

JOHN POMER INTRODUCES NEW GOLFWEAR LINE AND NEW CONCEPT

NEW YORK—John Pomer, the men's wear division of Leslie Fay, has added a line of golfwear designed especially for sale in pro shops.

The new line is being marketed with the help of Jerry Wolf Associates, a nationwide sales organization. Joseph Gordon, president of John Pomer, worked closely with Jerry Wolf in the design of the new golf apparel.

Scheduled for spring delivery, the line consists of several pre-packaged programs of zipper jackets and slacks. Stuart Disick, vice president of men's wear for Leslie Fay, feels that the golf professional will find the package concept appealing. "The men who run golf pro shops are really professional athletes; therefore, their time is best spent on the course. We are the experts in the apparel end." The packages, six in all, are pre-sized and color-coordinated. They comprise from 30 to 60 garments each and wholesale for from \$600 to \$1,100. A package including 12 jackets and 20 pairs of slacks is \$680. Twenty jackets and



40 pairs of slacks sell for \$1,100.

Both jackets and slacks are made of 100 per cent Trevira polyester. The jacket has been designed for course wear and features raglan sleeves for complete freedom of movement. It retails for \$44.75. The pants come in the popular beltless style, with a slightly flared leg. They range from \$30 to \$35 in the pro shop. The fabric is yarn dyed to ensure accurate color match. Complete color coordination in each package suggests potential multiple sales.

Also, color coordinated with these

packages, though not included, are a selection of nylon knit shirts: a mock turtleneck in long and short sleeves and a long-sleeved full turtleneck. They retail for \$18, each.

Another tie-in with the packages is a separate line of golf blazers (see photo). A classic two-button style with the popular wider lapel, the blazer sells for about \$90 in the pro shop.

In regard to the pre-sizing, it is important to point out that once the initial outlay for any package has been made, individual items can be re-ordered.

John Pomer's first packages are designed for spring-summer sales. Two more package programs are in the works for later this year. For fall the company will introduce heavier knits, wools and wool blends to the collection. The third package this year is tailored to the holiday or cruise season, starting in early October. The colors and fabrics in this later program can be coordinated for use with earlier packages, if the professional so desires. Pomer's fall and holiday styles will soon be announced.

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