

Our editors daily scout the sportswear market, working with the top specialists in the golf apparel field: Promotion, publicity and advertising directors, as well as showroom managers, salesmen, and in some special cases, designers themselves, help us keep abreast of the everchanging golfwear market. It's not only a matter of what's happening now, fashion-wise, but what to expect in seasons to come in which their assistance becomes

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infinitely valuable to our continuing search. Many of the 7th Avenue executives GOLFDOM is in touch with are women (despite the stereotype conception of "men only" in the golf industry). They hold top-ranking positions within the market, and affect the sales and ultimately the gross annual income of their respective companies. Because they directly influence our reportage of the golf apparel industry and thereby indirectly influence the golf professional's buying, we've decided to give our readers the following behind-the-scenes glimpse of these powerful, decision-making women. by JEAN CONLON



Abruzzo



Agura



Manyas



Parker



Wilson

A 9 a.m. to 5 p.m., Monday through Friday job is as foreign to **Michele Abruzzo**, director of advertising and publicity, David Crystal, Inc., as some of the exotic countries she travels to on business over halfway around the world. Michele's work day may start anywhere: deep in the safari countries of South Africa, on the golden beaches of Mexico or "at-home" in California, Florida or New York; her hours, anytime: from 5 a.m. for a photography session before the sun rises until well into the night, when she often commentates at after-dinner fashion shows.

Ms. Abruzzo handles all national advertising, promotion and publicity for David Crystal's nine divisions, including the famous Izod and Haymaker Pro divisions. She produces fashion shows, such as the golf professional show in Florida held every January in conjunction with the annual Izod Jr./Sr. tournament. She handles the booking of models and photographers with various assistants and personally does all her own styling on photography trips and sittings, photographing Crystal merchandise used in national ads and store booklets.

Through her offices, located at 498 7th Avenue, Ms. Abruzzo and a staff of six assistants, service over 10,000 buyers at approximately 5,000 stores in addition to 5,000 golf pros and 2,000 tennis pros throughout the country.

Michele didn't just "happen" to come by her powerful job, she worked (and worked hard) to get there. With B.S. degree in clothing and merchandising from College Misericordia in Dallas, Pa., she went on to pursue her studies in fashion at the Graduate School of Retailing at New York University. From her first job out of school as assistant buyer in a New York City buying office, Michele moved on to Harper's Bazaar where she was first a secretary/assistant to the assistant director of merchandising and promotion and

then became a merchandising and promotion editor at the young age of 23. In 1968 Michele moved to David Crystal in her present position.

Since Michele has joined the Crystal staff, the company has grown considerably, adding three new divisions. Founded in 1905, David Crystal, Inc., became a subsidiary of General Mills in 1969, showing gross sales in the range of \$80 million over the past year.

So when asked, "Where do you see your future?" Michele's answer: "Oh with David Crystal, of course, since it's the best!" comes as no surprise. Specifically, Michele's plans are "to stay with Crystal and continue to grow professionally along with it. . ."

Karen Agura, design consultant for the DiFinis women's wear line, believes "fashion is really a craft; sportswear designers need to combine practicality with original ideas to come up with a hot selling, profit-making line."

Ms. Agura certainly knows what she is talking about. Her fashion styles are enthusiastically received year after year by the golf professionals in over 5,000 pro shops throughout the country. In the six years that Karen's been designing for DiFinis, she has been responsible for expanding the golfwear line to include après golf apparel. She creates two major lines a year (the bigger for the summer season) out of her studio at home, then comes into the DiFinis factory to supervise and oversee the details in initial production.

Karen knew from the start of her fashion career that designing was her thing: "I had two years of apprenticeship before I entered the fashion school for Designing in Munich." Asked if she felt that preschool indoctrination was necessary, she claims, "practical experience in fashion is as necessary and equally valuable as formal educational training."

Mother of a 16-year-old son, Ed-

ward, and a 10-year-old daughter, Vivian, Ms. Agura, whose husband is an architect, did free-lance work for 11 years while her children were growing up. Before that, she spent five years designing for Jantzen.

Karen likes working with the DiFinis and designing with the professional in mind. She's already talking next summer's fashion direction when she predicts: "There'll no longer be a complete doubleknit line, as we've done in the past. Golfwear is going back to the 'naturals.' It's refreshing to return to the coolness of cotton and the beauty of homespun."

Not everybody who ends up in fashion starts out there, as proved by **Ayse Manyas**, fashion publicity director for Jantzen.

Actually, Ayse initially wanted to be a child psychologist. So, upon graduating from Connecticut College with a B.S. in psychology, she took a job with three psychologists. It wasn't until she worked there for quite a while that Ayse realized psychology wasn't her field. Next, she tried publishing. She started at Vogue, then spent several years at Mademoiselle, before going over to Jantzen.

At Jantzen, Ayse was the first woman to take the company's sales training course. Her company teachers would often begin a class with, "Gentlemen and Ayse. . ." not knowing how to tactfully welcome her aboard. Now, she's very much a part of the staff, she feels, since one friendly salesman told her, "Oh, Ayse, you're just one of the guys!" And to prove it is so, the male executives nicknamed her "Ace." (Editors note: the winning connotation being most appropriate.)

Kidding aside, Ms. Manyas' job is a very responsible one. She handles the publicity for all the Jantzen lines, including the Jantzen Open, exclusively sold to pro shops. This year Jantzen's pro program has undergone some drastic changes from previous years' approach, with the use of both jobbers and a direct

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sales force under Jantzen's Bob MacKenzie. Both Bob and Ayse predict that the missy golfwear line will be radically new and very exciting, with the men's golfwear having many of the same strong fashion features of last year's tremendous selling successes.

Ms. Manyas travels a great deal for both business and pleasure. She's lived all over the world, so the fact that she must be as much on the road as in the office for her job as fashion publicist does not bother her in the least. Last year, for example, Ayse went back and forth from Jantzen's New York City showrooms to the Portland home offices more than a dozen times. That, plus doing 30 to 40 fashion shows a year throughout the country, takes up much of Ayse's time.

Every year Ayse attends the Jantzen sales convention, during which time there is a one day golf tournament. Apparently the Jantzen sales force loves golf, so much so that the giving of the golf trophies takes up more time than the presentation of sales awards. Or, more specifically, as Ayse puts it, "At Jantzen, golf's everybody's favorite child!"

"My work does not appear on the hard core sport pages, but on the women's and fashion pages of newspapers and magazines all over the country," says **Joan Parker**, president of Joan Parker Publicity, a public relations agency handling sport oriented accounts.

"For example," explains Joan, "the Bonne Bell line is now sold through golf pro shops, so my agency sees that the Bonne Bell cosmetics are used and credited on GOLF MAGAZINE's fashion pages."

Taking sport accounts and giving them exposure through fashion and women's interest press stories seems to work, and work well, for the Parker agency. In her own business now for 10 years, Ms. Parker uses "the human interest approach as opposed to the hard sell sport angle. When we got the Toney

Penna account, for example, we saw to it that the clubs appeared in a physical fitness newspaper story. We worked with three syndications so that the story was picked up by many newspapers all over the country and read by sports fans."

The Joan Parker Publicity Agency is a three woman office. They handle 10 accounts, eight of them sport accounts. Joan and her account executives came to the pr business with plenty of fashion and beauty industry experience behind them.

Joan had worked in the publicity department of Elizabeth Arden straight from college with post graduate work at Tobe Coburn, a fashion school based in New York City. She subsequently did pr at an New York City advertising agency before starting her own business.

Today Joan travels all over the country, Colorado, Cleveland and Florida predominantly, to attend meetings and give presentations to her clients. She does photography for each account, with attached stories, which are ultimately used for press releases. These in turn are sent out to three syndicates and a mailing list of 300 fashion editors, woman page editors and gift editors. As Joan explains it, "Some of the stories are picked up verbatim, other newspapers use a bit of their own imagination and create a story around our press releases and photos." Does Joan find any time for herself among all the pressures of running her own business? "Oh, yes," admits Ms. Parker, "I believe in working hard when deadlines have to be met and I've been known to work from 8 a.m. to 7 p.m. six days a week, if need be. But when it comes to vacations, I see to it that the entire office gets blocks of time off in compensation for all their long hours and hard work."

With her one very efficient assistant, Diane Kirpich, **Jan Wilson** runs the New York showrooms for Lilly Pulitzer Mens Stuff. "That means working on 600 accounts with the

bulk of them pro shops, some 90 or so being retail stores," claims energetic Jan.

It takes not only energy to handle so many clients, plus closely oversee a popular men's sportswear line, but a good strong background in fashion per se. Jan has both, for she comes from Kent State University and Cornell Graduate School where she majored in textiles. She uses her technical education to buy the piece goods for Lilly Pulitzer Mens Stuff, to find contractors and to coordinate the necessary manufacturing. And once the line is in full production, Jan must see to it that the stock levels are maintained to fill escalating pro shop orders.

Ms. Wilson, like many of her cohorts in the fashion industry, travels a great deal to promote and sell Lilly Pulitzer. She attends meetings in Palm Beach where design decisions are made, then personally calls on pro shops along with a supplementary sales staff throughout the country with the line. Jan estimates that this way 20 per cent of her working year is devoted to travel.

When Jan started working on the Lilly Pulitzer line exclusively over a year and a half ago, some items needed to be restyled to provide the golf professionals with the kind of merchandise they needed for their shops. Production, patterns and styling had to be rethought and a whole new merchandising approach worked out. Jan was called in to do just that as manager of the New York showrooms and has done the job with much apparent success.

Does the prospect of being responsible for such a prestigious sportswear line, breaking into the pro shop seem overwhelming? Jan thinks not, "since I really have something to work with now that the initial redesigns have been initiated, sales rocketed and production is up to date." As Jan puts it, "At Lilly Pulitzer Mens Stuff, we're now anxiously ready, set to go. . ."