

FROM ACID DAZE TO ACID WASH:

MADISON AVENUE APPEALS TO RADICAL NOSTALGIA

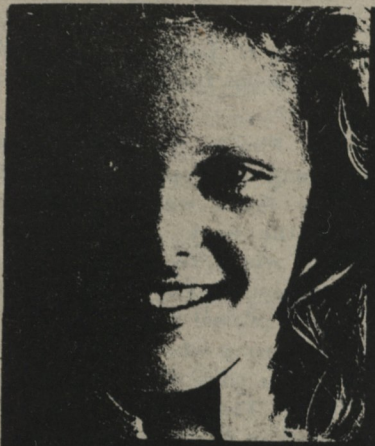
by Robert Bodrog

Something is happening out there. You may not notice it at first, as you breeze leisurely through your new issue of Vogue by the fireplace, but its happening. Subtly, almost imperceptibly, the fashion ad is changing. No longer is a pretty girl in a pretty dress with a great smile, or even a great body enough. No, these days fashion has to appeal to one's intellectual sensibility or even one's political stature. In fact, some of today's ads have gotten downright philosophical and rhetorical in context. For example, consider the latest ad for Esprit denim and jeanswear. It reads:

"Because denim and jeanswear are such social equalizers today you don't necessarily need silks and satins to be elegant. Elegance is now, curiously enough, anti-fashion and anti-luxury. This new elegance has become a 'de-classification' process that puts what you can do—your style and abilities far ahead of what you can afford. Now you don't have to be rich to be elegant."

Indeed, in this one brief paragraph there is so much going on, it's necessary to evaluate its assertions premise by premise beginning with the claim that today denims and jeanswear are "social equalizers" and that traditional fashion materials are now somehow superfluous in terms of achieving sartorial elegance. First of all, let's take a look at the term "social equalizers". Here it seems that an attempt is being made at a balancing and collectivization of some sort, based upon a widely accepted and popular garment—jeans. Nearly everyone wears jeans, and by virtue of that fact, this somehow serves as a form of common binding or bonding element among today's polity.

As a result of these social equalizers a new order whether political, sartorial or otherwise is established, thus negating that traditional materials and established norms of fashion elegance which have commonly taken the form of silks and satins, which are considered for the most part flashy expensive fabrics of the haute bour-



A Modern Concept

Because denim and jeanswear are such social equalizers today you don't necessarily need silks and satins to be elegant. Elegance is now, curiously enough, anti-fashion and anti-luxury. This new elegance has become a de-classification process that puts what you can do—your style and abilities far ahead of what you can afford. Now you don't have to be rich to be elegant.

geoisie. However, the few who could afford them in the past to make a statement have now seen their order usurped by the advent of this new approach to, and definition of style. Or so we are told.

As the ad continues, "Elegance is now, curiously enough, anti-fashion and anti-luxury." If we take this statement as a given and represent it as follows:

ELEGANCE = (FASHION and LUXURY)

would this not imply that

ELEGANCE = FASHION and LUXURY

The equation now reveals what the ad really wants to say; that today, luxury and fashion are manifesting themselves by taking the form of what one would traditionally call anti-elegance. And after all, isn't this what we are seeing to a wide degree on the streets of today's North American cities. Denim may not be pretty, but it is relatively inexpensive and therefore widely available to most people. Denim IS fashion for the masses of people who have found their fabric, made it king, and consequently now base the new evaluation of style and elegance around it. They have truly DE-classified traditional conceptions of style and what constitutes haute-couture and replaced it with something which is at once comfortable, widely available, but at the same time can serve for some as a type of pop status symbol.

The ad continues: "This new elegance has become a DE-classification process that puts what you can do—your style and abilities far ahead of what you can afford."

Here we have the idea of an individual's potential creativity and talent elevated and given precedence over one's finite financial limits. Or, in other words, one's societal value over one's fiscal worth. The end result of this as the ad concludes is that "now you don't have to be rich to be elegant." Sartorially speaking, the bourgeoisie has been overthrown, and proletariat denim has graduated to the reigning position of elegance and in the process has put the means of production of style in the hands of every man, woman and child.

Furthermore it's as if a rallying call were being directed to those ancient social 'revolutionaries' of the sixties, who now compose the largest demographic base of the consumer market and also possess some of the high-

Cont. on page 10

U.P.E.I.

BUSINESS SOCIETY



1987-88

Dollars and Sense

By Sean Graham and Heather Rossiter

Hi again Business students! We are back again for another week to inform you about what is going on in your society. On the agenda this week were many varied topics, but no major plans.

For starters we are planning to hold a Freshman meeting in the very near future. This will be hosted by the Dean, Bob O'Rourke, ATTENDANCE is mandatory. Afterwords, there will be a reception compliments of the Business Society.

Plans are made for the annual Bowling Tournament. It will be held Thursday November 19, 1987 at the Silverado. We hope that it will be as successful and as wet as the golf tournament. More plans will be given out

later. Regarding another future event, speakers are in the works for our 12th annual Business Society dinner. Many big names are floating around.

If you haven't already noticed, we would like to announce our allocation of a magazine rack which is located in the lounge of the Kelly Building. Various business oriented magazines will

be available for any Business student's use.

A note from our president:

In regards to the Pub held Thursday before last, it was sad to see such a small turnout but the Business Society would like to thank Eddie Curran, Carolyn MacDougall and Sherry Pauley for showing up. It looked like they were having fun. Not

that I have anything against the rest of the Business students, but I just wanted to single these three out.

A final note:

Our congratulations go out to our Prof. of the month. This month's lucky recipient is SUSAN HARRISON. Keep up the good work and treat those students as if they were your own children!

DEAR JIM & TAMMY

off the team next year. What should I do?

TIME OUT

DEAR TIME OUT;

Talk to your coach and get him to talk to your professor. If that does not work than get a good tutor for the course and have them get some of the

research material and you write the paper. It may help if you can buy them off.

WRITE

TO JIM & TAMMY! Address you questions to Jim and Tammy, c/o The Gem. Please get your questions in before 5:00 on Monday.