

# Sizing up golfwear

By **VINCENT PASTENA**

Golf / Golfdom fashion editor

Just as much of our fine domestic golf apparel has become a common sight on European courses, colorful and stylish imports are appearing more and more on American fairways. Many of these imports have eye-catching qualities which immediately identify their countries of origin; for example, the high-fashion styling in a French shirt or sweater, the free, liquid flow of an Italian pullover, the subtle coloring of a Scottish cashmere cardigan, and the richness of a British woolen skirt.

Attractively displayed in a pro shop, the imported apparel with its often unique qualities can give your shop a distinctive accent, lure customers in, and perhaps build a reputation for your shop as the place to find the special and unusual item.

A good sampling of these imports will be featured in GOLF Magazine's February issue (Annual Edition). Along with those firms which deal solely in imports, several manufacturers include some imported items in combination with their domestic merchandise.

**DiFini**, for instance, is carrying four Italian shirts, plus an Italian worsted wool, double-knit pullover called "Roma." One shirt model, "Firenze," makes fashion news with pin feather stripes and smart Dolman short sleeves. "Como," a mock turtleneck shirt from Italy in cool cotton lisle, is eye-catching in this season's hottest color—chile.

For spring and summer, **DiFini's** "Capri," a mock turtleneck, raglan-sleeved shirt which was a hit last fall in 100% wool, is being featured for spring and summer in acetate and nylon.

"Napoli" in two-ply cotton lisle is designed with vented open hem sleeves, a styling feature which many golfers are again favoring.

**Izod's** Odlo jacket from Norway is a handsome new addition to the company's line of imports. It is a jacket of water repellent, washable two-way stretch nylon with a full front zipper and convertible collar. The Odlo has a simplicity of line and a well-groomed look that will make it a favorite cover-up against a late afternoon chill on the fairways. It comes in ten colors for both men and ladies.

From the all-Italian line of knitwear by **Gino Paoli** comes the double-knit "Graziano" shirt. It has the free and casual silhouette that is the mark of Italian knitwear. "Graziano" completely abandons ribbing on its long sleeves and at the hips. Instead, the shirt flows straight to the hips and wrists where it is piped in a contrasting color. The piping is repeated on the placket and collar. For the ladies, Gino Paoli has designed the "Magnina," a rib-knit cardigan that can be buttoned all the way up to form a turtleneck. In eggshell color, it complements any outfit.

**France** makes its contribution to the golf fashion scene with a men's cardigan from **Parker of Vienna** in a rich beige with two contrasting stripes of "cafe au lait" and cocoa encircling the hips, and piped about the neck, down the front, and at the wrists in cocoa. This cardigan makes a handsome companion to the beige corduroy knickers made in Italy by Magnani for Cezar. They conform to today's slim cut in trousers and would

*continued on page 52*

## SIZING UP GOLFWEAR

continued from page 50

be prized by the golfer who has the daring to try the new.

Parker of Vienna also comes on strong for ladies too, with a three-piece outfit that includes a pink shell and a pullover striped at the v-neck in hot pink, white and burgundy—both are alpaca. And the really new touch is the hot-pink alpaca skirt—it's pleated.

Lemmer-Mayer also uses alpaca for a two-piece outfit including a short-sleeve pullover in pale green with jewel neckline and diamond motif in hunter green and white. The pullover tops a white alpaca skirt.

The luxury of cashmere is played up by the simplicity of design in the "Angus" cardigan by Pringle of Scotland. This classic cardigan is available in solid colors which have a softness that only cashmere can give to dyes. Pringle's knitwear is available to pro shops through Golfcraft, Inc., Escondido, California.

Damon has created a cardigan with real dash—an Italian double-knit with a blazer look. It's double-breasted and has four white pearl buttons for accent. This cardigan falls straight to the hips. The cuffs are hemmed rather than ribbed.

Israel shows its fine craftsmanship in a double-knit sweater by Duca that has a new feature—no vertical shoulder seam, one piece construction from chest to wrist. It is aptly called "Singleton," and comes in both cardigan and pullover styles. Duca's pro shop representative is Green Tee Associates, New York.

Colfax Industries presents Leonardo Strassi Italian-designed shirts with the new layered look, double-knit fronts, and jaquard patterns. One outstanding design features a low v-neck almost down to the hip band with a striped mock turtleneck insert. Another uses a fishnet front that creates the illusion of a v-neck sleeveless pullover with a solid short-sleeve shirt beneath it. Leonardo Strassi apparel is available to pro shops from Grant Robbins, Inc., Farmington, Mich. •



## Don't miss the **MARKER**<sup>TM</sup> at the **PGA Show**

... the amazing new golf hose that re-orders fast in every pro shop carrying them. "The feeling is great"\* from the 1st tee to the 18th green because  
**THE FOOT IS  
CUSHIONED TO THE ANKLE!**

Of **Tycora**<sup>®</sup> and **Orlon**<sup>®</sup> in 19 colors.  
One size fits all. Uniquely packaged with usable golf marker. \$2.00 retail.

Visit **Frank Mitchell and Al Northrup** at  
the **PGA show in Palm Beach Gardens**

**POPLAR HOSIERY**

A DIVISION OF POPLAR TEXTILES, INC.  
40 E. 34 ST., NEW YORK 10016

For more information circle number 190 on card