

retail merchants' bureau

A DIVISION OF THE SALT LAKE CITY CHAMBER OF COMMERCE

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FASHIONS AND RETAILING IN 2000 A.D.

The Opinion of Stanford P. Darger, Secretary-Manager
Salt Lake City Retail Merchants' Bureau

A.D. Salt Laker will be wearing clothing that incorporates heating elements such as are used today in electric blankets. They will be powered by transistor batteries with rheostats to adjust the degree of warmth desired. Woven into their summer clothing will be coils for cooling.

Fabrics will be largely synthetic, and not woven with threads. The pleats and creases will be incorporated into the material so that garments will keep their shapes. They will be very easy to wipe clean after wearing.

Forty years ago, in 1920, dresses were floor length and enclosed many slips. Women's hose were cotton or wool. Capes and shawls for the shoulders were featured, all because of poor insulation, inefficient heating, and drafty floors. Men's stockings were long, and heavy-weight long underwear was popular for the same reason. Because fashions basically follow utility, forty years from now the clothes will be even less bulky, and follow more casual and leisure designs. They will be put together without sewing by the use of adhesives.

It is probable that neckties and cuff buttons will not be part of men's clothing in the year 2000, and men and women will wear considerably brighter colors.

Retailers will incorporate more self-service, although the fine stores will always have informed, intelligent sales people to assist their customers.

Temperature for the entire Downtown area will be controlled. Sidewalks and main aisles that move will be found throughout the area.

Store transactions will be electronically recorded, and most of the billing and financial operations will be done automatically.

As we reflect on the progress that has been made in comfort in clothing and ease of purchasing in the last forty years, we can safely assume that innovations not imaginable today will be common-place in the year 2000. I hope I am still here to enjoy it.