

their retail shopping habits, and I have never seen this much of a change in buying patterns from the American public."

Even luxury retailers, such as Saks Fifth Avenue, are experiencing decreasing business. Saks reported a decrease of 6.1% of its own sales in just August 2008. Among Saks' lowest sellers was women's apparel. Clearly consumers are turning their attention from luxury material goods to paying their taxes and coping with the ever-rising gas prices.

Spring Fashion Week 2008 is responding to the declining economy in the form of collections that feature an array of simple yet classic clothing, hoping to lure potential customers with apparel that focuses more on being well-made and wearable, rather than on introducing potentially risky new trends.

Raul Melgoza, Luca Luca's creative director, explains, "I'm using luxurious fabrics but a lot less embellishment, which is very expensive to do.

I'm not doing it only as a cost-cutting measure, but it doesn't hurt."

However, less embellishment does not mean that designers will not present chic clothing. Designers such as Donna Karan, Wang, and Ralph Lauren displayed clothing that played largely off of glamour, albeit a simpler silhouette. It remains to be seen if consumers respond well to the "classical luxury" theme that the fashion industry is advocating on the catwalks for Spring 2008.

The U.S is currently experiencing its harshest blows to the economy since the Great Depression. The fashion world is not immune to the drastic consequences of the economy, seen through an increasingly tight-pocketed customer and in turn, a relatively reserved designer. It remains to be seen if consumers will respond well to the Spring 2008 collections, and how the economy will affect retail sales, consumer habits, and seasons to come. --AT

Ungaro (far left) and Lagerfeld's (left) pieces show a less eccentric style.



Thought this would be a fun addition to add to our newsletters.

Personal style, to me, is what truly makes one "stylish." It's true! One can walk down the street, donning herself in trends recently sensationalized by the latest episode of "Gossip Girls," and as much as the outfits are adorable, it's an awkward situation to witness when this outfit-in-question is worn uncomfortably.

So why wear it in the first place? The term "trend" is a bad word, and many fashion publications unknowingly contradict themselves on this topic by promoting fashionistas everywhere to "be yourself," but then suddenly push the latest must-have that'll expire once the 20,000 girls that have worn it, ditch it altogether.

Well let me run up the tallest mountain and scream this to the world: "Screw it!"

Wear what you love, disregard the opinion of others. A familiar face (who I can't put my finger on at this time) has once said, "I rather be weird than be boring." Make note of fashion legends throughout our time: Anna Wintour's razorblade bob, Grace Jone's wardrobe of

scare tactics and Coco Chanel's endless thread of pearls. Here's the breakdown of my wardrobe essentials:

Paint it Black: I MUST have every article of clothing in black. In my opinion, you can never go wrong with a color so flattering, no matter what shape or size you come in. Even in the most awkward cuts, the clothes will look great regardless. A pair of black trousers looks as good as a pair of black cigarette jeans, and what looks better than a pair of oil-slick, patent black heels? Along with the Little Black Dress, I say throw in the Sexy Black Pumps, Slimming Black Skinnys and Provocative Black Trench!

Statement Dress: To show my readiness for a fun night out, I drape it over my shoulders. The nightlife makes great timing to be a little adventurous, and with a cranium and some adhesives, you can turn a dress you got from Old Navy for \$8 to something Zac Posen would personally design. I once bought an oversized, Jackie Kennedy sleeveless dress at The Athens Underground and

Personal Style: The Editor-in-Chief

By: Rika Nurrahmah

turned it into "Helen of Troy couture."
Altered band shirts: I have a myriad of band shirts that I bought at rock bottom prices from \$4 to \$15. But as many of you know, they never seem to appreciate the curves of a woman – so we snip it! If I'm feeling lazy, I'll widened the collar with a simple cut, or go all out and make a floral halter.

Booties: On "Project Runway" Season 5, contestant Stella loves her "letha." Well I love my ankle-high masterpieces equally, if as much. This trend has stormed its way through the fashion world for some time, but my tingling senses tell me that it has eternal staying power. This accessory is my confident booster, as it allows me to feel edgy AND classy at the same time!

--RN

CHECKLIST:

- ✓ THE COLOR BLACK
- STATEMENT DRESSES
- BAND SHIRTS
- BOOTIES



Store

The Other Place, a clothing store located on South Court Street, is one of the most popular destinations for female Ohio University students when it comes to finding apparel that is both trendy and budget-conscious. The Other Place features clothing for every occasion, from loungewear to that perfect little black dress. The store not only includes a large selection of clothing in its collection, but also a variety of lingerie, purses, jewelry and a wide range of footwear.

Kate, an intern at the store, explains, "We cater to every style, price line... we have big city fashion with a small price." Indeed The Other Place has a wide variety of clothing. The store offers many styles and washes of jeans, most of which are reasonably priced \$60 and under. In addition to a large selection of jeans, The Other Place carries a generous helping of sweaters, leggings, tank tops and t-shirts in both traditional and jersey cuts. Most of the clothing appears to follow a general color palette consisting of muted purples, greens, grays and shades of cream. However, their line of American Apparel clothing, all of which is under \$50, as well as their puffer jackets and vests, under \$70, adds a loud splash of color in the form of bright reds, blues, yellows and greens, appealing to customers' desirous to bold up an ordinary outfits.

One can also browse through their collection of cocktail dresses, hidden in pile-on of casual daywear and loungewear. Although the store offers only a small selection of dress-



es to pick from, those displayed vary in their color and style, from green to purple offerings to several variations of the little black dress. The Other Place prices their dresses under \$100, making the act of splurging less guilty.

In addition to clothing apparel, The Other Place also offers a wide range of accessories and footwear. The store carries such name brand purses as Vera Bradley, LeSportsac, and Envirosax, a line of eco-friendly, fashion-forward reusable shopping bags. The Other Place carries a large selection of footwear, ranging widely in both price and style. One may find \$10 flats at the store, or more expensive, brand name offerings from Chinese

Profile

By: Alena Tobin

Laundry and BC Footwear. It is easy for one to see why The Other Place is one of the hottest destinations for female students. The collection and the variety the store carries easily makes The Other Place your one-stop shop. The Other Place succeeds in meeting the demands of young college women: providing clothing that is not only fashion-forward, it will not burn a hole in an already shallow wallet. --AT

“We have big city fashion with a small price.”



Fashion Associates

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Fashion Associates is a student organization within the College of Health & Human Services, in the School of Human and Consumer Sciences at Ohio University. The organization was developed for and by students to enlighten and expand professional awareness. The group centers upon activities which heighten knowledge of the garment industry and promote contacts with professionals within the industry. The group focuses on resumes and portfolio building, fund raisers and philanthropy. Our biggest event of the year is our Mom's Weekend Fashion Show.

Meetings occur on Mondays in Grover E304 @ 8:00pm.
Open to all OU majors!
New members welcome anytime!
Join the Facebook group!

A GIRL'S MOOD DIARY

By: Sun Mengdi

