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FASHION '86

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EDITOR:
Jeannie Sprecher


WRITERS:
*Penny Rosenberg
Anne-Marie Stephenson
Barbara De Wilde
Maureen Fan
Sarah Hackett
Heidi Soltesz
William Diapenbrock
Dave Karou*

PHOTOGRAPHERS:
*Robert Auci
Catherine O'Mara
Patricia Lau
Richard O'Rourke
Pranav Mehta*

ILLUSTRATIONS:
Lauren Schlesinger

COVER MODELS: *Jody Smith
Natascha Vossen
Dennis Schofield*

Cover design by Jeannie Sprecher
Cover photo by Robert Auci




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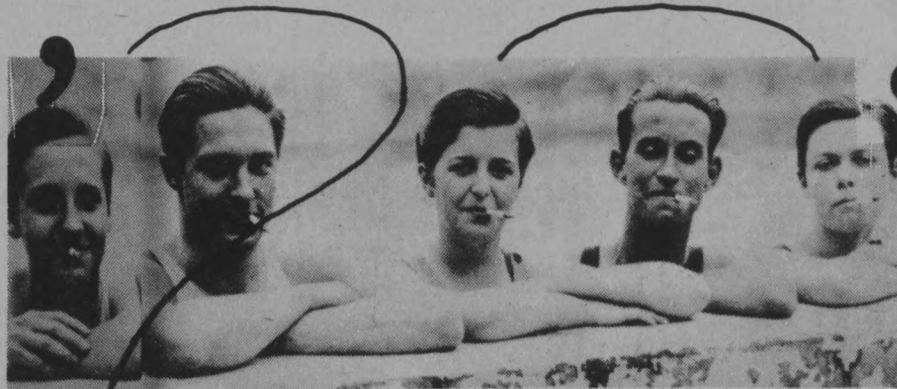
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WHAT GOES AROUND COMES AROUND

fashion over the past 50 years

by Barbara DeWilde



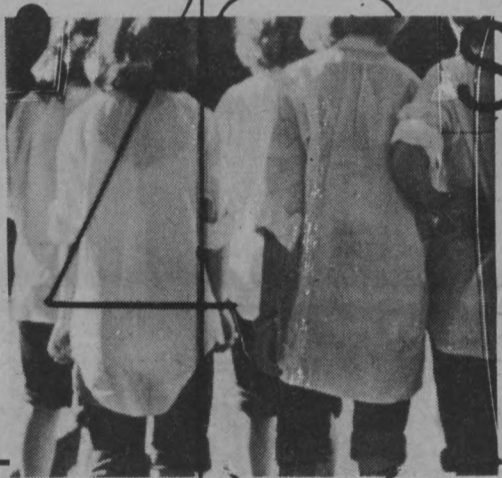
Have you ever looked in your closet in vain for "something new"? Even if you just spent hundreds of your parents' hard-earned dollars, on clothes, shoes, and a new hairstyle, chances are you have nothing truly original. Take a peek at the average UCSB co-ed, who looks like she just popped out of the pages of *Mademoiselle*. Nothing that she wears is *really* new.

Her shoes, brand new pumps from Robinsons Red Bag, first became widely popular in the 1940s. Though the tip of her heel has narrowed quite a bit, she still winces along in the essential shape of the classic pump of

the '40s.

Tapestry-style shoes first became popular in the sixties to go along with big paisley prints and other-worldly fashion combinations. High-heeled lace-ups (those shoes that look like they came out of *The Wizard of Oz*) were popular before the twentieth century. Flip-flop sandals, first broke upon the fashion scene in the fifties, usually worn with blinding red (and usually chipped) toenail polish. If our co-ed is wearing espadrilles, she is wearing a daring new forties development in footwear.

Her hose have also had a long and (See PAST FASHION, p.4A)



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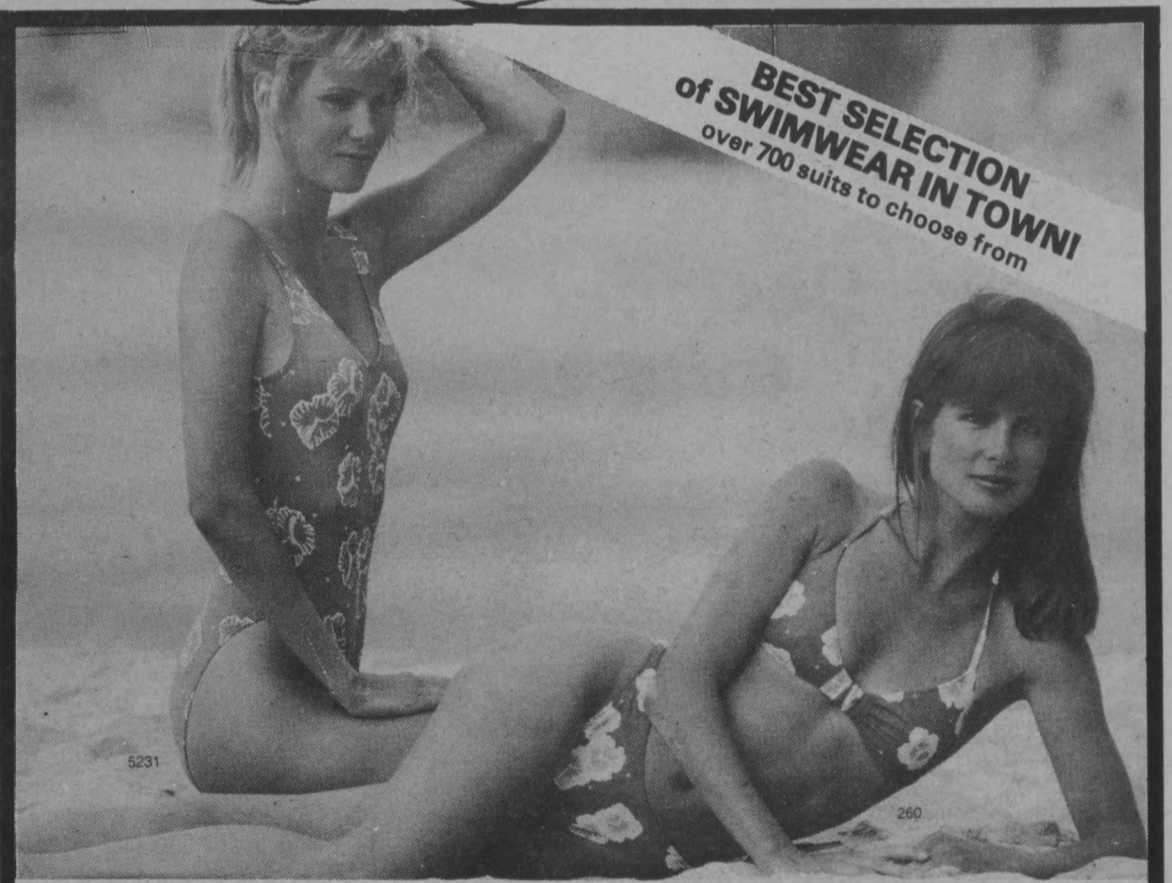
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Photo: Tracy Kahn

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Past Fashion... (Continued from p.3A)

varied history. They were first popularized by young, rebellious flappers in the 1920s, the first generation of American women daring enough to show their legs. By the time America entered World War II, silk stockings were popular enough to be rationed and prized by those who had them. Decorative patterns and rhinestone inserts also originated in the 1940s. Many women used shoe polish and eyeliner to paint “stockings” directly on their legs during the lean war years. This saved money and also prevented runs.

If our co-ed is wearing ankle socks, she could have stolen them from her mother. Anklets, especially with laced edges or appliques, were first popularized by 1950s schoolgirls and originally worn with saddleback oxford shoes.

Her pedal pushers exemplify the “casual starlet at home” look popularized by 1950s movie magazines. Thousands of women emulated such stars as Debby Reynolds, Doris Day, and Marilyn Monroe and copied their relaxed style.

If she is wearing a billowy below-the-knee skirt, she is once again copying fifties fashions. Skirts first rose above the knee in the twenties, when flappers went so far as to powder their knees to avoid oily shine. Though the thirties were more conservative, skirts never again dipped below the ankle.

Her oversized shirt has been worn by several generations of American schoolgirls. First worn in the forties, usually with decorated Levis with rolled up legs, the big shirt continued to be popular through the fifties.

Neon colors and the “new brights” have re-emerged from the late sixties’ wild stripes and flowers. (“Frankie Goes to Hollywood” shirts are a new development. RELAX — DON’T BUY IT.)

Her big, bulky sweater is a tribute to the beat generation. Bohemians like Jack Kerouac and Allen Ginsberg popularized slouchy, unisex clothing. V-neck sweaters over plain white t-shirts were ugly, but popular, even in the fifties.

The war years brought her an out-sized copy of the bomber jacket with fleece lining and big pockets, not to mention the ever-popular shoulder pad. (Military espionage expert Georges Marciano seems to have acquired his best designs from WWII American cockpits.)

The oversized fake pearls our co-ed wears around her neck are less flamboyant copies of the overly-long necklaces of the 1920 flappers, which often reached below the knees.

Even our co-ed’s haircut is an echo of a bygone era. If it is a smoothly styled, chin- or ear-length one-layer cut, it is a copy of a twenties bob. A closer cut, a “boy’s cut,” or a spiky-top cut is reminiscent of 1920, and also recalls the fifties’ poodle cut. Mohawks, flat tops, and shaved heads, attractive as they are, are as unoriginal as yesterday’s gum on the sidewalk. Rebellious youth of the fifties were kicked out of school for such architectural cuts.

Very little of what we wear today is more or less than a repeat of an earlier fashion era. So what ever happened to the clothes of the seventies? Where are all the platform shoes, Sergio Valente jeans, and puka shells? And where are flare pants, hiphuggers and polyester?

Laugh now, but they’re right around the corner. Remember when you swore you’d never wear your mother’s nerdy paisley blouse? Remember when her bright red lipstick embarrassed you in front of your friends?

Save your money. Save your clothes. In twenty years you can wear them all again. And for those of you who aren’t fashion conscious anyway, cheer up: what goes around comes around.



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but let me tell you something dahling

J' YOU LOOK MAHVELOUS



Before:
obviously.



My hair was getting too damn long. My head slumped under the weight of the hair above it. I felt like an English sheepdog. In heat. That's why when they offered me the chance to even watch somebody's hair get cut, I leapt at the chance.

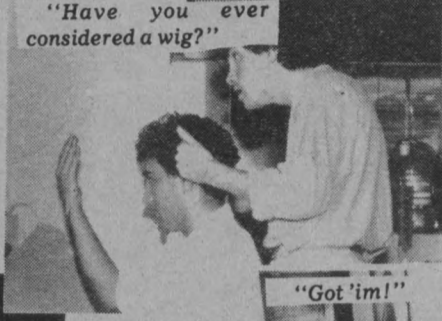
I was supposed to just take notes as UCSB student / model Tresa Rowe got made over, but the silly idea possessed me that she shouldn't have to go through that much fun alone. Yes, I groveled. It took me fifteen minutes to get the hair off my tongue. Never kiss the ground around a hair salon.

The people at Heads Above the Rest, downtown at State and Mission, were working on Tresa like Michelangelo working on *David*, but without the chisels. She was looking, well, *mahvelous*. Then they got to me.

"Hmm, my name up in lights..."



"Have you ever considered a wig?"



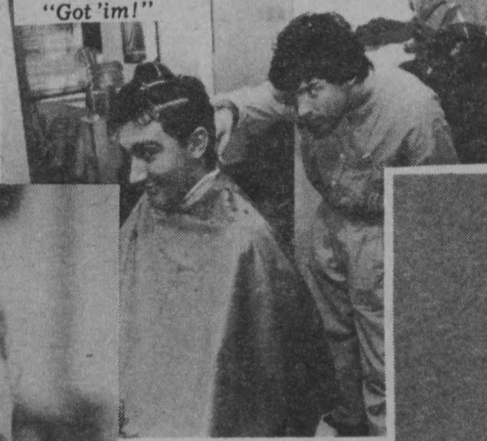
"What kind of shampoo do you use, Doug?" Metch asked. "Well, it's this new stuff. You know. Casmalia Brand. No tears, no more tear ducts." He put plastic gloves on after that.

What the Heads Above the Rest people did to my hair was a bonafide miracle. Tresa looked stunning. I looked like those guys in GQ. You know, the ones that always glare at you. Now I'm planning on changing my name to fit the look. How about Biff? Troy? Rex?

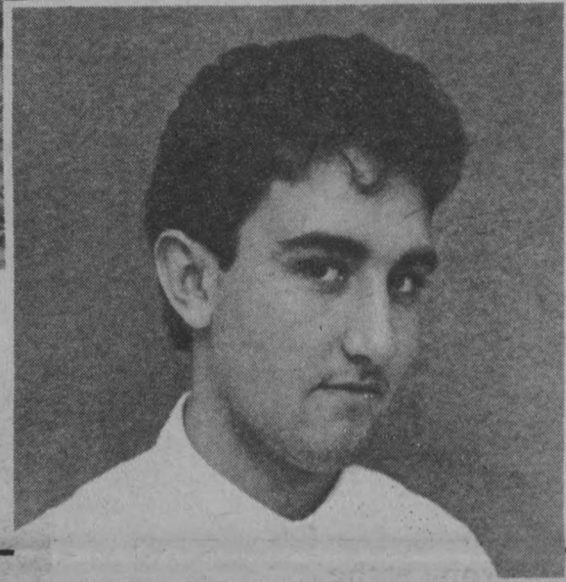
"Oh, what a tangled web we weave..."



"Got 'im!"

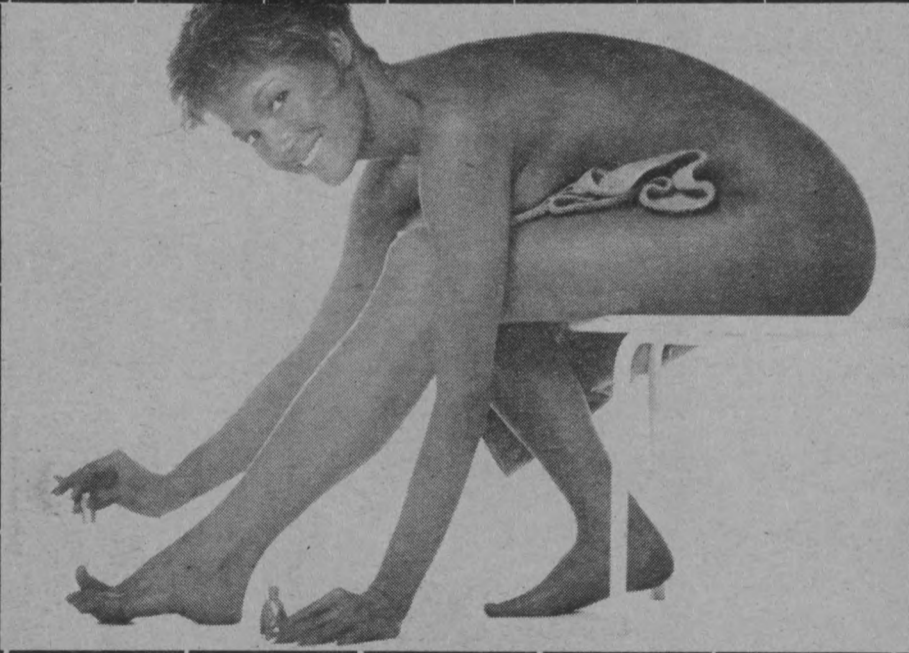


After:
mahvelous!



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Aristotle Onassis



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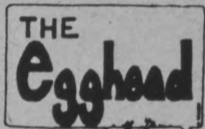
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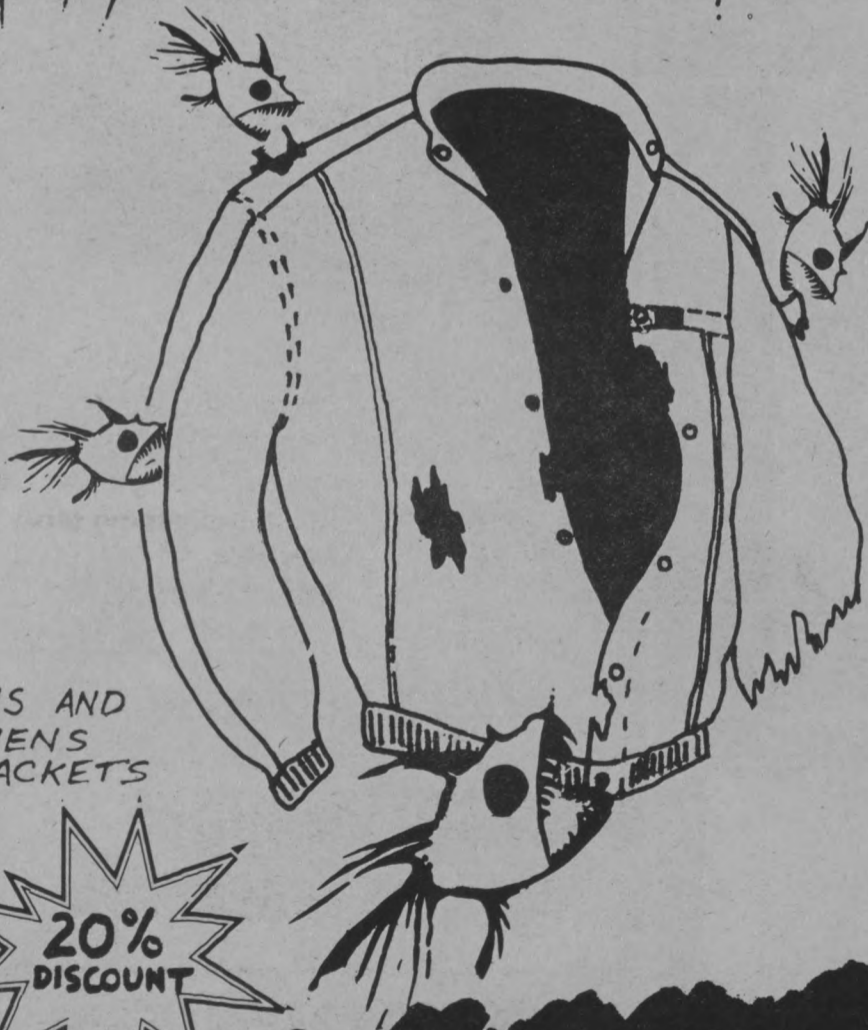
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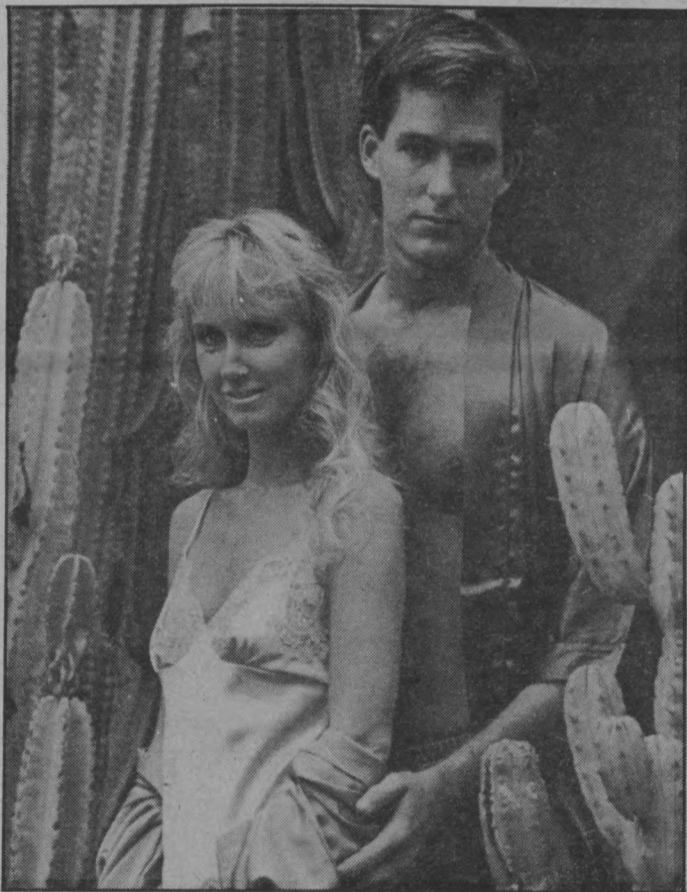
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Always a profitable business, the lingerie industry is enjoying more fame and diversity in both women's and men's fashions than ever before.

Kathy Alberda, manager of Victoria's Secret in the La Cumbre Plaza, said that although always a stable industry, it is growing and "we're definitely excited."

Customers of both sexes and all ages frequent the store, Alberda said, shopping for both themselves and others. She explained that the majority of purchases tend toward shorter items like the silk robe and boxers worn by Rob Pfau, or the satin robe and teddy modeled by Sylvia Maloney above.

Lingerie lovers of either sex are no longer limited in their choices of fabric and color. Basic cottons, laces and nylons in black, white and beige have been joined by silks, satins, and texturized fabrics in all shades of blue, red, yellow, green, purple, orange and ... get the picture? It's a pretty one.

UCSB senior Kris Dangi explained why she thinks lingerie has become a special and integral part of many wardrobes. "It's the only thing you wear for yourself — a lot of people don't see it, but it makes you feel good underneath your clothes," she said.

Anna Hoffman, a junior Liberal Studies major agreed. She said that "if you've got to wear it, you may as well make it nice," and justified the expense on a strict college budget by saying, "(I) spend nothing on the rest of my wardrobe."

Although he termed himself a "no underwear advocate," junior Andy Stiles said that he sees more glamorous undergarments for men as a sign that "age old stereotypes are breaking." He feels that women want to see men dressed provocatively. "(Women) want the same luxuries that men have had for decades."

Stiles added that "when it comes down to it," lingerie is a very sexy and personal thing. "Lingerie celebrates the act of undressing and makes it something sensual rather than a hindrance to sex," he said.

— Heidi Soltesz

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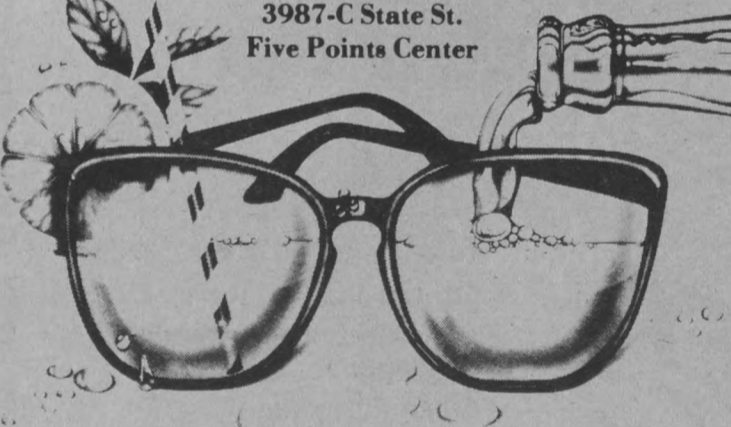


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DO'S and DON'TS?

There's no denying that fashion is a very personal thing. With this in mind, we don't feel that we can dictate what can and cannot be worn by UCSB students. But, we do

feel justified in giving a few general hints about appropriate attire for certain occasions. And so, fashion experts that we are, we give you ...

DRESSING FOR THE WEATHER



DO: Shorts, t-shirt, white tennis shoes and crew socks. Always acceptable for Winter wear at UCSB.



DON'T: Shorts, t-shirt, white tennis shoes and crew socks. A definite mistake during Winter anywhere outside of UCSB.

GOING FOR THE JOB

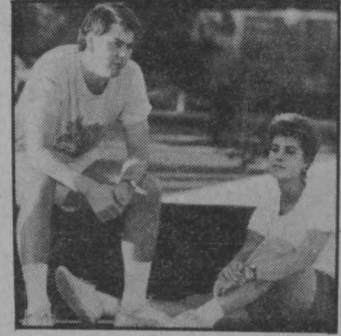


DO: Yep. Yuppie is the way to go to that job interview. Strive for the responsible look.



DON'T: Don't even try it.

LIVING IN I.V.



DO: On campus or off, the key look is casual comfort. We can all recognize this one.



DON'T: Time enough for corporate image later. Stick to personality now and live it up.



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LINDA GARMICHAEL, R.E.

Future Fashion Precast

As seasons in the weather come and go, so do seasons in fashion. This upcoming spring fashion season doesn't carry any dramatic changes from the past. What's to be anticipated are more subtle changes. The key notion to spring fashion is: *less is more*. This idea carries through clothing, accessories, make-up and hair.

Less is more works well for students who want to look good and yet juggle school, jobs, and a social life. *Less is more* means one or two strong accessories instead of looking cluttered. It means a good haircut instead of a fussy time-consuming "do." It means paring make-up down to let natural sun-bronzed skin to shine through. *Less is more* is a simplified style of fashion that will be prevalent for this coming spring.

At The Limited, linen, rayon and cotton are the fabrics of choice. Floral and geometric prints are used on soft rayon for skirts and blouses. The "camp shirt" and "three pleat pants" are good basic pieces to be dressed up or down. The cotton knit dress is cool enough for daytime, but with some metallic or shell jewelry and a blazer one can dress up enough for a night on the town.

Benetton is also working with cotton and rayon pieces. Benetton adds a "dressy" unisex clothing, still working within the idea of pants or leggings as the look for spring. Water-color splashes is one of the print themes they're showing. Pastels and neutrals are their main colors, but paired with bright pieces they're Benetton their European flair. Within the "Raj" theme, batik Indian skirts are also a cool option.

Although the changes are small, they are nevertheless important. The most significant difference for spring fashion is not color, fabric or shape, but rather the attitude: comfortable, simple, versatile and *Less is more*.

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THE NEW SHOE REVIEW

Spring has sprung and it shows for those of you with a fetish for foot fashion. Pumps are still the predominant statement in shoes, a scooped out, shell-like shape is showing up rather than a lot of strapping, according to proprietor and buyer for The Foot Note, Susan Adams. The height is lower — a half inch to two inches. The reason? Comfort, practicality and a sophisticated simplicity.

Practicality also means that in hot weather you must have holes. Holes mean sandals. Appropriate in the summer and in a beach town like ours, they tend to surface less in the city. The exception is in evening wear when the things to take note of are glitter, snakeskin, and metallic sheens. But back on beach, the sandal is done in white, bright colors and pastels. This season, however, witnesses an absence of neutrals.

Black and white are the store's most popular colors, pink is "in second place" followed by peach, hot pink, turquoise and red. A feminine, frilly and fun emphasis is seen in bright wild color — fuchsia, amethysts, firebird, jasmine, periwinkle, marigold, cobalt or electric blue and emerald.

Besides bold color, an outrageous impression is what's called for — for example, moccasins done in bright floral patterns, metallic flats with leather inlays and low-heeled, short boots with bright western patterns and perforations. Traditionally a fall item, the boots are a reflection of image rather than the weather.

Texture is important — the more interesting the better. Snake skin, if done properly, is a great daytime look in pumps as well as in sandals for a dressier, low textured appearance.

Fabric is especially popular in the spring because of the abundance of light weight clothing. The Foot Note has a heelless, closed toe espadrille with a cloth tie at the ankle — in black and white it is straightforward and sharp.

Calvin Klein and others have a unique statement of their own. In the designer category, their creations have more to do with their own influences rather than trends. Klein does not make as much of a feminine statement as Perry Ellis does. While Ellis promotes "the sweet look" — a more traditional pump for full skirts and the pleated linen look — Klein uses basics and texture and color as his method of show and tell.

According to Adams, by next fall, a renaissance look will carry on the yellows, oranges, reds, and tweeds for clothing that is more flamboyant — velvets, cord trimming running down jackets, frog

and suedes will also be big, ...st getting by with shoes — ...terribly important as far as public consciousness," Adams said. For job interviews — big time corporations — an accessory item is a finishing touch. Everything is so competitive. Someone is really finished, including shoes and hair, if everything is well attended to. It's really cut and dry — definitely not a sandal and definitely not hoseless. No hooker looks.

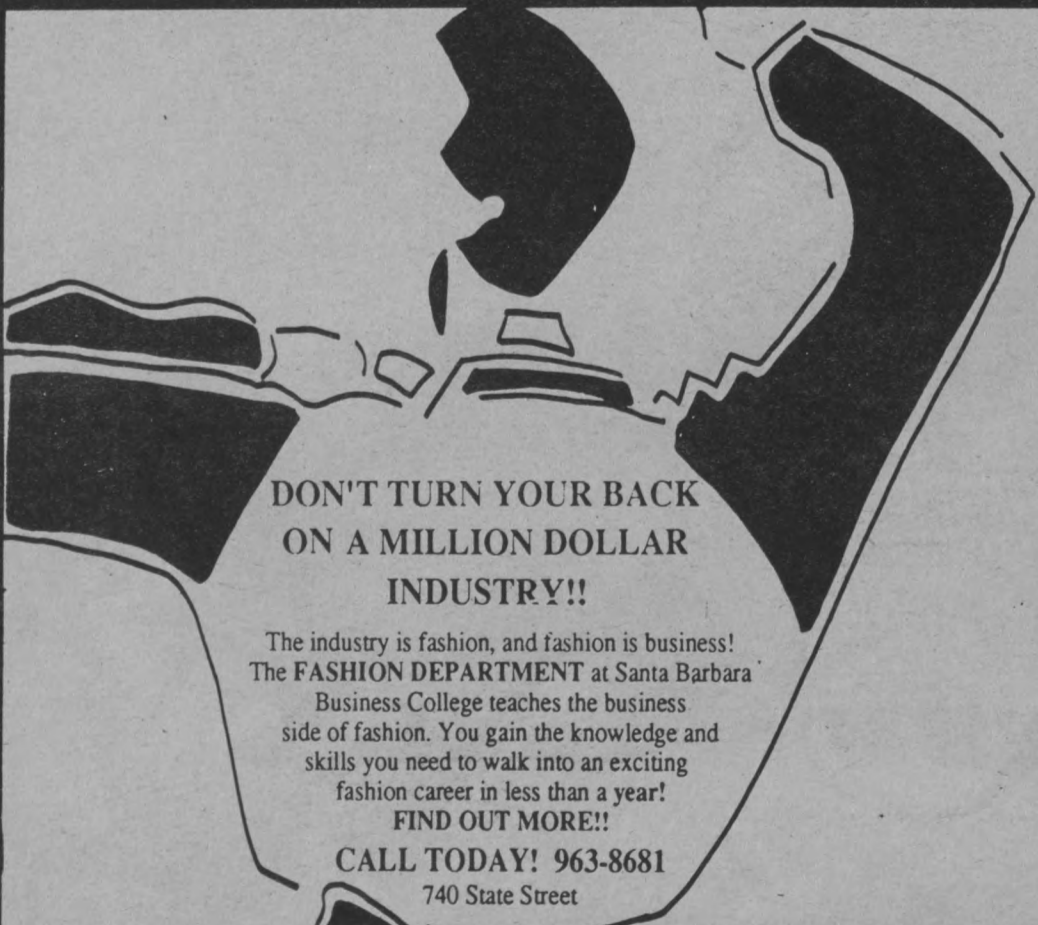
Sleek, shape and shine. Key words for Spring, according to Robinson's. Sleek refers to simple pumps and flats designed for streamlined suits and narrow skirts. "Chop outs" or cut out patterns, and sexy strapping make up the shape. Shine speaks for itself — patent leather, lucite heels and metallics. A few years ago, every color in an oil puddle was metallicized from aster to zucchini — now it's basic silver and gold but instead of being used as trim, an entire shoe will be in one metallic color.

Color is always important; now a particular shoe will come in every conceivable shade. The pastel palette is strictly for Spring but fuchsia, bright yellow and cobalt blue are equally popular in both spring and summer shoes. Robinson's shoe department manager Kris Herth predicts that eggplant, navy and jewel tones will be the thing for fall '86.

Perhaps the biggest trend of all is the New Western Attitude, comprised of "cowpunk" and the "Navajo look." Both Ralph Lauren and Guess have already been pushing this Santa Fe look. The cowpunk boot is expected to be the hottest thing for summer. Although it is unusual to have a boot popular during the summer months, they are opened up with cut outs, and not as heavy looking in white. The cowboy look of about six years ago was pure western whereas now jewels and tassels make it a high fashion look. The huarache sandal is a casual spring and summer shoe right along the lines of the new western attitude, but in a shiny white ribbon weave, it captures the "shine" element as well. The same shoe also comes in a multi-colored weave. Leather imprints on flats complete the western look.

In pumps there is strapping in terms of ankle wraps and ankle accents but there is a lack of overdoing it like last years "jail" shoes. T-straps are coming back too, so feet forward — put some style in your stride!

Shoes supplied by The Foot Note and Robinsons.

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LEND AN EAR

a student's contribution with style

Fashion isn't entirely dictated to students by the buyers of downtown department stores; students at UCSB have a way of innovating their own style. One student has managed to turn her sense of style into a product she can share with others.

If Wendy Nogradi isn't upstairs in the art studio printmaking shop, she can be found up to her ears in the wire and beads she uses to design and create her own line of earrings. A 21-year-old senior, Nogradi decided it was time to share what she loves most with others by creating wearable artwork.

"All of my traditional artwork is two-dimensional (etchings), and my ideas that have potential for three-dimensional expression come out in my jewelry."

She enjoys working in metal for many reasons. "There are so many different colors and styles, you need a market of jewelry that's versatile and inexpensive. The woman of today likes to change her earrings with every outfit, and considering you can spend up to \$30.00 on one pair of simple costume earrings, it gets expensive."

"I was simply tired of spending so much money on earrings," Nogradi explained. She began making jewelry for herself, and from there her ambition led her into the business world. Gifts of her earrings to friends led to selling them at sorority houses and later behind the UCen.

When she heard of the downtown Craft Fair she decided to enter some of her work. One requirement to submit work to the show was that it must be hand-made, so she created seven pairs of original earrings and sub-



mitted them along with some of her previous bead work. All seven of her new pieces were accepted: this inspired Nogradi's new line of intricate wire jewelry.

The Craft Fair is held every Sunday, and spans the length of Cabrillo Blvd. at East Beach. The entrance fee is \$225.00 per year for each of the vendors. "It's easy to make that back in the summertime, but the winters can be slow," said Nogradi, but she enjoys meeting all of the people at the seashore and rarely misses a Sunday.

For those of you who can't make it all the way to Santa Barbara, Nogradi will be participating in the Spring

Quarter Market Day right here in Storke Plaza. She will be exhibiting both her beaded work along with her most recent wire designs.

Upon graduation, Nogradi plans to travel to Europe with her work and see how it fares in a new market. She hopes to begin working in silver as soon as she can afford to, and at the rate she is going that time won't be too far away.

In the future Nogradi hopes that the success of her jewelry will bring her recognition for her etchings. As it stands, she will continue to share her talent with anyone who is interested in a little originality and style.



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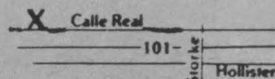
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FASHION SHOW

The A.S. Program Board will be putting on their first annual spring fashion show on Friday, March 7 at noon in the UCen Pub. This fashion show is free, and will feature student models who will be modeling fashions from The Field House, Rumours, Loring & Company, Apace and Merona Store. Everything from bathing suits to tuxedos will be worn, so come have a beer and enjoy the show!

WHERE DO I BEGIN?

review of 10 top fashion magazines

by Penny Rosenberg and Anne-Marie Stephenson

When I took this assignment — reviewing 10 fashion magazines — I knew I couldn't accomplish the task by myself. So I asked my roommate, Anni, for her input (help!). Anni's been known to be a fashion trendsetter while also breaking a few fashion rules, herself. I knew her comments would be valuable.

I returned from The Printed Word with an arm load of periodicals. As we spread them on the floor, sensory overload hit. We were in magazine paradise. In a sea of smiling faces, Anni asked, "Where do we start?" I responded, "How about alphabetically?"

Cosmopolitan — Okay, let's face it, Cosmo may have some fashion-related pictorials, but that's not why we buy it. We buy it for one reason: SEX. The articles are informational as well as entertaining. Who could pass by "The Other Woman was my Lover's Sister" without reading it? So maybe it wasn't fair throwing Cosmo in this review — but I couldn't resist! It's our bible, after all. One fashion honorable mention does go to **Cosmopolitan** for its knockout cover clothing. No one who saw it will ever forget November's slinky, spaghetti-strapped dress.

Elle — For a new magazine, **Elle** has spunk. With big, glossy pages and colorful photography, you just can't miss. The fashions range from fun to sophisticated flair. Shorts as a new member of the business suit adds perk to the stuffy boardroom. But **Elle** is not for the 30-plus group only. Those new nauticals can win the heart of any college student. The shoes, however, left much to be desired; Anni said, "Kinda ugly." The make-up section, however, makes up (pun intended) for this though. The colors are fresh and the and the cosmetics are laid out just waiting to be used. By far, these are the best make-up pages available at the newsstand.

Glamour — Complete practicality is the key issue here. And **Glamour** is the first word in practicality. Some fashions are strictly "corporate," but they **are** good. The knits shown are sexy and appropriate for night wear. I don't want to say this magazine is for an older crowd (although it is) because it offers many practical articles, helpful hints, and even money saving tips. Some examples include "Do's and Don'ts," fashion workshops and the electrolysis article in the March issue which is very informational. Though **Glamour** doesn't share the same prestige as some of the other fashion magazines, it is well worth the money. Perhaps, a subscription for the college student is a little out of line, but purchasing **Glamour** a few times a year makes good sense.

Harper's Bazaar — Bazaar has a little bit of everything — day and night fashions, and health and beauty articles. However, Bazaar caters more to the business administration, bicoastal type who also knows how to be well dressed for some heavy duty nightlife. These clothes are not for the 8 o'clock trek to Phelps. For those of us who adore accessorizing, there are a few stunning necklaces and bracelets shown. As one can see by looking through any recent fashion magazine, there are new trends for hair styles and the latest from Europe. There are also articles on fitness ranging from fanny shape-up to dental care. Bazaar has the elements that today's out-there-in-the-real-world women demand.

Mademoiselle — Mlle. spans the high school through college set. The look is fresh and even exotic at times. Designers range from Esprit to Ralph Lauren. The ideal Mlle. woman is very fit and active as the reader can see by the numerous health-related articles. These range from sex and health Qs and As to the latest on P.M.S. and the benefits of calcium. Even the make-up tips are based on health for the skin. **Mademoiselle** loves the new very short, sexy, sassy bangs which many of the models currently sport. Also shown is a diverse array of shoe fashions from the casual haurache and the colorful flats to the classic pump.

Town & Country — Any magazine without a Calvin Klein advertisement has to be uppercrust. That's **Town & Country**. The February issue has a 24 page spread of the newest spring "collections," not just fashions. This is serious stuff. I can't say this is for college students, because it's not. I can't even say it's for my parents (or anybody else's parents I know, for that matter). T & C is definitely high callaber. I'm not saying don't buy it, because it **is** fun to look at Bill Blass' or Givenchy's latest. A plus is the make-up section, where the models wear nothing but gorgeous lacey things. This is great for those with a lingerie fetish like me. No price tags were given — that alone should tell you how impossibly unaffordable these clothes are. The magazine, however, is only three dollars.

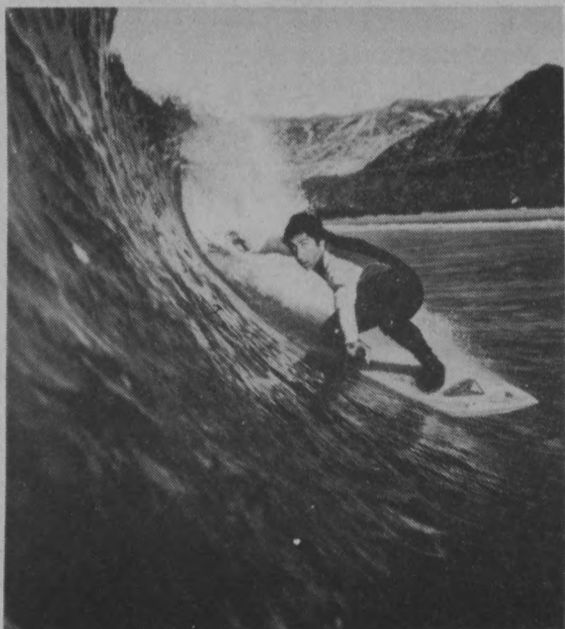
Vogue — What a fashion show! That was my first impression — and a correct one. This magazine is chock full of advertisements, but it also contains many articles of substance and insight. **Vogue** loves the comfort and ease of attractive sweaters and the big blazers with the new, contrasting tailored shorts. **Vogue** also shows many unique ideas in evening dresses. Silver is touted as the preferred metal for spring accessories. **Vogue** does not forget a woman's crowning glory. Advice on spring styles for hair, and shampooing needs for the season is here. There are plenty of make-up tips about the new trends, plus advice on new fragrances. Overall, **Vogue** is for those women who can afford the best of everything, which does not describe many of us. A quick glance through it just to see what our favorite designers are up to is worth the time, but not worth the three dollars.

Well, as you might of guessed, Anni and I aren't men. So even though we gave the men's magazines our critical eye, we called upon Ray, our friend, to ask his point of view.

(See MAGAZINES, p.16A)



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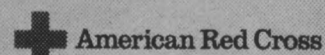
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SUITABLE STYLE

how to dress for success

Career clothing is an investment in your career and yourself," said Chuck Loring of Loring and Company in La Cumbre Plaza. For students in particular, "interview clothing" should be a top priority as an opportunity to make a strong initial impact before a prospective employer.

"There is a great deal of first impression that goes into the

well suited for people going into the finance, marketing, accounting and banking fields where conservative dress is expected.

Not all industries demand this same style of attire, Loring noted. Nevertheless, Loring cautioned, "when in doubt, dress conservatively. People do not assume you can dress up. They *do* assume you can dress down."

particular freedom to accessorize, with a great variety of neckware available," Loring said.

Nevertheless, "The biggest mistakes (for both sexes) are in accessorizing. It should be consistent with your outfit," Loring remarked.

Hair is especially a problem," he said. Many people do not put the care or consideration into their hair style. If you are

color. Often women ask if white or black hose are appropriate, but Loring suggests that women should select something in a flesh tone. Secondly, women should choose to carry either a purse or some sort of portfolio, but not both. "Otherwise, you go to shake hands and end up doing a juggling act," Loring said.

business," if the suit needs major work in the body, it could easily cost \$100 to be fitted. Thus, buying from a store which includes in-house tailoring in the price of its clothing offers the salesperson a powerful incentive to fit you correctly, Loring said. "If I sell you a suit that doesn't fit you right, then I am going to eat it down there (in the tailoring room)," he said.

Tips for obtaining that attire

When shopping for interview or career clothing, it is best to shop with a plan. "Buying stuff on impulse rather than buying stuff you need (is like) going to a grocery store when you are hungry," Loring said. "That is why you have people wearing 20 percent of their clothing 80 percent of the time," he added.

By "shopping by objective" students can buy fewer clothes that will work better together and save money beyond the tantalizing discounts at sales.

Also, buy only what you need. Avoid buying what you could borrow from friends or roommates if money is tight at the start.

The basic point is to put your money where it can do the most for you. If you are without dress shoes, shirts or ties, don't buy an expensive suit leaving little for accessories. "An inappropriate pair of shoes can



For students, Loring stresses making the most of a budget and setting realistic priorities. "Most students do not come in for their fifth suit, they are looking for their first," he said.

It is best to start with a neutral suit that will not be recognized over successive interviews, Loring said. "Many accounting firms hold one or two interviews on campus, and as many as three in-house interviews before hiring. If you wear a double-breasted green striped suit, they will remember you as the person with the double-breasted green striped suit."

Instead, a neutral suit accented by a number of accessories creates an

interview process," said Loring. "Hiring decisions are usually made in the first 30 seconds--the rest of the time is spent justifying the decision."

With so much riding on the initial impression, students are well advised to plan their wardrobe selection, not to pick it up in spot purchases, Loring said.

Loring, a UCSB alumnus and successful USC MBA, interviews applicants frequently for his various stores and has lead seminars to help UCSB students make intelligent choices about interview and career clothing for years. He recently discussed the in's and out's of successful interview dressing with the *Daily Nexus*.

The style of clothing Loring sells and recommends is admittedly conservative, and so Loring's advice is particularly

effective variation. "The charcoal-grey suit will never be remembered," Loring said.

Though a quality wool suit tailored to fit may run more than \$250, "this clothing is not going

dressed conservatively, "don't come to an interview with spiked hair," he said.

Jewelry and fragrances are two other areas where students should exercise care. For men

"Hiring decisions are usually made in the first 30 seconds — the rest of the time is spent justifying the decision."

to be out of style a month later and be thrown away," Loring said. True "investment clothing" is neutral and somewhat timeless.

Accessories allow a great deal of adjustment in style and mood and are comparatively less expensive than buying several outfits, yet they are often overlooked. "So we spend a lot of time telling people how to accessorize. Women have

or women, jewelry should be kept to an absolute minimum, and cologne or perfume worn "very light or not at all." "For everybody that likes your fragrance, it is considered that there are two people that don't like it. *What's worse*, the smell lingers in the room after you leave," Loring said.

Finally, Loring offered two recommendations for women. First, hose should be a natural

ruin a good suit," no matter what it's worth, Loring said.

Many students are unaware of the importance of tailoring in their selection, Loring said, "Tailoring is the single most expensive part of the garment." Unless you fit into a suit "off the rack," buying directly from the garment industry or from discount warehouses can be a risk, he said.


"Tailoring is a \$40 an hour

Dressing for effect beyond the interview

Once successfully hired, graduates should consider continued investment in their clothing. "The one thing people see about you everyday is what you wear," Loring said. "There is a temptation to buy frills and luxuries with that first wave of paychecks, he said, but your boss and your coworkers do not see your skis or stereo." By dressing for "where you want to be and not where you are," one can make clothing an asset truly worth investing in.

Interview by Dave Karow
Photography by Robert Auci





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Magazines...

(Continued from p.14A)

Ray's criteria for smart dressing is flexibility, interchangeability (for this fluctuating S.B. weather) and reasonable prices. "Both style and price should be casual," he said. After all, if you wear a \$150 *casual* jacket, do you really want to kick back on the UCen lawn?

Gentlemen's Quarterly — GQ offers many good ideas. Fashion looks vary from formal to day wear. Ray said the prices run too steep for his budget (a linen jacket at \$427!), but the styles are versatile enough so that men can easily utilize the idea behind the image. The fitness pages were described as practical for someone on the go. GQ, of course, offers much more than fashions — why Woody Allen, himself, was featured on February's cover.

M — **M**, also known as the Civilized Man, is just that: civilized. Ray emphasized that it is "much more eclectic than GQ." **M** has prestige written all over it. With an almost ivy league look, March's issue displays a parade of gorgeous sweaters. Ray, being a man of many sweaters, liked the selection. **M** "has a lot to offer," he said. It shows "relevant clotheswise ideas." **M** fulfills other requirements of an intelligent magazine. The interview with Ambassador Vernon Walters coupled with the professional, stylish look and layout left an impression with Ray. It is the well-dressed, thinking man's magazine.

MGF, Men's Guide to Fashion — MGF is a new magazine. For this reason alone, we should allow MGF time to clean up its act. Ray said he can't imagine a person over 18 years of age reading it. Perhaps harsh, MGF's March issue caters to the immature male. Ray used the word "prepubescent," and called the outfits' mixing of wild patterns "gross." Maybe we (Anni and Penny) shouldn't have done it, but we read the "For Men Only" column. Entitled "How to make love to a virgin," the article is truly offensive. The article opens: "It's hard work, but someone's got to do it." Ray summed it up best when he said buying MGF "is throwing away money."

Well, that's it: 10 magazines at your disposal. Remember the good ole days of **Teen** and **Seventeen**? Well, your grownup now, and you have many magazines to choose from. When you have the money (and the time) pick up a few and find out which one fits your style.

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