

Popularity of men's designer cosmetics rises

By TERESA CURRY

MEN have been splashing on their favorite colognes and after shaves for many years, but it wasn't until recently that they've had a wide selection of designer name brands to choose from.

Yet, cologne and after shave are not the only men's grooming products available. The market is swamped with an assortment of cosmetic products, like soap, shampoo, hair conditioners, deodorant, talc, moisturizers, and even make-up designed especially for men.

Many merchants and sales personnel feel, as does Joni Borchert, a salesperson at Belk Leggett of University Mall, that the increase in designer products is because men have become more fashion-conscious.

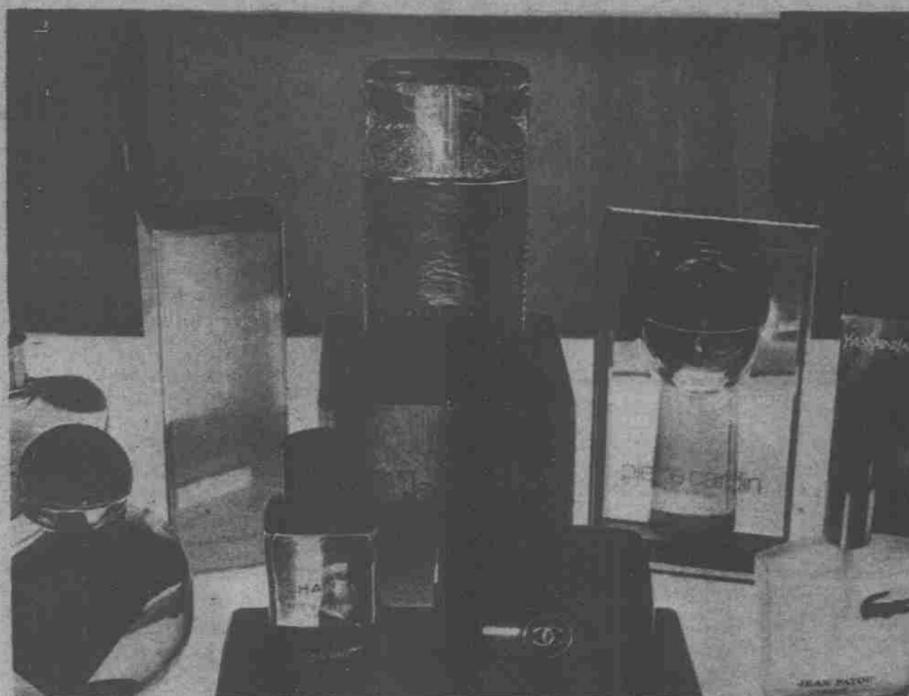
"I think it is great they have opened up the market on designer products for men, because men have skin problems just like women," Borchert says.

Mike Mims, manager of the Hub of Chapel Hill, feels the increase in designer products sales is due in part to their exposure in men's magazines.

The selection of designer products for men seems endless. For example, at University Mall in stores such as Ivey's and Belk Leggett, one can choose from among the following designer name brands: Halston, Devin, Aramis, Pierre Cardin, Chanel for Men, Yves Saint Laurent, Matchabelli, Chaps, Polo, Paco Rabanne, Braggi, Baron, and Guerlain.

Most merchants who market cosmetic-type products for men agree that Aramis, Halston, and Polo are their best-sellers.

There are mixed opinions, however, on who is buying the designer cosmetic products.



Here are just a few samples of men's new designer products

DTH/Jay Hyman

Janet Burnette, a salesperson at Ivey's of University Mall, believes women actually purchase the products more for the men. She feels a woman will choose a fragrance she likes and will give it as a gift, with hopes to later smell it on the man whom she is buying it for.

Borchert feels men are buying more for themselves. "Men are not as turned off to the idea as before due to women's lib."

Sales were thought to be about even by John O'Neill, manager of Nowell's at University Mall. "Men are more aware of how they look and for the most part are

much better groomed today," he says. He estimates that a couple of years ago, 90 percent of the sales were made to women, but today 50 percent of the sales are to men.

Kimi Julian Herifrod, a buyer for Milton's Clothing Cupboard on Franklin Street, agrees with O'Neill.

"We are in a transitional era," she says. "Things are changing right now. Men are getting more chances to pamper themselves. In five years, I think it will all be changed with men buying entirely for themselves."

There is also some question over whether customers buy the products for the name or for the quality.

"In this area I think it is determined by the name, because everyone is on a Polo kick at present," Herifrod says.

"People buy Polo primarily for the name, but if it wasn't good people wouldn't continue to buy it," O'Neill says.

Burnette believes people buy such products with the scent quality in mind. "A lot of people don't even know the product is a designer fashion," she says.

Christmas, Father's Day and graduation are still viewed as peak seasons for the sales of these products. However, many merchants say their sales of designer name brands are steady year-round.

Drug stores, department stores and many men's clothing stores now carry designer cosmetics for men. Varley's Mens Shop, Town and Campus, and Milton's Cupboard are the only men's clothing stores on Franklin Street that do not carry any type of men's cosmetics.

Robert Varley, owner of Varley's Mens Shop, says, "Manufacturers were constantly coming out with new products and fragrances, so it was hard to keep up with inventory. We leave the sales up to drug stores. The same is true for women. They'll come out with a new product just to get you to buy it."

Burnes Ray, assistant manager at Milton's says men's stores usually carry one or two varieties of men's cosmetics. "They are very expensive, and we risk being stuck with them," he says. "It's the same with all accessories, so we choose not to sell men's cosmetic products." **W**

Teresa Curry is a staff writer for The Daily Tar Heel.

Dylan furthers lifestyle change with religious theme on 'Saved'

By JOHN HAMILTON

Bob Dylan

Saved

BOB Dylan's latest album, *Saved*, is perhaps the most powerful of his long career. *Saved*, Dylan's second release since his Christian rebirth, was released this summer, and unlike his first evangelical album, *Slow Train Coming*, *Saved* leaves the listener convinced of Dylan's changed life.

His lyrics are solidly Christian, the Bible put to music. For example, Dylan sings "I'm pressing on to the higher calling of my Lord" a verse from Paul's letter to the Philippians, in the song "Pressing On." Every other song also draws from a scriptural background, a fact which makes *Saved* a particularly attractive album for those interested in contemporary Christian music.

Yet the heathen need not rage. Dylan's joyful noise can be enjoyed by all. *Saved* combines Dylan's unmistakable timbre with well-conceived music quite successfully.

The order of the songs is pleasing. Slow and fast songs are interspersed so that the album, unified by its Christian theme, proceeds smoothly.

There are really no bad songs on the record. The title cut, "Saved," is an impressive, foot-tapping beginning. Following "Saved" are such standouts as "What Can I Do for You?" which features a climatic harmonica solo by Dylan, and "Covenant Woman," a song in which Dylan describes the

powerful bonds between himself, a woman and his God.

Saved is much different from previous Dylan releases. His lyrics no longer display the poetical cynicism which generated such a special following for the singer 15 years ago. His more recent songs do not seem to possess the subtlety found with earlier works, such as the *Blonde on Blonde* album. The lyrics may thus be disappointing to anyone expecting the old Bob Dylan.

Records

The lack of subtlety, however, may be considered a strength for *Saved*, since the album attempts to proclaim a change in his life in a bold, open, confident way.

Although Dylan's music has lost the powerful searching tone characteristic of his earlier work, it

has gained a real sense of conviction. Bob Dylan, the restless seeker of the '60s, seems to have found what he was looking for. **W**

John Hamilton is a staff writer for The Daily Tar Heel.



Bob Dylan

