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Buyers stock stores

'Good judgment' necessary for job

By JANET BEGROW
Shoppers walking into apparel stores expect to see a wide selection of clothing in their size and color preference. Seldom do they stop to wonder how the merchandise magically appears at their fingertips.

The merchandise for apparel stores is chosen and purchased by people called buyers. They are the fashion link between New York, Los Angeles or Dallas and the variety of clothing and accessories students shop for on Grand River Avenue.

The type of buyer for each store depends on the store's sales volume and size. Green's has three buy-

ers for its women's apparel stores at five locations in the Lansing area. Steve Flaster, dress buyer and vice president of the company, said, "Retailing is a very competitive field. You must rely on good judgment, experience and fashion trends to determine what to buy."

Most buyers travel to a major market from once a week to once a month, to select new apparel or keep informed of the latest fashions.

Edward Tanenbaum is the sportswear buyer of Maurice's of Lansing and East Lansing store. "One of our buyers goes to a major market at least once a month. Let's say

the buyer goes to New York. He may choose from perhaps 10,000 show-

rooms that cater to all parts of the market," Tanenbaum said. "The showrooms look like stylish rooms in a home and feature the modern design trends of the day," he said.

"In the more luxurious showrooms, the buyer will be shown a selection of a particular line of clothing. The salesman will tell the buyer the style number, price and offered colors of each item. The buyers may either decide to order the item outright or may decide to order at a later date," he continued.

"We also belong to a buying office in New York which recommends to us new fashion trends," Tanenbaum said. "Our buyers expect a lot of communication between each store to keep them informed on customer buying trends in a

different departments.

All items for Town & Country and Jacobson's stores are consistently priced at a central office and shipped to specific locations according to the buyers' orders.

"Having a line of stores is a definite advantage," said Donna Stoner, manager of Town & Country's Grand River Avenue store. "If an item is not here, I can get more of the item from another store immediately. I also work closely with the buyers to gear merchandise towards the needs of a college town and younger customers," Stoner said.

Jacobson's assistant store manager, John Purkiss, said that Jacobson's has approximately 50 buyers for its 15 stores. "Our buyers expect a lot of communication between each store to keep them informed on customer buying trends in a

different process from women's stores. At Marty's Men's Fashion on Grand River Avenue, merchandise is ordered through salesmen who visit the store or at retailing conventions. Suits are ordered using cloth swatches shown by



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Comfort:

fashions key word

By GLORI WEISS

Spring fever expresses itself in a myriad of ways and one such expression can be noted in the fashion trends on campus this term.

As the weather gets warmer, fashion moves more in the direction of comfort, and blue jeans fit every definition of the word. The no-care, free-moving spirit of blue jeans makes them the dominant part of many a student's wardrobe. From tattered to tailored, denim will be around for a long time with little complaint

from the student body.

Once again, in the name of comfort, many students have adopted work clothes. Painter's pants, overalls and Army fatigues have found a definite place on the fashion scene. For men and women alike, more flattering looks have given way to these baggy, uncomfortable garments and the trend has taken hold with great impact.

Perfectly suited for the seemingly endless East Lansing rain, trendy brightly colored rain slickers provide both protection and a little cheer to so many otherwise gray days.

Once reserved only for athletic use, and then mostly among males, gym shorts are now seen everywhere from the tennis courts to the classroom. No longer a single-sex item, many women find the unhampered movement provided by these boxer-type shorts reason enough to wear

them, especially during this active term.

In an effort to make their personal statement more readily heard, many students wear their feelings on their sleeve or across their chest. A fad which began a few years ago, message T-shirts are even more popular and more free-speaking than ever. Soft-spoken innuendoes have given way to blasting social and political statements and many students say that they find T-shirts a good way to claim their individuality.

This spring, if heads turn in disbelief as yards of blonde hair blow in the wind, it's not Farrah Fawcett-Majors, but only her trademark which confuses passers-by. A recent newspaper article noted that the "Farrah craze" has sent hundreds of women to their hairstylists with the same request: "Make me look like Farrah Fawcett-Majors!"

Feet are another significant area where fashion trends are noticeable. Again, comfort is the key word as many campus dwellers travel barefoot. But for the less footloose, sneakers from basic white to glow-in-the-dark green and every stripe and color in-between allow the comfort-conscious student to dodge with deft and grace even the most hurried between-class cyclist.

Dr. Scholl's sandals, which advertise to be "better than barefoot," are another comfort item for spring. According to the assistant manager at State Discount, over 200 pairs of Dr. Scholl's sandals are sold during spring and summer terms.

Students in search of the freedom to make their own statement find clothing an important device. And many of the trends seen on campus say, "Even in this sea of endless faces, I'm still me."

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