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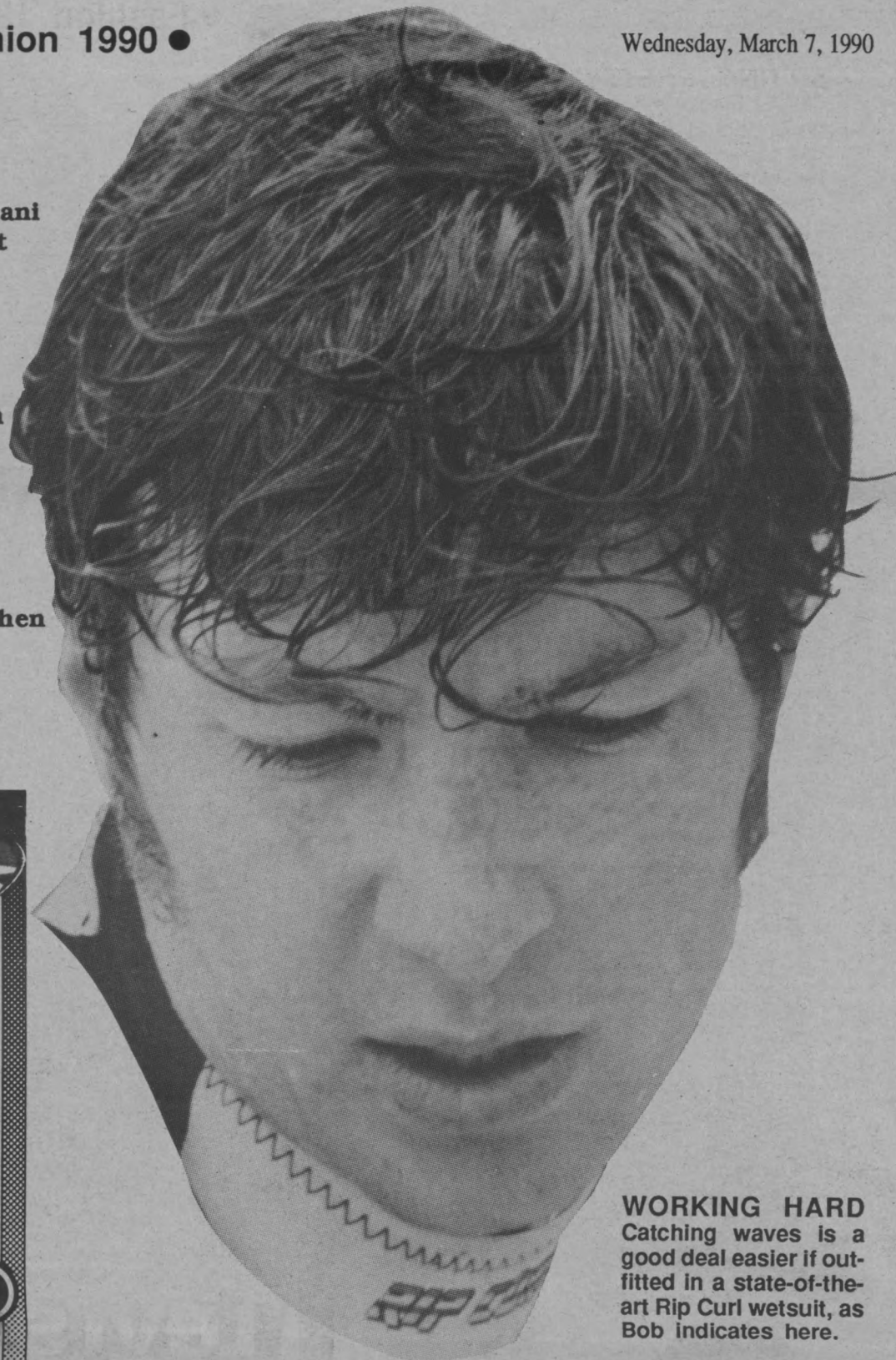
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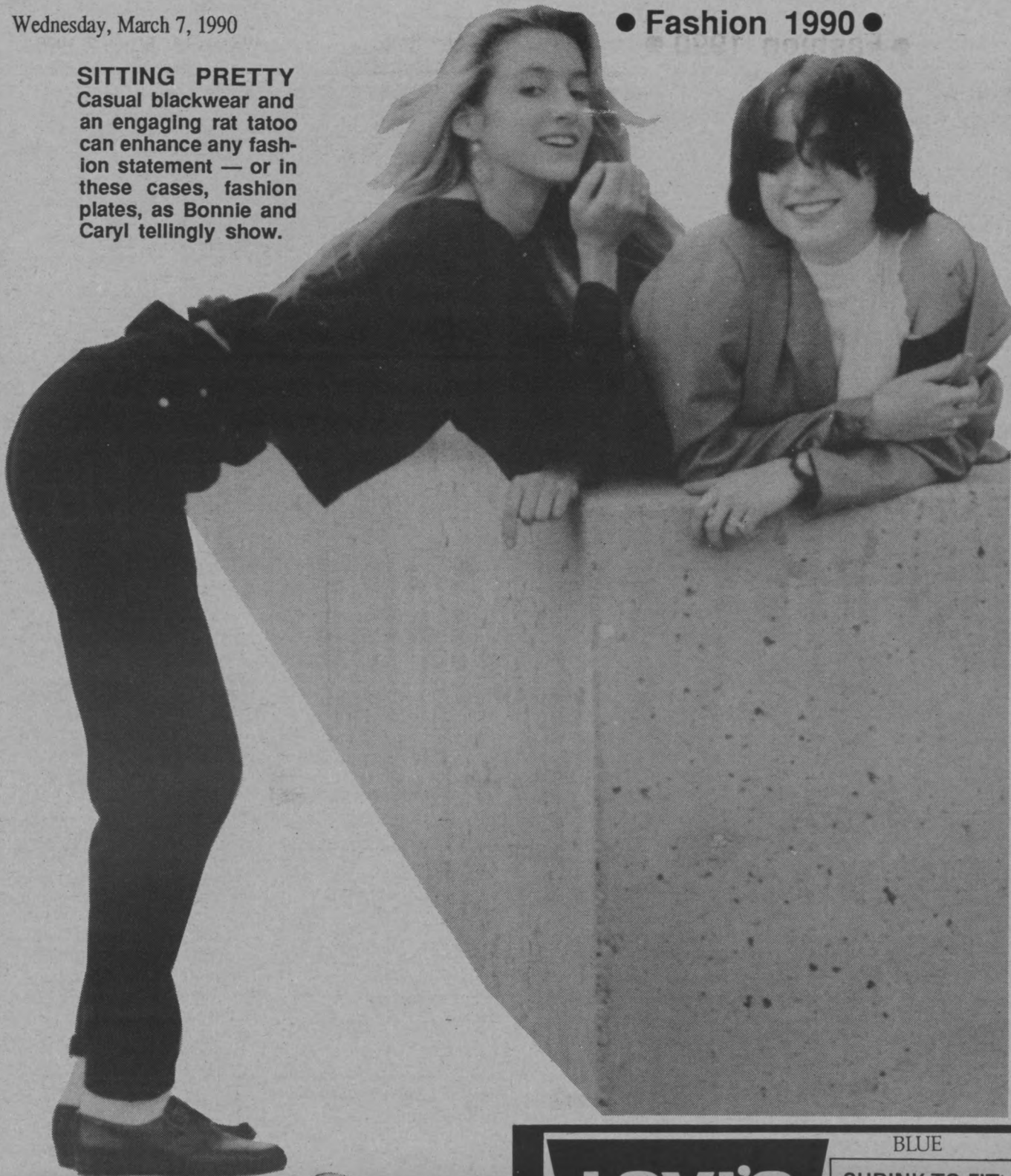
**WEEKEND CONNECTION**

Your Dining and Entertainment Guide



**SITTING PRETTY**

Casual blackwear and an engaging rat tattoo can enhance any fashion statement — or in these cases, fashion plates, as Bonnie and Caryl tellingly show.



**STANDING PAT** In any position, casual blackwear and the random rat tattoo are a certain kind of UCSB fashion phenom. If you see Bonnie and Caryl on campus, be sure to tell them you concur!

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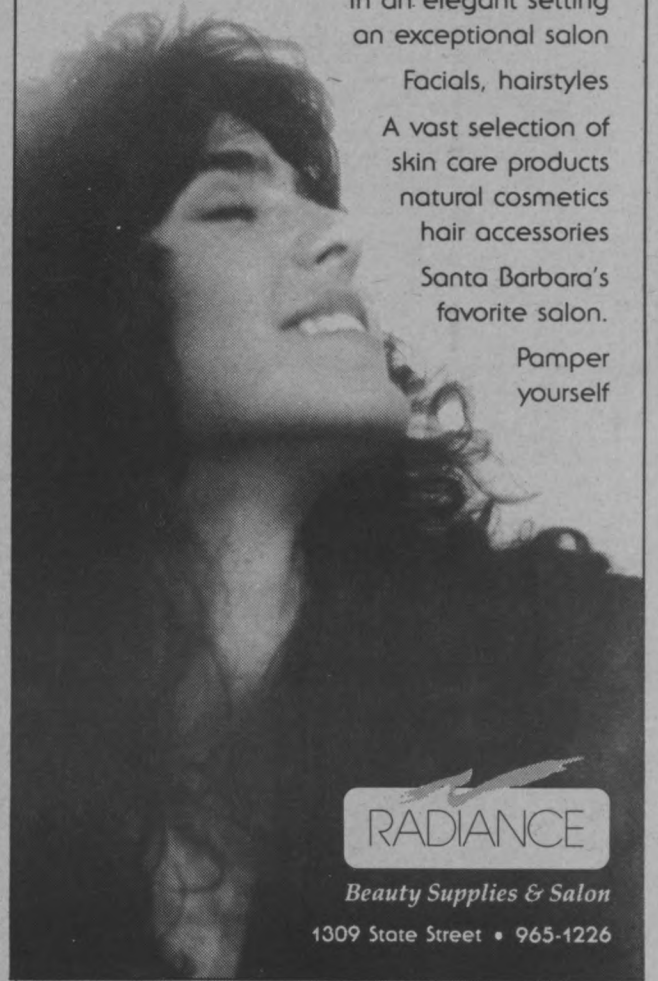
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# The Navajo Indian Golf Look



By Roscoe Clancy Cohen

As the autumn leaves reincarnate into beasts of the field and the wily woodchucks awaken from hibernation to begin their annual mating rites, there is only one question on the minds of the higher mammals like you and, presumably, me:

What the hell am I going to use to cover my naked genitals this season?

Well, it's spring, and although conventional wisdom would dictate you wear "clothing," in some instances clothing is optional (on hairy-armpit granola farmers, for example. Or during times when you're wearing egg on your face. Or even when clad in nothing more than the proverbial sack cloth).

My great-uncle, Bucky Kissinger Cohen, was never

known to wear clothing. He was also into weird Eastern religions — a sort of nudist Buddhist, if you will. He took a nudist bride by the name of Jennifer (Jenny) Spack Schwartz, moved to a Butte, Montana nudist col-

*In the search for the quivering underbelly of spring fashion — you know, the trends, the motifs, the cashola — my first inklings of inspiration led me astray.*

ony in 1969, and was never heard from again.

My great-uncle Bucky was the laughingstock of the Cohen clan. All for lack of clothes.

Keeping up with the Joneses means you'll have to plan ahead. You'll want to read all the magazines, attend each and every smarmy New York fashion show, and generally get in the faces of Those In The Know.

But you might not want to go to all that trouble. That's why you have Roscoe Clancy Cohen to do it for you.

In the search for the quiv-

ering underbelly of spring fashion — you know, the trends, the motifs, the cashola — my first inklings of inspiration led me astray.

"Earth tones," said Colin Campbell, one of Santa Barbara's avuncular desktop publishing gurus. "But I'm not sure where I read that."

Earth tones. Sure. It sounded plausible, but I needed more. I needed an expert opinion. I decided to go straight to the horse's mouth. I figured, who would know fashion better than the four-dollar-an-hour fashion clerks of beautiful downtown Santa Barbara?

"Loose-fitting colors," said Cyril, a buyer for Gary Paul on State Street. "Men are starting to get away from neutral tones."

I understood, even though Cyril himself was wearing all black. Now — if men don't wear all black, and Cyril is wearing all black ... then by association, Cyril is not really a man. Right?

I decided to extend my search even further.

Amy, a perky doodler at the Polo Shop in Santa Barbara, was a bit more forthright. "For men," she said confidently, "colors and brights will be in." She cited

See SPRING, p.7A



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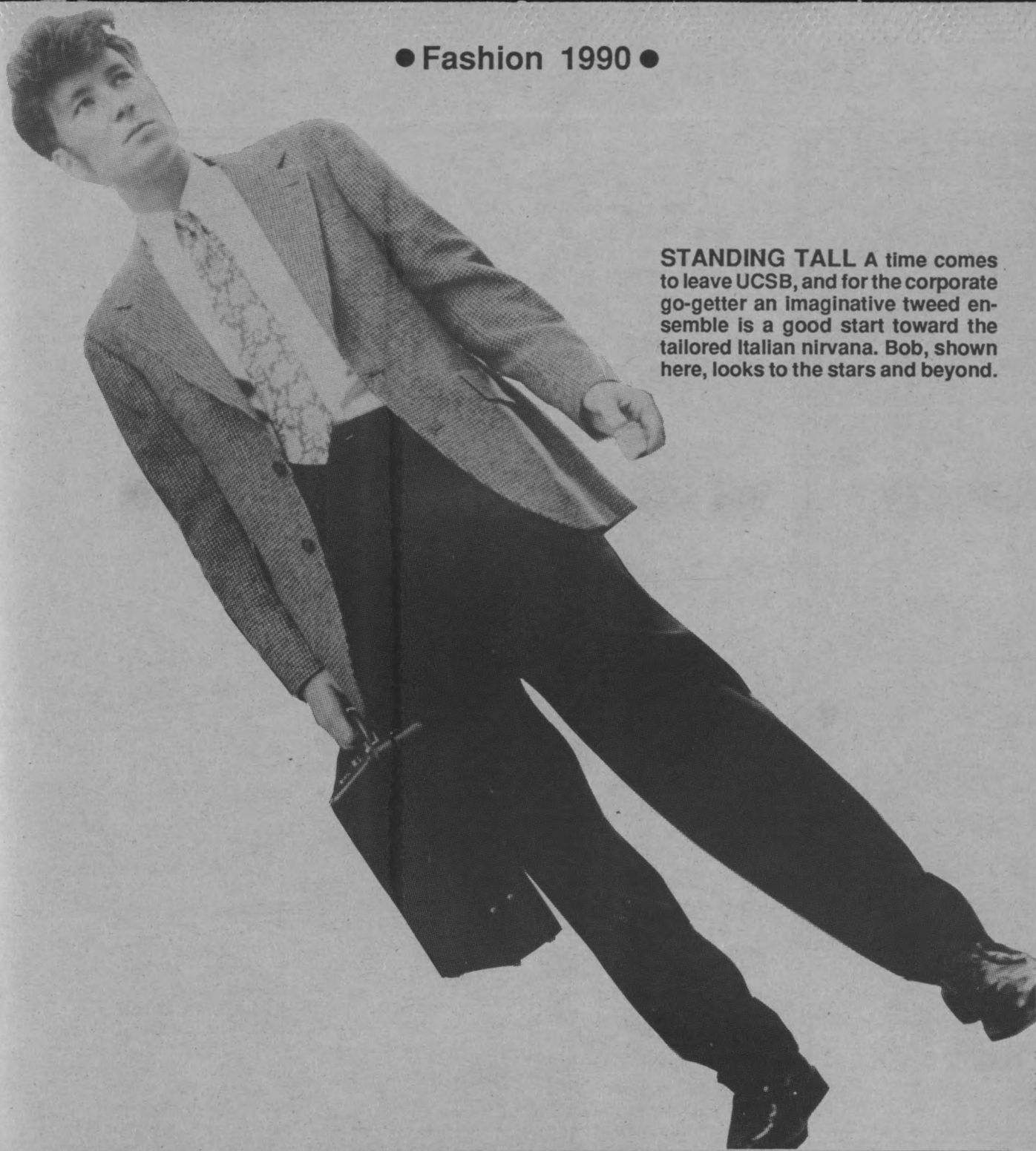
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**STANDING TALL** A time comes to leave UCSB, and for the corporate go-getter an imaginative tweed ensemble is a good start toward the tailored Italian nirvana. Bob, shown here, looks to the stars and beyond.

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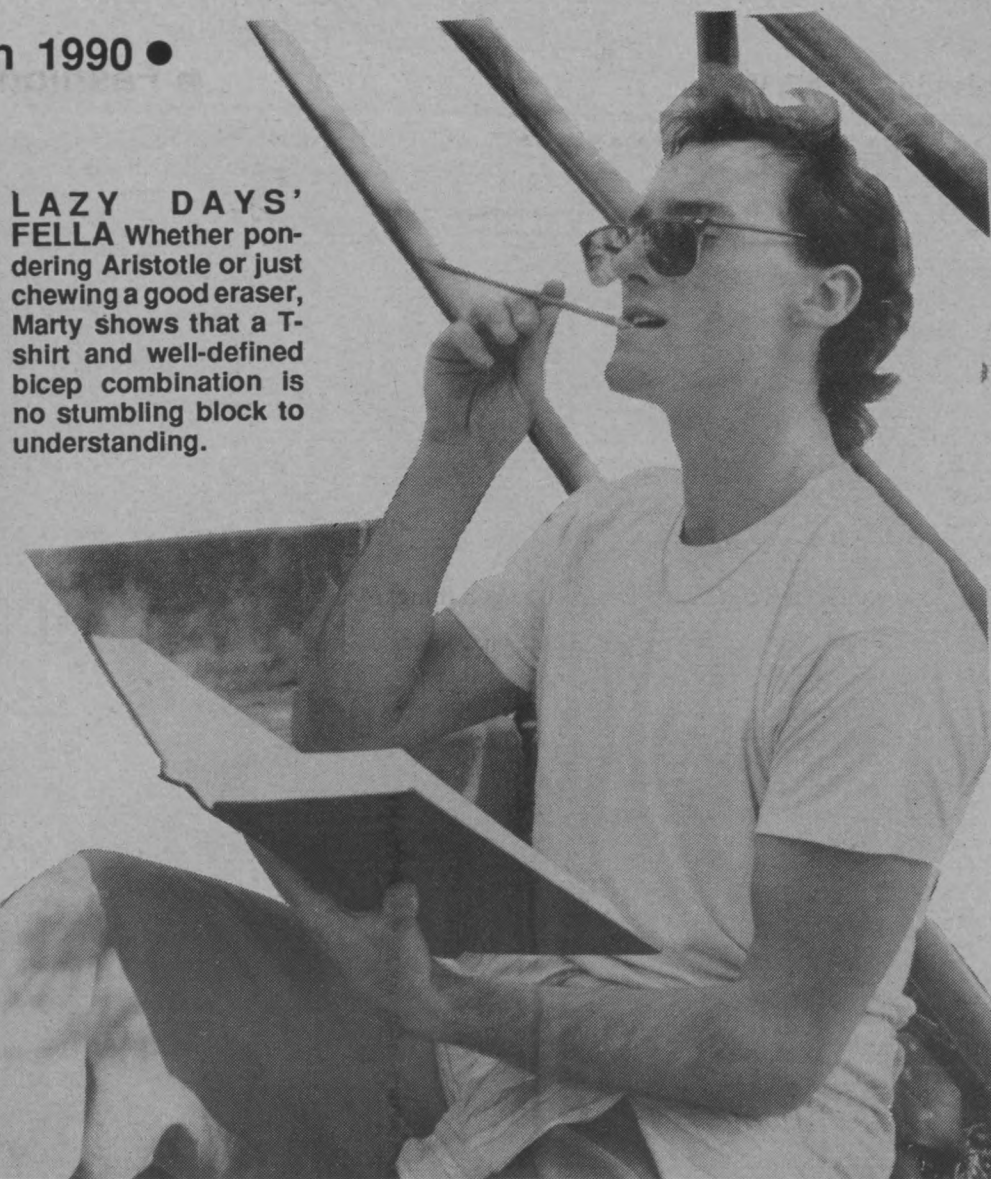
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**LAZY DAYS' FELLA** Whether pondering Aristotle or just chewing a good eraser, Marty shows that a T-shirt and well-defined bicep combination is no stumbling block to understanding.

**FACE TO FACE** Bob and Shelley disprove the maxim that the clothes make the man (and woman!). Great hair is also an intangible, but in this case it's definitely a plus.

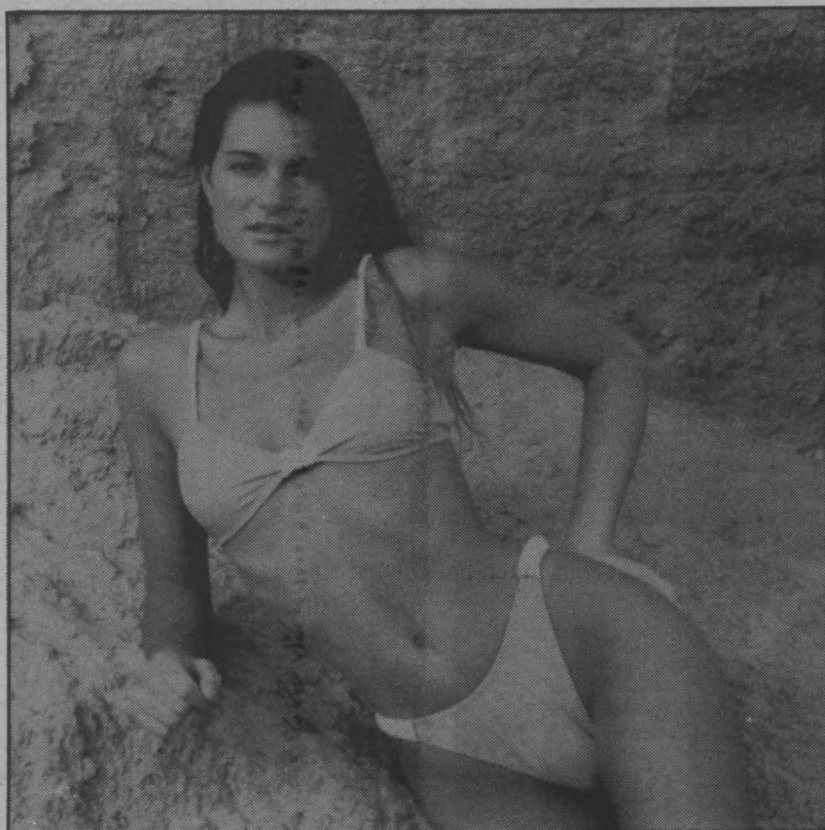


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# SPRING FASHION

Continued from p.4A

a "golf influence" which evoked in my mind an image of male fashion models in peach and yellow sports shirts being corralled by a certain model of Volkswagen.

So where exactly do fashion clerks get this kind of information, I queried. Surely not from *each other*.

"No," said Amy. I could tell she and I were becoming fast friends. "The designers 'key' off each other."

"Waaaaa? You — a corporate representative of Ralph Lauren — are admitting to a respected journalist that fashion designers routinely steal from each other?"

Of course not, she said. The *other* designers steal from Ralph Lauren.

But what exactly do they steal? Besides the golf thing, I mean.

"The country roughwear," Amy said. "And the Navajo Indian look. But I don't know where Ralph Lauren got the ideas."

That's right — look for monogrammed Polo feathered headdresses and stone tomahawk accessories to appear at high-fashion outlets near you.

Gail, a prospective brain surgeon temporarily working the desk at Contempo Casuals, partially concurred with the opinion of my good friend, Amy. "Flowers, brights, and miniskirts — *of course*," she said. I assumed the skirts would be for the gals — although this reporter admits he's had his fair share of skirt-wearing recently. But what about the guys?

"Not so much flower prints," Gail said. "Men never change."

That's it, ladies — just like mama always told you. In their stench-ridden clothing and their rascally ways, *men never change*.

Jennifer at the Benetton store in La Cumbre Plaza seemed somehow ... above all the ruckus. When posed with the question *What's hip for spring?* she gave a curt reply: "I dunno," she said.

Convinced she was hiding some vital fashion secrets from the world, I pried a little further. What, for example, do you make of the Ralph Lauren "golf trend" currently sweeping the nation?

"Golf?" Jennifer answered. "As in the green? We've always been known for bright green. Benetton is known for bright colors."

Aha. So Benetton's been the source of the Spring 1990 "bright colors" thing all along. Does Jennifer agree with our other experts that colors will be in this spring?



"Yeah," Jennifer says. "But I don't like bright colors. I don't like any of the clothes in Santa Barbara. All the clothes in Santa Barbara are boring and basic. There's nothing different. If I had my way I'd shop in Europe."

Europe? On a retail salary, Jennifer? C'mon back down to earth and have a thermos of coffee, would you please?

Outlandish as Jennifer's comments may seem, they just may sum up fashion in general. Fashion means bucking the trends, casting conformity to the four winds, *and* biting the hand that feeds you — usually at the same time.

Holly, who answered the phone at the Gap, seemed to embody this spirit. What's hot at the Gap these days?

"Safari," she said. "Subdued colors. Mauves, tans, blacks, and off-whites. Florals for women. We've got florals up the butt — that's what's hot in Europe."

Holly went on to refute the concept of Ralph Lauren as central trend-setter in the fashion world.

"That's a little egocentric," she said. "I don't like the Santa Barbara Polo Shop. There are other Polo Shops I like, but I haven't even been in the Santa Barbara one to see what they have in awhile."

But ... but ... what about that much-ballyhoed Ralph Lauren "golf look" that's sweeping the nation from here to Tuscaloosa?

"We had golf cardigans at *Christmas*," says Holly with a playful sneer. "Golf is *out*, for us anyway. I haven't seen it."

Holly also wasn't surprised at the Eurocentric bourgeois snobbery displayed by her upscale neighbors across the mall at Benetton.

"That doesn't surprise me," she said, insisting she hasn't been on any European clothes-buying sprees lately. "But I like to shop in L.A. They have bigger malls. But soon we'll have Nordstrom...."

That's right — and all hell will break loose, in a fashion sense, anyway.

Isla Vista's own Big Dogs, meanwhile, long reknown as the mainstay of bright colors, is certain to be a winner in the upcoming spring festival of bright colors — right?

"I don't know!" said Liza, the store manager. "Why don't I give you the number of our downtown store?"

No passing the buck, you. We're looking for amateur opinions, not corporate "facts." I want to talk to the Big Dog, not its master.

"I don't know whether to say what's really coming in or

what would be best for my business," Liza continued. She finally divulged that Big Dogs would favor colors such as teal, gray, and "kinder, gentler neons. Mellow neons — but still neons," indicating the madness will continue for yet another season at least.

And what about that Ralph Lauren "golf look" everyone and their mom is sporting these days?

"Like plaids?" Liza responded. "C'mon — Polo saying 'golf look' is like us saying 'volleyball shorts all the way,'" she said. "But don't quote me on that."

After getting it together and consulting with a friend who just happened to be in the store (*memo to Big Dogs executives: your store managers are socializing on company time!*), Liza was finally able to sum up her feelings about

spring fashion.

"I have a look in my head and I'm trying to find a word that describes it ... freeform. Less oversized. Not tight ... but you don't look like you're wearing your parents' clothes. Clothes to live in. 'Sensible-wear.' Spring is a lot bolder. There's less trends and more personal expression. And you can quote me on that one."

"That sounds like great advertising copy," I replied. "Yeah," Liza said. "Sure."

To Holly, Jennifer, Liza and all our other helpful experts — my hat is off. I'm going back to wearing flowered polyester Hawaiian shirts with plaid Bermuda shorts again. That is, assuming I don't become a Navajo Indian Polo golfer.



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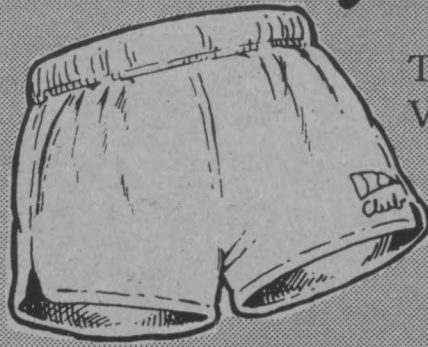
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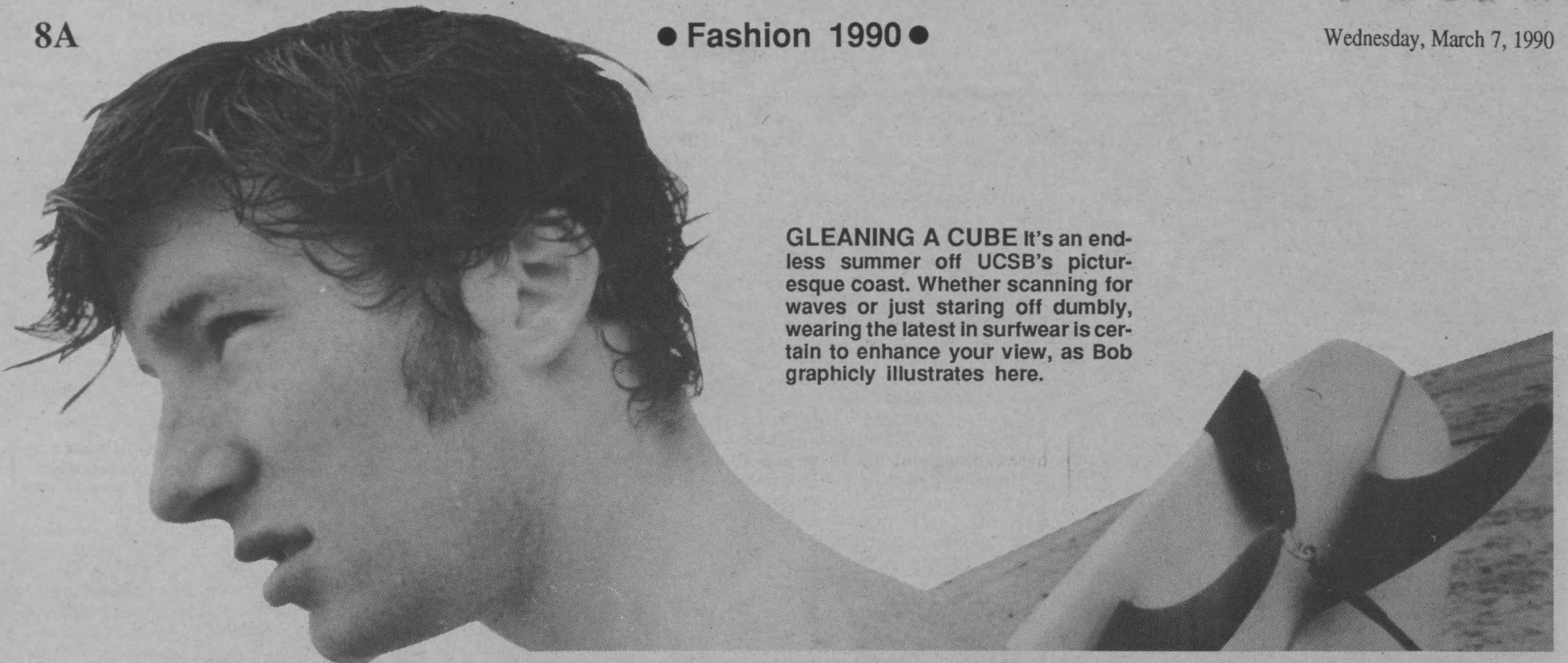


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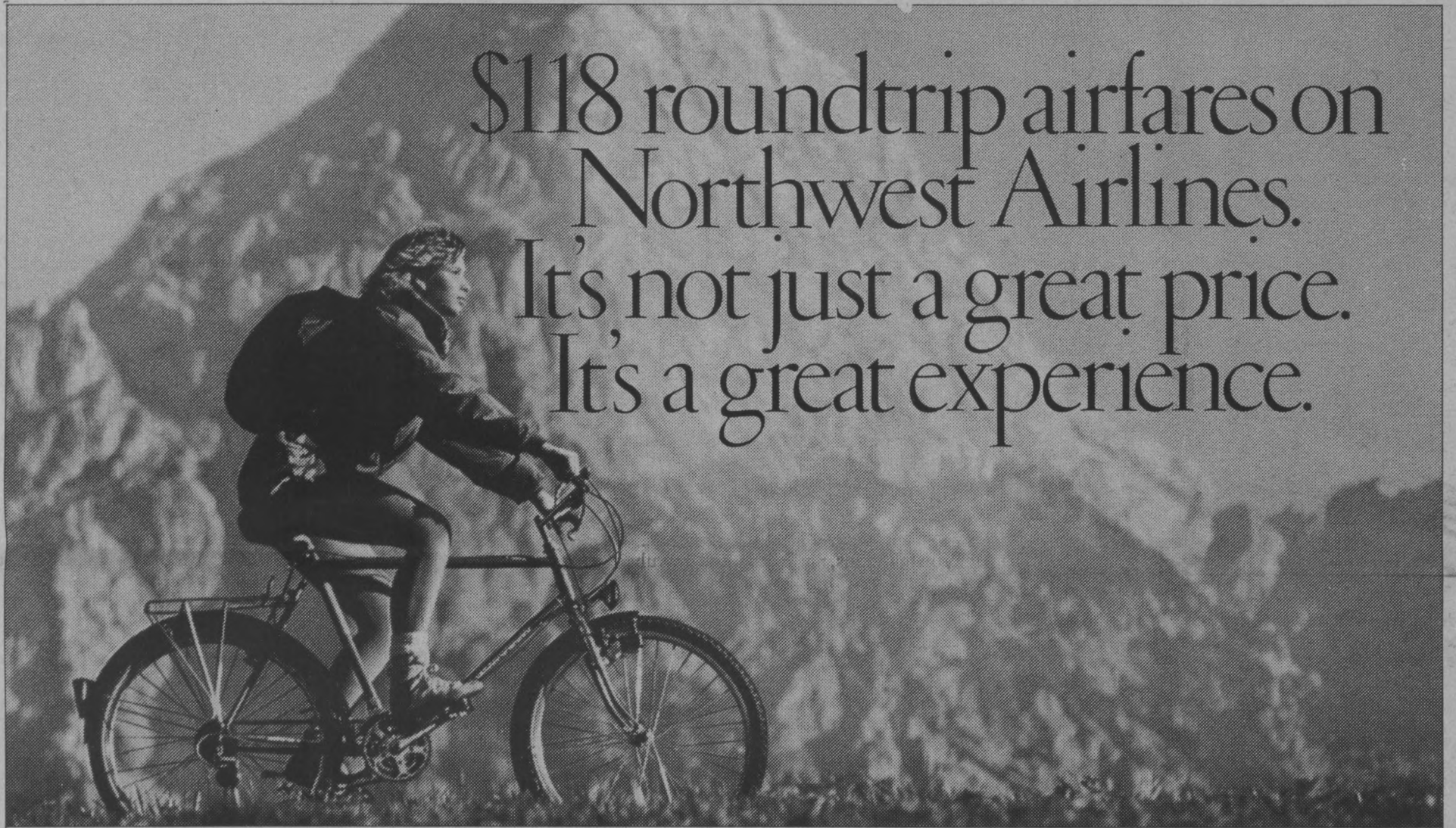
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