

In search of a fun, energetic wardrobe? Modern Times caters to women like you



Lisa Heyward, designer for Modern Times, believes clothes should be comfortable

DTH/Tony Deifell

By BETH MILLER
Staff Writer

Tucked in among the specialty shops on West Franklin Street is Modern Times, the clothing outlet where Lisa Heyward spends her time busily designing clothing for the energetic woman of the '80s.

Heyward designs her clothes for the very active and experimental woman. She says the customers to whom she caters are "interested in looking great and doing fun things." Also, while creating her designs, she keeps in mind women who are "confident enough to wear unique clothing."

Heyward showcases her own confidence in her designer image by wearing one of her unique outfits daily. Her reddish-blond hair is cropped short, but her bangs touch below her eyebrows.

Typical selections she makes from her wardrobe include such outfits as a leopard-patterned miniskirt with a wide crew neck russet shirt or a pair of black and white plaid full-cut shorts with a black Spandex shirt. She completes her ensembles with a black Gaucho hat and black suede high-

heeled ankle boots. Heyward is a former dancer, and her body is a proud and graceful display for her designs.

Heyward says her interest in art originated in her childhood. She was taught mostly by her artistic family, and she became a design assistant in the late '60s while she was modeling for a New York designer at a Bill Blass division. In 1972, Heyward began producing her own line of clothing. She started out by selling her clothes to retail stores, and four years ago, she opened her own shop. Modern Times is now the outlet for her creations.

Heyward says her clothing lends itself well to the busy working woman. Stopping only to change accessories, her working customer can wear one outfit both morning and evening.

Comfort, versatility and the use of natural fibers play a large part in Heyward's design methods. She says her unique and versatile clothing is meant to fill her customers' need for comfort in their fast-paced lives. Now Heyward has begun using Spandex,

a stretchy material, because it moves with the body and looks great all day. Spandex clothing does not restrict the busy woman's body, she says.

Heyward's use of wide Lycra waistbands on many of her clothes distinguishes them from other modern fashions. She affixes these waistbands, which can be folded up or down, on pants and on straight and full skirts. Clothes made with these waistbands are versatile and easy to slip into, she says.

As a designer, Heyward, of course, has her own opinions about today's trends. "I am excited by a lot of what I see, but I'm not wild about things that are tight from head to toe, those things which look hard to wear." She believes that clothing that fits tightly in one place should be loose elsewhere.

Loose translates into comfortable — a must for always on-the-go customers in this college town.

Although most of her customers are under forty, Heyward claims her designs are ageless. So how would she describe her clothes in one word? "It's funwear."

Bash

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although the home football game with the University of Miami on Saturday afternoon could have some effect on the intensity of the night's activities. Despite the fact that the ECU Pirates have not had spectacular football seasons in recent years, football games are extremely important events in Greenville — like basketball games in Chapel Hill, except on a smaller scale. Nichols said things might get a little wilder if ECU won the game, but, he added, "That doesn't seem too likely."

Nichols credits the smoothness of Halloween downtown to the city policy of blocking off an area for celebrating. "It is our policy to allow students to take over the streets and let 'em party," he said.

Not too many years ago, the city did not exhibit such a tolerant attitude toward the Halloween revelry. In 1974 and '75, downtown

sophomore Karen Redd said she saw no incidents occur during the celebration last year, but that the magnitude of the crowd on the street was overwhelming. "It was wall-to-wall people," she said. "If you moved, the crowd had to move."

Partiers were dressed "in 1,000 different ways," and for the most part, people were well-behaved and friendly, she said. "I had heard things would get out of control," she said. "I was surprised at how laid-back everything was."

Slocumb, too, said the crowd was large but peaceful when he was on 5th Street for Halloween 1985. He likened the scene to "the biggest frat party you've ever seen." He called the social gathering pleasant, although it took a long time even to cross a street in the blocked-off section.

Although campus police expect some rise in activity on the ECU

"It is our policy to allow students to take over the streets and let 'em party."

— Randy Nichols

Greenville was the site of heated confrontations between partiers and police. Authorities made numerous arrests and resorted to using tear gas. The city even closed down the downtown section on Halloween several years in the late '70s.

The source of conflict was the city's policy concerning traffic. "If the sidewalks are full of people and spilling over just a little, it is no problem," Nichols said. "On 5th Street, though, the sidewalks are not big enough to hold everyone. The city fathers told us to keep the streets open to traffic, and that was where the trouble started."

A longtime Greenville resident who asked not to be identified recalled the situation in 1975, when things did get out of hand downtown. "Everyone I knew went downtown that night," she said. She did not arrive until about 12:30, after the first tear-gassing.

Everything was extremely quiet at first, she said, because the crowd had completely cleared away. Then people started coming back, and the police once again tried to keep traffic flowing.

"It looked like a war zone," she said. "I thought they were shooting people."

Although she did not go to any bars that night, she heard about problems with tear gas drifting in through ventilation systems. "They said the gas was bad in The Attic (a downtown bar)," she said. "There was a mass panic to get out."

The last couple of Halloweens have been much more peaceful. UNC

campus, they foresee no special problems, according to campus police chief Johnny Rose. Most of the Halloween celebration will be downtown, out of campus security's jurisdiction. Rose said security officers will patrol as usual.

Rose said campus security had no notable problems on Halloween last year, with the exception of alcohol violations.

Rose said he does expect more people than usual to be on campus due to the football game.

Scott Thomas, ECU's student body president, called the annual celebration "something that has been building and building over years." Efforts in past years to divert some students from 5th Street to on-campus Halloween events were not successful, he said. "We realize there is no way for us to lessen or control the celebration," he said, and added that he expects students from across the state and even outside the state to show up.

While students cannot control what goes on Saturday night, they can take responsibility for what goes on Sunday morning. For the first time, the Interfraternity Council has volunteered to assist city workers in cleaning up 5th Street after 3 a.m. Sunday. Thomas said he hopes this project will have a positive effect on relations between students and the city.

"The cleanup effort says a lot for our students," said Thomas. "It shows that they are responsible, that they are willing to put forth an effort."

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