

WHAT U WEAR

FILL THE VOID

by Jerome Ryckborst

Fashion accessories fill a void. Psychologically as well as visually we need body adornment.

The relationship between fashion and sociology is not always clear. Fashion responds to political events and sociological trends. The individual has little or no control over our daily living and working environment. So we turn to hobbies, religion, fashion... but we are fooled. The things we embrace to add meaning only give us superficial control. We think that fashion gives us power over our lives because it allows us to control our appearance. On a smaller scale, fashion fills our need for power. Fashion lets us stand out in a crowd, make a statement, attract attention, or be individual.

Accessories are a big help. A few little touches will make you feel better, more satisfied with your appearance. Since accessories are usually cheaper than buying a second garment, a few well-chosen articles will enlarge the size of your wardrobe. Most of these are mass-produced; you can find identical items in every other store. Fake jewelry has become so popular that manufacturers now put baubles, beads, buckles, and studs right on their garments.

With mass-production our choices are more limited and, to a degree, we lose control over our personal appearance. The obvious solution is to avoid chain stores and shop alternative stores. There are many stores

in Edmonton which have one-of-a-kind accessories. Here's a condensed list of worthwhile stores:

MAD RAGS is a good place to start. They have everything you'd want to pin or hang on yourself. Most interesting are KOWABUNGA bulldozer earrings, and Martin Dahinden's leather belts from Vancouver. Best of all, MADRAGS has leather gloves with or without fringe, with or without fingers.

MASK has possibly the nicest accessories in town. Most of them are made for DETAIL by Ralph Weidemann, who draws his inspiration from "other people or a piece of concrete." MASK also sells eyeframes from L.A. eyeworks.

MINK LAKE aims at a more conservative crowd, with Anemone earrings in bright colours and shapes. My favorites are Chop Suey ceramic pins by a local graphic designer. For wild socks, ZORYANA is a good bet. They claim to sell more socks than the Bay.

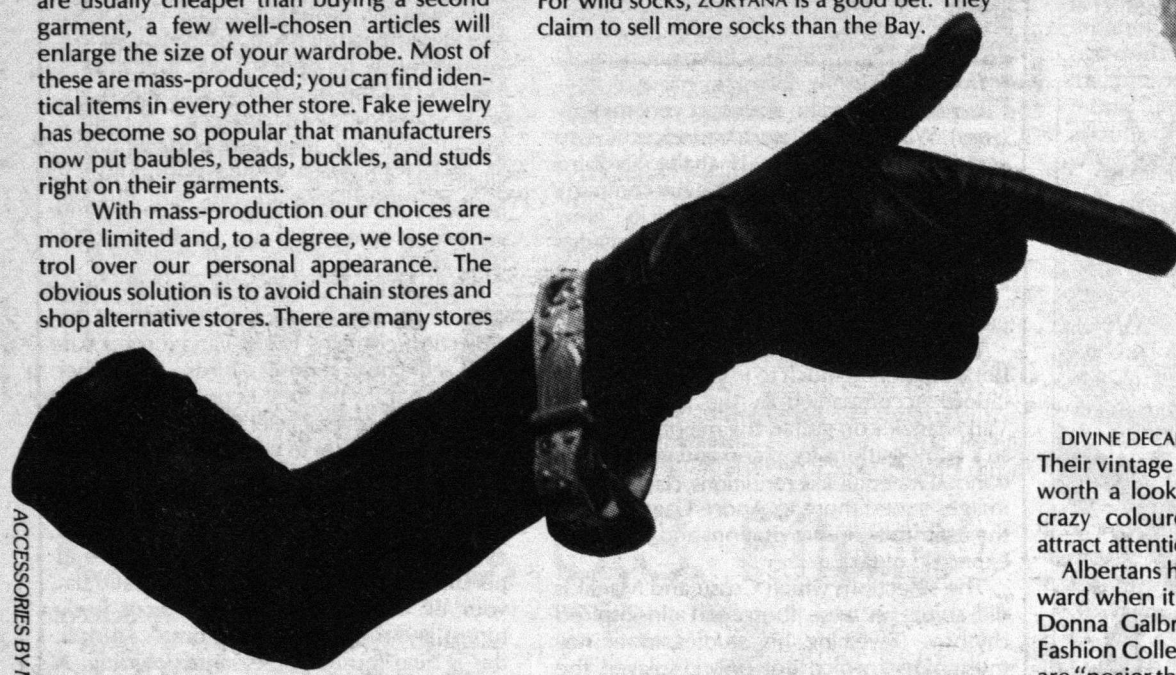


DIVINE DECADENCE has a multitude of belts. Their vintage gloves and silk scarves are also worth a look. BIG STEEL currently has some crazy coloured ties which will definitely attract attention.

Albertans have a reputation for being forward when it comes to unusual accessories. Donna Galbraith, an instructor at Alberta Fashion College, points out that people here are "nosier than in Toronto. They'll come up

and feel your clothing and ask you personal questions like: How much did you pay for that?" Nevertheless, people love to decorate themselves. "It makes them feel superior."

The care and attention we pay our appearance shows its importance. We feel better, more in control of our lives when we can choose which image to present to the world. Fashion accessories are a key element in the manipulation of that image.



ACCESSORIES BY MAD RAGS

PHOTO GUARDAVE / DESIGN RYCKBORST

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- be prepared to work approx. 6 - 15 hours per week, from September 1987 to April 1988
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300 Athabasca Hall

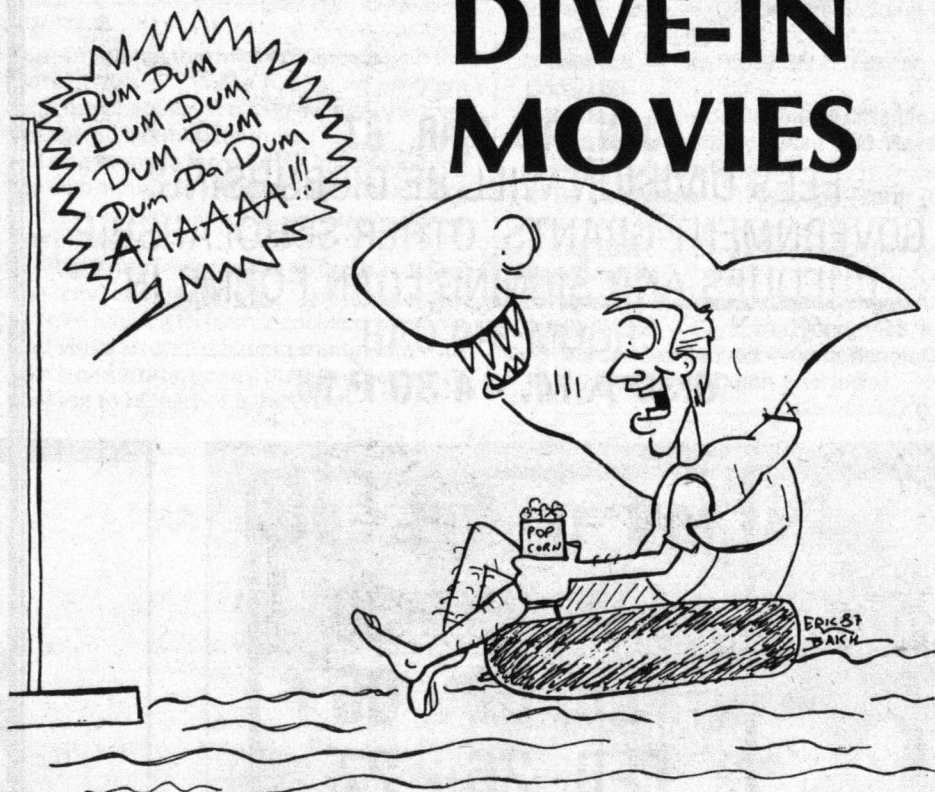
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