

## RUNWAYREPORT

### SKIN BY JOHN VARVATOS

*From suits to skin: John Varvatos' new skin care line for men*

"Men often find taking care of their skin to be very frustrating. We want it to be uncomplicated but highly effective, and we'd also like a little luxury," states John Varvatos. After searching for, and realizing that there were virtually no products available that were easy, elegant and effective geared specifically towards men, Varvatos decided to take matters into his own hands and develop products better suited for men's skincare needs. Applying the same mastery techniques that he executes in his clothing, Varvatos worked with the Shiseido Laboratories to create products of the highest quality, consisting of vitamins, minerals and natural extracts combine with advanced technology. The result is two groups of skin care: the core products and ground breaking products that exemplify his aesthetics of casual modern elegance, luxury, and masculinity. Items from the core products line range from essential facial cleanser, shaving cream, and eye serum to the ground breaking product line of multi-vitamin facial serum, even tone skin cream, and concealer.



At Ralph Lauren, the Aviator-inspired look replaces the classic Lauren look of bohemian and western-themed collections. An entire collection of Aviator looks were introduced for Fall, fully equipped with goggles to boot! Staying true to his reputation of classic lines and luxurious fabrics, Lauren incorporated tailored looks and suits that channeled heroes and lovers of the silver screen during the 1940s. Speaking of aviators, you will be getting extra mileage out of your aviator sunglasses investment; as they are predicted to be "in" through 2006.

The coats of the season show an endless trail of fur to shearing, and incorporated in many different ways. Traditional details such as cuffs or waistbands were given new life with fur trim. You'll see trenches, pea coats and traditional jacket styles all made with fur.

While the classic elements of men's fashion will always stay the same, (the suit, the sport coat, the blazer, the jacket, the shirt and tie.) the fashion direction will change. This fall, look forward to a laid back look. With elegance and style.

*Julia DiNardo*



### FALL 2005 CHECKLIST

#### The Fabrics | Velvet

Shown at Armani, Dolce & Gabbana, Gucci, and Calvin Klein in rich, dark colors and used mostly for blazers and suiting.

#### The Color | Purple

Think blueblood.

#### The Jacket | Bomber

John Varvatos and Ralph Lauren "bombed" the runways.

#### The Coat | Peacoat

From classic to western to trimmed in fur. The peacoat style was reinvented in every collection.

#### The Suit | Double breasted

Shown at Dolce & Gabbana, Gucci, and Valentino, especially in classic pinstripes.

#### The Pattern | Plaid

Muted colors and mixed plaids were shown at Paul Smith. Rich blues and grays at Armani. Etro mixed bright oranges, browns and accessorized with paisley scarves accented in purple.

#### The Sweater | The Cardigan

Granddad Chic — Think Mr. Rogers-inspired. And yes, we mean the tight-fitting cardigan, worn over the dress shirt with a tie look.

#### The Texture | Mix & match

Fabrics and prints. Leather, tweed and wool. Worn all together. Plaids with stripes.

#### The Edge | Black leather biker chic

Presented mostly in jackets for fall, with the key element being the silver zipper.