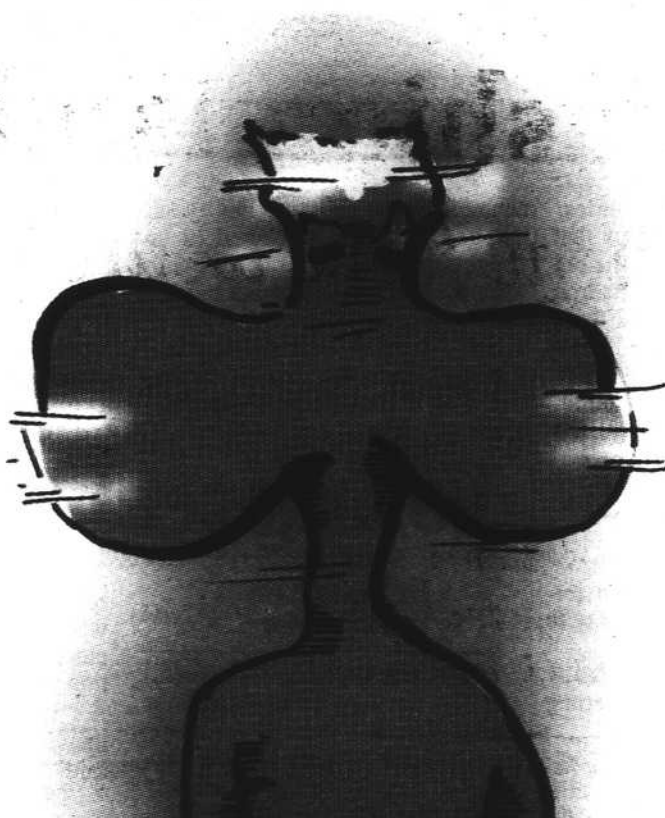


Daily Nebraskan



College men buying '70s-style, Hilfiger

By KASEY KERBER
Staff Reporter

Get ready for some funk. 1970s-style clothing is one of the hot items for men's apparel this year, as neon colors and rayon have been flying off the racks.

Scott Lubeck, a sales associate for Younkers, said rayon and polyester threads have been popular, as well as bright oranges, greens and pastels.

"Bright orange is really the thing right now," Lubeck said.

Lubeck explained that v-neck and turtle-neck shirts were selling well, along with colors and fabrics of other '70s gear.

Otherwise, brightly-colored clothing by Tommy Hilfiger has been the sought-after item.

Bryan Hinkley, a sales associate at Dillard Department Store, said the Tommy Hilfiger trend was recent.

"This year it hit pretty hard," Hinkley said. "Last year it wasn't that big of a name."

But Hinkley said that Hilfiger is one of the more popular lines for college men. Its influence could even be felt on the cologne

"Right now even our No. 1 cologne is a Tommy Hilfiger."

BRYAN HINKLEY
Dillard sales associate

counters.

"Right now even our No. 1 cologne is a Tommy Hilfiger," Hinkley said.

Some men's clothing trends have remained constant.

Michelle Rivera, a sales associate for Younkers, said jeans are still the most popular pants for men.

"Wide-leg jeans are what they're buying," Rivera said. "The baggy variety of jeans."

But the question on everyone's mind has to be — are bell-bottoms making a comeback with the other '70s gear?

"I don't think so," Rivera said. "I don't even think we stock them here."

Spring styles bloom in department stores

By ANN STACK
Senior Reporter

As always, the changing of the season brings new fashion lines.

The buzz this spring on women's wear can be described in two words: citrus brights. These oranges, yellows and lime greens started to show up a bit last spring, but are going to be the main seller on the market this year, said J.C. Penney's merchandise manager Jeanette Greer.

In the juniors and young misses' line, these colors can be worn by themselves. In women's wear, they can be paired under a blazer as a complement color, she said.

A simple trip through any department store will tell that citrus brights are adorning everything from skirts and blouses to shoes and belts. There are a few flower patterns among the bright colors, but not as many as last season. This spring's patterns are more focused on clean geometric prints and subtle lines — nothing bold or brash.

As far as fabrics are concerned, silks, linens and "natural" woven fabric in shades of khaki are fabrics of choice. Liz Claiborne has a line of natural clothing out this spring.

Shoes will continue in the direction they've been heading — fat, clunky heels of any height are in, as well as mules and slides. A mule is a close cousin of the clog, except for the open toe. Another direction shoes are taking is the fabric. A new trend seems to be making shoes out of a stretch fabric, for more comfort. Of course, leather and patent will always be en vogue.

Skirt lengths have become less of an issue over the past few years, Greer said, and are pretty much left to personal preference. She added that double-breasted suits were "in" for the career women, and that anything "retro" was big with juniors.

"Crop-tops, rib-striped shirts ... anything that looks as though it were from the '70s is big," she said. As far as shorts go, stone-washed shorts are still in style, although they're bleached whiter for the spring. While Greer said that women preferred tighter legs, juniors had other ideas.

"Juniors still like the wide legs with the low-slung waist, so they can show off their pierced belly buttons."

Retro's stayin' alive at thrift stores

By JEFF RANDALL
Senior Editor

The inevitable trend of recycling fashion fads can — at first glance — seem to be an obscene money-making plot by fashion leaders.

They capitalize on nostalgia by charging inflated prices for old-fashioned clothes, which cost far less when they were originally created.

And now that the 1970s are once again upon us, we can expect to see newly created tube tops, disco gear and neon sweat suits to sweep department stores at ungodly costs.

Such a phenomenon would seem to indicate that anyone who wants to stay "hip" and "swank" would have to drop tons of cash to keep up with those fashionable Jones's.

But this isn't necessarily the case.

Thrift stores, often relegated to the position of clothing stores for the economically disadvantaged, have also become hot commodities in the wake of recycled fashion.

In a thrift store, the discarded threads of people who have moved on from their polyester-clad past can be found on nearly every rack.

Prime-time disco suits, glitter-encrusted swinger dresses and platform shoes are there for the picking. And most of them are available for less than \$5.

Lincoln is — like most sizable cities — home to centralized meccas of thrift-store shoppers.

The main one here happens to be on O Street, between 16th and 19th streets. In this three-block area, one can find not only the Disabled American Veterans Thrift Store, the Family Thrift Center and the Mission Thrift

Mart, but also Retro Recycle and Rialto Extra, two vintage clothing stores that are somewhat pricier, but still very reasonable.

Other hot spots for used clothing shops include 27th Street (between Vine and Holdrege streets) and the Salvation Army Thrift Store in the Haymarket, which boasts two sizable floors full of clothes, furniture, records and bric-a-brac (whatever that is) that looks like it was dropped off by a set designer for "The Brady Bunch."

In short, it doesn't take a lot of money to look like you're on the cutting edge.

It just takes a little hustle and the will to search through racks of not-so-hot sweaters and T-shirts.

Besides, with the money you save you can go out and buy the "Bee Gees Greatest Hits" album you've had your eye on.

AARON STECKELBERG/DN

Bargain Basements

Lincoln's wealth of thrift stores is spread throughout the city. These are a few of the hotter spots.

Disabled American Veterans
821 N. 27th St.
1731 O St.

Goodwill
5500 S. 56th St.
2638 N. 48th St.
1338 South St.
3910 N. 27th St.

The Ozone
1411 O St.

Salvation Army
737 P St.

