

# DNR

Sportswear Bulletin/Collections

DNR  
Wednesday, November 29, 1995

# SPORTSCAST

By MILES SOCHA

Situated at the gateway to one of New York City's most prestigious fashion districts, the **Sony Style** consumer electronics store at 550 Madison Avenue recently received a complete makeover.

That included the staff, who have been outfitted by some of the city's top men's wear designers.

On the main floor, 75 employees in the electronics showcase and music shops now sport sleek utilitarian togs by

**John Bartlett**. And in the lower-level home-theater lounge, decorated and furnished by **Ralph Lauren**, 15 staffers are decked out in **Donna Karan** navy crepe suits.

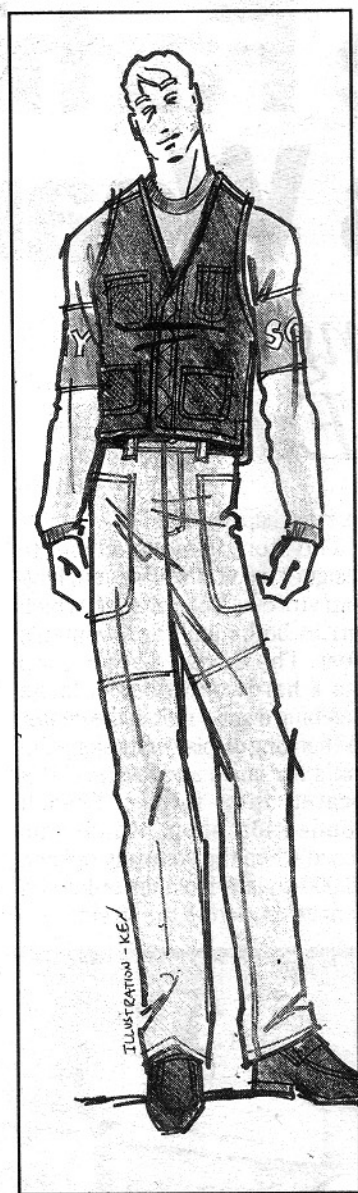
**Harlan Bratcher**, vice-president and general manager of **Sony Plaza**, site of the store, said the designer career apparel not only reflects the shop's stylish environs, but also underscores how music, technology and fashion increasingly intersect. "It says a lot about the synergy between Sony and the lifestyle aspects of each of those designers," he said.

Bartlett, who had worked with Bratcher at Ronaldus Shamask earlier in his career, said he spent five months refining sketches and prototypes.

Ultimately he settled on a unisex mini wardrobe consisting of three key pieces in trans-seasonal, high-tech black nylon gabardine: a slim, jeans-style pant, a utility vest with a mesh back panel and a trim-fitting bomber-style jacket. Underneath, employees will wear T-shirts with a variety of messages, visible through the mesh-backed vests.

**IXSPA 2000**, the Lawrenceville, N.J.-based manufacturer of men's and women's activewear, is up for sale.

President **Howard Goldwasser** explained that the present owner of the IXSPA division, **T.H.L. Ltd.**, did not want to fund its expansion plans.



**John Bartlett's unisex design for staff at the Sony Style store in New York City.**