



Pressman



IN-FASHION HOLIDAY GIFT IDEAS FOR MEN are bold plaid shirts, the new sweater-jackets and cobalt blue trenchcoats by (l. to r.) Bill Blass, the team of Gene Pressman and Lance Karesh, and Lee Wright, winners of this year's Cutty Sark Men's Fashion Awards.

Fashion experts recommend winning gift ideas for men

Gift-givers who are stumped for ideas for the men on their lists can take the advice of a unique group of authorities in men's fashion. Here are recommendations from designers Bill Blass, Lee Wright, Aldo Cipullo and other winners of this year's Cutty Awards, the Oscars of the menswear industry.

The famed Bill Blass says, "For 1981 give him a bold plaid shirt." Blass, one of the first to veer away from the routine blue or white shirt, won the 1981 Cutty Sark Award for consistent fashion leadership.

He says, "A really bold shirt can make an impression like nothing else—and plaid is not just for country life anymore."

Giorgio Armani, two-time Cutty winner as outstanding international designer, has come up with another shirt idea for the fashion-alert male.

Look for the new bowed-collar effect he has created by stitching the collar ends to the shirt, so the tie is now

threaded through the collar.

The trenchcoat has been a favorite with American men ever since Bogart made his mark wearing one. Lee Wright, winner of Cutty Sark's outstanding U.S. designer title for this year, says, "However, today's more adventurous male wants it in a zippier color than beige." So, Wright's trenchcoat is a rich cobalt blue in a new longer length, with metal snap closures rather than buttons.

Ideas for sports fans come from the design team of Gene Pressman and Lance Karesh, whose Basco lines captured the most promising U.S. designer category in the 1981 Cutty Awards.

"The sweater-jacket," says Pressman, "is the new alternative to the conventional outerwear jacket. You can wear it when it's 28 degrees and still be warm and comfortable."

Pressman and Karesh's sweater-jackets in thick knitted wool carry outdoor scenes of hunting, fishing, skiing and sailing. "If you're shopping for someone very special,"

notes Karesh, "give him a combination gift, adding a knit sweater or jersey turtleneck to wear under the sweater-jacket."

Accessories are probably among the most popular gift items for men, say the experts, and that doesn't mean just ties.

Aldo Cipullo, Cutty winner for his jewelry, says cuff links are making a big comeback, for sportswear as well as classic dress, "but not the 'safe' gold ovals that Granddad used to wear."

Cipullo's newest designs are architectural in feeling. He also recommends jewelry in lighter hues. "When people buy jewelry in winter, too often they tend toward darker colors. But more exciting and elegant is the contrast of pale or bright gold with darker fabrics."

Armed with the advice of these Cutty Sark winners—who note that their award namesake is also a most acceptable gift idea—holiday shoppers can become winners with the men on their lists.

