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MAGAZINE

COLLEGE HEIGHTS HERALD

TUESDAY, SEPTEMBER 18, 1990

In today. Out tomorrow. And back in again. The 1990s fashions repeat past decades' styles with a sprinkling of pizzazz.

Return



to
the *past*

Return

to the

past

Classics come back to life. 3B

Traditional clothes are being updated for fall. Styles, such as Bermuda shorts and Duckhead clothing, are back in style. Story by Donna Dorris

Yesteryear's business clothes still hip. 6B

Practical suits for men and women, and wider ties are still hits. Story by Jamie Lawson

Old-timey Accessories. 9B

Charm bracelets of the 1920s and the Coco Chanel look of the 1950s take wearers on a trip through time. Story by Noelle Phillips

Simple Cuts. 10B

Stylish haircuts either short or long - no in-betweens. Story by Paul Baldwin

Suave Suede Shoes. 11B

To be trendy, it's suede flats and heels for women and outdoor shoes for men.

Allison Lutt
Magazine editor

Jeanie Adams
Photo editor

Cover photo by Amy Deputy/Herald
June Cottrell, a Bowling Green freshman, falls back into fashion.

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Brush off the dust

Popularity of traditional clothes revamped in the 1990s

By DONNA DORRIS

Fashion revolves in a never-ending cycle.

What's in today is out tomorrow. And what was out yesterday is in today.

Take wing tip shoes for example.

"My dad has a pair of these with one-inch thick dust on top of them," said Bowling Green junior Patrick Young, who was wearing his own tasseled version of the classic.

"I could go polish them and wear them and people would say, 'Hey, I like those

shoes."

"That says a lot," said Young, assistant manager of Harry's men's store in Greenwood Mall. "You're not going to have anything new. We can only make minor changes or adjustments."

"If you hang on to it, it'll always come back in style," said Lisa Jenkins, J C Penney's women's merchandising assistant. "Things my mother and sister wore are what's in style today."

■

If you hang on to it, it will always come back in style.

■

— Lisa Jenkins

Classics are being repeated this fall — once again.

For women, Bermuda shorts worn with tights and '60s and '70s style dress jackets are popular.

Duckhead, a popular brand of men's clothing from the past, is fashionable

again.

"Duckhead is exploding around here," said Scott Doyel, Penney's merchandising manager.

A 60-year-old man saw the Duckhead display in Penney's and asked where the overalls were.

"I told him the character had changed a little bit," Doyel said. "Duckhead overalls haven't been made in years."

Penney's carries Duckhead pants, madras plaid shirts, shorts and baseball caps.

Some men's sweatshirts have been given a nostalgic look.

The sweatshirts look as old as the dates printed on them.

Harry's has sweatshirts proclaiming Kentucky, SEC football champion in 1950, and Michigan, the national football champion in 1947, among others.

But the 1990s are making a slight impression on the fashion world. Most retailers said this year's statements are classics which have been revamped.

For fall, always-popular men's clothing — like jeans, sweaters, turtle necks and leather jackets — have been updated by changing fabric blends, patterns and

See CLOTHES, Page 4B



Amy Deputy/Herald

Wearing a black hat and gold dangly earrings, Amanda Dewey looks wistful. Both are courtesy of Embry's Accents in the Greenwood Mall.

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Matt Stockman/Herald

(Above) Winny Craver, a sophomore from Brentwood, Tenn., and Tracy Blankenship, a Franklin sophomore, sport comfortable knitwear in bold stripes from Benetton in Greenwood Mall. (Right on page 5) Angela Woosley, a freshman from Laconia, Ind., dons long strands of faux pearls around her neck and wrists.

Clothes' comfort matters

Continued from Page 3B

colors.

Customers want a new look in clothing, like with leather jackets.

"People don't want the same old bomber style, they want a variation on a theme," Doyel said. "Denim with leather trim is popular."

Rayon shirts have been modernized by adding patterns, dropped shoulders and longer sleeves, Young said.

And this year quality and comfort count.

"In the '90s, we're not worried too much about, 'Is this the shirt I'm supposed to be wearing?'" Young said. Customers "want to buy something that's well-made and will last a long time."

In menswear, "everything's been cut fuller for a more relaxed fit," Young said.

Mock turtlenecks, cardigan sweaters and fisherman-knit V-neck sweaters worn with pleated pants are hits.

Women want carefree clothing, also.

"Large tops over fitted bottoms" are big sellers, said Linda Stokes, co-manager of The Limited. Penney's line of fitted leggings, oversized blouses with padded shoulders and long cable-knit sweaters follow the trend.

"Everything is more body-sculpting" in women's wear, Stokes said, adding that stirrup

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Rich tones spice up wardrobes

Continued from Page 4B

pants, tights, wide belts, and 1960 and 1970 style jackets are also popular.

One example carried by The Limited is dress jackets that have adjustable belts and lots of buttons.

Lisa Leachman, manager of Benetton's in Greenwood Mall, said patterned knit pants and tops, vests, and sweatshirts are hot items.

But one long-time favorite is fading from the women's fashion front.

Basic blue denim jeans "aren't as popular, this year," Jenkins said. But black denim, overalls and jean jumpers are good choices.

For men, blue jeans are still in style and are taking over the market from the whitewashed variety.

Levi's electric-washed jeans, which are darker than last year's acid-washed, are the

fashion in jeans, Doyel said. "Levi's are king around here."

With some pieces of clothing, style doesn't matter.



Omar Tatum/Herald

For example, skirts can be found "in any length you can imagine," Jenkins said. Customers choose lengths according to preference.

Women are going for a more natural look in accessories.

Pendants and matching earrings are making a fashion statement this year instead of several necklaces worn together.

"It used to be the more you put on your body the better," Stokes said. "Now less is more."

Both men's and women's wear are spiced up with softer colors this season. Earth tones are big for both, and teal green is big in men's sweaters.

Jenkins said gold, wine, taupe and cream are popular colors for women, especially when combined with green and navy.

"People tend to go for the brighter colors," Leachman said, adding that "black, as always, is a good choice."

Young said popular colors for men include "different shades of olive, soft blues, burgundy, navy, earth tones and soft colors."

He said, "Mustard yellow is big in men's wear this fall because it's a good complement with the olive colors."

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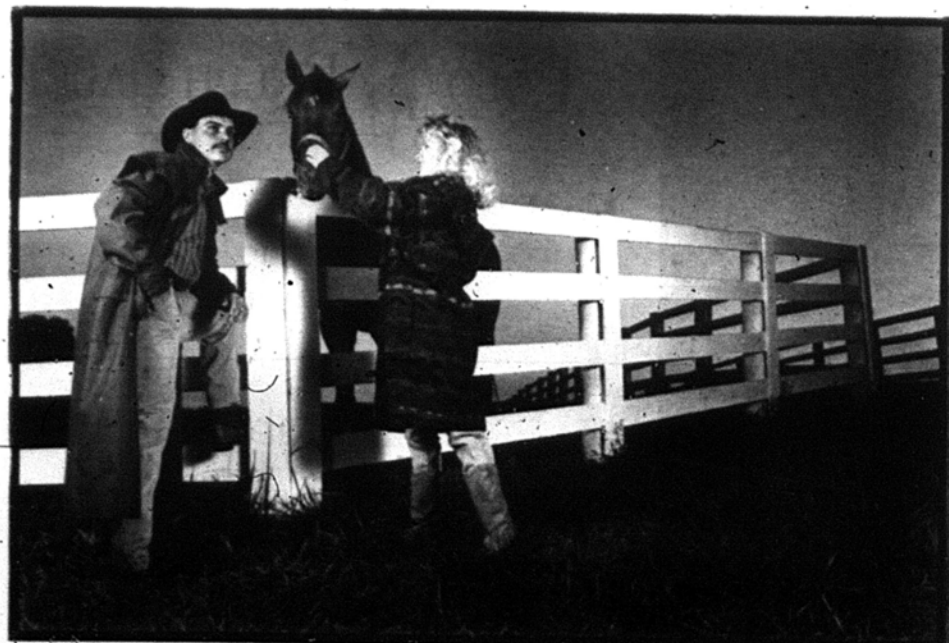
Downtown
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Return

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David Stephenson/Herald



John Russell/Herald

Chris Smith, a Hartford senior, stops for a rest on campus, while wearing a classic chalk-stripe suit by Bill Blass. His Gitman Brothers shirt has a tab collar, a style popular this fall, according to Smith, a sales assistant at Golden Farley in Greenwood Mall. The bold print tie he is wearing is by Robert Talbot and is also compliments of GoldenFarley. Ties are getting wider this season.

The shimmering long curly hair of Bowling Green freshman June Cottrell is a style that is always fashionable. For men and women, short hair is also trendy this fall.

Enjoying the outdoors, Keith Hargis, a senior, and Connie Hardin, both of Franklin, sport rugged outdoor overcoats and accessories from Nat's Outdoors and Acme Boot Co. They are on the thoroughbred farm of J. Arneiman of Franklin.



Amy Deputy/Herald



Marc Piscotty/Herald

Louisville sophomore Candi Windhorst models classical business wear.

Classics chic in business

By JAMIE LAWSON

Future business executives or students desperately seeking employment can look to yesteryear for tips on dressing for success.

"Ties are coming back wider again," said Wayne Kraus, sales specialist for the men's department at Castner Knott.

Most of the department store's new line of ties are a 3 1/2 inch width, he said. The basic trend is wider ties with small to medium knots.

The traditional polka dots, stripes and paisley designs that adorn most ties are competing with cheerful, bright floral and fruit patterns.

Luxurious materials such as wool and cashmere are also dominant this fall, said Craig

Smith, sales assistant at Golden Farley in Greenwood Mall. "People are putting a lot of money into nice big coats."

Classic overcoats and fedora from the '40s are big sellers, too.

In men's dress shirts, the classic 100 percent cotton white shirt is the best bet for business wear, Kraus said.

The basic navy and gray suit is still the classic look for businessmen, he said.

Women are dressing bolder, but not more casually, in the office, according to Janet Freeman, manager of Casual Corner in the mall.

"Most women would find it intimidating to wear pants to work," she said. "Not anymore."

Split skirts are also big sellers this fall for career women, she

said.

"Skirt lengths are either short or long with nothing in between," said Nikki Smith, owner of Pappagallo on the square downtown.

But the 31-inch length skirt is still the most popular for the office, Freeman said.

Long jackets with short skirts or short jackets with longer skirts are popular combinations this season, she said.

A more casual look for the office is walking shorts and short jackets, but "not all people can wear that look," in the office she said, because it may be too casual.

Rayon is a popular fabric this year, Smith said. It's versatile and "can mimic expensive fabrics at a lower price."

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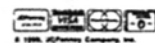
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Amy Deputy/Herald

Amanda Dewey wears a hat inspired from the past atop her head. Accessories are courtesy of Embry's Accents in the Greenwood Mall.

Bold oldies

Flashy ethnic, antique accessories come in vogue

By NOELLE PHILLIPS

Show off this fall with the latest trends — ethnic and vintage jewelry.

This year's popular accessories range from the charm bracelet of the '50s, with keys and other trinkets, to the black and gold Coco Chanel look of the '20s, said Amy Wallace, wardrobe consultant at Embry's in Greenwood Mall.

Style is going back to the big jewelry look of the 1960s, Wallace said. Long earrings such as the shoulder sweep style are

being worn this year. In the '70s, jewelry got smaller, but now styles are getting larger, she said.

Hats — a look of the '30s and '40s — are getting popular again, Wallace said. Hats in stores have brims patterned after men's styles in the '30s.

Students go to Ina's Antique Mall for vintage jewelry that has come back into vogue.

Right now, students are buying pins, dangling earrings and charm bracelets, said Ina Walters, owner of the mall.

Items all go in popularity

streaks, she said. "We sell a bunch of an item. Then it won't sell for who knows when."

Many students come to the mall and buy a dress, then buy vintage shoes and purses to go with it, she said. Hats and canes are also big sellers.

If people aren't wearing accessories from the past, they'll be wearing those with an ethnic look, Wallace said.

Gold jewelry with bright jewels — especially red, royal blue and emerald green — has a Byzantine influence, Wallace

said.

Medieval-looking crowns and Maltese crosses are found in pins with jewels and in earrings.

Turkish and Indian accents can be found in scarves, belts and earrings, Wallace said. Polished gold buckles and bright silk scarves highlight outfits. Other jewelry with an ethnic look includes earrings with oriental script etchings.

Styles for this fall's accessories create a showy but soft feminine look, Wallace said.

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Short or long hair, no in-betweens

By PAUL BALDWIN

Long curly hair for women and short hair for both sexes. That's what most hair stylists are seeing this fall.

"A lot of guys are wearing it short this fall," said Creative Cutters stylist, Janine York. Various styles include weight lines, hair shaved above the ears and asymmetrical sides, she said.

MasterCuts stylist Caryn Trout said the skater cut, a bi-

level haircut with shaved sides and back and longer hair on top, is what most men are requesting. "Guys with long, long hair are getting it cut," she said.

Some women are growing their hair long causing loose perms to come back.

However, not everyone prefers this style. "Girls are having their hair cut shorter and straighter," said Trout. "I cut seven inches off a girl last week."

The short-length bob has remained the favorite, and a

shoulder-length or shorter style with a fuller top is popular, Trout said.

Regis Hairstylists manager Debbie Vincent said that although style has changed from last year, no style is extremely popular this fall.

"There's not really any in trend this year," she said.

But people are getting away from drastic color changes, Vincent said, and are opting instead for more natural colors such as blonde and red highlights.

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Craig Boll/Herald

Darren Whitesides, a Henderson senior, crouches by a B-24A airplane in trendy leather shoes.

Students step out in suede shoes

By ASHLEY ELIZABETH MCKNIGHT

What's in style and what's popular with students are usually two entirely different things when it comes to footwear.

"Suede is going to be the thing for the fall" but that does not mean that students will buy it, said Ronald Filer, manager of Kinney Shoes in Greenwood Mall. Filer says that students will probably still buy other

footwear, like traditional tennis shoes, because of their practicality and comfort.

For women, suede flats and pumps will be popular this fall, and men will need outdoor shoes, like suede "bucks" — lace-up loafers — to keep up with trends.

For those practical students, more expensive tennis shoes are starting to hit the streets, said Aaron Dahlstrom, assistant

manager of Foot Locker in Greenwood Mall.

The tennis shoes of the past are no longer popular. "The only thing we have from the past are old Chuck Taylor's," Dahlstrom said.

Foot Lockers most popular sellers are the British Knight basketball shoes, endorsed by M.C. Hafner and the \$125 dollar Nike Air Jordan basketball shoes.

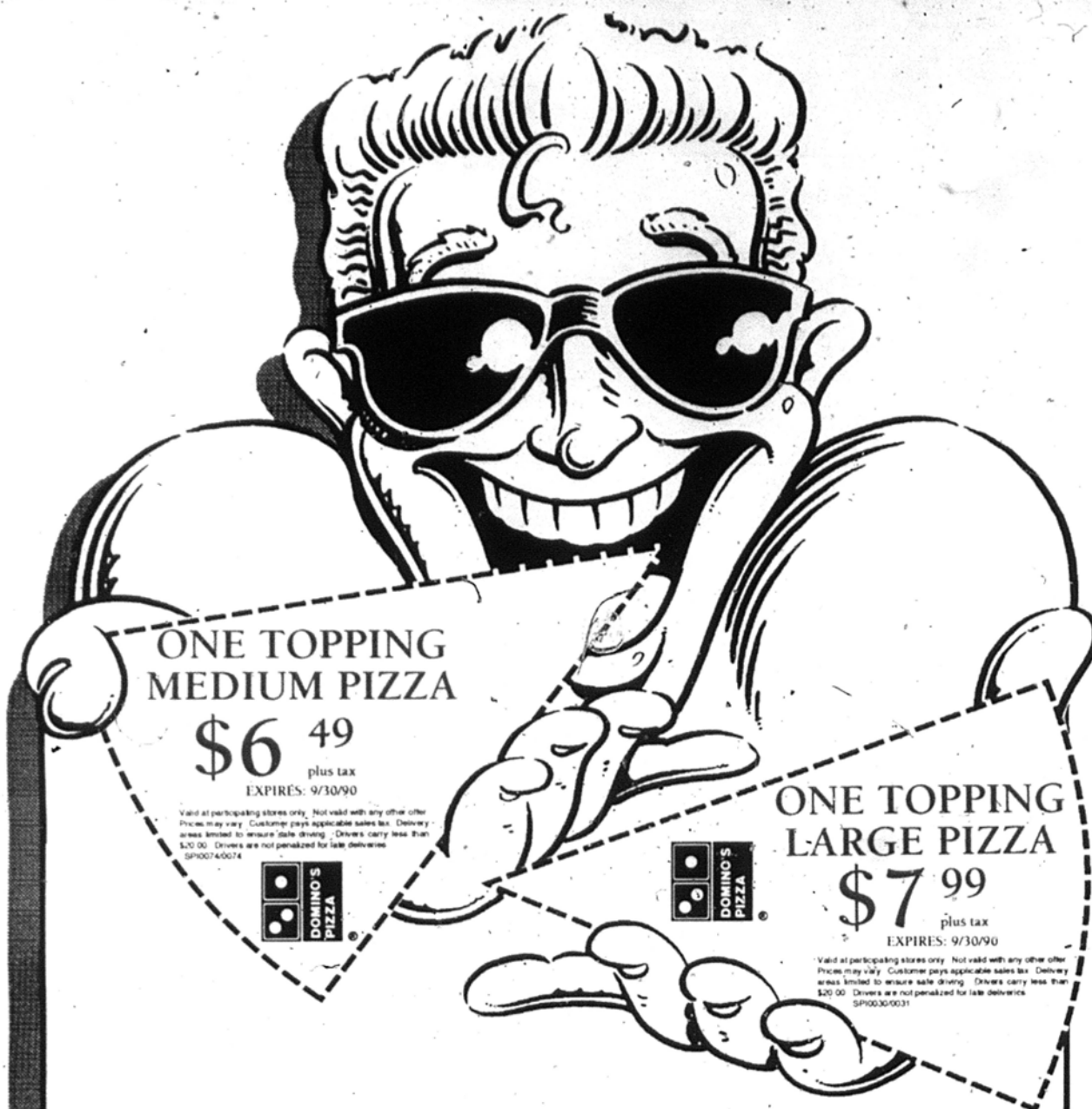
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