Clothes make man at L. Parker's Ltd.

By DEBBIE BRTWN

"This year men will enjoy their right to be more colorful in fashion as compared with their female counterpart," says Lawrence Parker.

Mr. Parker is the owner of and buyer for Lawrence Parker, Ltd., International Men's Fashion, 402 N. Eutaw St.

"At Parker's, the style is set for men. Here they can find a look which differs from the drab and ordinary. The Parker look affords men confidence in their dress ... difference without absurdity."

"Having an international theme, I use the exclusive lines of very prominent European designers. About seventy-five percent of Parker fashions are imports."

Not desirous of the boutique stigma which has made other specialty shops, Mr. Parker told the AFRO that "in such shops, the merchandise is geared to attract the extreme hipp—long hairs, and this is not what Parker, Ltd. is about."

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"Three looks are stressed in my shop—not just mod, but conventional and high style, as well. Presently toying with the unisex look, I am at the crossroads of opening a women's specialty shop on the second floor of Parker, Ltd."

Mr. Parker noted that buying cosmopolitan feline fashions having the same quality of our men's clothing will be quite a task. Continuing the international theme in women's fashion would mean additional personnel, especially an experienced woman buyer. The room is here; it is now a matter of making decisions."

Lawrence Parker is the son of the late Augusta Parker and Lucille Parker. He was graduated from Dunbar Senior High School, and earned a B.S. Degree in Natural Science at Morgan State College.

Mr. Parker attended both Yale and Brown Universities, for post-graduate studies, receiving his M.S. from the latter.

Before matriculation at Yale, Mr. Parker was involved in research at Johns Hopkins University, afterwhich he taught in Baltimore city schools. He was also a part-time staff member of two private Jewish Schools, Blais-Yaakab School for girls and Ner Israel Rabbinical College for boys.

Currently teaching at Edmondson High School, Mr. Parker participated in a teacher-exchange program between Edmondson and Park Schools.

Park School is an exclusive private school in Brooklynville, Md. The purpose of the 1969 exchange was to promote a positive awareness of the differences in teaching methods employed by teachers in schools having an enrollment of students on different sociological and environmental spheres.

Parker fashions have been shown in numerous fashion shows around the city—several at Club Venus, James Brown Motor, the Alcazar, the Scene Night Club and the Carousel Discotheque.

Shows have been done in conjunction with Pauline Brooks' fashions at the Holiday and Sheralton Baltimore Inns.

"Response is fantastic after shows—particularly those on the campuses of Morgan and Coppin State Colleges. These fashion shows are my most positive form of advertisement."

"Morris Bricken was my advisor in retailing...assisted by his son, Barry Bricken, owner of Stonehinge Ltd.—an exclusive men's shop on Charles St. The Brickens supply me with a variety of high style trousers, carrying the Dan Mar label."

"I really became fascinated with the idea of opening a clothing store when I travelled abroad in the summer of '69. I saw how the shops were set up in Paris, Rome, Holland, The European boutiquesinspired me to open a shop with an international theme."

Lawrence Parker describes his clientele as one of extreme interest. "We get transit customers from out of town—athletes from the Bullets, Colts and other professional teams, as well as entertainers who come into the city.

Mr. Parker's impressive roster of customers include such notables as Bubba Smith, Eddie Hinton, the Four Tops, Smokey Robinson, the Fifth Dimension, Slappy White and Steve Rossi, Earl Monroe, Hot Rod, Wild Man Steve, David Ruffin and many other doctors, young lawyers, dentists, and a large number of students.

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Mr. Parker also told the AFRO that he does some of Senator-elect Parren Mitchell's wardrobe. The congressman's attire for his inauguration in Washington, Jan. 21 will be from Lawrence Parker's designer collection.

"Customers of Parker, Ltd. can look forward to a spring line which will feature the midi-vest for the mann as well as matching jumpsuits in knit fabric.

"Included in my summer line w leelrhbe ibcw ,aa line will be beach wear, heavily influenced by British designers. There will be safari walking suits which can be worn on the beach, in resort areas, and in the city. I intend to push the gaucho look for the man.

"Also featured will be Dashiki knit shirts and leather suits which will be worn well into spring." Parker, Ltd. was a leader in promoting jumpsuits for men...I pushed the midi which went over very well; this I shall continue to do."

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Mr. Parker's professional staff include George Givens—manager, Sheldon Parker—assistant manager, Michael Brooks—tailor and sales assistant, and Sharon Parker—secretary.

Mr. Parker says of his extra-curricula activities, "I ski a lot...whenever I get a chance. My interest is skiing has become part of trademark—there are a pair of skiis on all Parker labels.

An added interest of Mr. Parker's, is interior designing. Already in progress is a penthouse on the top floor of his shop site on Eutaw St.

"Four themes will be incoporated in Mr. Parker's bachelor quarters. A cold-modern living room, complete with an abundance of wall mirrors, glass shelving, chrome lighting fixtures. The interior color scheme of the room is red and white and repeated in crushed-velvet furniture, fake fur throw rugs, and the plush wall to wall carpeting.

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The bedroom is ultra modern with schematic colors of black and gold. The most striking object in the room is the bed which is a king-sized round, complete with a black fake fur coverlet. The bathroom is french-Provincial accented by antique gold fixtures.

Plans for the dining area are incomplete; however, Mr. Parker is certain that the furniture style will be Mediterranean. The corridor of the penthouse will have an atmosphere similar to that of an art gallary and will be lighted by a huge chandelier.

Summing up the reasons for his successful enterprise at Parker, Ltd., Mr. Parker says "I've always had a lot of interest in clothes...I just like clothes a hell of a lot."

NEW LOOK IN MALE ATTIRE is shown in these AFRO photos taken this week at the Lawrence Parker Ltd., 402 N. Eutaw St. Left panel, Mr. Parker, left in two-piece leather import from Turkey, Right, George Givens, manager, in black leather import from Spain. Panel No. 2, Delano Brooks shows knitted geometric check blazer. On display is a brown leather walking Panel No. 2, Delano Brooks shows knitted geometric check blazer. On display is a brown leather walking jacket. Third panel, Mr. Parker, left, adjusts lapel of Mr. Givens. Panel No. 4, Sheldon Parker, assistant camel cashmere midi coat from Europe modeled by Mr. Givens. Panel No. 4; Sheldon Parker, assistant manager, and brother of the owner, models a black midi trimmed in grey fake fur. His safari hat has a buckle hand and silver rings.

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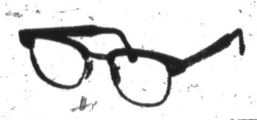

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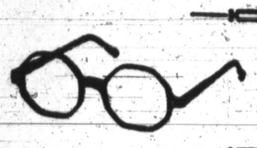

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