

# WHAT·U·WEAR



by Jerome Ryckborst

Prince started his '86 world tour with three concerts in Rotterdam. On the first night everybody wore purple. The next two nights everybody dressed in black and white. What happened that changed, *literally overnight*, the way 40 000 people dressed?

What happened was that after the first night everyone read the concert review in the morning paper. In it was **one** sentence describing all the Purple Rain fans as outdated. Didn't they know purple was passe? Why, both the new *Parade* album cover and the movie *Under the Cherry Moon* were in black and white. These should have been obvious clues to any astute fan that they should have been wearing black and white. The stage and all the musicians were black and white, except Prince himself. When he was wearing anything it was... well, black and white, but also ORANGE (loud), and for the nostalgics, a purple raincoat during the rendition of Purple Rain.

How can it be that one concert review had so much power over what people wore to all the rest of the concerts?

Obviously the media has an influence. But the media is not the only influence. Our clothing choices are the result of complex unwritten rules. We learn these rules as children and modify them as we mature. Cultural values — things like democracy, equality, individuality, beauty, tradition, and so on — originate in our culture. They are adopted by the family and transmitted to the child. As children grow up, the number of influences outside the family increases. We are bombarded with clothing information — mainly because everybody wears 'em. Still, much of the information we perceive is processed subconsciously. We don't specifically pay attention to it. We are verifying, comparing, and modifying our personal clothing norms — the "unwritten rules" — each time we see clothing.

The influence of mass communication is increasingly important. Some psychologists suspect that adolescents look to the media for their fashion information. I know this is the case.

Last winter kiddies were running around in the middle of winter with no socks. A trend was born, thanks to Don Johnson,

*Miami Vice*, and some stupid kids who don't realise there are basic climatic differences between Edmonton and Miami.

Television and music are a large part of our social and recreational lives. Our clothing choices are affected by what we see. Rock star idols and entertainment heroes show us what to wear. But it goes both ways.

It is professional suicide for musicians to ignore fashion. Even a band that deliberately avoids clothing in their video must play the fashion game. Human League is one example. In their most recent video the camera shows only their faces, no clothes. Yet the entire video just "happens" to be shot in this season's fashion colors: black/blue/green. That's no accident.

Today, fashion changes are caused by deliberate manipulation of our clothing norms. Inducing fashion change may begin with the designer, but all *successful* innovations are based on a thorough understanding of trends and consumer demand. It's a business like any other. Fashion editors and reporters, photographers and illustrators, advertisers, manufacturers, retailers and designers all have to eat.

These people bombard consumers with tons of information in an attempt to slowly change their fashion norms.

Even though our present wardrobe may be perfectly functional, we may feel out of style. Clothes are fashionable for only a short time. This is called *planned obsolescence*. Merchandisers want us to feel out of style so we'll buy new stuff.

Fashion change is helped tremendously when popular or beautiful people wear the latest styles.

The power to start a trend lies in the hands of those who lead the way. These fashion leaders are probably the most important link in the process of fashion adoption. If no one will be the first to try a new style, no marketing in the world will sell the product.

As an individual you may feel manipulated. It is disconcerting to realise our tastes are deliberately being guided. But that's the way it is.

80 per cent of a first impression is **What-U-Wear**. So don't deliberately violate society's clothing norms. You won't make any friends!



by Emma Sadgrove

Pick a pasta. The choice is yours. Then add any one of the sauces in this column.

Pasta comes in a wide variety of shapes and sizes. It is easy to cook, following the directions on the package. And there is nothing difficult about any of these recipes either.

Remember not to overcook your pasta. Pasta should be cooked, but still firm. The sauce can simmer a little longer so it is best to leave a few minutes that way and avoid starting the pasta too early.

All of these recipes will serve two people.

### Meat Sauce

- 1/2 lb. ground beef
- 1/2 tsp oregano
- 1/8 tsp pepper
- 1/8 tsp onion powder
- dash of salt
- 1/4 tsp garlic powder (optional)
- 2 tbsp chopped onion
- 1 14-oz. tin tomato sauce

In a frying pan over medium heat, fry ground beef and onions well. Drain grease. Add spices and fry for several minutes. Garlic powder is optional according to taste and your plans for the evening. Add tomato sauce and simmer for at least half an hour.

- 1 tbsp grated Parmesan cheese
- 1/2 tsp mild prepared mustard
- salt and pepper to taste

Over medium heat, melt butter. Stir in flour. Add milk gradually and bring to boil, stirring continually. Boil for several minutes, stirring occasionally. Add remaining ingredients. Stir until cheese melts.

### Clam Sauce

- 1/2 cup shucked clams or tinned clams
- dry white wine
- 1 recipe Mornay Sauce (see above recipe)

Mince clams and place in a saucepan. Add just enough wine to cover and simmer until wine evaporates. While clams are simmering, make sauce. Combine clams and sauce well.

### Creole Sauce

- 1 tbsp vegetable oil
- 1 tbsp chopped onion
- 1 tbsp chopped green pepper
- 2 tbsp sliced mushrooms
- 1 cup canned tomatoes
- 1/8 tsp salt
- 1/8 tsp pepper
- 2 drops Tabasco sauce

Heat oil and cook onion, green pepper,

## Emma's Bar and Grill

### Cheese Sauce

- 2 tbsp butter
- 2 tbsp flour
- 1 cup milk
- 1 cup grated cheddar cheese
- salt and pepper to taste

Melt butter over medium heat. Stir in flour. Add milk gradually and bring to boil, stirring continually. Boil for several minutes, stirring occasionally. Add cheese, salt and pepper and stir until cheese melts. Use white pepper in sauce for better appearance.

### Mornay Sauce

- 1 tbsp butter
- 1 tbsp flour
- 3 tbsp grated Swiss cheese

and mushrooms over low heat about 5 minutes. Add tomatoes and seasonings. Simmer, stirring occasionally, about 1 hour.

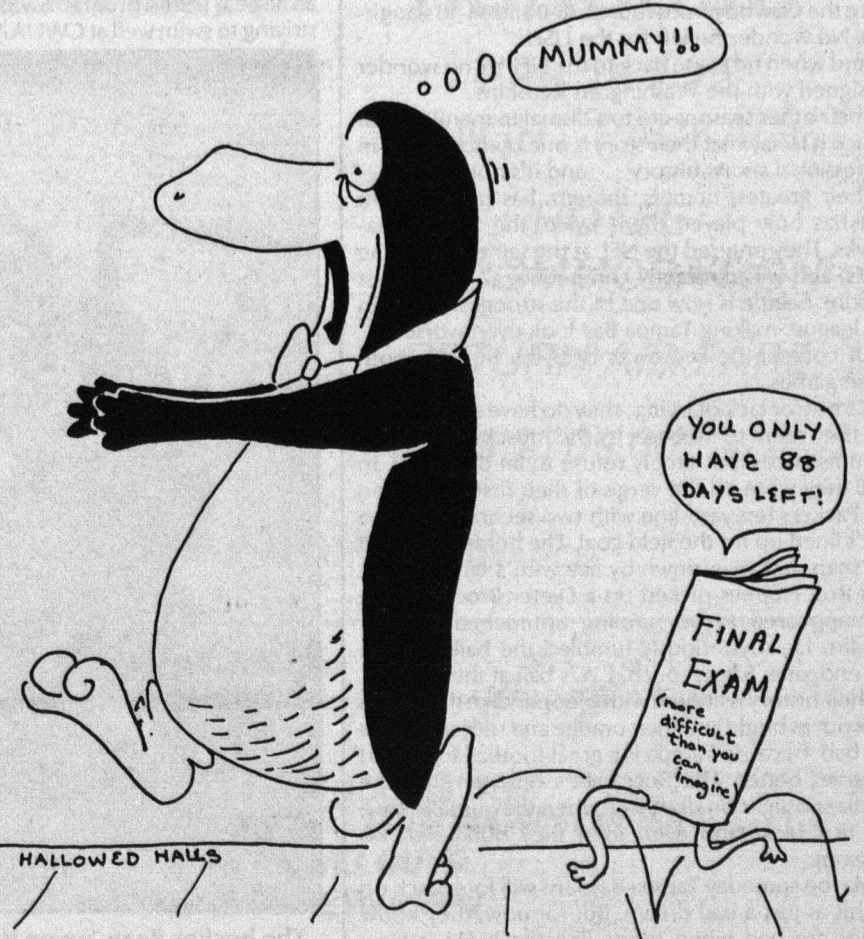
### Meatballs in Tomato Sauce

- 1/2 lb. ground beef
- 1 tbsp cooking oil
- 1 egg
- pinch salt
- 1/2 tsp oregano
- 1/4 tsp pepper
- 1 14-oz. tin stewed tomatoes

Combine ground beef, egg, and spices well. Shape into 1-inch balls. Fry in oil over medium heat until well browned. In order to cook throughout, do not fry too quickly. Drain meatballs well on paper towel. Heat up stewed tomatoes, stir in meatballs, and simmer for at least 1/2 hour.

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In 75 words or less, indicate what makes you a good individual to represent the student body in this club?

Responses should be directed to David Oginski, Rm. 259 S.U.B.

Deadline for entries is 3:00 p.m. Friday, October 03/86.