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Everything has its effect on fashion.

Prosperity is said to influence hemlines. Color is a part of climate. There was the Tom Jones shirt. Now it's the Bonnie and Clyde look. Hippies covered the world with flower power. And psychedelic freakouts had their toll on kooked-up, from out of nowhere costumes.

And now the sublime supremacy of the inner soul is manifesting. The old establishments are putting their own interpretations to the hippie love theme. And many are going right to the source.

Hindu theology, the ultimate reality of the soul's intuition of itself, is where it all begins. Maharishi Mahesh Yogi is only one of many Indian gurus. But the accent is the same, and serenity is taking over where the Bad Trip left off.

Fashion has picked up on it all. Rajah-like suiting covers the Spring scene. Subtlety of color and design moved in. The call to femininity is the serenity takeover. Human faces and bodies are again recognizable. People are people.

Caught on campus in genuine East Indian garb, that Supreme Being--the American youth. While perhaps not the most genuine of spirit, certainly the most eager to try anything new.

Those California girls, who started the whole Granny dress thing, are on to something else. And they're not alone. The guys like it too. East Indian dress is neuter. All that matters is how it feels.

"It's so comfortable. It feels great on."

"It makes you start to think differently. You almost want to be quiet."

"Wearing these is a whole new experience."

Novelty is the spirituality of youth and this might be just another youth fad. But it's a fad with meaning. And it has its true believers.

The clothes come from Sat Parush, a shop in Westwood, California that specializes in East Indian ware. (Fashion Week -- 9/19/67--p.1)

A unique shop whose proprietors totally believe in the Hinduian precepts. Their lives and their business is a genuine exercise in spiritual tranquility.

Vince Regalbuto, part owner of Sat Parush--his partners are Marc and Kathy Warner--has an entirely different approach to merchandising that is part and parcel of the East Indian philosophy.

"We're running the business differently. No cut-throat. No need for hard sell. Once people understand, you don't have to say anything."

The spiritual serenity of the East Indian culture transcends what little commerciality has to be.

"People come into our shop the first time as customers. When they come back, they come as friends."

"We're not looking to be the New Establishment. And we're not putting down anybody. There's room for all ways of life."

Any good businessman will tell you he believes in his product. At Sat Parush, they believe in that and much more.

Sat Parush may look like an ethnic thing, but it's not. It belongs to all people and that's the way the owners believe it should be.

Love is the only peace of mind.

GOD BLESS.

-RONA CUTLER AND SUSAN GARKIE

