

# newsworthy trends

## Sizing Up A Man's Style

(NAPSA)—Half of all men may look to celebs like George Clooney and Michael Jordan for fashion inspiration, but apparently something's getting lost in the translation.

According to a recent survey on male shopping habits conducted by Kelton Research, 75 percent of men readily admit that at least part of their wardrobe could use updating. The “disconnect” between aspiration and reality, however, may have a lot to do with the following statistic: 38 percent of men under age 40—a group you'd think would be most interested in looking hip—say they “rarely or never” even bother trying clothes on before they buy them.

What's more, at their core, 78 percent of men see themselves as “Average Joes,” compared to only 14 percent who describe their personal style as “fashion forward.”

How should “Average Joes” avoid the fashion police? They may want to look toward the courts—basketball courts. More than a third of survey respondents said that basketball players and coaches (particularly Pat Riley) dress the best when not in uniform.

Finding classic-clothing lines may help, too. The right designers can make it easier to add on to wardrobes, or to make subtle changes to personal styles. For instance, Kohl's sells a full line of Chaps clothing that features traditional apparel at compelling prices. The clothes can be mixed and matched, and are conve-



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niently found all in one place—no jumping around from store to store for those men who don't like the shopping shuffle.

Men who still have trouble finding their look may want to get help from some women. Sixty-four percent of females surveyed said the men in their lives should get a woman's opinion when shopping for clothes, and 67 percent say those men could also use a significant makeover.

The survey included 1,000 men and women from across the country.

So which actors and sports stars did men cite as best dressed? Rating “style icon” status were George Clooney (19.4 percent), Michael Jordan (6.9 percent) and Colin Farrell (3.8 percent). Admired for their “clean, classic style” were Deion Sanders (17 percent), Mike Piazza (12 percent) and Shannon Sharpe (nine percent).