

Little bits
of style info
that go a
long way

STYLE



POINTS



Same Cashmere, Less Cash

We're not sure how the hair from a goat's belly became so popular, but everyone loves the feel of cashmere in sweaters, scarves, and other garb. No one but a petting-zoo owner loves the price, though. But there's hope for the frugal cashmere lover: Large department stores are buying cashmere in such quantities that they can offer fine-quality private-label cashmere sweaters for as little as \$110. "For one private brand we buy five classic styles in 10 colors, but we buy hundreds of thousands of units," says John Fowler, vice president of men's fashion for the Federated Merchandising Group chain of stores. "As a result, we can offer cashmere at what we consider to be compelling value prices for superior quality." The goats should be proud.

Cashmere's quality is basically judged by its yarn and the knitting time. The longer the yarn and the more knitting involved, the better the quality. So look for tightly knit, heavier cashmere when shopping.

—Kristen Chanley

Can you tell which ones are name brands and which are department-store private labels? Didn't think so.