

Natural clothing, products fashionable

Hats are conservative, practical this season

By Jennifer O'Clarka
Staff Reporter

Hats will be conservative and practical this year, according to Lincoln and national fashion sources.

Mary Clarke, beauty editor at the New York-based Sassy magazine, said fewer people are wearing hats with weird shapes, flowers and costuming.

Lut, she said, people probably will be wearing hats for protection from the sun, scarves around their heads or cotton berets.

"Actually, hats were stronger last year," she said. "The trend now is that people who love hats will continue to wear them, but those who wore them because of the trend will stop."

Christine Clancy-Adams, accessories and jewelry department manager of Dillard's Department Store at Gateway Shopping Center, said her store stocks sporty hats including canvas "tie-in-the-back" hats with big bills.

Clancy-Adams said scarves tied around the head are coming back because they can be folded up and put away easily.

"The trend is away from Easter

hats, except with the older ladies," she said.

Renee Prater, assistant manager of the Pro-Image at Gateway, said baseball caps have been a long-time favorite in Lincoln. Baseball caps always have been one of the main sellers in the Pro-Image, Prater said.

Over the years, Prater said, her store has accumulated many styles of caps, including "old-timer" caps, neon, leather, two-tone, twill and corduroy caps.

Prater said these caps range from \$10.95 for corduroy to \$39.95 for the leather styles.

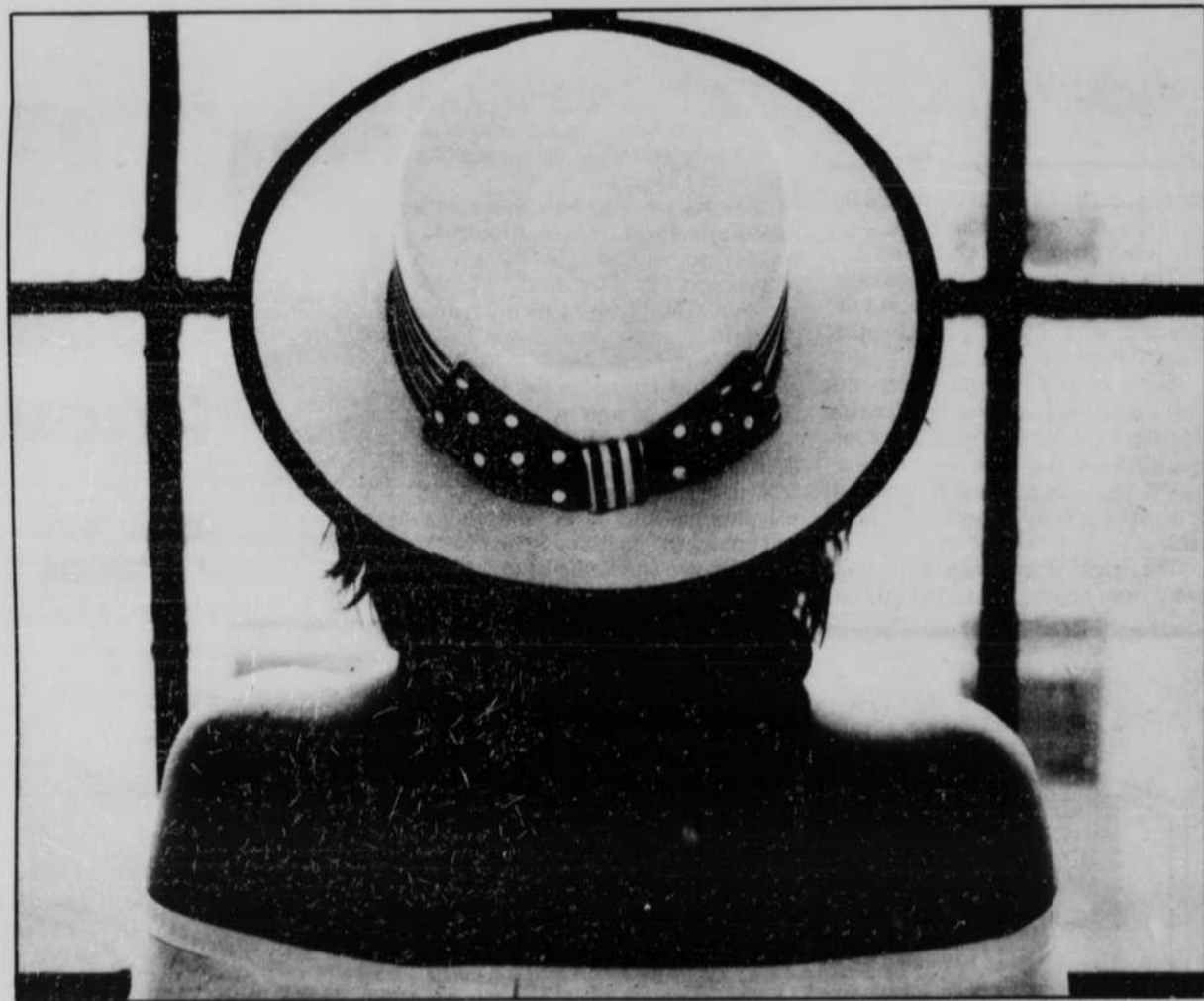
Gayle Hohl, manager/owner of Boog's Rock 'n' Roll Boutique, said her store carries mostly leather hats. Styles range from bike hats and baseball caps to Greek fisherman's hats. Also, she said, she stocks some felt hats with conchos and feathers.

However, she said, she doesn't get many specific requests for hats unless a customer is trying to emulate a popular rock star, like Slash of Guns 'n' Roses.

Sometimes, Hohl said, customers will try on the hats just because they are there.



Butch Ireland/Daily Nebraskan



David Hansen/Daily Nebraskan

Clockwise from top: Off-the-shoulder, ballet-necked tee paired with full skirt. Black linen dress by Gillian and custom silver jewelry from the Post & Nickel. Summer straw hat from Joy & Co.



David Hansen/Daily Nebraskan

Loose-fitting, comfortable styles are 'in'

By Jennifer Johnson
Staff Reporter

Natural Clothing

Fashion runs in cycles to create consumer need. In our society of commercialism and mass production, the need to be natural is "in" again.

In clothing, natural fibers are in. No polyester blends here -- 100 percent cotton, linen and silk are most desired.

The style is loose-fitting clothes that look comfortable and easy. It's important to look like you could be walking between Laura and Mary Ingalls, or frolicking on the beach in Cape Cod.

Colors are not primary; instead, they are earthy and rich. Pastels are shown in neutral, subdued tones. Catalogs like Tweeds are offering the public colors like "Mocha Brown" and "Moss Green."

The next thing we know, they'll offer us "Neanderthal Nude."

Heels are definitely out. Flat shoes, sandals and plain classic tennis shoes like Keds are in.

Birkenstock has even added "Spicy Suedes" in forest green, mocha and berry to their collection along with bone, ocean jade and many other colors to enhance the natural wardrobe.

Handcrafted silver and crystal jewelry is especially "in" on the natural scene. Turquoise and coral Mexican jewelry also is popular.

The overall look is clean, pure and a little bit tousled, like you haven't made an effort at all.

But beware. It's not that easy. Don't expect to get up, throw on anything, roll around in the yard and wash with Ivory soap to look natural; looking natural takes unnatural efforts at times.

Natural Products

The natural trend is affecting a selection of products besides clothing.

Natural people are concerned with environmental issues and animal rights. Throw away the aerosol cans and give the furs to Goodwill.

Natural people are becoming caffeine-free, preservative-free and stress-free. There hasn't been this much interest in buying natural products since natural products were the only option.

Aveda makes natural cosmetics from plant origins. These cosmetics contain 100 percent natural ingredients with no added preservatives.

Aveda also makes "aromatherapy" hair products with plant extracts to enhance hair color. Being natural doesn't mean you can't compete with "Miss Clairol." You can choose vegetable hair dyes in an array of colors that will stain the hair naturally.

As an added public service, Aveda puts mint in their lipstick to freshen the breath.

Natural scents definitely are in. Many a potpourri pot simmers atop the natural person's stove, burning cinnamon, pine cones and spices. For the body, scents like Prescriptives' "Calyx" and Clarins' "Eau Dynamisante" offer the soothing benefits of natural plant extracts.

Many people choose to wear body oils as opposed to perfumes; scent choices go beyond the patchouli that Madonna drowned her "Like a Prayer" LP in. There are more than 100 natural concentrated scents available in oils -- apricot, cucumber, strawberry, musk and just about every type of flower you can think of.

The natural trend also is affecting what and where we eat. Home cooking is in, along with unusual, ethnic

foods. Commercial restaurant chains and fast food are out, but quaint coffeehouses and diners along with authentic restaurants of any type are in.

People who are really going for the natural lifestyle may choose to eat only organically grown produce, sift their own flour and bake their own bread. Water also is on the vogue natural grocery list, especially in Michelin Man-shaped bottles with the pink "Evian" logo on them.

How far will it go?

Where does it all end? Like any other fashion trend, "Au Naturel!" can be taken as far as the consumer wants to take it. If people keep demanding natural products, more and more will become available.

It's not so bad, if you think about it. Back to nature isn't quite like back to the "beehive" or "mohawks" (although beehives actually are coming in on the high-fashion scene, and mohawks could be fun).

Creating interest in the market for natural products forces consumers to be selective and to do some research in choosing products -- not to blindly accept what is thrown at them.

Even if back to the basics of nature is just a fad -- like Jim Fixx and running in the '70s -- and the people choosing natural fashion look like Tammy Faye tomorrow, "Au Naturel!" could be remembered as a nice change of pace and a fresh look and attitude of awareness in today's society.

Natural Resources

Here are some "Natural Resources" for those interested in natural products:

Souq Ltd., Haymarket Square, has a good selection of imported natural-look clothing in fine materials and beautiful prints. They also have a wide variety of jewelry, as well as some body oils.

Footloose and Fancy, 1219 P St., offers the largest selection of Birkenstocks around.

Boog's Rock 'N' Roll Boutique, 2017 O St., carries some rather "unnatural" clothing as well as natural-looking hand-crafted silver jewelry, made by Regis Johanns of Omaha.

Hair Tech, in the Reunion, sells both Aveda cosmetics and hair products.

Avant Card, 1325 O St., sells both Terra Nova and Body Shop perfumed oils. The store also has a good selection of silver rings.

Some out-of-state stores will take orders for groovy natural products, like vegetable hair dyes and body oils. All you need is a credit card and the willingness to make a long-distance call.

Commander Salamander, 1420 Wisconsin Ave, Georgetown, Md., says, "If you pay the tax, we'll pay the shipping." Commander sells vegetable hair dyes with the "Manic Panic" label on them. They also have a good variety of silver jewelry, including several sizes of inexpensive sterling silver hoops.

The Soap Plant, 7400 Melrose Ave, West Hollywood, Calif., also sells "Manic" hair dyes and has 40-50 oils to choose from. They will accept credit card orders.

... Last but not least is Kiehl's (since 1851), 109 3rd Ave., in Manhattan, N.Y. This store is a definite must-see if you're even in Manhattan, because all of their natural products are made on the premises. They sell wonderful body care products, makeup and more than 100 oils. Kiehl's will take phone orders and will send a list of their products at your request.

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