

WHAT'S HOT

h a t s n o t

Fads help us become part of 'in' crowd

By DIANE D. DIPIERO Collegian Staff Writer

When we were little tykes, they had us twirling with hoola-hoops and bouncing on pogo sticks...

Fads are the spice of life. They give us ideas on how to feel, what to listen to, what to wear...

Fair for fashion

Designers are influenced by other people, too. For examples, rock stars are generating many new fashion ideas...

ruffled blouses. And in magazine says that, thanks to movies such as "Amadeus," old-fashioned, oversized blouses and dresses will be worn a lot this year.

Lady Bug, 110 E. College Ave., says that women's and men's clothing is taking on a dressy-yet-casual air. This is evident in the popularity of women's silk, loose-fitting dresses and big, bold checked suits for men...

Fashion designers seem wary to use words such as preppy, yuppie or punk. These days, good fashion is a combination of all fashion styles. Wearing penny loafers with faded Levi's 501s and a bright oversized sweater is being fashionable without placing a stereotypical label on your body.

But labels on your clothes still mean a lot. Wear is popular for women, because it features long, full skirts and warm, fun sweaters. You can't go far on campus without seeing somebody wearing a Benetton sweat-shirt. Guesses is another big name. And if you've been hiding that Gucci bag under your bed, get it out, because the rage has hit an all-time high. Genuine from Italy is preferred, but some examine it so closely enough to recognize that it's actually a \$20 imitation from the streets of New York.

State College hair stylists also travel to find new ideas. For example, Changing Times Hair Design, South Allen Street, is associated with the Vidal Sassoon International Cutting Team and gets many new styles from Montreal.

"Neat and clean" is the look for the fashion-conscious male and female - the hair is cut bluntly, close to the ears and nape of the neck, longer and fuller on top. In other words, say good-bye to tails on men and women, which turned out to be real quicky-fads. The idea is to get your hair to look as neat as possible by using as few gadgets as possible. Mousse and gels are still very big (they're unisex, too), and in many cases, take the place of curling irons. Although a lot of advertisements have displayed men with '80s-style long hair, experts say that short, groomed and stylish is still the best way to go.

Bangles and bracelets

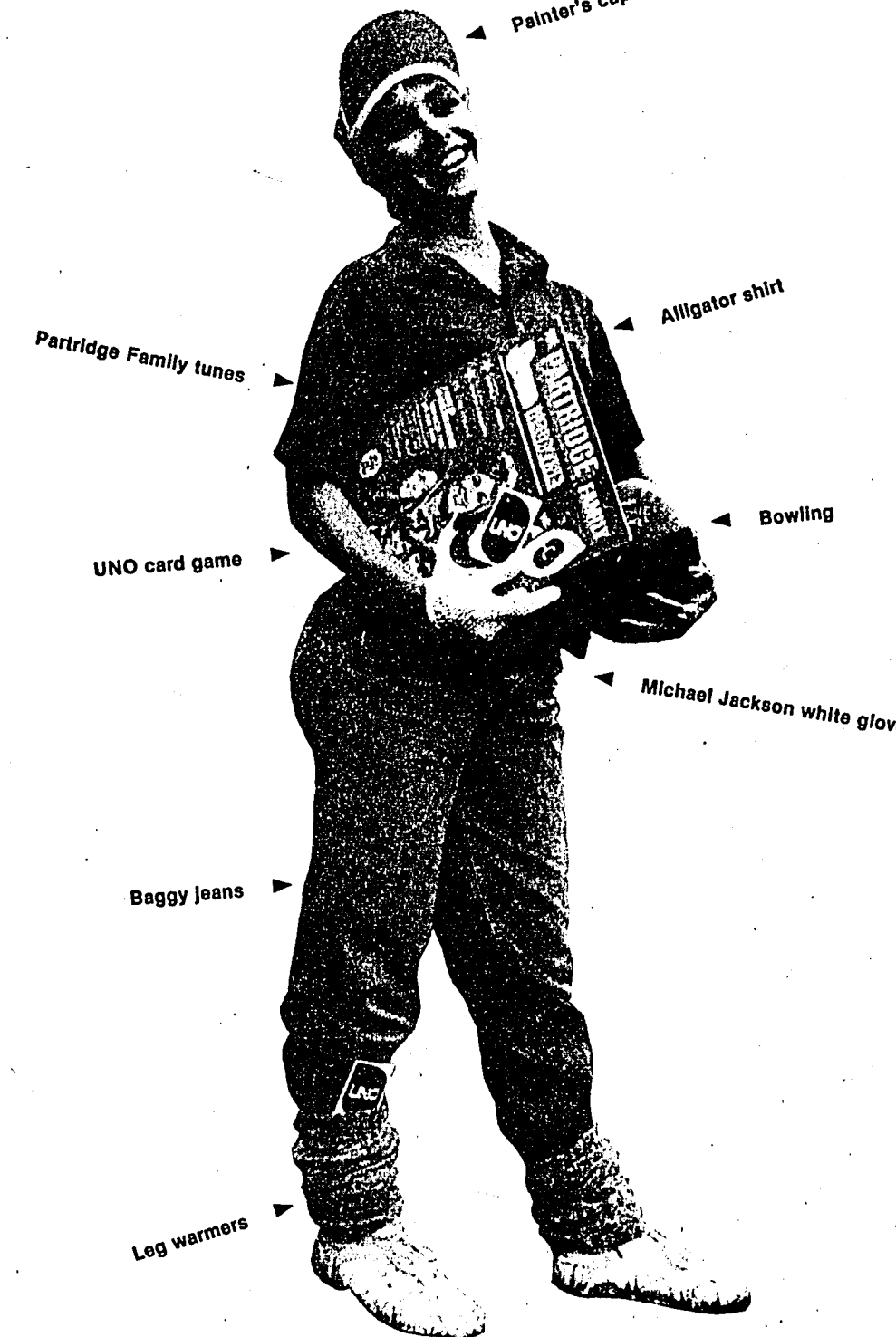
With an up-to-the-minute wardrobe and hairstyle picked out, it's time for accessories. Unfortunately, it doesn't look like the mood ring stashed in your desk drawer is going to slide back into fashion anytime soon. Rubber bracelets are the rage. Here again, rock stars seemed to have established this fad. Just as Taylor of Duran Duran wears a stack of black bracelets from his wrist to his elbow, and Madonna often sports multi-colored ones, Twist-a-heads have been replaced in popularity by single strands of colored pearls. Because of a new focus on antiques, and due in part to the success of "Amadeus," brooches and pendants are worn underneath the collar of high-buttoned blouses, on the lapsels of suit jackets or even on the leg of pants or jeans.

On the screen

Movies are constantly going through phases. Cocoon unraveled a trend for sci-fi flicks, while St. Elmo's Fire sparked a resurgence of teen films. Last year it was movies about the plight of the farmer; this year the focus will be on the big stage coming to the big screen, with the release of Agnes of God and A Chorus Line.

Tunes of the times

Music has its share of fads too. On the way out are fashion-pop bands such as Duran Duran and Culture Club. They may induce current dress and hair styles, but their music seems to have become old news.



This is out

Rolling Stone has a separate top 10 chart for campus music, and it seems the bands that continually make the list - REEM, the Smiths, The Talking Heads, to name a few - are becoming more popular in this area.

Locally, Rhetoric is a much talked-about band, as is the Screaming Ducks; Positive Hate has the attention of the punk-rock crowd, while reggae lovers look forward to performances by the Earthtones. With the break-up of some local bands with strong followings, a newcomer, Queen Bee and the Blue Hornet Band shows potential to take their place. The band's moody jazz sounds are sure to make them one of this year's great music finds locally.

Workouts and weight loss

More often these days, music is associated with exercise. Jogging with the headphones on is a common site around campus, and aerobics performed to your favorite tunes is the newest fun way to burn up calories. In fact, physical fitness can be considered a fad in itself. Just within the past five to 10 years, man has decided that you're never too thin to diet and exercise. Salt has become a four-letter word; diet colas are only sensible; soy beans and wheat germ aren't the dreaded foreign substances they once were. The latest health-food fad is Tofuti: It looks and tastes like ice cream, but it's made from good old tofu, which takes on the flavor of whatever it's mixed with.

Board games and baby dolls

For those who prefer mental exercise to physical, you'll be glad to know that Trivial Pursuit is expected to continue to be a top-seller through the Christmas season. Hoping to capture popularity is the Monopoly's anniversary edition, which should hold more of a nostalgic value than a new novelty Monopoly strategy. Several new Scrabble games, including "People Scrabble" and Scrabble

for kids will be working to divert some attention Trivial Pursuit, one of the all-time best selling board games. And don't let go of those Cabbage Patch dolls. Kay-Bee toy store at the Nittany Mall says the little adopted darlings will capture the hearts of the young and the young at heart once again this year. But be on the lookout for a new type of infant: "Real Babies," whose eyes open and close automatically. Some of fads could turn into institutions. It happened to the Walkman, which is now a household word, and pierced ears for men, which are much more widely accepted than they were just three or four years ago. Skateboarding isn't as hot as it once was, but you can still see people rolling through campus now and then.

Etc.

Other pastimes that were once the most to say the least have moved into the used fad lot. Why did hoola-hoops and yo-yos lose popularity, while Frisbees and Hackysack have persisted? We, the consumers, can control the popularity of some of these fads. If we all stopped buying Frisbees, there would go that fad. We also have the power to determine the fate of Music Television: Whether MTV will remain a popular amusement for years to come or that little astronaut will take his last space-walk someday soon remains to be seen. It is up to us, the fickle individuals, easily made bored and ever-eager for changes and updates, to decide the fate of popular diversions.

With fashion, though, things run a little differently. You may be in love with those paisley pants this time next year, but the "big brother" of fashion might direct you to give them to the local Goodwill. Thus, fads are fun and innovative, but they can end up costing you a lot of money. According to Santini, we, being the very last of the baby boom generation, are highly susceptible to these "social whims" through media propaganda. The excitement of something new lures us to fads and novelties. They make us feel that we're up with the times and a part of a certain elite group.

Fac. Senate votes on grades Rally & fest will oppose apartheid

The Faculty Senate will vote today on whether to implement the plus/minus grading system approved last April and scheduled to take effect Fall Semester 1987.

USG pres makes IFC alcohol proposal

A proposal that would give the Interfraternity Council more alcohol enforcement leadership capabilities was introduced at last night's IFC meeting.

Specter holds open house by phone

U.S. Sen. Arlen Specter said yesterday he favors a Senate Republican proposal calling for a balanced budget by 1991 with limits on federal budget deficits.

Prof to give slide show on North Korea

The East Asian Studies Society is sponsoring a slide show presentation and discussion at 7:30 tonight in 303 HUB titled "North Korea: A Place that Vists."

lack of consensus. Some senators feel that it is important that the senate address the issue so they are confident with the decision, he added.

board would be established to hear all cases involving alcohol-related incidents. Although nothing is written down yet, IFC plans for a subcommittee to begin work on a draft this week.

WPC warns be aware of responsibility

Go on, have another beer. The next time you have a party and encourage your guests to have just one more drink you better stop and think about the risks and liabilities you face.

Prof to give slide show on North Korea

"I was very fortunate to get into the country," Chang said. "North Korea is very much like (George Orwell's) 1984."

collegian notes

- Student Counsellors are available from 4 p.m. until midnight each day in 135 Boucke or call 863-2020. Free University will sponsor a vegetarian cooking class at 6 tonight in 373 Willard.

police log

- State College Bureau of Police Services reported that a fire started yesterday in the kitchen at Phi Kappa Tau fraternity, 408 E. Fairmount Ave., when a plastic container ignited on a gas stove.

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