

An ex-Chicagoan who was among the first of local boutique owners to shop French ready-to-wear collections and import clothes with strange-sounding labels has reversed positions.

He is showing his own first collection at the Porte de Versailles in Paris this week. And the label he's using is going to be as difficult to spell and pronounce as some of those he carried in his own stores.

For 10 years, Paul Magit was the man behind the Paul B. shops here, starting with his California-look store on Rush Street in 1968. Over the decade, he added shops in New Town and Old Orchard, and all three evolved into European flavored fashion. He brought in clothes by Dorothee Bis, Pierre D'Alby, Emmanuelle Khanh, John Ashpool, Ossie Clark, Zandra Rhodes, and offbeat labels

such as one with the name of Kinky.

A year ago, Magit became disenchanted with the fashions he was seeing in Paris. "To me, it suddenly seemed that I wasn't seeing anything new. Fashion is newness. In my opinion, I wasn't seeing anything really new."

He gradually began putting more time into other interests, including some ill-fated musical ventures. Then, as his interest in both fashion and entertainment enterprises diminished, he closed his stores and started traveling.

"I WANTED to do things I could

love with Guatemala, its smiling people, its color." He bought some tops and other things, headed for St. Tropez, then Paris, where he sold the clothes through Boutique Beige on Rue St. Germaine. He became "infected, inspired" by the spirit of the clothes from Guatemala he'd seen and sold and started searching for someone with whom he could work to produce clothes with a touch of that folkloric feeling. He checked out production facilities and technical know-how everywhere from "the South of France to the Pyrennes to Morocco."

Nearly a year later, Magit has put all the pieces together and is ready to show a couple of thousand international buyers and the press what he feels women want in fashion today. French designer Pierre D'Alby is his business partner, his production facilities are in a picturesque Italian town nestled in the Alps below the Swiss border, his assistant and right hand is a young Japanese woman who worked previously in the French ready-to-wear market, and the name he has chosen for his label is Nabuula, his favorite Guatemalan village.

The clothes are colorful, uncomplicated knits without zippers, buttons, or involved construction, with drawstring waists and occasional ties to keep things in place where necessary. Sizes are simply 1, 2, and 3.

There are numerous pullover sweaters, wrap jackets, a panel tunic named Yachiyo for Magit's assistant, beaded jackets and coats, gauchos and wrap skirts. There's also a happi, a tuniclike affair wider than a person with outstretched arms, and a huapillete, a waist-length, straight-lined little pullover; both are like the things Guatemalans wear.

THE MACHINE MADE knits include patterned jacquards, plus a new combination of stitches that Magit calls "tricot graffi." The latter is so filmy and lightweight it's almost transparent. The only woven fabric is a solid flannel almost as supple as a jersey. It will be used in long and gaucho drawstring pants.

But it's the patterns and color combinations that set these knits apart. Colors are luscious, patterns are striking.

There are stylized roosters in a repeat pattern that is the firm's signature; unusual blendings of geometrics and florals; plaids with overstripes. There are hazy, gentle combinations of colors in the gray and rust families; a rich burgundy contrasts with pale gray and blues; red, gold, and green are a happy-looking mix. There are nine different color



Among the Italian-made knits Paul Magit is showing this week in Paris are pullovers. Magit wears the rooster signature sweater in