

LEGGWEAR FASHIONS

spring STYLE

by BRENT CHILDERS



Consumers are wanting a more stylish and colorful selection at the legwear displays

this spring, according to hosiery and retail representatives.

According to those in the fashion-know, consumers have changed again.

Skin is out. Well, at least more of it is going to be covered, according to the latest fashion news.

"There's been a paradigm shift in terms of what is sexy," David Morrison, author of "Marketing to the Campus Crowd," was quoted in an August "Life and Leisure" article.

From the Boonie Doon collections at Renfro to fashion writers across the country, everyone seems almost relieved that the grunge look is being replaced with some refinement.

Consumers saw the beginning of this trend this fall and perhaps even earlier as trend observers had already begun heralding the return of a more lady-like theme in fashion trends.

"It's the return to 'pretty,'" according to a Life & Leisure quote from David Hacker, trends director for J.C. Penny Department stores. "We went through what I call the casualization of America. I think we're seeing the return to refined dressing."

Melissa Edwards, at the Bromley Group – public relations firm for Bonnie Doon and Bloomale's – says those themes will continue this spring.

Spring is always a time for more color but Spring '05 is going to be especially colorful in all the Bonnie Doon lines.

From the "Fresh Blossoms" '05 Girls Collection to its

"Modern Romance" collections, Bonnie Doon's products all will feature bright, cheerful colors.

"The color palette and inspiration for Spring '05 are based on two trend influences, "Blooming Nostalgia" and "Modern Romance," according to a Boonie Doon press release.

Bonnie Doon announced that the company was adding a Girls Collection (ages 7-13) and a Women's Sport Socks Collection next season.

As seen in retail stores this fall, the fashion theme definitely has a more classy look.

For sock manufacturers like Moretz, the no-show will still be a predominant choice with women and popularity will continue to grow with men.

While that may seem somewhat contradictory to the trend of more instead of less, designer Nancy Lisk says the no-show is a sock fashion statement driven by itself and will continue to be a big initiative for Moretz.

Lisk said Moretz will continue to focus on narrower heels that utilize higher needle counts. She said higher needle count products will continue to have a larger presence in Moretz products.

As for other trends, Lisk said her design department will be "teching it up" as much as possible with arch and ankle support and moisture-free designs.



Pictured are items from the Bonnie Doon collections for Spring '05.