

This year's lingerie line lacy, racy and pretty

By Kari Mott
Staff Reporter

The newness in underwear is not nudeness, but a more feminine look.

Women want to feel more feminine and prettier, said Lynnette Connley, buyer for Younkers.

A full-blown romantic look is coming, Connley said, with bows and a magnitude of lace, especially stretch lace in bras and panties.

New bras in Younkers' selection have a front tie with ribbons or are held together with a string, she said.

Miniskirts have made changes in the underwear department. One example of this is that slips and half-slips are getting shorter, said Alice Wiechert, foundation and day-wear buyer for Miller & Paine.

Another change that has been made is to place thongs on lacy teddies, Connley said. Thongs are similar to a G-string, but have a small strip of cloth up the back.

Miller & Paine is coming out with thong-backed panties in March, Wiechert said.

Pertaining to the upper area of the body, bras are becoming even more minimal.

Brazabra and Staykups, which are used for support, can be worn under strapless or backless dresses. Brazabra are made of paper and used only once, said Claudia Rogers, owner of

Elizabeth's Fine Lingerie. Staykups are reusable.

Younkers also has such bras, but calls them brazy. Tropical Pasta is a brazi that comes in a floral design. Connley said these can be worn under a swimming suit or a tank top.

Jockey, sold at Miller & Paine, has come out with two new cotton bras in colors that match Jockey underpants, Wiechert said.

"What makes Jockey fun are the colors with pastels and fashion brights," said Wiechert. "We sell a lot."

Popular colors for lingerie are peach as an alternative to pink, beige as a body tone, light pastel colors and ivory.

Stockings can be pale or natural-looking.

The leg should match the bottom of the outfit, said Mary Minig, hosiery buyer for Miller & Paine.

Lycra hosiery is popular because it doesn't bag and is sheer, Minig said.

Thigh-highs and lingerie-inspired hosiery are new, Minig said. Lace panties attached to the top of hose are also available.

Garter belts are very popular with stockings instead of pantyhose, Rogers said.

"Sexy, lacy garters are real hot," Connley said.

Elizabeth's Fine Lingerie is starting to get into a men's line. The store sells boxer shorts and pajama bottoms to match or coordinate with a kimono, Rogers said.

Hairstyles remain the same

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What lies behind the movement toward softness and sleekness? Kevin Moore said he sees it as a gradual evolution from the spikier styles of '86.

Another big trend today is hair coloring for both women and men. Moore said that at his shop hair coloring has tripled in the last two years.

"Hair color is just opening up avenues for people who are bored with what they've got — and that's 100 percent of the population," he said.

Red dominates the field now, but the trend probably won't continue. Briganti said she foresees bolder colors to complement vibrant spring shades.

"People aren't afraid of color because it's a lot more controlled with the advanced technology," Ogg said. Sikyta said customers, especially men, no longer need to fear a "brassy" effect.

"The idea of color," Moore said, "is accenting natural color, not covering anything up." Highlighting and sunglazing can accomplish this.

Mikki Frohberg of the Pink Flamingo said customers today have almost unlimited color options with 71 colors and more than 200 — possibly even 7,000 — variations to choose from.

No matter how fashionable the style, all the effort and artistry in the world won't matter if hair isn't kept in good condition.

To keep hair fit, Phoenix stylist Robin Neal said, a good moisturizing shampoo is a must. At the Pink Flamingo, stylists suggest protecting hair from the summer sun with scarves, hats and sunscreens like Sebastian's Sheen rinse.

Long or short, red, blond or blue, no matter what the fashion forecast may be on the coasts, hair in Nebraska usually stays much the same for years simply because people are reluctant to change, Briganti said.

"They want to look like everyone else," Briganti said. "To be anything else means that you're too different, and that's not acceptable because that means you're not part of the group, and everybody wants to be part of the group."

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