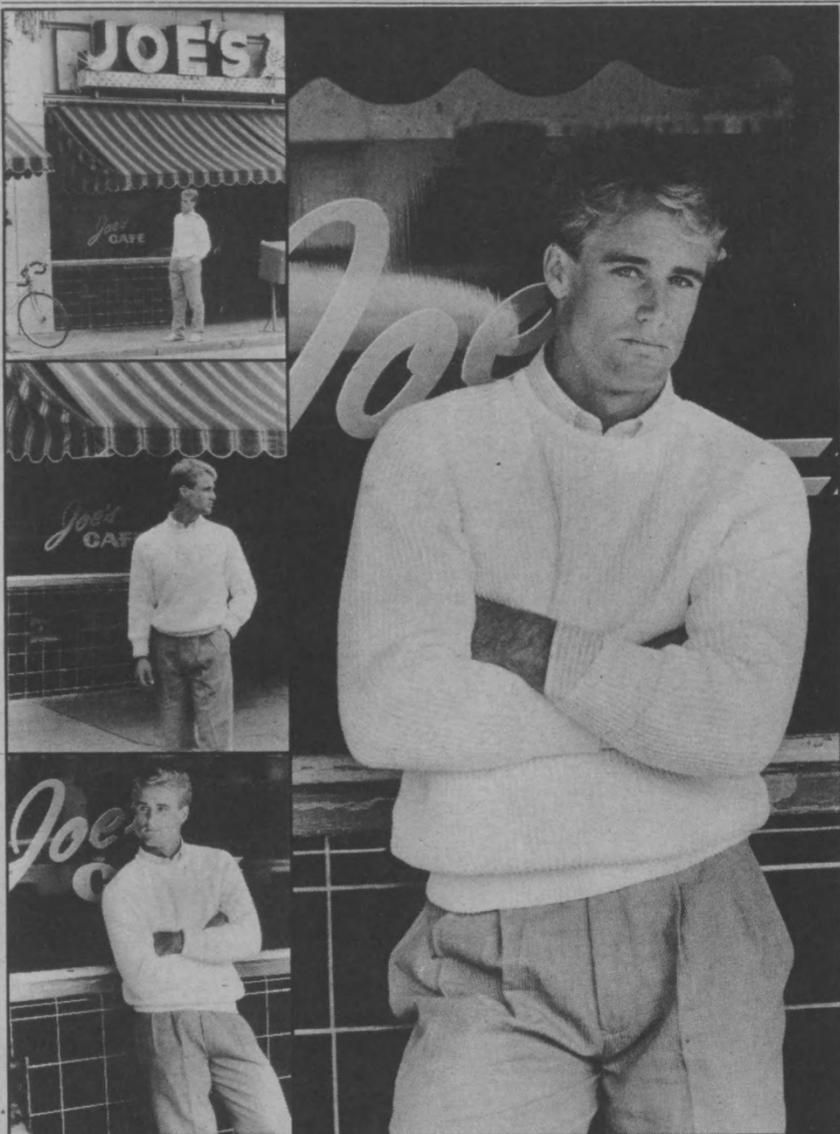


**F
A
S
H
I
O
N**

**bold!
daring!
new!**

An Advertising Supplement
To The Daily Nexus
February 29, 1984



Fine, Contemporary Clothing

LEVERAGE
m e n s w e a r

1324 State Street • 963-8942

FASHION '84

CONTENTS

sporty! 3-A
 bold! 5-A
 UCSB style! 7-A
 What Men Like To See Women Wear 8-A
 What Women Like To See Men Wear 9-A
 hair! 12-A
 spring fashion! 13-A
 Fashion Reflects Changing Society 14-A
 mod! 15-A
 dress for success. 16-A
 casual! 17-A
 fashion history! 18-A

STAFF BOX
Debby Churchill
 Editor of Special Editions

Scott Sedilk
 Assistant Editor

Office Staff
 Nancy Berglund
 Jim Hodgkins
 Patty Hourigan
 Laura Kelley
 Kim Makature
 Stacie Manning

Writers
 Lisa Bellomo
 Debby Caplan
 Barry Clarkson
 Bill Diepenbrock
 Heidi Frehner
 Melissa Jue
 Ardie King
 Jody Margolin
 Anne Wexler

Account Executives
 Abbie Argow
 Karen Argow
 Lisa Aronson
 Jon Crane
 Elizabeth Frankel
 Jon Hirsch
 Tina Kistler

Production
 Bruce Bousman
 Mary Doyle
 Ann House
 January Jackson
 Marshall Lacombe
 Catie Lott
 Barb MacLean
 Marni McEntee
 Jane Musser
 Stephanie Solorzano
 Roy Sundstrom

Communications Director
 Joe Kovach

Photographer
 Scott Sedilk

Asst. Ad Manager
 Ivan Hesson

Advertising/Business Manager
 Jeff Spector

Classified Ad Manager
 Kathy Cruz



SCOTT SEDILK/NEXUS

Cover model for Fashion '84: Nini Yavetz



haircuts and perms
complete hair/skin care needs

NEXUS
 NATURE AND EARTH UNITED WITH SCIENCE

GOLETA
 5730 Hollister (Next to Wendy's) 956 Emb. del Norte
 964-0723

ISLA VISTA
 685-1209

sporty!

By MELISSA JUE

With winter coming to an end, soon most people will catch "spring fever" and begin engaging in outdoor activities and sports. Spring, a season characterized by new beginnings, is a perfect time to begin a sport that you have never tried before. Learning how to do a particular sport takes time and patience. You can't expect to become an instant expert. However, how you look while you do the sport will influence your performance, for the simple reason that if you look like a pro, you'll feel like a pro, which will affect how you play.

Aerobics is an activity that has grown increasingly popular in the past few years. Although typically an indoor activity, simply move the music outside, and you've got an outdoor sport. For both men and women, outfits that allow freedom of movement are suitable, such as T-shirts and shorts or exercise warm-ups. However, for women, leotards and tights are recommended. Leotards come in many attractive and practical colors and styles. They come in short sleeves, long sleeves, sleeveless, capped sleeves, camisoles and turtlenecks. Avoid those leotards with zippered fronts and backs, as they may be uncomfortable for floor movements. New fabrics, such as Milliskin, are nice for a slick, shiny, clingy look.

Tights can match or contrast your leotards, depending on your preference. Stirrup-tights last longer than those with feet, and they permit more freedom since they don't slip on the floor. Mesh tights are not recommended because they may dig into your legs and feet. Shoes are optional, but if you choose to wear them, tennis shoes or ballet slippers are the most effective. Jazz pants may be worn also, and they serve as a warming cover for leg muscles.

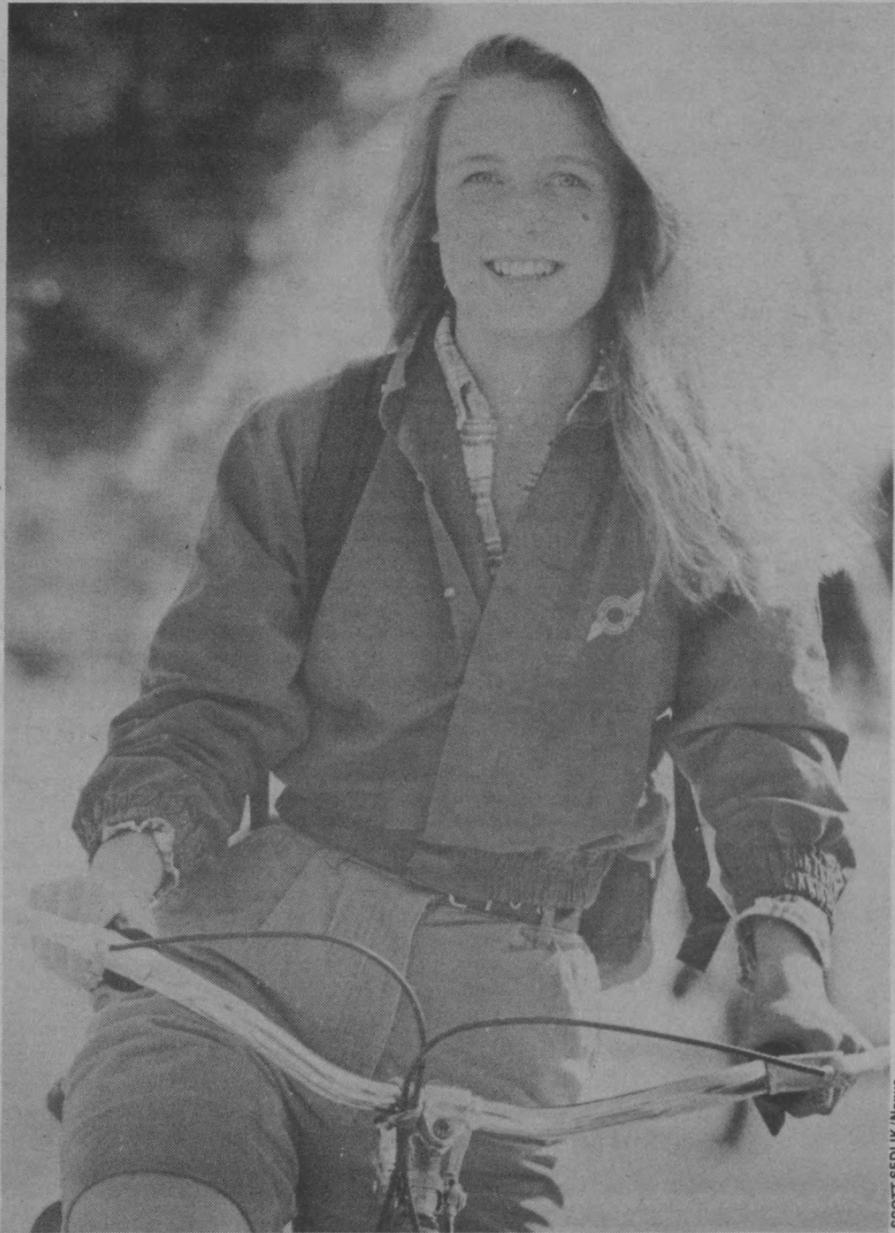
Swimming, whether in the ocean or pool, is a very popular spring sport. Swimsuits come in many colors and styles, however, there are important features to look for in swimsuits in insure fast, comfortable swimming. For women, one-piece suits are the most comfortable and the most effective for speed. Straps should rest high on the

shoulders and cross low in the back for unrestricted movement of shoulder blades. High cut legs offer free movement and high neck design prevents scooping which causes drag.

Before you swim, take a short five-mile run and make sure you wear the right clothes. For men and women, nylon shorts are preferred. A light T-shirt that allows your body to breathe is an essential too. As for shoes, there are many different shoes for many different runners, and it is up to you to find what is best for your feet. There are light shoes for short distances, and heavy shoes for long distances.

Tennis anyone? Don't worry, if your backhand doesn't work most of the time or your lobs go over the fence and into the parking lot. If you dress the part, you are the part. Most players choose clothes that permit freedom of movement as you run, twist, leap, reach and turn all over the court. Some of the more conservative clubs still insist on a whites-must-be-worn policy. For women, a tennis dress or a skirt and T-shirt are appropriate. Colors tend to be somewhat subdued — pastels or white with color trimming. For men, a polo shirt or a T-shirt, white shorts and sweat socks are standard in most clubs. A medium-weight sweater or jacket comes in handy after the match to keep yourself from cooling off too quickly and stiffening up. For maximum comfort and safety, tennis shoes of the low-cut oxford style, with canvas tops and rubber or crepe soles. Tennis shoes are usually white in color. The soles are smooth, without the rough notches of running shoes. Sweat bands for the wrists are an accessory that is optional.

About 50 years ago, knickers were considered the style for golf, but today, any sports clothes — light weight pants or skirts with a comfortable shirt for women, and light weight pants, sport shirts or T-shirts, and sweaters are acceptable. Shoes with short cleats or spikes on the heel and sole are important parts of your golfing equipment. They provide the necessary surer footing, and permit you a more solid foundation from which to hit the ball. Without them, you could slip



Linda Anderson rides through campus in sporty style.

SCOTT SEDLIK/NEXUS

Fitness is always a strong motivator of Spring fashions. This year comfortable fitting and vivid casual styles define sports wear.

and slide while making your shots.

Whatever sport or sports you decide to try this spring, make sure you play in style with the right looks, and you will find the confidence you need to get the right start.

MID-WINTER

SKI SALE

UP TO 50% OFF

ON MOST SKI EQUIPMENT & APPAREL

- POLES
- SKIS • BOOTS
- BINDINGS • GLOVES
- STRETCH PANTS • BIBS

Sales limited to stock on hand
All sales final

SALE NOW IN PROGRESS

731 State St. at De La Guerra
962-0049
Open 9 am to 9 pm

MOUNTAIN AIR SPORTS

"HELPING YOU MEET THE CHALLENGE"

BY MOVING PARTS

One of the Largest Selections of Dancewear/Aerobic Wear in — Goleta & Santa Barbara —

SPRING COLORS

- Grape •Turquoise
- Candy Pink •Grey
- Apricot •Black

\$18-\$27.50

10% STUDENT DISCOUNT

WITH REG CARD

FREE BELT

with purchase of any leotard

Visa • Master Charge
American Express

HOURS

Mon-Thur 9:30-5:30
Fri 9:30-8:00
Sat 9:30-5:30

SHOES

DANCEWEAR

189-A N. Fairview
Goleta, CA 93117
(805) 964-2314



Leslie Johnson shows off African European style.

SCOTT SEDLIK/Nexus

ipinema

Shoes & Fine Leather Goods



COME IN
and let us
show you
Our Exclusive
Selection of
Ladies
Hand Made
SHOES
BOOTS
PURSES

From Brazil, Italy & Spain
all at reasonable prices

Monday thru Saturday 10-6, 714 State St., 966-7446

bold!

Be unafraid to make a statement! Today anything goes in fashion. Fashion is bold and adventurous. Choices range from classic vintage attire to trendy innovations. Express yourself!



SCOTT SEDLIK/Nexus



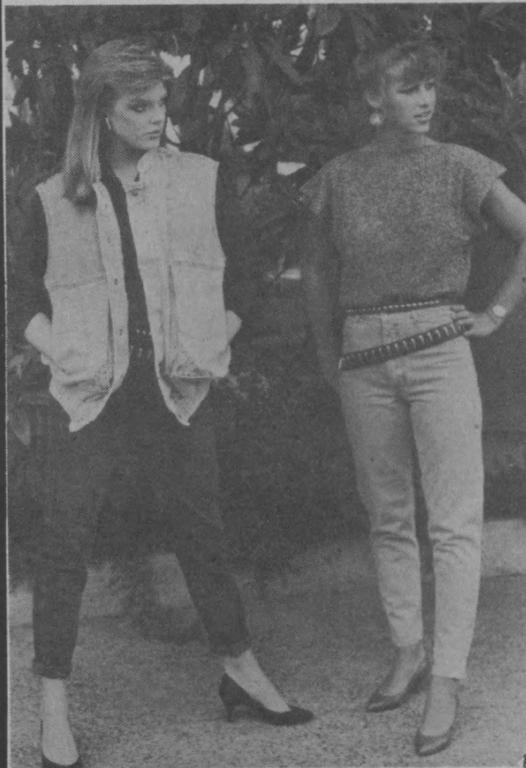
SCOTT SEDLIK/Nexus

Bold model Carrie Weiner expresses herself.

THE LINEN TREE

965-2871

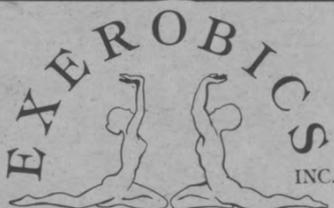
Downstairs in Piccadilly Square



COMPARE
OUR
PRICES!

- guess vest \$69.99
- black guess shirt \$39.99
- black guess jeans \$47.99
- light blue guess jeans \$47.99
- french connection sweater . \$27.99
- double belt \$11.99

Casual wear, dresses, jackets
rabbit furs and more!



For a Better Body
This Winter...
EXEROBICS!



EXEROBICS CLASS SCHEDULE

Beginning Level	
9:30-10:30 am	Tues-Thurs
7:00-8:00 pm	Mon-Wed
Intermediate Level	
9:00-10:15 am	Mon-Wed-Fri
10:30-11:45 am	Sat
5:30-6:45 am	Mon thru Fri
4:00-5:15 pm	Mon-Wed-Fri
9:30-10:45	Sun
Advanced Level: "The Sweat Set"	
3:30-5:15 pm	Tues-Thurs
8:30-10:15 am	Sat
Noontime Class	
12:10-12:50 pm	Mon-Wed-Fri

Phone 683-2022

147 N. Fairview

Fairview Center

JORDACHE®



Velcro Boat Shoe

The latest style in boat shoes from Jordache—all leather uppers, non-slip sole, unique velcro fastener. Available in red—white—pink or grey.

\$24.⁹⁹

Elsewhere \$42.00
(Thru Saturday only)

ANDREW'S FAMOUS BRAND'S SHOES

1105 State Street (Formerly Andera's)

Open Daily 10:00 AM to 6 PM, Closed Sunday • 963-3171

UCSB style!

By DEBBY CAPLAN

Relax! You go to school at U.C. Santa Barbara and you can wear anything you want. Sweats, shorts, jeans, preppy, the latest trends; it is all here on campus.

People tended to view Santa Barbara as very casual. One parent of a UCSB student commented that the atmosphere is "relaxed and casual, California surfer, without the big emphasis on brand labels that would be seen at USC."

However, many students feel that fashion attitudes are changing. One fraternity member said people are becoming more fashion conscious and a bigger percentage of students are becoming increasingly aware of their appearance. Also, he added that it is no longer looked down on to be a sharp dresser, like he thought it was a couple of years ago.

Santa Barbara is one of the wealthier U.C. campuses, and therefore students can often dress how they want to. The latest trend, according to one stylish dresser is what she calls, "Basic Dressing." Really loose clothes characterize this dressing. The look includes layered socks, boots, tights, and "tons of jewelry on the wrists." Especially fashionable, she added, are old looking and washed out clothes. Also, the Flash Dance look of ripped collars is still popular. As for the Japanese style, that is already on the way out.

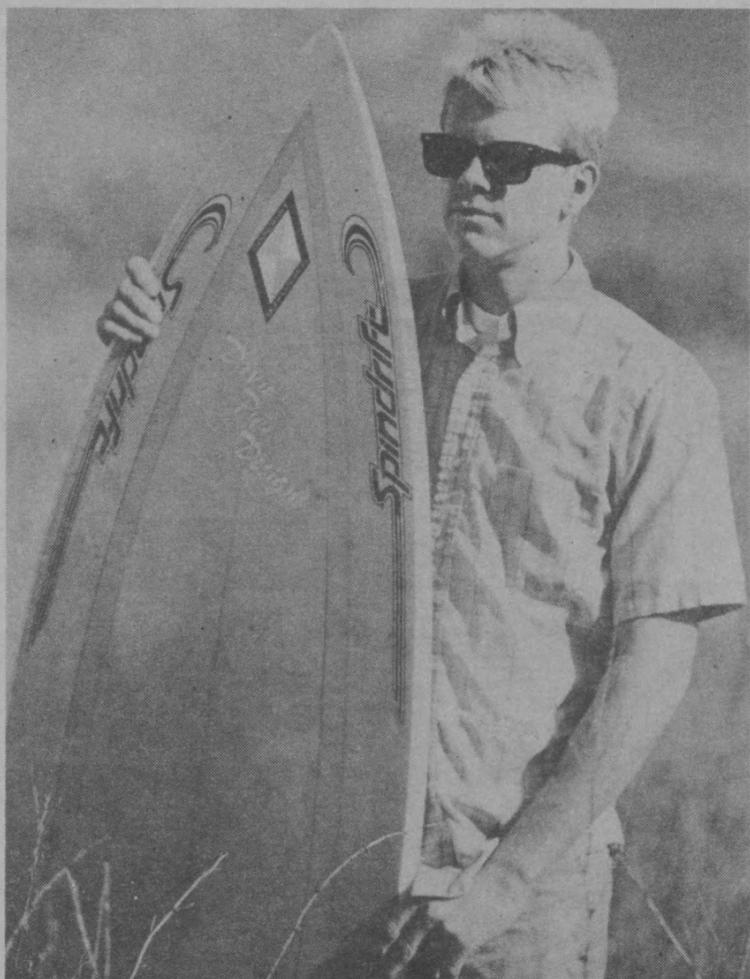
My informant told me that makeup is changing too. In fact, it is being used in new ways that defy the norm. Eyes are much more dramatic, with shadow being applied up and down instead of the conventional sideways. Also, cheek color is now minimal, she said. Favorite shopping spots of hers are MGA in Westwood, and Malrose Avenue in Hollywood. But, when asked if most other people dress in these new trends she said, "No mostly they dress in sweats, jeans and surfer style. Lots of people just wear basic clothes, because for many people, it is still too expensive to dress really nice."

Hair styles have also changed. Short blunt styles are in for women, especially featuring asymmetrical cuts. Also, men are wearing their hair very short.

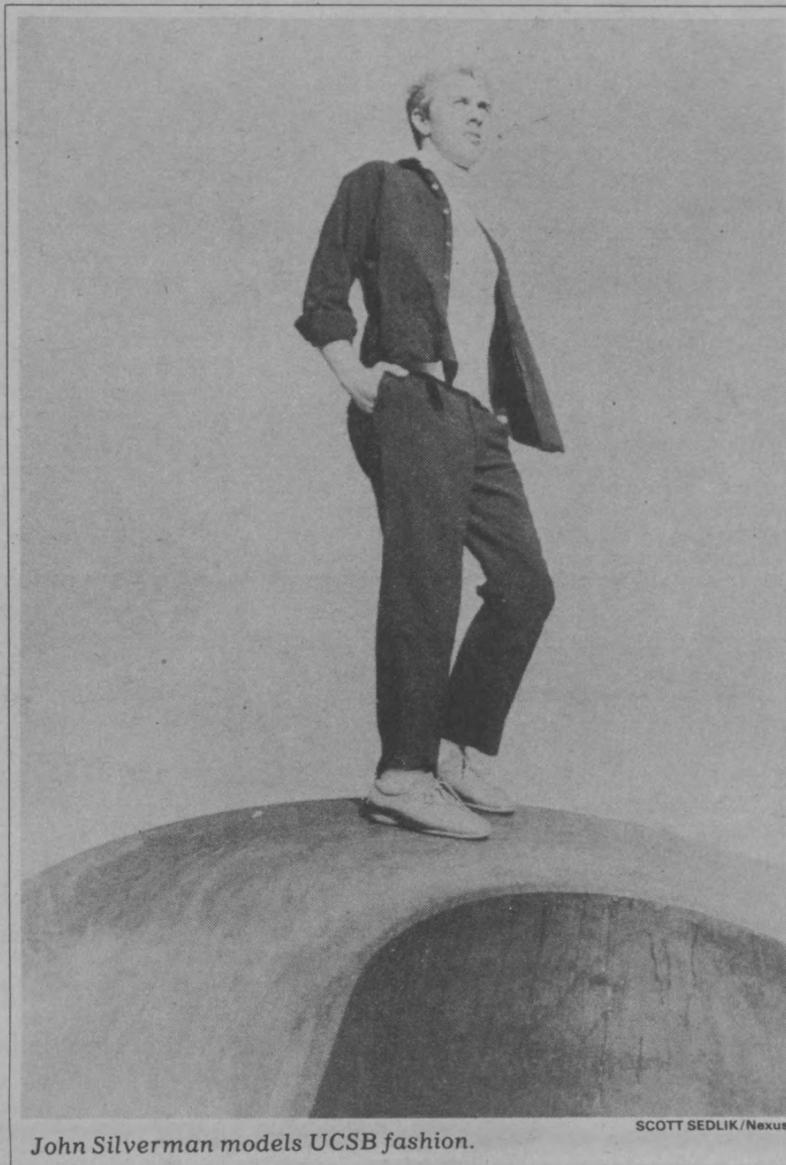
The preppy look is still popular, for men and women including the characteristic button down shirts and also plaid bermuda shorts. While women are wearing their jeans in varied lengths, the new style for men is baggy pants that fit tight at the ankles.

Sweats are always popular, especially for studying. Conversely, dresses are appearing more frequently, as well as shorts in all colors and styles. Used clothing is also fashionable and there are many thrift shops in the area quite frequented by college students.

So, don't let the styles sway you, because UCSB accepts everyone from the most casual dresser to the extremely exotic. Put on your bulky sweater, peddle pushers, or a miniskirt. This campus is the place to dress however you see "fit."



Surfin' UCSB Style: Mike Hall



John Silverman models UCSB fashion.

SCOTT SEDLIK/Nexus

SCOTT SEDLIK/Nexus

Want a great perm?
\$44.50 with this ad
 Want a great hair cut?
\$5.00 Off with ad

Discount Price is \$13 for Women or \$11 for Men
 New Clients Only

Todd's
 Hair Styling for Santa Barbara

966-1232
 819 Garden S.B.

YELLOWSTONE CLOTHING

YOU CAN BE A COOL CAT TOO

SWING ON IN and LOOK YOUR BEST FOR LESS!

619 State St. Santa Barbara
 6551 Trigo Rd. Isla Vista
 also in Mission Beach

What Men Like To See Women Wear!



Laurin Costine models a European look.



Cindy Newberry brings the "Marilyn Monroe" look to Santa Barbara.

By **BILL DIEPENBROCK**
Nexus Fashion Consultant

What is fashion?

To different people it is different things; it can be the way a person carries him or herself, but more often it is a description of how one dresses. Most importantly, fashion is like a girl before her first big date or party: always changing, searching for new combinations and looks, and going in new directions to fit new styles.

Everybody has a particular fashion, but it is most apparent on women. The way a woman dresses and the style she chooses is more distinctive than a man's.

But, sexist though it may seem, every man has his own tastes and desires in what women wear. To prove this, I took the question to the people, or more specifically, the guys hanging out near the UCen last Sunday. It was obviously the perfect microcosmical choice. I asked these guys what fashions or styles they liked women to wear. What I got was a little frightening, a little sexist, but extremely educating.

Certain characteristics were prevalent among those interviewed. None of them had the faintest clue what styles were, although all had their own special likes.

Their answers were diverse and colorful examples of male desires. And that's what was so frightening. I've done my best to tone down some of the responses and removed those too risqué to put into print.

To begin with a broad reassurance, most guys promised that "a cute girl can wear anything she wants," preferred styles tending towards "the more revealing, the more appealing."

Shorts, miniskirts, and tight-fitting (but not overly tight) designer jeans are the legwear favorites. A wide range of styles are acceptable for tops. Cotton blouses, "flashdancy" sweatshirts, button down polos and Izods, and angora and cashmere sweaters round out the list.

Dresses were preferred over pants, usually in tasteful, sophisticated styles. Skirts, not just the mini, were said to be exciting, especially short jean skirts.

Of course some tastes were a little stranger than others, such as the guy who said, "A girl wearing a long black dress, pumps and fishnet stockings with seams, could make me her slave." And then there was the guy who said, "anything, as long as it's short, tight and leather."

One man pleaded, "give me a girl in a low-cut white summer dress and a sunny day, and that would be it." I thought it best not to ask what "it" implied. Several guys felt the current sweats craze was a bit overdone. "I hate sweats. They absolutely disgust me. Oh why can't girls just wear *normal clothes*," an anguished man painfully cried out.

Overall, the clothes preferred were normal, slightly preppy. Despite the last couple of odd desires, most of the guys were only slightly sexist in their desires, about as much as is needed to properly answer this question. All names have been held on request.

Pure Gold
718 State
962 4613
VINTAGE clothing

SPRING IS NOW!

MON-SAT. 10-6 SUNDAYS 12-5
1920's - 1960's CLOTHING & ACCESSORIES

HATS

Hats & Accessories for men & women

THE HAT RACK
Victoria Court
1231 State Street Suite 22 965-3777

What Women Like To See Men Wear!

By JODY MARGOLIA
and
ARDIE KING

"Personally, when I see a guy in Movin' On jeans, a terry cloth shirt, and an ACDC belt buckle, I just can't keep my hands off him."

"Well, all of the guys on my floor look hot when they go down to dinner in their designer jeans and earth shoes."

"... Like last Thursday night, I was dancing with this guy and it was a real turn on ... his gold chains and silver medallion kept glittering in the strobe light."

"I still remember how stoked I was at the Junior Prom when Billy came to pick me up in his powder blue tux with the dark blue velvet trim. Since that night, no guy has even come close."

After speaking with these four women from the University of Omaha, we decided to turn to the women of UCSB and ask them:

"What do you like to see a man wear?"

Oddly enough, the overall responses of the UCSB women we polled differed greatly from those of our Omaha sample. Although the majority of women in both our Omaha and UCSB sample ranked Levi's as the number one pant for men, 501's beat out Movin' On's as the number one preference at UCSB. One UCSB sophomore summed it all up when she said "... I doesn't matter what's on top ... just as long as his 501's are a little faded, not too tight ... and bigger than mine." Idealistically, we'd all like to see the men of UCSB wearing only their Levi 501's but ... it gets

cold outside (and back packs leave strap marks).

Although there was more inconsistency in the responses as to what looks best above the belt, button-down oxfords were repeatedly mentioned as the preferred style of shirt for evening wear, day wear and leisure wear. Whether it be with a navy blue blazer and khaki pants, 501's or plaid bermudas, no man can go wrong with a button-down.

Even though a button-down can prevent back pack strap marks, it isn't enough for most men on a cold, rainy day. One UCSB graduate student put it this way: "When it is cold out, seeing a guy in a thick, Irish knit sweater is enough to keep me warm ..." Another UCSB woman was not as picky as to the heritage of the sweater. "It doesn't matter if it's Irish knit or not ... just as long as it's wool or cotton... I don't do acrylic."

For men's outerwear, a large percentage of women preferred jean jackets, hooded sweatshirts, trench coats and Patagonia jackets.

After the long, cold month of winter in Santa Barbara, it's time to unpack your summer wear for the remaining 11 months of the year. One incoming freshman from a small midwestern town disclosed to us her newly acquired hobby.

"Every day I go the cliffs with my binoculars to watch the guys surf. A guy in a wetsuit does something to me."

For those UCSB men who aren't water enthusiasts, do not despair. You're still looking good in your rugby shorts, bermudas, khakis and madras shirts. Also, these shorts look great with any type of shoe from loafers to topsiders to K-Swiss tennis shoes to thongs.

For a swinging night out on State Street or even for that dance at DLG, most UCSB women would love to see you in a black tux and tails. But, if a tux seems inappropriate for the occasion, a grey flannel suit would do just fine. One UCSB senior said, "I've been dating Steven for a year and every time we've gone out he's worn a tie ... I just love a man in a tie."

So, even if you do not own a tux or grey flannel suit, invest in a tie. "... just as long as it is not too wide."

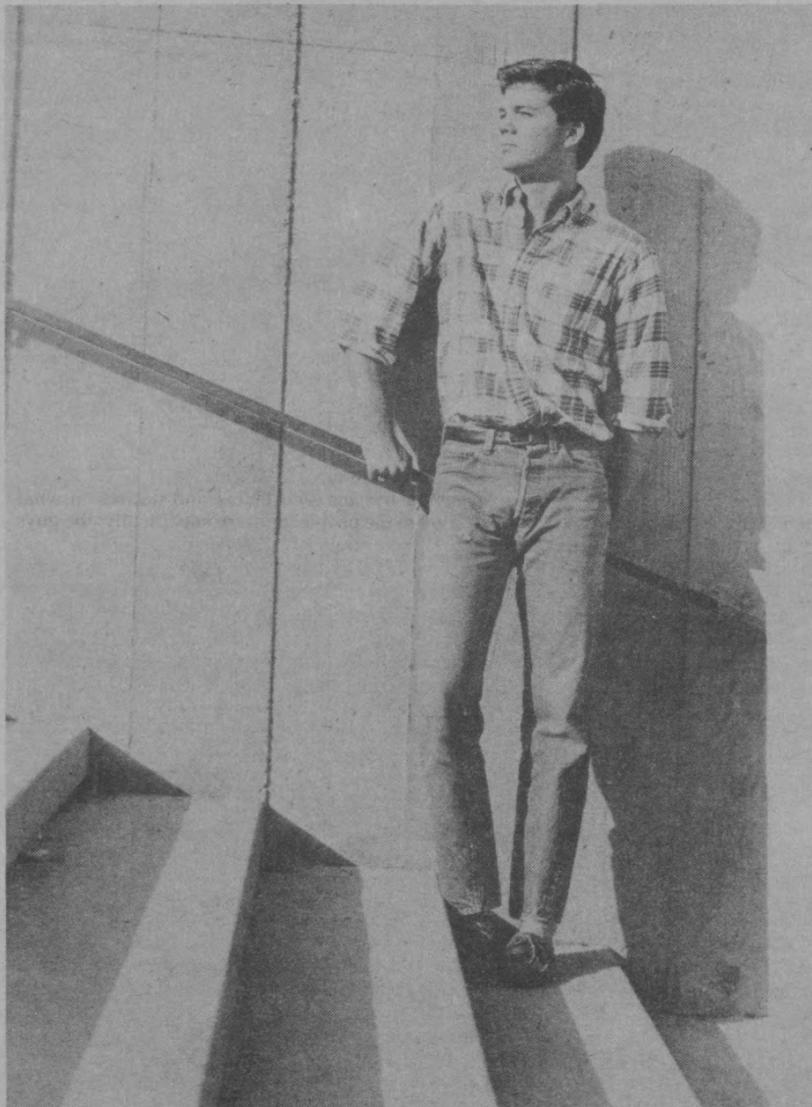
Although their responses may have differed, the women of Santa Barbara and Omaha came to an overall consensus in response to our initial question:

"What do you like to see a man wear?"

"... why does he have to wear anything?"

"... as little as possible."

In conclusion, it would be easy for every man on the UCSB campus to please not only the women in Santa Barbara but in Omaha as well. Just come to school tomorrow wearing "as little as possible." But, even though you'd be pleasing women everywhere, getting dates and saving money where would you put your wallet?



Ray Borst models what women like to see most.

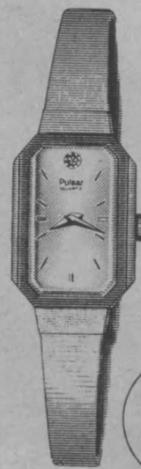
SCOTT SEDLIK/Nexus



SCOTT SEDLIK/Nexus

Pulsar Quartz

Timely Fashion



TU042
\$160



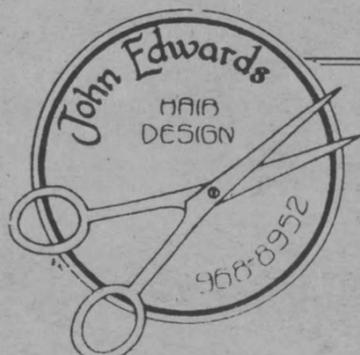
KCB36S
\$100

The Pulsar Quartz
Diamond Collection.
Today's technology with the
classic beauty of a diamond.

Now Pulsar Quartz dresses up near-perfect quartz accuracy with the enduring charm of a genuine diamond, for men and women. Yet all this accuracy, dependability and beauty is yours at a price that is extraordinary.

Pulsar Quartz.
Always a beat beyond. In technology. In value.

ZALES
The Diamond Store



The Finest in Hair Services
at Reasonable Prices

- Hair Cutting
- Perms
- Staining

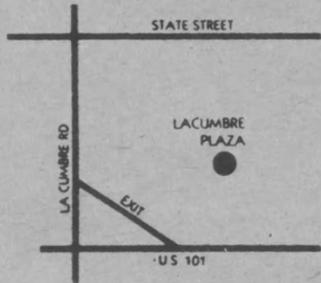
6551 Trigo Rd.
Isla Vista
968-8952
Call for
Appointment

- The Best in Product Lines
- Nexxus
 - Joico
 - KMS
 - Paul Mitchell

Here's to Fashion



LA · CUMBRE · PLAZA



Highway 101 and
La Cumbre Rd.

Over 65 Stores to Choose from
for your every need.

Mall Hours:

Monday, Thursday, Friday 10-9
Tuesday, Wednesday, Saturday 10-6
Sunday 12-5

ROLEX

MORE THAN A GOOD TIME.



A Rolex says quality, style and accuracy. The Rolex you buy from us says that you bought with confidence from an authorized Rolex dealer. Shown from left to right: Man's 14 karat yellow gold Day-Date. In 14 karat yellow gold and stainless steel: Man's Oyster Perpetual Date. Lady's Oyster Perpetual.

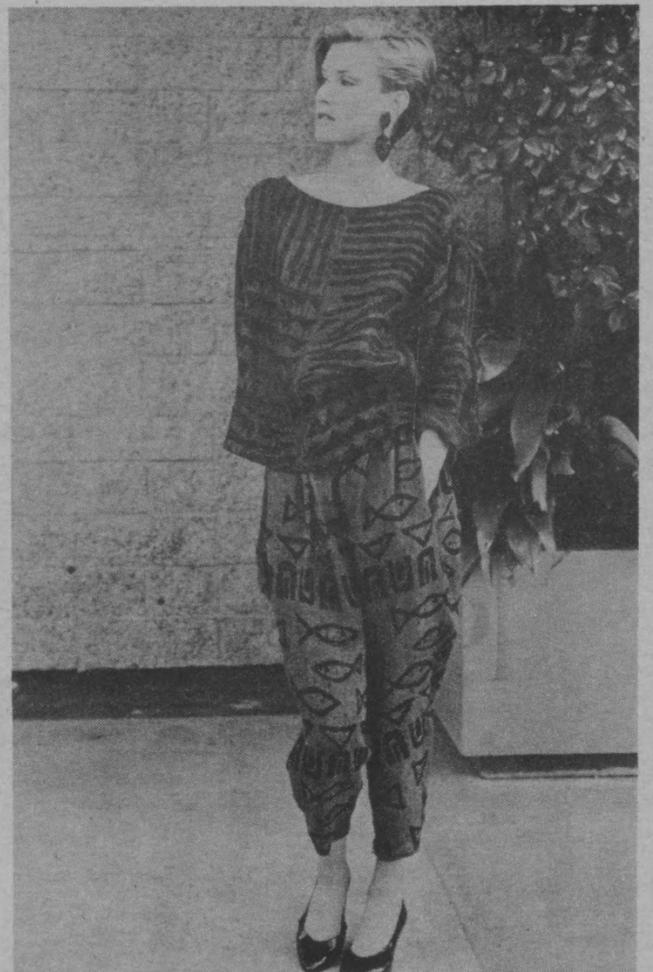
SLAVICK'S

Fine Jewelers Since 1917

NOW LOCATED IN OUR NEW HOME AT
20 LA CUMBRE PLAZA

20 La Cumbre Plaza (805) 687-5585 • Santa Barbara
Also Greater Los Angeles • San Diego • Las Vegas

Use one of our convenient charge plans or American Express,
VISA or MasterCard.



Leon Max
Jungle Print
100% Linen
Tops \$60.00
Pants \$80.00

M & C
Cappello
La Cumbre Plaza
687-2216
SOPHISTICATED CLOTHES 2 THRU 14 • ACCESSORIES
PRIVATE LABEL SHOES

Merona
SPORT



The Field House
La Cumbre Plaza

Active Wear for People Who Play Around

Open: Mon., Thurs., Fri. 10-9 / Tues., Wed., Sat. 10-6 / Sun. 12-5

“There are many ways to give her my heart. And I found them all at Slavick’s.”

A gift of a shimmering gold heart says more than you could ever say with words alone. Cover that heart with diamonds, and you can be sure your message will sparkle forever.

Best of all, no matter which style you choose for her, you can give her your heart with confidence. Because we guarantee your satisfaction. Just as we have for generations.



14 karat yellow gold hearts set with diamonds. A. \$250. B. \$395. C. \$995.

SLAVICK'S

Fine Jewelers Since 1917

NOW LOCATED IN OUR NEW HOME AT
20 LA CUMBRE PLAZA

20 La Cumbre Plaza (805) 687-5585 • Santa Barbara
Also Greater Los Angeles • San Diego • Las Vegas

At ease!



CANDIES®

Whether you're into sports... or just a spectator... you want the bolder, brighter casual looks that are in tune with the season! Candies creates a fun, fabric sneaker on a comfy ribbed rubber sole that's just right for your easy times. In twin tones of white with pink, or all-over white, just \$23.

FLORSHEIM THAYER MCNEIL
Featuring the Florsheim Collection for Women and Men • American Express cards and most major credit cards honored.

687-9048 La Cumbre Plaza Santa Barbara

hair!



SCOTT SEDLIK/Nexus

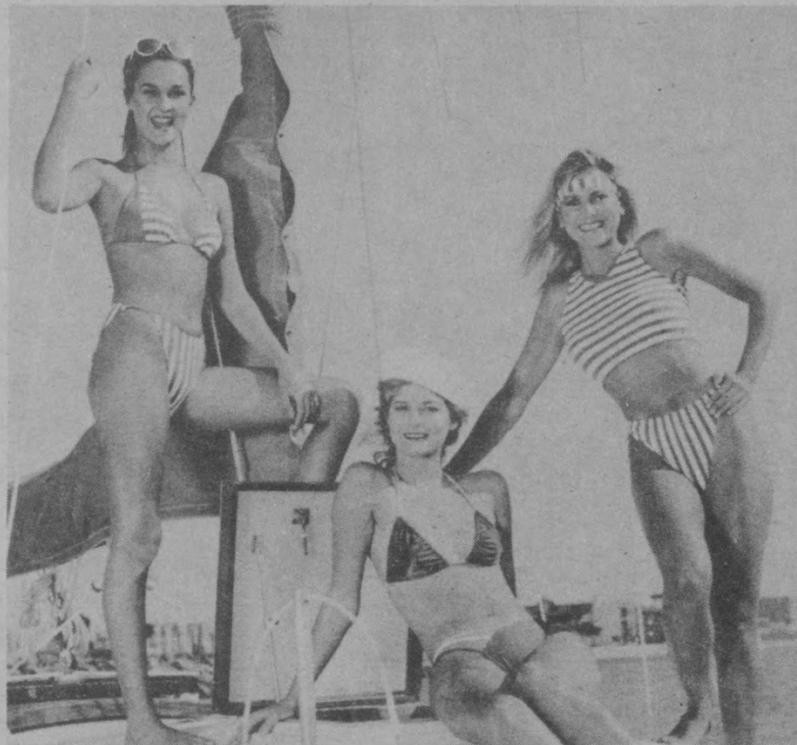
Lisa Brander (above) models a flashy hair style while Melissa Martinson (right) shows off the "bob."

Hair — another form of expression. Blunt cuts like the bob and bold geometrics characterize new trends. But, anything goes in the '80s — so ... Be Daring!



SCOTT SEDLIK/Nexus

Swimwear Headquarters



- Largest Selection of Mix & Match Bikinis
- Newest Look in 1 Piece Suits
- Personalized Custom Fit

BEACH BEE WEST
 SWIMWEAR
 (805) 966-1076
 310 CHAPALA, SANTA BARBARA, CA 93101

PICK A PACKAGE ANY PACKAGE

SHAM • COND • HC • STYLE • **11.77** and up



CUTS, ETC.

OPEN 7 DAYS • PICCADILLY SQUARE
965-1177 or 962-4321

Visa

Cuts Etc. 1

Cuts Etc. 2

spring fashion!

By ANNE WEXLER

A new season, a new style — where can you turn for fashion tips but Los Angeles, the trendsetting city for most of the west coast? As spring approaches, a change in fashion thinking arises, and we find a new direction and style of clothes to wear.

The key differences in L.A. style are new lines and proportions. The dresses are especially long, coming to the mid-calf range, and they are rarely belted at the waist. Many are meant not be belted at all, and some gather or tie at the hips. This places an emphasis on length rather than the usual emphasis on curves. The skirts are pleated and also very long.

Although the style of clothes is getting longer, the actual hemline is not the point. There is a variety of lengths and their appearance at unexpected times of the day may be surprising. These longer, below calf skirts and dresses are for the day, while much shorter dresses and skirts are for the night.

These outfits for spring go from head to toe, which is why hats, gloves, purses, shoes and other accessories are becoming key items in the new fashion. With the longer, more plain skirts, flat shoes are better, and for the more adventurous a large, flat-brimmed hat looks great! With shorter skirts and dresses higher heels look better and fewer accessories are necessary.

The proportions of clothes do not fit any particular mold, but balance is very important. A big, oversized shirt is fun to wear and very stylish, but snug pants or a straight skirt are a necessity in order to show some body line.

There is a big variety in pants now. Some are loose fitting and others are very tight; some go to the ankle, some to the ground, and some come to the mid-calf. With the baggier pant, there are many options on how to make an exciting outfit. One idea is to wear a thick belt and let it rest on your hip in an off centered, angular manner. Also, wearing a shirt untucked and belting it at the waist is a very casual but stylish look. For cooler weather, sweaters with a wide waistband go well with loose fitting pants, or a tucked-in blouse under a vest which is left open and hangs several inches below the waist.

For tighter fitting pants there are also a number of options. The big, oversize blouse is very popular with jeans that fit right around the ankle. For pants that are a little dressier the jeans go to the ankle, a big blouse and a double belt make an outfit that is usually very flattering. Double belts, as well as single belts which are loose fitting, are not meant to go around the waist. They are meant for the hips, either centered or at a nice angle. The big blouses can be either tucked or untucked depending on the individual outfit. Also, with these more snug pants, thick, sash-like belts help accentuate the waistline. Capri pants, which come to the mid-calf, may be loose fitting or tight, and they are treated with the same standards as regular pants in each category. However, shoes can be extremely noticeable with these shorter pants, so be sure to match colors and styles.

The colors of the season change from day to night and from casual to dressy. The casual day colors are khaki, beige, brown, and other down-to-earth colors. For night time and a more dressy look, shocking colors are in. Fuchsia, electric blue, bright yellow, and any color that causes people to take a second look. These colors go with solid black or sometimes, white.

There is also a new bareness in clothes. Yes; it's true, even more bare than ever before. Backless dresses and skirts are coming out, and backs that are made up of a few strings or ties. Sleeves are cut on the sides or shoulders to emphasize the skin. Some more casual shirts which have sections cut out or sewn in with clear material in the front are also new.

Along with all these other new styles, trends, and new ways of dressing, it must be mentioned that exercise gear as a fashion is becoming very popular. All kinds of sweat-shirts, shorts, leotards, full outfits made of sweatshirt material, and tights are suddenly to be worn for everyday leisure, rather than for exercising. Jane Fonda has just come out with her new "workout" line of clothes which are sure to sell as fast as everything else she has ever put her name on.

In Los Angeles, fashion is changing. A new outlook is coming about and that is reflected in clothes. Fashion is a confident, straightforward attitude which can be seen not only in clothes, but the new, short haircuts, the new natural look to makeup, and the new natural colors. Everything is more relaxed: there are no stringent rules anymore. Now is the time to put your own flair and style into fashion, and have fun with all the new styles.

Fashion color forecast:

According to June Roche, whose career is color forecasting, color plays an important part in our everyday lives. For spring watch for bright pastels of all hues. Look out for white styles!

Discount Connection

Contemporary casual clothing is available at the conveniently located **Discount Connection, 903 Embarcadero del Norte, I.V.** The store specializes in easy-care cottons and cotton blends at 20-50% off regular retail prices. The spring selection of shorts and tops has started to arrive, so stop in and see quality clothing at affordable prices without having to leave town!



Leslie Manabe displays Spring fashion.

SCOTT SEDLIK/Nexus

**Be In Style...
Eat Good Food
At**

50¢ OFF
Any Omelette
with this ad
weekdays only
Good Mar. 1-14



7-1 weekdays
7:30-2 weekends
968-1993
900 Emb. del Mar



Functionally inspired sportswear and accessories.
Lots of sweats, T's and woven styles in many colors for men and women.



Send \$1.00 for our full color catalog.
CAMP BEVERLY HILLS
Dept. UC01 9615 Brighton Way, Beverly Hills, CA 90210

© 1984 Camp Beverly Hills

Fashion Reflects Changing Society

By BARRY CLARKSON

Is fashion a reflection of society? Some think not, feeling that fashion trends are simply the product of overpaid, parasitic designers who change fashions each year to assure a regular inflow of paychecks. Many people, though, are of an opinion contrary to this one. They think that fashion is reflective of the attitudes and beliefs that pervade society. I would have to side with this latter view. Fashion, in my opinion, is one of the clearest of the vital signs that reveal the aggregate "pulse" of our societal composition.

Throughout modern history, examples supporting this notion are plentiful. Some of the first European settlers of this continent, the Puritans, paid earnest attention to fashion. They limited dress to very dark, plain clothing and simple white caps for women. Both men and women refrained from wearing jewelry. These styles were indicative of the very chaste, devout and reverent lifestyle these people lived, paying more attention to the heavenly rather than worldly pursuits.

Or consider the roaring '20s... A decade of general prosperity, consumerism, and social change. The fashion of the day mirrored this climate, as clothing styles rebounded from the mundane and less formal World War I period. The hemline, for the first time, took a revolutionary rise above the knee. Flapper dresses and the "Gatsby" look were visual verifications of the good natured prosperity that characterized society.

It would be an injustice to write this article and make no mention of the late '60s. The dress of the day rapidly changed in conjunction with a new liberalism, a revolution of standards and mores, and booms in technology. Polyester and miracle wash and wear fabrics were introduced. Long hair, bell-bottomed pants, mini-skirts and funky wide ties did to fashion what the war protestors did to Washington.

Seeing no cause to illustrate this point further, I must

summarize the obvious. Fashion, like music is an element which broadcasts the prevalent attitudes of the day. What then, do current fashion trends reveal about our society?

There has been a marked resurgence in the so called traditional style of clothing. While some of the bluest-blooded preppies have been weaned on monogrammed diapers or cordovan baby booties, the vast majority of society has not. Even still, oxford cloth shirts, button down collars and loafers grace the department store windows and catalogs of today. Natural fabrics have replaced rayons. Likewise, three-button pinstripes have replaced wide-labeled leisure suits. Once scorned as symbols of capitalist imperials, labeled cloths such as Polo, LaCoste, or Brooks Brothers are once again popular styles.

These fashion changes accompany hand in hand the well publicized "shift to the right" that has swept America. Our

societal focus has become a great deal more conservative than the previous few decades. Americans are more concerned with their economic status and material well being, rather than liberal ideals of global social welfare. Young people seem interested in promoting traditional values instead of rebelling against them. The Selective Service Draft Registration is a key example. What's more, Gallup Pollsters report weekly of continued support for Reagan's conservative army by the American public. Our traditional trends in fashion are certainly a reflection of the reactionary nature of our society.

certainly a reflection of the reactionary nature of our society.

As individuals, we all express our personalities by our mode of dress. In short, we are what we wear. It should come as no surprise to anyone that this holds true for collective society as well.

"...Fashion, in my opinion, is one of the clearest of the vital signs that reveal the aggregate 'pulse' of our societal composition."



Andy Chen expresses fashion's change in society.

Red Dot 2 for 1 SALE



PICK ANY of our Apparel or Shoes marked with a •Red Dot—Buy 1 at the Reg. Price & Receive the 2nd FREE!

All Merchandise Without A Red Dot is 1/3 OFF

Esprit — Sasson — Pierie
 Cardin — Chenin de Fer —
 Sunbow — Shipwreck —
 Daffy — Cherokee —
 9-West — Candies — Apache—
 Bellini — And Many Many
 MORE NAME BRANDS
 ON
SALE

Sale... Friday thru Sunday

The Boardwalk Boutique

524 STATE STREET

OPEN:
 7 Days a Week
 10 AM to 6 PM

Shear Artistry Hair Design
 For Men & Women
 Professional Products Center

Roffler
 Redken
 Nexxus
 Paul Mitchell
 KMS
 Sebastian
 Etc.

\$6 off Any Perm
\$3 off any haircut

(Expires Mar. 15, 1984)

161 N. Fairview, Goleta
 (Near Builders Emporium)
 967-8486 or
 967-8206



mod!



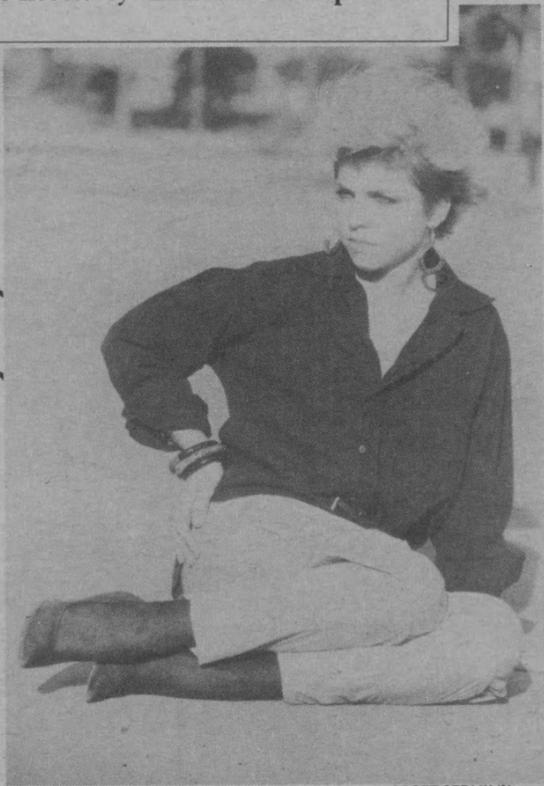
SCOTT SEDLIK/Nexus



SCOTT SEDLIK/Nexus

Introducing a bold, stream-lined look this spring, mod fashions emphasize the sharp contrasts necessary in individual expression.

Lisa Brander and Jacqueline Grabe (upper left) combine a modern fashion with modern art while Rob Noxious and Melissa Martinsen (above) bring back the 60's look. Jacqueline poses below left.



SCOTT SEDLIK/Nexus

clothing for men

gary paul

1118 State St. La Arcada Plaza Santa Barbara - 962-3208



CALIFORNIA
 PROLINE
 CALIFORNIA
 PROLINE
 CALIFORNIA
 PROLINE

BIKINI FACTORY

2275 Ortega Hill Rd. Summerland, 969-2887



dress for success!

By HEIDI FREHNER

Whether you are a man or a woman heading for the career world or you just want to look your best, read on, you may find some valuable hints to begin or to enhance your wardrobe. When dressing for success, it is still a good idea to stay basic. There are many fads and long-lasting trends, but the more conservative, classic look is most acceptable and affordable in the long run for being part of the business world.

Robin Hall, manager/buyer of Loring & Co. clothing store in La Cumbre Plaza, gives three basic rules when dressing for success.

The first is to stay with natural fabrics. This is a valuable rule for comfort. The cottons and silks will "breathe" much better than the synthetic fabrics. The naturals allow you to stay cooler in the summer as well as warmer in the winter months. In addition to the comfort factor, natural fabrics have the advantage of looking and lasting longer than the person-made fabrics.

The second rule is to take along a friend or to a salesperson you trust. When purchasing new clothing, following this rule will give you an objective view and will make you more confident when buying. Have your ability to become a tight rope walker, rather balance focuses on the total image your clothes will create. For example, a jacket which is too long for your figure-type may give off a "dumpy" look. Make sure your clothes enhance your total image.

The third rule is to hire a well-respected tailor. This is perhaps the most crucial of the rules. Your new \$300 suit will not look like you spent that much if it has a sloppy and unflattering fit. Make sure the arms and shoulders, as well as the waist fittings, are appropriate for your individual figure-type. Robin points out that Loring & Co. does free tailoring on their items. The main point here is to get the best possible fit from your clothing.

SUITS:

For men living in the warmer climate like Santa Barbara, the two-piece instead of the three-piece suits are becoming popular. Whether you choose a classic navy blue, grey, or tan suit, the shirt and tie should coordinate — remember not to be too ostentatious with the tie.

For women, the look should be just as classic as the male counterparts'. For both genders, jacket length must be taken into account. As a general rule, the shorter you are, the shorter the jacket you should have, keeping in mind that balance is important.

SHIRTS AND BLOUSES:

For men and women alike, stay as simple as possible with your shirt or blouse. For men, choose a basic oxford in white or light blue for the most conservative look, experimenting with yellows, subtle stripes or knitted vests for variety.

Women have a little more variability when it comes to choosing a blouse. An oxford may look too masculine so you may add an ascot for a more feminine look. A knitted vest may also provide variety. Be careful not to go for the trendy big styles. Stick with one that fits your figure nicely. For blouses, silk or cotton are favorable, remembering the rule that the natural fabrics are the most comfortable for movement and the different temperatures of the office. The blouse may have a few ruffles or tucks which still give you the polished, feminine look.

SHOES:

Shoes should always be darker than your clothes, as lighter colors draw attention to the eyes. For example, when wearing a dark blue suit, choose a black rather than a tan shoe.

(Please turn to pg.18A, col.1)



Annie Schlesinger successfully models simple yet classy wear.

SCOTT SEDLIK/Nexus

Suit Yourself

Who needs L.A. with Garment District prices in Santa Barbara?

Suits



Calvin Klein

Gianni

Hootstein of Boston

James Edmond

Raffinati

Blazers



	Reg Price	Our Price
Wool Blends	\$195	\$129-139
All Wool	\$265	\$179
All wool	\$350	\$259

	Reg Price	Our Price
Wool Flannel	\$110	\$89
Wool Blend Hopsack	\$135	\$89
Wool Serge	\$175	133
Wool Serge	\$135	\$95

(Double Breasted — as shown)

Clothes To You

TRADITIONAL AND DESIGNER MENSWEAR AT DISCOUNT
 3425 STATE ST. HOURS: M-F 10-6:30
 682-3948 SAT 10-6:00

casual!

Looking good with comfortable classics in style and ease. Dressing is an art of selection and expression. Mix and match combinations of old and new, silk and jeans to make your statement.



SCOTT SEDLIK/Nexus

Casee Cavanah (left) and Jacque Mink appear casual in the latest styles.



SCOTT SEDLIK/Nexus

Leslie Johnson strolls casually down a Santa Barbara beach.

NOW OPEN!

NEW FACIAL & MAKE UP SALON . . .
enjoy a soothing facial by European trained Skin Care Specialist, Susanne MacKenzie. Experience our **MAGNIFICENT** new line . . . NATURA from Italy. Learn the "right way" to apply your cosmetics with our Make-up Artist, Carlina Osmond. Just in time for the holidays . . . treat yourself, you deserve it!

skin deep

3405 State Street
San Roque Plaza
687-9497



high noon

1205 Coast Village Road,
Montecito, CA. 93108
(805) 969-4856

fashion history!

By LISA BELLOMO

Remember those cloddy four-inch platform shoes and those bell-bottomed hiphugger jeans you gals used to wear? Remember those funky polyester disco shirts and long hair styles you guys used to wear? You would not be caught dead in those outfits now, right? Well, it was not that long ago that those things were some of the hottest styles in the fashion scene. Looking back at pictures from the early seventies, it is hard to believe that we ever looked like that. If you want a good laugh, pull those dusty old photo albums out of your closet and take a look at yourself. Yes, that is you and, at the time, you thought you looked great! It can be quite amusing to see what people looked like only two short years ago, because of the amount of change that has occurred in the styles of clothing. The fashion scene is one of the fastest changing sensations around. Styles come and go as fast as the seasons change. In the past seven decades, clothes have gone through major transformations. Fads seem to pop up every few months. One thing evident is that clothing styles are related to a country's political and social situation.

During the twenties, the styles reflected the carefree attitude of the era. Women wore flapper dresses characterized by their high skirt length and dropped waistline, and men wore Oxford Baggie pants with argyle sweaters. This sporty wear reflected the casualness of the "Roaring Twenties." It was a time of fun and frolic. Women were happy-go-lucky with their short-bobbed haircuts and helmet-styled hats called cloches. Men also took advantage of this unrestrained era and went "crazy man" in their checked and tweed sport jackets.

With the crash of the stock market in 1929 and the depression, styles went through a change. For women, skirt lengths dropped to the knees, waistlines became narrower, and hair got longer. For men, a trend toward a more conservative look occurred. Solid dark colors for suits became more popular and hats began being worn. Whereas during the twenties men and women appeared somewhat unisex, the onset of hard times created a traditional look for both males and females.

During the forties, World War II played a major role in

determining the styles of the decade. Women's skirts became straight and tailored and the latest style was padded shoulders. Hair was worn in either a single large roll or gathered up on top. Popularized by Greta Garbo, wide brim hats also became fashionable. Older men wore traditional suits and younger men wore the "sailor" look, since most of the time they were on temporary passes from the services.

After the United States' victory, people were once again ready for some fun. For the first time, teenagers began setting the trends. The fifties were the years of sock hops and drive-in burger joints. Young girls wore poodle skirts, bobby socks, saddle shoes, and ponytails; while for the young men, the James Dean look was the hottest craze. Pegged pants, white T-shirts, black leather jackets, and greased back hair described the majority of men between the ages of 16 and 21.

The onset of the sixties began 10 of the most turbulent years in America's history and fashions reflected this. The majority of young Americans during this time were concerned with one thing — rebellion against the establishment. Causes were being fought right and left and younger people did not want to have anything to do with the older generation or anything else that symbolized the "materialistic values" they were fighting against. Being different from "the establishment" was the trend, and clothing was one way to achieve this. Men and women grew their hair long and decorated it with beads and headbands. Mini skirts made with bright flowery fabrics, platforms, and bell-bottomed pants were some of the clothing trends during this era.

Slowly things began changing politically in the United States and fashions reflected this. The early seventies still carried many of the styles of the sixties; however, by the mid-seventies a major conservative movement began spreading through America. Fashion once again went through a drastic change. Hair went from being long, to being extremely short. The short hair complimented the

biggest trend of the seventies — the preppy look. Top siders, crew neck sweaters, and button-down oxfords were seen everywhere. The number of LaCoste shirts, Polo shirts, and designer jeans that were worn exemplified the newest ideas that the "label" makes the outfit. Once again materialism had found its way back into America's culture. Another trend of the seventies was western wear. Cowboy hats, boots, and bandanas became common on the fashion scene. This trend was helped along by such movies as "Honeysuckle Rose," but lasted only a few short years. Another trend of this decade was the disco look. Primarily started by the success of "Saturday Night Fever," this trend included polyester shirts and flair pants for the guys and lycra leotards and matching skirts for the girls. This disco fad was also short lived.

The eighties, and a slightly more liberal outlook, brought with them two major fashion trends. The first of these is linked to America's obsession with health and exercise. Running shorts, leotards and sweatsuits all became popular items in the stores. In addition to this, who can forget the infamous fad of the flashdance look? Everywhere a person turned, they were sure to see someone wearing a ripped sweatshirt. The other major trend that has surfaced is the "new wave" or "mod" look. Mini skirts, cropped pants, flat boots, belts with studs, and plaid shorts (just to name a few), are the latest fashion trends. Hair styles have also gone through some changes. Geometrical and bi-level cuts are the newest styles, and gone are the days of having to be content as a blonde, brunette or redhead. Now there is the option of going pink, green, blue or perhaps a combination of all three.

As is evident, the fashion scene has gone through major changes in the last 70 years. Some fads may appear and disappear in a matter of months, while other trends may be around for longer periods of time. Fashion can tell a lot about people and the times during which they are living. What will the fashion scene look like 10 years from now? It is hard to say. Fads come and go so quickly that it is hard to even make a prediction. I guess the only thing that can be said about future fashion styles is that only time will tell.

success...

(Continued from pg.16A)

Men may wear loafers or oxfords. The classic wing tips are a must for a complete mens' wardrobe.

Women again have a little more variety when choosing shoes. A low (1 1/2-2 inch) pump is a good shoe to choose. If you're taller, you may experiment with a low, ballerina-type shoe. Remember that being able to walk easily is important so do not buy heels that you

can barely stand on. At any rate, do not draw attention to your shoes. Keep them as simple as possible and remember comfort is a must.

SOCKS AND STOCKINGS:

Here white tube socks or glittery stockings do not work well while dressing for success. Be subtle and if you want to wear argyle socks, keep them dark and in coordination with your suit, but stick with basics and save your polka dots for a night on the town.

JEWELRY:

Women as well as men should keep jewelry as minimal as possible. Keep watches classy and try to avoid wearing Mickey Mouse while on the job. Women should wear nice, smaller jewelry, around the neck as well as on the ears.

DRESSES:

Keep dresses simple and lengths in balance with your figure. Always wear a jacket when in a dress. This creates the most successful look in a dress. Keep it simple and avoid extra-plunging necklines. Save those for nights out also.

SKIRTS:

The controversy over skirt length still exists. The general rule is the shorter you are, the shorter the skirt. However, straight skirts should be shorter than dirndl, fuller skirts. Remember to look at the whole picture, being sure your skirt and jacket do not drag you down or make you look too tall.

COLORS:

The colors you choose should be flattering to you. Look in the mirror at yourself in the color you like. Does it drown you out or does it bring out your natural skin tones? Do you see yourself in your new suit or do you see just the suit? If you see just the suit, try a different color. This is where a second opinion greatly comes into play. Traditionally a dark blue suit is the most conservative to choose, but if that color does not do justice to your skin-type, then it is not right for you. A grey or tan hue may be a better choice. Here again, bright, wild colors are great, but save them for after-office-hours.

So now you're ready to head out and begin your new wardrobe to dress for success. Keep in mind that quality does last, so spending a few extra dollars in the long run will give you a better basic wardrobe. Shop carefully and do not settle for second best. Do your best to enhance your unique figure or physique with your clothes and remember the three simple rules: stick to naturals, shop with a friend, and get the best tailor. Create the "successful career image."

Chameleon



AND
INTRODUCING

Silver Threads

VINTAGE CLOTHING



TAKE A LOOK:
men's & women's clothing
jewelry, furs, furniture
ceramics, classic photos
and MUCH more...

706 STATE ST. S.B. 9658325
10-6 MON-SAT 12-6 SUNDAY

CALIFORNIA BIKINI CO.

style 201
\$30.00



VICTORIA COURT

963-4034



The Secret to Beautiful Hair is Professional Care

In I.V.
685-3995
(Upstairs next to Egghead)

CUTS Unlimited offers you an unsurpassed option —

- experienced professionals
- lowest prices

\$11⁶⁷ shampoo
blowdry
condition
haircut

because we know that paying more does not always mean **getting** more

*We welcome Romi
Formerly of Joseph Kempf*

CUTS Unlimited the only local "HAIR-SKIN SPA"

Q: What is a hair-skin spa?

A: A Hair-Skin Spa is an establishment specifically trained in health spa techniques — we apply these principles to your hair and skin — BUT we DON'T charge \$300⁰⁰ a day!

DAILY NEXUS

FREE MASK FREE MASK
during or after any cut or chemical service
free facial mask with coupon

expires March 29 900 Embarcadero 685-3995

ONE COUPON

DAILY NEXUS

\$22.50 Reg. \$36.00 **\$22.50**
Highlites for dark-light or near blondes
weaved to look as natural as your choose

expires March 29 900 Embarcadero 685-3995

ONE COUPON

DAILY NEXUS

\$39.95 **\$39.95**
over-night air oxidation perm
the only healthy way to perm any type of hair

expires March 29 900 Embarcadero 685-3995

ONE COUPON

DAILY NEXUS

Super Reconstructing Pac
FREE with any
\$11⁶⁷ Shampoo, Conditioner, Haircut, Blowdry

Expires March 29 900 Embarcadero 685-3995

ONE COUPON

GIVE YOURSELF AN EDGE . . . in the job market

MEN'S PROFESSIONAL

10 Weeks/30 hours Lecture and Workshop



Photo: Chong

This course offers the skills necessary to become a confident professional in appearance and presentation for both social and career application.

Classes include:

- Nutrition and Exercise
- Posture and Walk
- Skin Care
- Hair Care and Styling
- Wardrobe Selection
- Introductions
- Interviews and Resumes

Within the Men's Professional series students also learn professional grooming and modeling techniques for formal and informal modeling, how to prepare for a fitting, select appropriate accessories, and how to organize totebags for a show.

Subjects include:

- Fashion Show Preparation
- Go-sees and Fittings
- Runway and Tearoom Modeling
- Portfolio and Composite Preparation
- Agency/Model Relationship

Some Men's Professional graduates choose modeling as a career. Others appreciate their new ability to achieve personal success in all applications of life, due to a renewed confidence and sense of self-esteem.



Photo: Siqueros

PROFESSIONAL POWER

10 Weeks/30 hours Lecture and Workshop

This course offers the skills necessary to become a confident, professional business person in today's market.

Classes include:

- Power, Image and Time Management
- Packaging Yourself
- Entertaining and Social Responsibilities
- Money Management
- Resume Preparation and Interviews
- Stress Reduction and Meditation
- Communication and Assertiveness Training

Within this course are also topics of individual grooming, all with a career emphasis. These topics include:

- Posture and Carriage
- Make-up and Skin Care
- Wardrobe Selection and Color Keying
- Hair Care and Styling



Photo: Zepplero

WOMEN'S WORKSHOP

5 Weeks/15 hours Lecture and Workshop

Women's Workshop is an accelerated course that is limited to ten students. It combines key topics in the La Belle Basic Beauty and Fashion Modeling courses to assist today's women in updating and establishing a new fashion image.



Photo: Schmidt

Classes include:

- Make-up
- Hair Styling
- Wardrobe Selection and Color Keying
- Jewelry and Accessory Use
- Posture and Walk

Some Women's Workshop graduates choose modeling as a second career; others appreciate their new ability to achieve personal success in all applications of life, due to a sense of self-esteem and renewed confidence.

"TRAINING MAKES THE DIFFERENCE"

LA BELLE

El Paseo Studios, Santa Barbara, CA 93101

CLASSES STARTING NOW!

Mail this coupon today or call 963-6501/963-9060

SEND TO: **LABELLE**
EL PASEO STUDIOS
SANTA BARBARA, CA 93101

NAME: _____ MALE FEMALE
 ADDRESS: _____ HEIGHT _____
 CITY: _____ ZIP: _____ WEIGHT _____
 PHONE RES: _____ BUS: _____ HAIR COLOR _____
 SCHOOL OR OCCUPATION _____ EYE COLOR _____
 AGE _____

SPECIAL 10% DISCOUNT WITH COUPON