

STREET SCENE

The Observer & Eccentric Newspapers

(478xwb.9.17)

Monday, September 23, 1991 O&E



Sports is fashionable this fall. Watches with rotating footballs and basketballs are hip at \$19.95 each.



Rah, rah, ras . . . Clothes with class

By Charlene Mitchell
Special writer

SEASONS CHANGE AND SO DO trends. As summer fades and the colorful mixture of autumn leaves start to appear, Michiganians seem to get a sudden itch to change their looks.

It's called "staying current," which is very different from the '80s version of being hip. Current can be conservative or slightly avant-garde. For sure, current is what's in now.

High school and college students are the biggest trendsetters for the current look. From varsity style leather jackets and four-by-four vehicles to the current look in haircuts and footwear, to be out of style is definitely not the way to impress the opposite sex.

Being current among teens and young adults is even trickling down to the younger kids who also feel that last spring's wardrobe is totally unacceptable for this fall.

Ridiculous? Probably so, but current is the password to get people to accept you . . . not so much for who you are, but whether you're wearing the correct labels.

"It's really phenomenal," said the owner of Such A Deal outlets, a discount designer clothing chain with several stores in the metropolitan area.

"All the teenagers are coming in for Czarachi jeans in every color. We sell them for 50 percent off the regular price (\$80) and we can't keep enough of them in stock."

AT TRENDS, a men's and boys clothing shop in West Bloomfield, the

current look is "Skids" pants (also worn by girls). The trousers come in a variety of plaid patterns and are made of a puckered cotton fabric.

The colors are simple — black and white combinations with warm burgundy and sea green. The prices might be a little steep, but when trying to stay current, price isn't the deciding factor.

A very "current" item this fall is the leather jacket with sports appliques. The popular football style shows a playing field on the back, complete with yard lines depicted with a suede-like fabric. A life-sized football in pigskin adorns the center of the field, with a smaller football on the sleeve.

Ethnic pride is also finding its way into fashion. Many African-Americans consider the current look to be a similar varsity-style jacket done in black leather with a green and black outline of the African continent on the back.

"A jacket like this might have been considered threatening a few years ago," said one University of Michigan student. "I like it because it's practical style-wise and it says who I am."

OTHER JACKETS in the line include basketball, bowling and traffic sign themes.

Haircuts certainly make a statement. According to Southfield stylist Hoffelt of Asyas Salon, the "very" current look for guys is a pixie cut. It may sound a bit prissy, but it actually is an updated version of the bowl cut with wispy bangs.

The style is very popular among a number of Hollywood stars and guys in the music industry.

Another trend for hair, according to Hoffelt, is coloring with cellophane. "My clients are all into products that are safe for the ozone," he said.

Once you have the right jeans, jacket and haircut, you'll need the right kind of transportation. If you listen to the people who run the Suburban Mobility Authority for Regional Transportation, riding the bus is very current, even if you own a car.

In fact, Moore & Associates, a marketing group, is distributing printed invitations and free tickets for bus rides to and from key shopping malls in Oakland County.

From Northland to Summit Place to Oakland Community College, the bus rides promise to be prompt, convenient and fun. What a hoot for suburban kids who had a new car for their 16th birthday.

IF YOU enjoy yourself, there's a pre-posted card you can send to Moore & Associates for additional free tickets. (Wonder if the regular bus riders receive any of this free stuff?)

If the SMART bus loses its appeal (and it certainly will within a few weeks), the best way to stay current, according to auto dealers, is with a four-by-four. The Ford Explorer, Jeep Cherokee and Geo Tracker are all hot — excuse me, current. Next in line are convertibles. Definitely on the outs are family cars with four doors.

The best thing about being current is the raves you'll get from others in the know. The sad thing is it will cost you a bundle and by the time you get it all together, the styles are ready to change again.



North Farmington running back Jonathon Rogers (above) and cheerleader Julie Hahn model matching leather sport jackets (\$129 each) in red and black. A 1992 Ford Explorer from Mel Farr Ford provides the backdrop for cheerleader Courtney Kilger wearing a 2-piece denim outfit by "Splash" available in four neon colors.



The prop is a Toyota four-wheeler from Mel Farr Toyota for football players Eric Porter (left) and Jason Horwitz. Eric models a patchwork denim jacket while Jason has on patchwork corduroy jacket and pants in shades of blue and red, all by Zip Code.



A 1991 Geo Tracker from Jack Cauley Chevrolet suits North Farmington football coach Jim O'Leary and player Mike Hamill just right for a game of catch while modeling football jackets available in black and white or blue with gold leather in the bomber style or stadium length.

Staff photos by Sharon LeMieux