

FASHION SAVVY

Patrick Kelly Makes Waves On Two Continents

Noted American designer Patrick Kelly has indeed taken Paris by storm with his dramatic silhouettes and eye-catching designs. American consumers are riding the same wave of excitement as he recently visited Portland for a showing of his new line. The line challenges you to be daring. It leaves you intoxicated with his style. Patrick Kelly Designs are available in the collections section of fashionable department stores.



Fast Fashion For Fall

Fast Fashions -- move beyond classy to daring; be primed for the possibilities. That's this season's fashion message. As designer clothes continue to give us multiple options. Capes are hot this season. Clothes this season include plenty of suits, trousers, and tailored topcoats, hats, and coat dresses are causing traffic jams at the retail counters this fall. Women are definitely dressing like men. But looking very feminine.



FASHION EDITORIAL

We've Come A Long Way, But ...



B.J. Edwards,
Fashion Editor

by B. J. Edwards

We have come a long way from Nutbrown Powder and Red Foxx stockings purchased at our local drug store; a long way from segregated dressing rooms, or no dressing areas at all for Blacks; a long way from Sears and Roebuck catalogue shopping to fabulous department stores with unlimited merchandise and cosmetics that represent every skin shade in the spectrum. A hosiery section that encompasses early style hosiery imaginable and hats, gloves, shoes, jewelry and lingerie, each covering 1,000 square feet of retail space are displayed uniquely to attract your buying dollars. Credit cards make purchases easier, allowing for long term payments. Many would say we have arrived.

However, with all of this innovation, we are still left out when it comes to media advertising. Many of these grand establishments that you and I annually spend millions of dollars in fail to advertise in the Black-community newspaper, except once a year when the paper and the world celebrates Black History week, or some other special edition.

So, while we have received some small offerings from some major department stores, this in no way meets the large percentage. Fashion ads are non-existent, as is much other widely purchased merchandise. Annual and half-year sales are not advertised in the Black media.

Therefore, we, as consumers, must take a long, hard look at these retailers and remember the message we sent them in the early '60s, when we refused to shop in stores that openly discriminated against Blacks in any way. After all we have got to make the difference. We have got to make the change.

To be sure, it won't be easy, as none of our struggle has been. Nevertheless, it is imperative that we send the message. We've come a long way, and we're not stopping here!

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