

# DAILY NEXUS

Two Sections, 24 Pages

Vol. 60 No. 112

University of California, Santa Barbara

Friday, April 25, 1980

## Fashion Supplement





## Falling Into Spring Fashion

With the advent of spring, those who hid their bodies behind jeans and sweaters all winter long suddenly rediscover the glories of skin. It's time to pack away those old ski parkas, musty sweaters and tacky UCSB sweatshirts and break out the silky running shorts and the surf and sun t-shirts.

Yet for those who like something a little more classic than the basic gym short, spring is also the time when clothing becomes a bit more alluring, a bit, shall we say, sexier.

So if you're interested in the "latest look" for the new fashion season, then take a glance at this latest edition of the *Nexus* fashion issue. On these pages, we present a variety of the clothes available for purchase in local stores, both here in Isla Vista and in downtown Santa Barbara.

And yes, for those who like shorts and appreciate the glories of skin, we even have the basic gym shorts and t-shirt.

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On the left, Jaine wears the new Santa Barbara "Rainbow" sun top, with Hawaiian sarong. Anne is flashing a signal in her bright striped fashion Tee, both outfits and more now to be seen at Shirts Illustrated, the "T-shirt store with a whole lot more" in Isla Vista across from the Bank of America. Screen-printing T-shirts to your order is their specialty. Find them at 928 Embarcadero del Norte, open Monday thru Saturday from 11 to 6. Telephone: 685-3071

SHIRTS ILLUSTRATED



## Fashion Glitter Twins: L.A. versus San Francisco

By CRAIG ZEROUNI

It is a characteristic of man, I think, to divide things into categories so that he may compare them with one another. We seek to compare everything, from competing brands of can openers to the sexual prowess of our peers. So it seems appropriate that, in this issue, we should compare the fashions of California's glitter twins, Los Angeles and San Francisco.

For the purposes of this article, it will become necessary not only to divide California fashion into San Francisco and Los Angeles, but also to divide the fashions of each of those cities into men's and women's. I realize that this may be patently offensive to those bleating bozos who insist on pretending that no such divisions exist, that this planet is populated with androgynous lumps and protoplasm, but that's tough. Besides, while women have adopted every possible article of men's clothing as their own, I have yet to see a man wearing a dress, barring a few small countries on the outskirts of civilization.

Santa Barbara enjoys a unique socio-geographic position in California's culture. This city is as far south as any virgin lungs from the north dare travel, fearing as they do the onset of Hollywood and hyperactivity. And people who call Southern California home draw their northern border at Santa Barbara, convinced that venturing farther north will force them into a coma of terminal mellow. Because of this, UCSB has become the perfect place to observe the best of both fashion worlds.

Properly introduced, then, let us begin.

Women's fashion in Los Angeles has the air of sun all through it — indeed, there are entire cliques on the beaches of L.A. that confer status by now little can be worn without being arrested. In L.A., women wear less at night than their San Francisco sisters wear at high noon. The best example of this can be seen each and every spring day on this campus: the UCSB Uniform.

The Uniform is simple, flattering, and allows plenty of skin to show, but not so much that one could be accused of rolling one's T.A. for grades. From the ground up, the Uniform is as follows: Peds. Peds are those little cotton socks that stop at the ankle. The only way you can tell they're there is by the little fuzzy ball attached to the back of them. These are worn under:

Tennis shoes. The status of tennis shoes would be an entire article by itself, so we leave it alone. Traveling up the leg from the shoes (ahem) we find gym shorts. Well, not exactly gym shorts. These are made of much more extravagant material than your average short, and the thighs are cut much higher. But apparently not high enough, as all wearers of the Uniform consistently pull their shorts up so high that their ovaries show.

To top off the Uniform, simply add either a T-shirt or a tank-top emblazoned with either "UCSB" or "California." Wearing a bra is considered a breach of professional etiquette.

The men, unfortunately, fare no better. Their uniform is also

despressingly, well, uniform. Footwear is either none, or those layer-cake sandals that look like they were stolen from a rubber rainbow. Shorts, of course, and they must by Ocean Pacific — anything else is immediate ostracism. Top off this wonderfully creative outfit with a T-shirt, preferably one that has some clever slogan like "I drink beer." Proof once again that too much sun can be bad for your mental health.

When one gets up north, things change slightly. Clothing is, after all, a function of climate, and it's tough to have your ovaries showing when it's always 50 degrees out. But the change isn't that great — in most cases, it consists mainly of exchanging cut-off shorts for gym shorts in women, and abandoning the OPs for long levis' denim for men.

There is one other difference, but the line it once drew between north and south has become fudged, because while it began in the Bay Area, it has slowly found acceptance in the Southern California culture, though scientists do not yet know why. I refer here to the infamous Birkenstock.

Never has there been a more powerful statement against the overuse of drugs. The fashion people staple of the granola and hot tub set, Birkenstocks are vivid proof of the lengths to which capitalists can exploit those very dim-wits who protest it loudest. It is amazing, at least, that the same people who espouse a return to nature and simplicity would line up to pay \$50, \$60 or even \$70 for a half of a pair of shoes.

But so much for casual wear. Some attention must be paid to the more formal modes of dress because, while you'd never know it from being on this campus, they do exist.

In San Francisco, men do not seem to have figured out just what getting dressed up means. Except for their L.L. Bean's, their idea of going out on the town is to put on a clean Pendleton. For them, a major fashion purchase is a new Grateful Dead T-shirt.

Still, that may be preferable to their brothes in L.A. Only in Los Angeles can grown men be seen wearing white jumpsuits as they stroll down the street. Oh, they're so cute. And Los Angeles is chest-hair heaven — if you don't show yours, you risk being called a heterosexual, or worse.

But what seems to be pagan overindulgence in men is wonderful fashion sense in women. The women of Los Angeles, for whatever reasons, take more care and put in more time in dressing themselves than any others. Every haircut, no matter how shaggy it may look, costs a week's paycheck. High heels, the greatest invention since the leg itself, are everywhere. In Los Angeles, there is a wonderful sense that everyone is watching (because everyone is) so I'd better look my best. Besides, I'm not really a teller. I'm an actress just waiting for the right part...

In San Francisco, the trend is toward a more sophisticated sort of good look. Because of the weather, there are actually more opportunities for women — long coats, multiple layers, and extravagant methods of plummage

that would be impractical in the south are nearly necessary in the city by the bay. San Francisco is where women go when they want to stop showing off, and merely want to look good.

Which brings us to accessories, the beauty marks of the fashion trade. Unfortunately, except for an occasional ring or gold chain, men don't seem to want to wear many trinkets. Cuff links have gone the way of the dinosaur and the Ayatollah's sanity, and earrings for men are still considered slightly kinky, not at all the sort of thing you'd wear to midnight Mass.

Women's accessories are much more diverse, and correspondingly more interesting. The sheer number of them is incredible — little disco purses hardly big enough for Exxon's social conscience, little belts that are made to be twice as large as necessary, and all manner of things that hang from, wrap around, or poke into the female woman person.

What, I hear you asking, does a woman wear that pokes into her? No, not that. I meant earrings. Earrings are only worth mentioning, however, because it has always been of interest to me that the same women who insist that shaving their legs is "barbaric" and "unnatural" think that it's real normal to punch three, four, or more holes in their earlobes, so that they can hang things there.

But I see that I've gotten slightly off the topic. What, in conclusion, can we say about the difference between the fashions of San Francisco and Los Angeles? To be honest, not much. Most people will already have drawn lines in this sort of thing, and it is never easy to change their minds after that happens.


What's worse, however, is that neither city is likely to learn anything from the other. Los Angeles are convinced that they run the world from Malibu, and so reject the advice of everyone but their agents. San Franciscans, on the other hand, are born and bred with a sort of biological hatred of the south that has never been adequately explained. Children in S.F. will tell you that all people from L.A. are jerks, even though they have never met one. It sounds suspiciously like the way white children were raised in the south to hate blacks, even though most of them had never actually spoken to one.

With such cultural schisms, it doesn't seem likely that there will be much of a fusion of fashion ideas. Which, when you think about it, is really too bad. The two cities could learn a lot from each other. As long as those hicks from Sacramento don't butt in.

Cover by  
Karl Mondon

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Cindy is wearing the familiar, and always appropriate, Danskin leotard (above). This is the new halter style in shimmering silver blue, available at the Purple Mushroom for \$17. Matching velour shorts in medium blue at \$20.

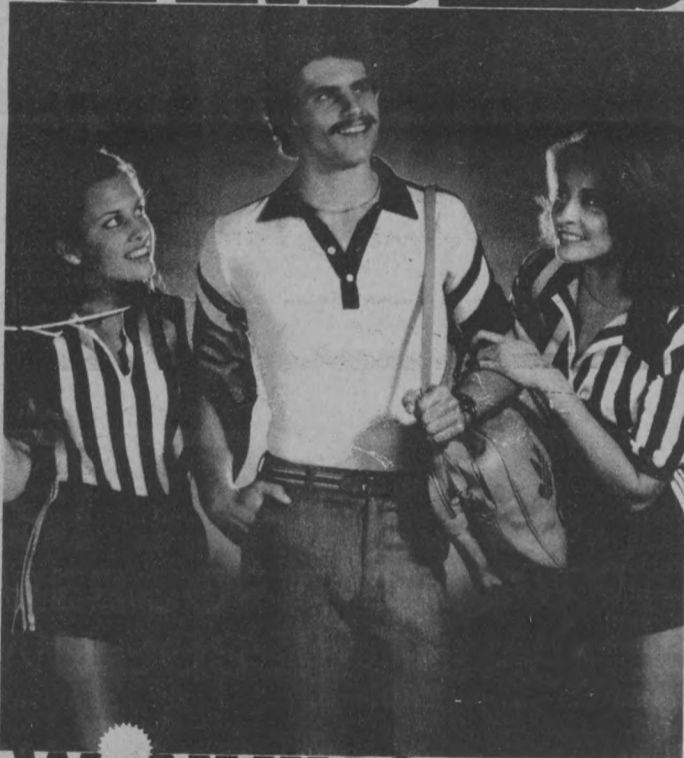
Tina is in a highcut one-piece bathing suit in royal blue (left).

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## How to Say 'This is Me' by Wrapping One's Self in Cloth

By MICHELLE TOGUT

Many millenium ago, man (more probably woman) discovered that by wrapping himself in an animal skin or putting an ornament in his hair he could change his appearance. From these very primal beginnings, the fashion industry was born.

An old saying has it that clothing makes the man, a rather curious reversal since it is man who makes clothes and thus attaches any or all importance to them. After all, one would be hard put to deny that one does not dress in a particular attire to create a certain image.

Just walk around Isla Vista or campus and look at the outfits people are wearing, each trying to create the look that says—this is me, I'm different from everybody else or I belong to this group. By just looking at a person and what

they are wearing, we get a certain impression of them.

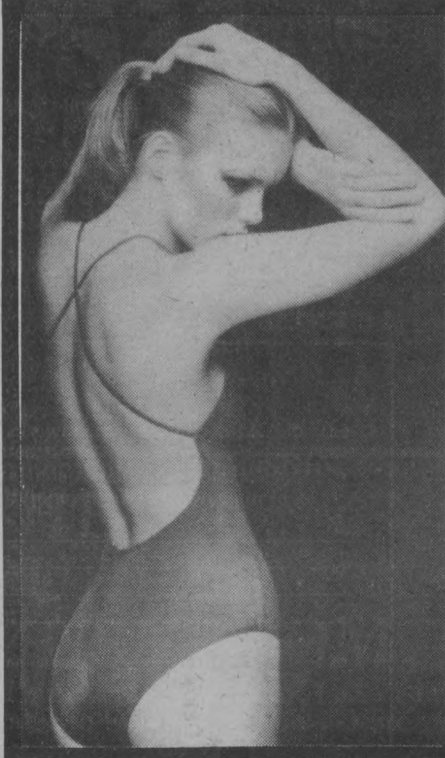
Take for instance, the woman with the perfect haircut and the perfectly coordinated outfit in the latest expensive fashion and the natural inclination is to think "sorority girl." Her compliment is the "frat boy," the man who wears nice pants with a matching shirt, and a pullover sweater draped over his shoulders.

On the converse end is the Isla Vista "groter" look, an attempt to match the casual, mellow atmosphere of our local seaside slum. For women, this look often consists of a skirt and blouse made out of some natural, "earthy" material and sandals. Clothing is intentionally baggy. For men, women as well, it consists of the ever-popular jeans, a t-shirt, usually proclaiming the name of one's favorite rock group, beer or

political belief, and sandals. Or tennis shoes—preferably Adidas.

All in all, however, whatever the clothes one wears it is done in attempt to mask man's inherent feeling of inferiority, according to Lawrence Langner in *The Importance of Wearing Clothes*. Langner proports that man initially clothed himself to feel superior to other animals and to attract members of his own kind. Unlike other members of the animal kingdom, man could change his skin and thus his appearance, an attribute which gave him a certain sense of security.

But a change of skin is one thing, "fashion" is another. Man has come a long way since he slung that first animal skin over his body and liked the way he looked. No one is quite sure where fashion trends originate, or who the first (Please turn to p. 8A, col. 1)



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Cindy (above) models a light-blue patterned terry dress available for \$22.50 at Shirts Illustrated in Isla Vista.

Jhana (above left) wears "baggie" pants (\$22) and a self-embroidered mandarin collared cotton blouse (\$12), both available in assorted colors from Me 'n You in Santa Barbara.



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Jhana (above) dons this champagne-colored princess dress in 100 percent cotton from Calico Cat.

Cindy (right) wears a two-piece outfit from Bamboo Brothers of Isla Vista. Both pieces are handmade and hand-embroidered in Bali. The camisole sells for \$18 and the skirt for \$36. Black Flamme slippers from Steppin' Out.

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Jhana (far right) with draw-st...  
Cindy (left) in painter's shoes...  
Vista.  
Jhana (above) Cat.

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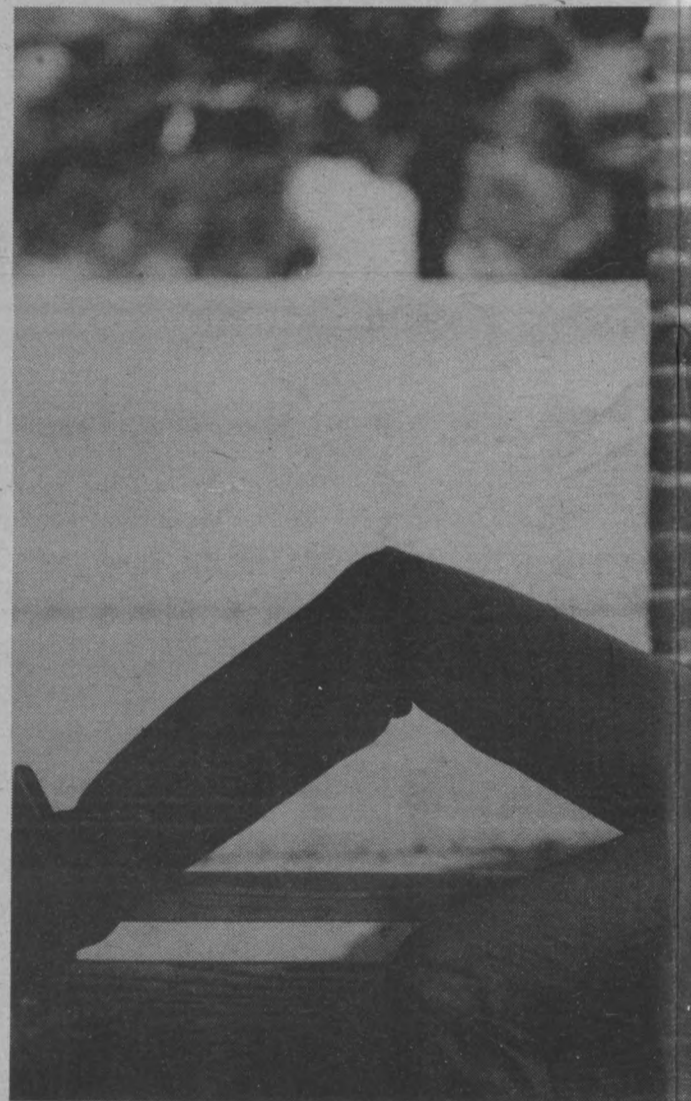
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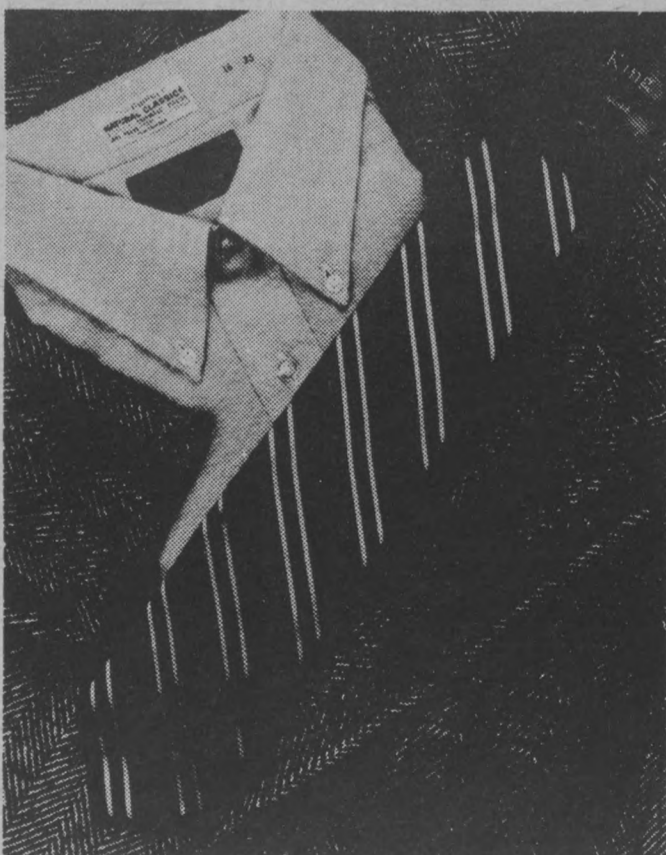
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Tina shows the tight-pants look with a...  
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(far left) models a bamboo-print dress of 100 percent cotton with string waist and side slit for \$24 at Me'n'You.

(left) sports a colorful striped tank top (\$12.50) and lavender shorts (\$16.50), both available at Shirts Illustrated in Isla Vista.

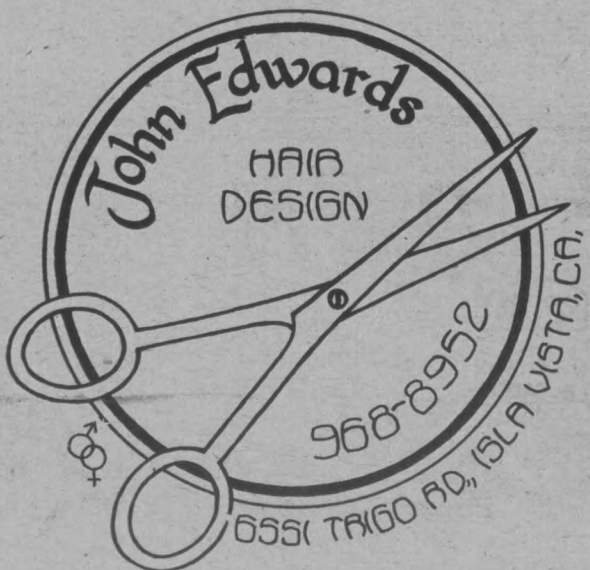
(above) wears a hand-embroidered dress available at Calico.



Cindy demonstrates the carefree style with wrap-around terry shorts (\$14.50) and tube top (\$3.50) from Shirts Illustrated.



with a pair of Rose Hips available at Dembanski's. The shirt compliments the slacks and is also available at



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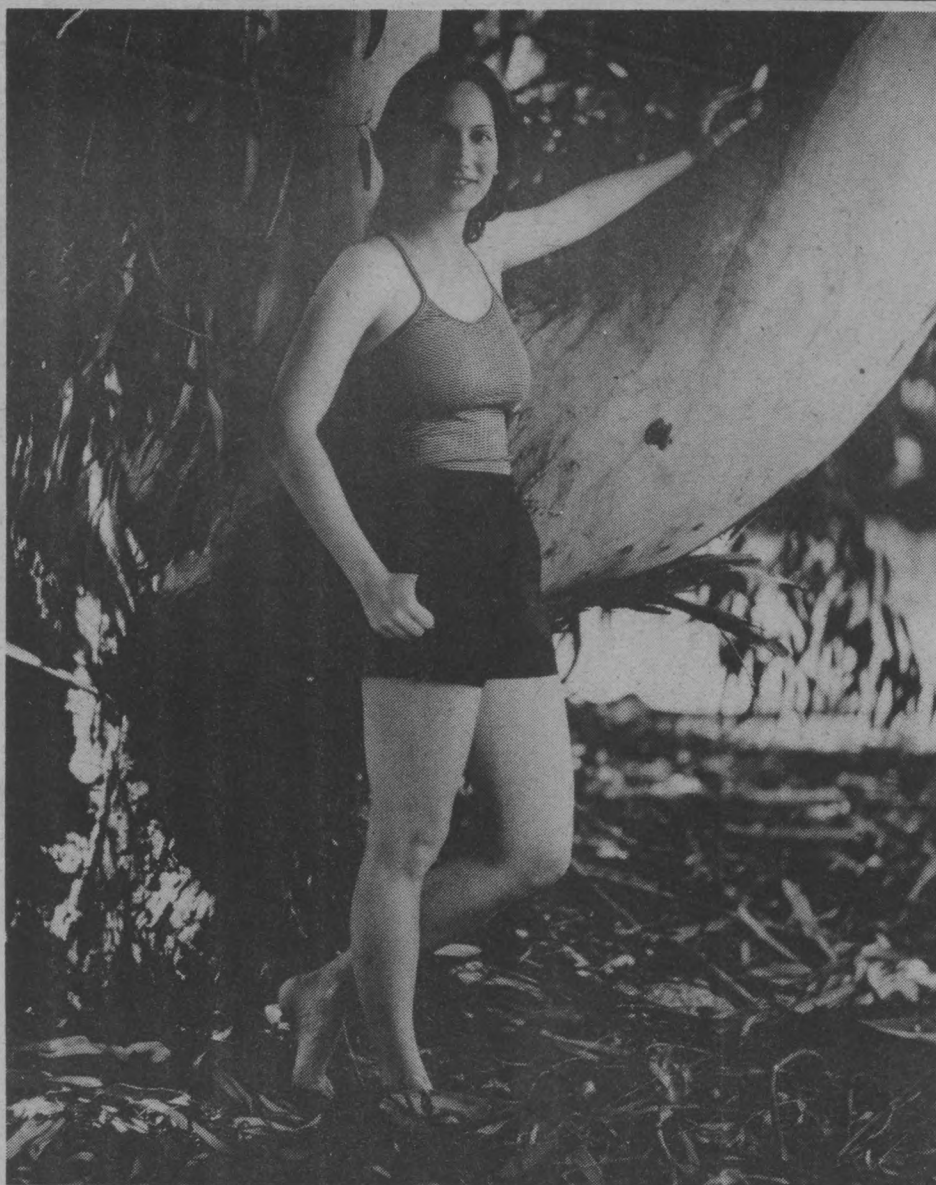
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## Fads...

(Cont. from p. 3A)

brave soul is to put on something like the initial pair of pink satin disco pants, yet at some time or other most of us fall victim to the "fashion trend."

It starts out innocently enough. You see somebody wearing designer jeans, then a few more people and finally, nearly everybody has a pair and you begin to wonder if maybe you shouldn't buy some too. After all, no one wants to be accused of being "out of style." Even those who reject fashion often adopt a style of their own as was seen in the sixties. Dress which started as a protest against the establishment became a trend in itself. Blue jeans became universal.

As the rebels of the sixties protested, clothing is a mark of class. The white collar businessman dresses one way, in

expensive suit and tie, while the blue collar worker dresses another. The amount and quality of clothing a person wears generally correlates with their affluence. Some shop at Saks while others shop at Sears. Though the clothes basically cover their bodies in about the same way, one person will spend \$90 on a complete outfit while another will spend \$500 or more.

And all for the wonderful opportunity to be "chic." Pin a designer name on a dress or a pair of pants and it is suddenly worth at least ten dollars more than it would otherwise be. It has status. Don't ask why — this again is something no one is quite sure about.

And in the end, that's what fashion is — all a matter of taste. Of course it's influenced by trends and by man's need for change, but when it comes right down to what one will put on his or her body — if it doesn't feel "right" one probably won't wear it.



Tina (above left) demonstrates the "preppie" look in this shirtdress from Crazy Horse, available at Dembowski's for \$39.50.

Cindy (above) wears black-polished cotton shorts (\$17) and a striped Femme tank top (\$10) both available from Yellowstone Clothing in Isla Vista.

John Edwards (left) creates another of his famous "perms" in his Isla Vista salon.

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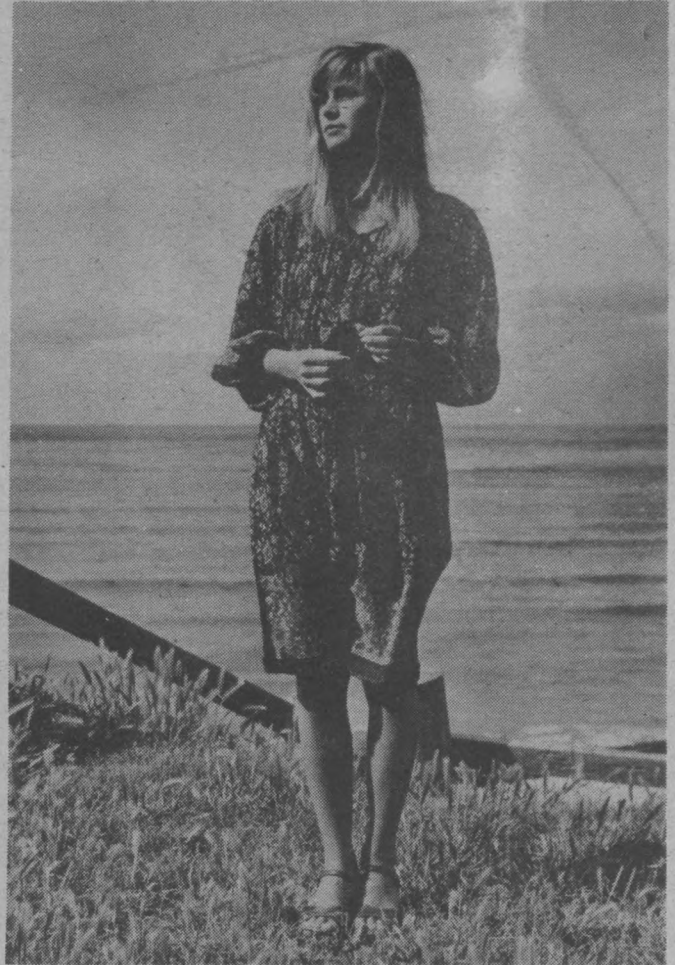
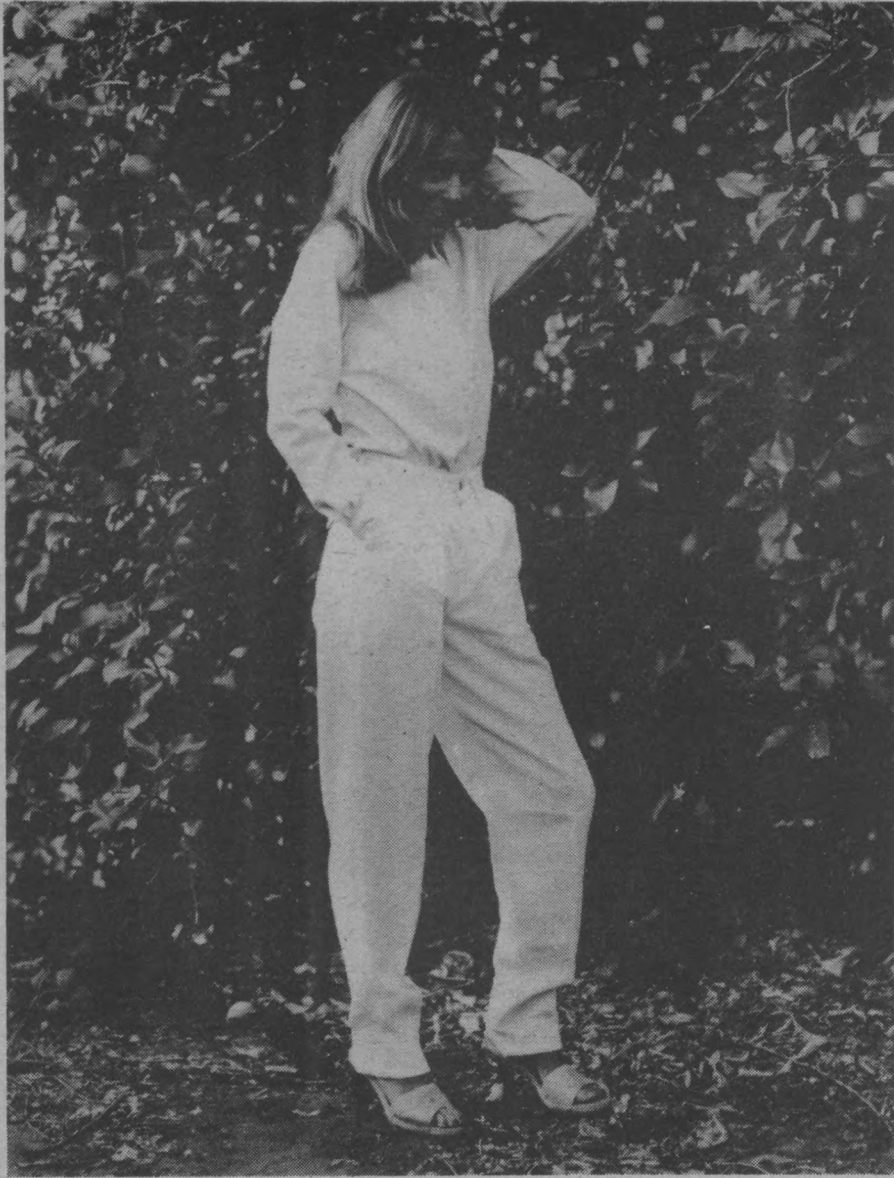
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Tina (above left) wears oyster-colored linen slacks (\$30) and a pink lace-collared blouse from Amanda (\$26) also available at Dembemski's in I.V. Beige rope slides by People Movers (\$27) from Steppin' Out in I.V.

This India float dress (above right) made of 100 percent cotton voile is available in assorted colors for \$24 from Me'n'You.

Gary (left) from Joseph Kempf of Isla Vista completes another stylish haircut.

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This rayon-print dress (left), circa 1940, is available at Yellowstone Clothing in Isla Vista for \$20 and demonstrates that the nostalgia look is alive and well. Once again, the casual elegance of a Danskin (above, \$17.50) compliments this light-blue print skirt (\$20) both available at The Purple Mushroom in Isla Vista.

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Cindy (above) models this handmade dress from Bali available at Bamboo Brothers for \$40. One size fits all.

This casual black dress (above right) and tote are both available from Dembemski's.



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### PHOTO LAB DROP-IN HOURS

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<b>Thursday</b>	<b>6-1: p.m.</b>
<b>Friday</b>	<b>1-9 p.m.</b>
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## Scent With Love to Mother on Mother's Day

Sidestreet Boutique is in full bloom with a bouquet of fresh ideas for Mother's Day.

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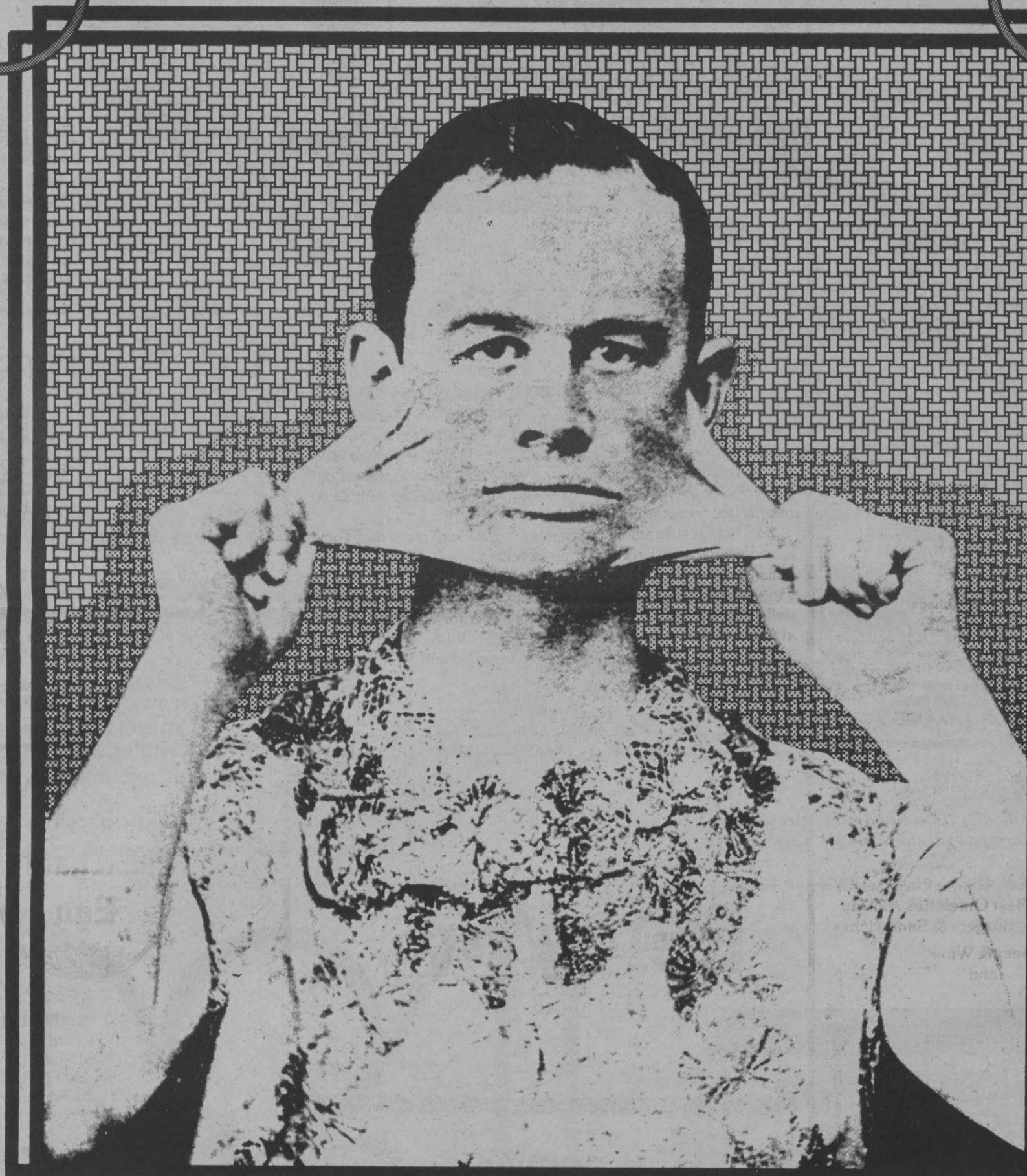
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