



Hashmi David Creamer/Daily Nebraskan

## British clothing store opens Manchester shows its style in new surroundings

By Lise Olsen  
Senior Reporter

From seer-sucker suits to orange wide-wale skirts, the British clothing invasion has finally hit Lincoln. "The English Girl," owned and operated by a 1978 UNL business graduate, opened March 12 in the basement of the Douglas Three Theatre building.

The owner, Taushif Hashmi, has stocked the Lincoln store with more conservative English clothing lines. His current stock is exported from two of his existing clothing stores in Manchester, Britain's second largest city.

With decor ranging from Union Jacks to posters of Madonna in the movie "Desperately Seeking Susan," Hashmi is attempting to strike a balance between Lincoln and London chic.

Transferring his English fashion savvy to Lincoln presents a few challenges, Hashmi said. But he expects

his friends and his knowledge of Lincoln gleaned from four years of undergraduate school to help.

After only a week in business, Hashmi already is planning to expand his stock and double his retail space by expanding into a vacant adjacent area. Hashmi also plans to open a store in Omaha this summer.

Shoppers at "English Girl" might be surprised at the variety of fabrics, ranging from polyester to cotton. Customers also will have to adjust to European sizes. An English size 10 corresponds to about a 5 or 7 American junior size, Hashmi said.

Several styles, such as cotton floral-print jumpers and metallic suits, are targeted for college-age women. But some, such as the standard acrylic sweaters and tweed skirts, should appeal to all age groups, Hashmi said.

The range of fashions reflects the British style, Hashmi said.

"Britain goes from one extreme to another," he said. "You see very conservative to very wild."

Some styles Hashmi considers too radical for Lincoln include hat-pin-style earrings and micro-minis.

Hashmi sells a few jeans, which are unisex. Skirts dominate the stock, Hashmi said, because European women prefer them to jeans.

Although Hashmi is a five-year veteran of English retailing, he says he'll have to adjust to make his mark in Lincoln. Hashmi predicts it will take much more advertising and almost two months of work to get established here. It only takes a few weeks to get established in England, where a store's success depends on word-of-mouth and foot-traffic, Hashmi said.

Prices at "English Girl" range from \$24 for a sweater to \$70 for a dress. Through March, Hashmi will offer a 15-percent reduction on all stock.

Although he admits there may be a better market for English clothing in larger, trendier cities, Hashmi said he expects to find success in Lincoln, his old college haunt.

## Run-off to be held for second vice president

ASUN will hold a run-off election between second vice presidential candidates Tony Coe of the Excel party and Tim Geisert of the Impact party.

Last week, Coe received 1,204 votes compared with 998 votes for Geisert. But, Regent rule 6611 states that an executive candidate must be "elected by a margin over the next higher can-

didate of at least 10 percent of the total vote cast."

Greg Smith, director of the ASUN Electoral Commission, said Monday that the election will be conducted by the League of Voters and polls will be located in the Nebraska Union, East Union, Nebraska Hall and Mabel Lee

Hall. The run-off election will be decided by a simple majority, he said.

Smith said each candidate will be allowed \$64.50 in campaign money, half of the regular election allocation.

He said the same procedures used in the regular election will be used in the run-off election.

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