

All Dressed Up - Sooner Style

Leather mini-skirts? The unpresseed look? Multi-hued hair and crew cuts? Bandanas and beads? Colored hose and plastic shoes?

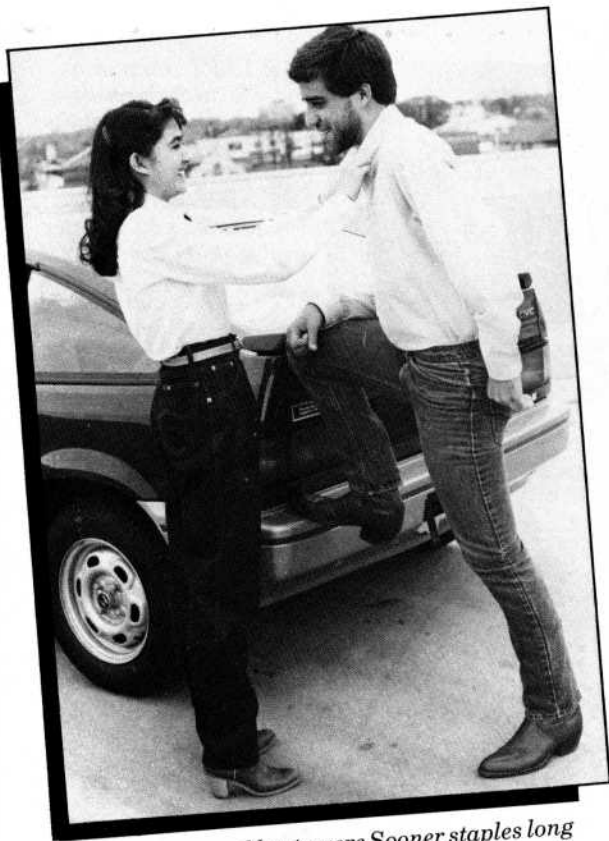
Has Preppie really drowned in the rising tide of New Wave culture?

For a discussion of these and other trendy topics, *Sooner Magazine* went straight to the source, to the ultimate consumer, the University student whose wardrobe development depends on a clothing allowance, a part-time job, indulgent parents — or all of the above.

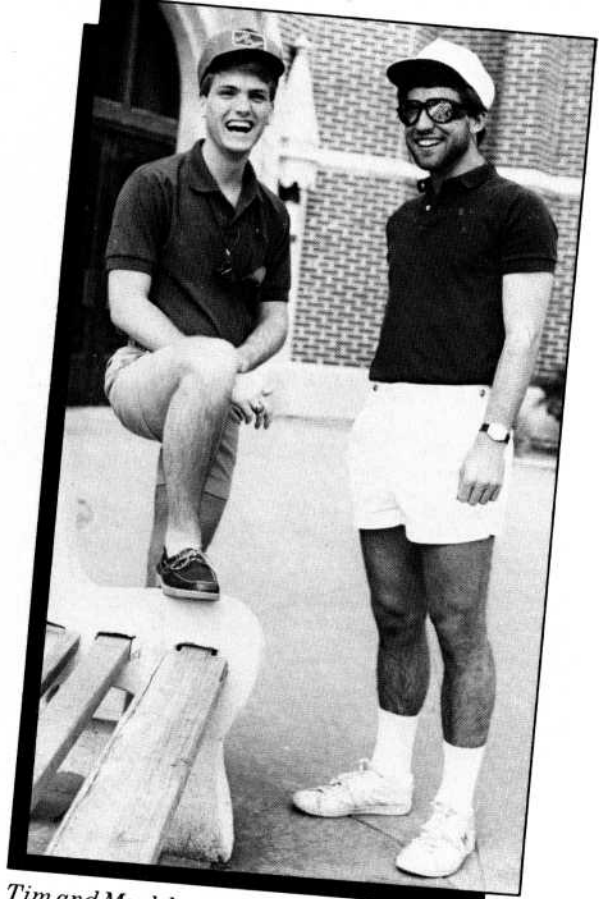
The S/M panel of campus fashion “experts,” recruited at random from the halls of the Oklahoma Memorial Union, included two sophomores, one junior, three seniors and one graduate student. Three were independents, and four were Greeks, hailing from both small towns and bigger cities. They are Pam McDaniel, Norman; Vicky Malone and Mark Schumacher, Oklahoma City; Wanaka Coleman, Prague; Tim Rasnic, Altus; Vanessa Morris, Lawton; and Bernie Maroney, Regina, Saskatchewan, Canada.

Rejecting the premise that they are “typical,” they proclaimed a preference to “do their own thing” — within reason. They like colors, cotton and comfort and confessed that fads are more for fun than fashion. Their consensus on clothes was conservative with an emphasis on practicality. They acknowledged the presence of the far-out styles of the New Wave but dismissed them as not very important at OU.

After considerable discussion of what ought to be pictured in *Sooner Magazine*, they went home to select outfits from their own closets for the Gil Jain photographs on the following pages.



Western jeans and boots were Sooner staples long before "Urban Cowboy" made them vogue, and they survive today. Mark (sporting a beard for a fraternity theme party) and Wanaka add a touch of preppy to western with button-down oxford cloth shirts, which come solid, striped or checked.



Tim and Mark herald the return of the pleated walking shorts. Tim, at left, prefers top-sider loafers, no socks, with his khaki shorts and knit shirt (no insignia) — and oh, yes, the inevitable "rack" hat. Mark wears Kaepa tennis shoes with crew socks, white shorts and the trademark Polo shirt. Windguards, reflector sunglasses reminiscent of the ski slopes, hang from a cord around the neck.



What are "rack hats," you ask? In the era of the daily shampoo and blow-dry, a rack hat worn to 7:30 a.m. classes can give you 30 extra minutes in the rack (bed). Not just any hat will do. Golf hats, like the one Mark is wearing, are in; ski resort hats are very in; trucker and most baseball caps are out, likewise school boosters. Fraternity/sorority party favor hats are O.K., also souvenir hats from your spring break trip.

(Continued)



FAR LEFT: Pam wears "sweats" to the book store with classic white tennis shoes, while Vicky sports color-coordinated ten-nies with a short-sleeved cotton cable knit sweater and walking shorts.



LEFT: The wrong-side-out look is catching on, despite Tim's claim: "It's not in; it's just Bernie." Anything goes for study sessions, so long as it's comfortable. Bernie, left, reverses his sweatshirt over an Izod with collar up, worn with jeans. Tim opts for a plain knit shirt and sweat pants.

Umbrellas are in, for both men and women. Duck shoes — water repellent low-tops straight from the L. L. Bean catalog but purchased for less in the chain stores — are a common sight. Gals like Pam have gone for the bright-colored, car-length hooded vinyl rain coats, usually with cotton print linings featuring whales or fish or ducks.



Tropical print, draw-string shorts, "Leggoons" or "Jams," are very big, worn with an Izod like Wanaka's or a T-shirt for the Hawaiian look Bernie prefers, "so you won't look stupid in flowered shorts." T-shirts must be current, commemorating nothing earlier than 1983. If your T-shirt is out-of-date, wear it wrong-side-out.



ABOVE LEFT: The time comes when even the most casual student dresses up for an evening out. Tim's khaki slacks are supported by the old standby, suspenders, making a big comeback on campus, both with and without jackets, and often with another goldie oldie, the bow tie — and the button-down oxford shirt, of course.

ABOVE RIGHT: If you have Bernie's luck, you can find a girl with a sense of humor as good as Vicky's to join you for a coke or whatever. Sweaters (over button-down oxfords), wool in winter and cotton in summer, are still the big item for OU men, either with jeans or as shown here with slacks and tassel loafers. Vicky wears a cotton, plaid, belted shirt waist dress with summer canvas flats.



LEFT: Seniors call them "interview blues," the classic navy blue suits that suddenly appear when a full schedule of interviews is under way at the placement office. However, for Vanessa, the self-declared non-trendy member of our modeling crew, the "interview look" isn't all that different from her everyday "business-type" wardrobe, which features designer jeans (dry-cleaned and sharply creased) with blazers and heels. Bernie insists that "Vanessa looks like she's already graduated," and Vanessa admits, "I'm really cautious about buying clothes — quality before trend — something more conservative that will go on through the years."

