

ECSU's Fashions Are 'Hot'



College students are "going crazy over acid washed (pre-faded) jeans" this fall, and Shawna Everett is in fashion in her matching acid washed jeans, jacket, and top.



Debbie Runnells has found the answer to the hot days of fall. Wearing a cool mini skirt is very "hot" in fall fashions.

Photos by Robin Sawyer

Campus fashions 'changing radically'

The 60s return: faded jeans in

By Mike O'Keeffe (CPS)

Campus fashions are changing radically this fall, but no one is sure if it means students are becoming as radical as their clothes.

"I don't know if it's a political statement," said Valerie Cartier of Minneapolis' Haute Stuff boutique, a shop popular among University of Minnesota students. "But it is a statement."

"It's the return of the '60s," asserted Larry Schatzman of the Unique Clothing Warehouse, a Greenwich Village store frequented by New York University students.

Whatever it is, America's college students are mellowing out their wardrobes this fall: tie-dyes, jeans and mini skirts are in, and the pressed, preppy look is out, various fashion observers agree.

"Even sorority girls aren't wearing very preppy clothes this fall," Cartier reported.

"Students are dressing the way they're living," Cartier said. "They're not sitting at home and planning their outfits for an hour."

"When I was a freshman I really didn't fit in," recalled Tim Lum, a Boston College senior. "The campus was really into the preppy stuff, and I really felt out

At NYU, students are "going crazy over acid-washed (pre-faded) jeans. And tie-dye has come back in a very big way. Leather jackets and pants are also popular, especially if they have a distressed look."

Another old style is returning. "Mini skirts are very big right now," explained Nancy Cooley of

Also big among college students are silk skirts and shirts, '40s pleated pants and slinky dresses.

"Women," Cartier added, "are wearing big hoop earrings, thick belts and chunky jewelry. Anyone who hung onto that stuff now has a real treasure."

Owners of stores on or near campuses say things like Army surplus pants, Guatemalan wrist bands, oversized sweaters and jackets are selling quickly, while rich, traditional colors like plum and forest green are in.

Out are torn-neck T-shirts, turquoise and silver jewelry, stirrup pants, designer jeans, polyesters and big tune boxes.

Schatzman counsels that, although '80s students are interested in '60s fashion, they may not be interested in "serious" issues.

His store stocks dozens of goofy toys ranging from water pistols to plastic dinosaurs to paddle balls. "We sell an awful lot of yo-yos," Schatzman said. "It's fun. It's an 80s mentality."

The mentality also apparently includes an eye for a bargain, or, as University of Colorado student government leader Perry Dino calls it, "value shoppin'."

Dino foresees trendy "vintage clothing" shops for Salvation Army outlets, Goodwill stores and Disabled American Veterans shops. "I'm talking' values here," Dino cracked.

"People who spend huge coin on designer names think they're lookin' real sweet, but it's really sad. If you buy a Polo shirt for \$30, that's huge coin spent on symbolism. Now, if you spend that much, you better have five or six items to show for it."

Dino believes the change in fashion reflects a change in student attitudes. Like their '60s counterparts, late '80s students are interested in political and social activism.

"I think a lot of people are ready to sign the Port Huron statement again," Dino said, referring to the manifesto that began Students for a Democratic Society, one of the most important sixties leftist groups.

He reasoned there are similari-

ties between the Vietnam War and the Reagan administration's Central American policies, and that students are more interested in environmental movements, civil rights and other issues.

But musical tastes also influence fashion trends, said Judy Fleisher, the manager of Oona's, a used clothing store near the Yale campus in New Haven, Conn.

U2 lead singer Bono's leather fringe jacket spurred sales of similar jackets, while the Grate-

ful Dead's latest tour sparked interest in tie-dyes, faded jeans and other hippie regalia.

But Boston College's Lum figures the whole thing is just a trend that will pass in the near future. "It's a reaction against the preppy thing."

"Right now it's trendy not to be concerned with clothes. At BC, ripped jeans are really big. People are even ripping their jeans on purpose. These are the same girls who two years ago were wearing the plaid skirts."

"America's college students are mellowing out their wardrobes this fall: tie-dyes, jeans and mini skirts are in, and the pressed, preppy look is out, various fashion observers agree."

of place. I feel a lot more comfortable now. I could never wear those preppy things."

the Ritz, just off the University of Colorado campus. "Short skirts are hot."



Shawna Singletary (left), Carol Brown (center), and Felicite Williams (right) have the fashion look for fall at ECSU. Denim skirts and jackets and short skirts are "very big right now."

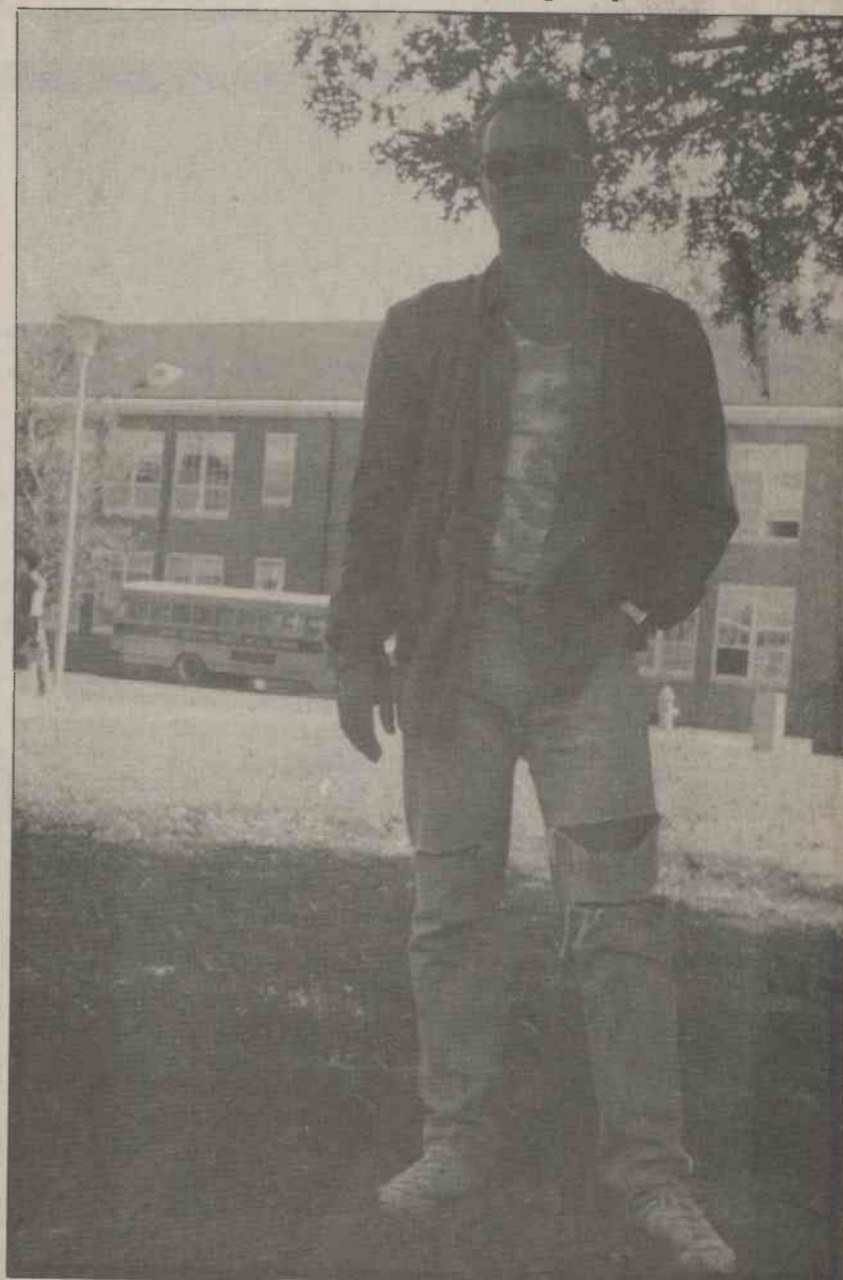


Photo by Robin Sawyer

Steve Smith makes his fashion statement for fall in ripped jeans, tie-dyed shirt and leather jacket. "What, me trendy?" Smith said.