high demand. They may be the most comfortable footwear around, says Stone.

Good western boots are most often handmade and may cost \$120 or more a pair. "People will go where the big names are," says Stone. "We can't get enough namebrand boots. We must book way in advance to get them."

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