

LEGWEAR FASHIONS

Think Pink For Men

Pink is hot. And not just for women. The traditionally feminine color is making an inroad into men's fashions and even the most conservative dressers are including it in their wardrobe.

by CHARLENE NELSON

with denim and blue accents."

"Alexander Julian is known for his colors. We realized it had to be more of an accent because the customer is not ready to put pink on his feet because although he may buy a bright colored sweater, he is probably

going to wear it with black pants."



PHAT FARM accents logo with pink. HUE makes mens' peds in bright colors.

Polo by Ralph Lauren and Phat Farm will debut socks for fall with pink accents. Phat Farm's athletic fashion sport socks have pink accenting the logo.



Alexander Julian Colours incorporates pink accents in mens' socks.

Not all men are going to be reaching for pink, but designers think they will be attracted to brighter colored socks. As fall lines hit the shelves

we'll see colors like red and chartreuse in mens' socks.

Pink ties and pink shirts are hot items for men and designers expect pink sweaters to do well for fall.

And, although traditional colors have long ruled the sock market, legwear designers believe there is a demand for pink socks—maybe not totally pink, but at least ones with pink accents.

"We are using pink in Alexander Julian Colours patterns," says Sherri Troupe of Paul Lavitt Mills. "It is subtle but it is there. Like a pale pink on a brown sock body

Polo will feature socks in bright sunflower yellow as well a pastel blue while HUE, known for its colorful ladies socks, will offer men a color palette including red, orange, lime and chartreuse in crews and peds.



HUE is making mens' socks in a rainbow of colors.