# WWD 




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The better acquainted manufactur: ers and marketers become with Generation Y, the more obvious it is how difficult it is to really know them. The census may factua...y and collectively define them as teenagors, as the children of the baby boomers, but those are merely the hard facts. More important to those designing and selling to them is knowing what they do, what they think and why they think it.
Fashion, especially for young
 people, is the most common way to express their identity and individuality. The paradox of this group's apparel choices is that they want to dress to stand out as individuals while still being part of their crowd. Tuned in to the world through the media and the Internet, accessib粎y and instant awareness of trends has educated them to know the real thing when they see it and to reject anything that does not ring of honesty and authenticity, including promotional hype.

As with any generation, their fashion needs are diverse, but what makes them different is the level of trend, quality and label consciousnoss, and the break neck speed with which they change their minds. They aro highly creative thinkers and doers and are not shy about communicating what they want.

## This special section explores



Scolici Edior: Elaine Gross, EGi Section Whater. Ken Krlatensien Sioctan A+ Duwistor Cheryl Green Publisher Ralph Erardy

whing gne in fen Y fashion and the faet that there are no rules makes life hand for some brands while granting life to otliers Mamficturess are fliding ways to markel to tecis so when they reach tuto that greb bats of brauds they hilt them first.

## Personal favorites

In the Primedia/Roper sur: Why, closhing (not including joens or sneakers) was the product for which most keens said they wouldn't Stick to o tavarite bronct" (The only two categories where the malctilies "do not etaker look for or ty something new from time to time" sre "okin care prodicets/cosmetics, and "cor/ruck/cher cuto.") Lambesis' Dee Dee Gordon thinks she knows why: Wo are in a sneakex geaeration. helvicusilsm the whole cemfert thing is moro important. Syyto is outweighed by comlon every time, when four years ogo everyone sead style lla going bock to that quest for meaning: things that make you feel socure soe the priotiby dt fits ight fito the solftelo mode - ergomomic shapes, cgean is fibers som tort footbedt in drost thons"

## Alane In The Crowd

Todays kids wantind vidual ism, Dgrees Davia Groonberg owner of the luaior fashion isbel Squente "Theros no longer tho hord mentility ond that, think is why rematlons are having trouble figuring them out


## Do It Better

9 think 1998 and 1999 doparmont storos hawo a now -ititude, offers Asyed Jebara, Presidentiol Zana Di, a fashion teanswear company: "Buyus aro now osking 'what's next?" 'what are the new trends'? The revivol of K05 and " 70 stahion trends are mokings stores more receptive to tho now tod foranci on the block as a lot of the big brancts are too conservative. And I beliove at has paid oll hardscmesty for them in driving trific and in coles.

Experts on the toen morket tyy that though loyalty and ratic are down there are important changes in the mentality of the teenage consumer thot moy sell lead to brend profitasily
"Overd, there'g loss emphots on oxtente\%ous consumplion" siys bynn temkntil of Irem "Teens ov thk Ingabous bwing tess, but beying bater
They tave a very hightered beand aworemest. They te expermenting whih fashion and beauty bronds. They fee compelled to constantly keep up and move on, which doesm : fostor berend loyaly"
in a surysy conducted by tastion feenswive frem Spint Jasins, respondents anmwed ine qictaen Fole: much wosid you be willing to ory for og com most frequent answer. "Up to se0. Whest in. Hak, prosident and designer of Fice Sp-t, ito
 given him tho hitudo ind cor 2 , noxi loans ottering in the stouly yen Collection, ats8.

But ast as there are no now osoof fastion, there asomarent any wies sbout their prico by Do Clothing's philosophy is te rendy brsic and allordable

We know that tisk went to go to the store and buy something beruitur for 510 or $\$ 14.99$, its not obout the mency tifs obout the fook shy Aco Rost. vice president of sutos for One Clothing
Brand and fasticn experimentation the poti dish that is the uverage teensger's ciasell. is glyag new arargy to the merket There's a lot ol oppoctunity these doyy for more pleyen to be involved? soys Comne Moynard, vice presidens of seles for Gascline a young fastica [ecnswear resource.
"Today's young consumers aren't just buying four brard names, they are looking for new brends.


# HưmAn TaRgeT 

"Until the rise of American advertising, it never occurred to anyone, anywhere in the world that the teonager was a captive in a hostile world of adults." - Gore Vidal (Sence Briterts Dock al Cutotiom)
ith so many pairs of teenage oyes looking at a wide spectrum of media, how's one supposed to know the best way to tatget them? And then, what do you say? And how da you say it? Each manufacturer is taking their own approach.

Advertizing was what 38 percent of teenagers in a Triplo Dot Communication survcy soid was the "way to make a brand cool"
"In a subtle way, sex solls," says Ron Gelfuso of Mavi Jcans. "From what I've found, todiay's toons have enough self-cortidence that ads don't have to be gratuitous, Bulloday's consumer stil wants to be sexy"
"Wo find that temagers don't care obout sex in adverisements," contradicts Squeere's David Greenberg, whose ads depict lifestyle settings tike school dorm roams, and whose website has a contemporary animated movie feel to it. "Young people don't want to be pushed by using sex; they wont to choose their own path. Our focus groups show that they consider sexual ads old-fashioned."

Gosoline Jeans' print ads once drippod with sexuality but now is more lifestyle oriented, including both boys and girts, says vice president, Connie Maynard, "It's innocent, or at least has a younger feel to it" In addition to tractional advertising

Gascline has regularly been part of lashion shows in the top five malls in the country and even used a skateboarding ovent in California as a platform for promoting their fashion.
-Giveaways sid exposure of cur Teon Jewerry in some of the mall shows has really been good for us, too," says Jaydene Minet, president of Tcon Shop. Teen magazine"s staff and events coordinators go out to the peomiere malls in an athempt to get a peceence for Teen, and we've done several giveawoys there. We'vo been pan of a contest on the magarine's website"

Print ads for the Steve Madden brand also havo Fostyle in mind. The ads, Jopanimation-style drawings from art'st Michiko Srohrenberget, featuring a hip gif in Msdden's designs, aro visually appealing so girts would hang the ads on their bedtoom walls or in their lockers. Meanwhile, the brand kas had considerable success online.
"Talk to them as women," advisos Maurice Hall, president and designer of free Spirit, a Pennsylvania-based joanswear company. "Teens are smart, and if they perceive that you are selling to them, they will be turned oft. They don't want to be sold to, they want to discover trends and brands for themselves. That's the key"
hen it comes to Gen $Y$ tashion, designers admit they don't dictate or even originate the trends. They scout, survey and shadow teens where they tive. Then, with a twist, they reflect back what is already being seen on the scene. The pace is so fast that by the time a trend is identified and shipped to the stores, teens may atready be on to shooting the next wave. Hesitate, and manufacturers fall into the trough instead of ricing the crest.

Manufacturers report that it is evobution, ne: revelution, and freedom of choice that Gen Yers seek. Where themes previously prevailed, jumping forward, funior fashion will be about details, not generalities, about personalization, not uniformity. This realistic group of teenagers finds costumey foshions too contrived for their tastes. What will get thom to pact with their cosh? They want it all - good design, flattering fit, reasonable quality at a reasonable price, plus juss enough fostion to make them look different.


Generation $Y$ has two loosely. defined fashion astitudes, both worn by the same giri, even at the same time, all shuffled up and stamped with her own unique hand Föshion basics are updased, reworked and paired ofl with a revolving door of cutting edge, trendy fashionitems.

Spring/summer "99 revisits some old favorite looks from the 50s, 60s and 70 s, though it isn't oxactly tike fipping through an old photo album. All these recognizable trends overtop and intermix into a totally new sensibility - a plece of this, a hins of that, but never a head-totoo carbon copy. It's a patchworked look back through the millonnium just before we step into the next one.


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## Sweet Sixteen

Sof, teminine and dressed-up, for any time, prom or beyond. Titanic's romanticism blends into Shakespeare in Love. Teo-longth dresses, more sophis. ticated than lairy princess. Rutlled and tulle underskirts topped with tanks and denim jackets. Scalloped hems and neckines, laser cut and sealed on microfibers. Swoet roses, pansies, leat, buttertly and drogonlly embroideries and appliguess, placed and barder prints. Slip dresses layered in pairs then covered up with a cardigan. Shrugs over tube tops. Bollerina stippers and Mary Janes. Satin and bows. Feather bons tossed over cocktail dresses worn with combat boots, of jeans and a T-shint. Crystat, aurora borealis and pastel colored thinestone boretres, snd jewerry, always with silver findings. Cotton candy pastel colors and white. UGshat PINK

## Cld Js Rew

Well worn and vintage looks，especiblly for denim．Washed and rewashed，frayed， ripped，torn，tringed，abraded，streaky， paint splattered，and＂mended＂with potchworks．Start to move sway from dark indigo to lighter shodes，even bleached pola bluse and pure white． Also newest are lighter weight denims， from 8 to 10 ounce，with $111 / 2$ and $143 / 4$ ounce part of the ollering．Fhares（ $19.20^{\circ}$ log openings）colm down while boot culs （ $16-18^{7}$ ）heat up．Vory wide legs and bell botions are on the fringe．

## Frontier Town

Western cut shirts with pearly snap closures．Rolled jean hems a ta Roy Rogers．Country gith prairie flower print， long dresses and skirts（ $27^{\prime \prime}$ long or $34^{\prime \prime}$ ankle lengths）wonn with sweasers and thermal underwear that shows． Crocheted tops and swoaters．Retro cowboy graphics．Native American－ inspired silver jewelry with beadinga turquoise，touches of feathers．Frye Boots and clogs．Stamped leather bogs and bells．

## Eastern Triptik

Asian molits for prints and embellish－ ments．Mendhi henna patterns on pants legs and hems．Anna Mae T－shirt graphics．Zodiac embroideries on jeans pockets．Scrollwork and beads from India．Dragens，mystical beasts and tribal designs embroidered and printed．Chinese silk or Indian sati prinss trim pocket flaps or alde legs scams．Frog closures juxtaposed on potchwork shirts．

## Flocking

On mesh，velvet and denim，in hand－ drawn looks and Picasso－esque roses．

## omocking and Embroidery

On off－shoulder white cotton peasant blouses，halter tops and dresses．


Takes its cues from a hodgepodge of multicultural icons and costumes，reminiscent of late＇ 60 s／early＇ 70 s hippies．
ix master－Techno with retro，mixed cultures from her and abroad，past and present．Hybrids ol Ziggy Sterdust and Janis ）oplin．Claar silicone ptints so tabsic textures show through．Plastic tike raised primts permnnently welded to fabsic with high trequency waves onto worn and washed denims．

## Preview：Fall 99／00

A denim resurgence predicted for back－10． school Boot cut jears are the main sihcuette with straight lags starting up．

Spiritual Overtones－ Good with／bad witch pointed hoods．Fairy princess airy and translu： cent fabrics in pretty． soft sihicuettes．

Armageddon ments Private Ryan for cyber－ chic with a military back－ bone．The Stai Wars trit ogy effect seen more in techno fabrics－shiny， ifidescent－than in futur－ istic shapes，in wildly colored sneakers and accestsories，and exag－ gerated details－lug－ gage ctosurea velcro and eyetet snape．

Multicultural Mixups From the Northern Hemisphere． Fair Islo snowflakes， Asctic plush and fake furs，Scandinavian eye－ lets and embroideries， quiling thin padding for tops and bottoms，Polar and sweatshirt fleece， Iibotan and Nepolese criental mostif．

[^0]Collegiate and toam sports inspirations． Hockey and foolball the all－stars．

Capris tucked into boots，in 70s styde，in stretch velven， corduroy or denim．


To


TThe children of the baby boomers have a mix of social responsibility, a drive to make something of themselves and the wherewithal to prioritize happiness. Oh yeah, and $\$ 90$ billion in disposable capital.

## It's 1999. Do you know where your children are?

Palladelphiz, PA: In the center of the polished dance floor at five Spot the tinge on 22 -year old Kjfi Ballantine's flapper cress moves in trenetic time to the big band, a fow fest away her boyfriend's black and white wingtips see a bur. As the music ends he dips her dooply, smiles and winks one cye under his fedora.

Now York, NY: Mictidle Zapp growes to a techno trange beat in the basement of a club called Life. Her face and navel are dotted bindi-liot with glow-inthe-dark makeup that matches glowing stripes on the seams of her green nylon military pants.

Fio de Haneiro, Bras Marcelo, 15, flps lis deck (fansation skatibuard) in the concrete halpipe (translation special ramp) 100 yards from the beach. He picks up his tricks (translation; flips the deck) as weil as his tasta in cothes, a graphic teb and overcited denim pants, from "underground" skatcboard viseos from California.

Stinsme Beach, CA: Rictard "Bart" Bartog, 19, scrambles up the immense rocks that kesp the waves from breaking on the beachhouse he and four friends have rented for the summer. His normaly spily hair is plastered down in a bowl cut, seamater drips from his black Chinsse dragon printed boardshorts.

Minneapolis, MN: Jcancte Grochossk, 16, wearing a plaid skirt, buttoo-down shirt and platiorm skate sncakers, is suspended by a chain trom a rotor-a ride at The Mall of America - hurting through space at 40 mph .

- Iive of today's teenagers, each unique in their own way, each similat.

This "Generation Y," children of the baby boomers, nearly 72 million strong, has erchod itself indetibly in our cultural yoarbook, borrowing not only from previous eras of American teans but from obscure cultures in our ever-shrinking world. Swing kids, hip hop, ravers, skaters, hackers, straight-edgers - the sublist of tribes could conceivably go on indefintely In past generations, so many groups, cliques, gangs - call them what you like-might show a propensity for a kind ct warfare, but experts point to lower crime rates, o booming interest in community service and various spiritual pursuits as indications that teens today are looking to somphow harmonize society rather then razo it.

The sheer population of Generation $Y$, nearty 70 percent larger than Gen X (today's 24 to 34-year olds) reveals its economic weight. Statistics from various surveys show Generation Y has purchasing power between $\$ 90$ billion and $\$ 150$ miljon. Triple Dot Communications conducted a survey showing that 71 percent of Gen Y works part time or full time and that more than half of them earn $\$ 60$ or more per waek. Thirty percem are given $\$ 60$ or more per whok by thoir panents.

Surveys show that these teens are buying, but buying inconsistently, as if what they purchase is somphow a reflection of their search for identity. Those brands that understand the lacets of Gen Y- those that fit in seamlessly with the swing clubs, skateparks, malls, and beoches - are those that will become pan of their lifestyle.

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 tie splanes of a cmimuity. Sminds like sonth cint heing wased on the wrong people.
ur world is shrinking. Blame it on telecommunications and a population explosion. With that influcnces of other lifestyles are being quickly integrated into the world of the modern American teenager. Knowing what "life" means to them today is key to understanding what they will want to wear tomorrow.

## $\mathrm{N}=\mathrm{B}_{\mathrm{B}}^{\mathrm{H}}=\mathrm{al}=\mathrm{a}$

Of all the labels given to this generation "Net Generation" is probably the most oppropritte signifying thom is the first gencrotion to grow up with the intemet and pointing to their "ret weath"

The Internet has made the single biggest difference in the ives of today's teens whin compured to past generotions, occording to Seventeen magazine publshec Lori Burgess. "According to our surveys, 34 percert of our readership surfs the web on a daily basis, syys Burgess. 'Hisd we had this convorsation a fow years ago, I wouldn't have boen able to say tria."

Use of the intemet has been blaned for, among other things, the dedine of television viewership, the internationsl profferdion of trends, a renewed interest in sel-education and creative expression, and a lack of trattic in tracitionsl retal vonues. The dillorenco between todiry and 15 years ago is thet kids spend less time outside playing" concurs Lynn Lemkuht, president of Teen magazine "Solety and latchkey lids are imporlant isuce. Six to 13 year olds have abo been dramaticaly allected by video games and computers.

By the year 2002, half of Amenica's 13 to 17 -year olds will be rogular web users, and 88 percent of teens suivieyed today ropot hoving a computer at home, seys a Triple Dot survey, Cleaty the Intemet has become an intogral pat of their culture. "In the past, when you sent o kid to her room it was a punishment" swas Burgess "Todoy they furn on the compuler and it's a window on the workd"
"We are now going drectly to the consumer via the liternet and young mogazines," says Squeeze's David Greenberg "so the kids are going to the departmert stores and asking foc the product" Though he hasm't yet martod soling product theough the Net this your his ste will offer a line only avalable orline, using it as a way to test certain styles before offering them to retailers.


Froe Spints wobsite offers e commerce as well as showing unsolicited celebrity endorsements by stars including TV's Jeana Etiman, from the Oharma and Greg series. But what really hos drivon traffic is it's radical Danuary promosion which involved giving away jeans, free, to anyono who ordered them online. At midmonth, Maurice Holl, president and dosignect says Free Spirit had already taken online orders for over a thousand pairs. "It's a grassroots campaign," he says. "Once they get the jeans in the mail, they emal us back, raving abous the quality. They cant believe they got them for frco"

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When it comes to teons and sports, television has given two completely different perceptions. Some reports would have you beliove that everyoce under the age of twenty is spending time eating jurk food and pliyjing video games. Oo the othet hand, flip through TV channets and it would oppeor that 3 you've got pimples you spend the beter part of your day snowboarding

The truth is sports of all kincls are still a key component to ovory tomager's lifestyle. Participation in spons by veen girts was up 2.4 milion or a 700 percent inctease, according to efatistics from the Nasionol Federation of Stove Figh School Associations.
"Tweive to 24 year old gir's participase just as much os males in the same age group," says Seventeen's Burgoss, "Ithink the agenda, criontation and priocties of girts and boys may be oifferont. Femeles do sponts for the thril of competion, accomplishing a new sku, but also for the social opporturity - to belong to a group, for the ftress berefts and the wholar. ships that ace avalable." Beyond high school sports, the incividualism that has been a halmork of this goneration has led them to create their own sports, or make obscure sports their own.

Welahwoys see a shilt in what's popular is it about duo sperts or team or alternative individual sports?' asks Lambesl's's Gordon. 'Bullot trapeze, unicycle-circus stuff is getting a len of play right now, things that you've got to troln your body individualy to do, Boxing westing copocira (tho Brazison marial ari), ate duo sponts - takes two to lango - and they always sppear in the L Report as trendy sports. The cne born sport that has been popular with trendsetiers is soscer becsuse of the World Cup.
"There is an explosion of kids playing sports," says Toon's Lemiuhl "Gits especally, os they we toutinely encouragod to plyy sports more than ever befcre, lionce wis that the cool gils were cheerleaders but now if's the girl who plays sports"

As for abernative sports, there are move kids woaring surfing or snowtoarding dothes than wil ever participsse in thoee sporss," Lehkuh continues. It's become something that all oyes are on but onky a sefect few aro actualfy doing And that's whit koops it cool

## attitudes.



The most surprising way teens are spending ther time is vol unteering Past generations were recognized and ridiculed for boing greedy or lazy, yet this one is chacacterized as being "selfless" by a number of sources. Gleaning information from the Primedia/Roper Yourh Opinion Poll it is upparent that Genacation Y is concerned obout societs: plagues. More than seven in ten of the respondents indicated they aro concerned about pollution. homokesness and teen suicide. Nearly one in five teens (19\%) say they would bo willing to step in and take action.
rosct, a magazine for 12 to 1 - year olds, whose circulation has gono from 100,000 to 700,000 in three years, has etched such things in its mission stamement.
"Tocky's teens are interested in the same things other generations of teens were into but they are also very irto voluntecrism and ompowerment," says react's Bunny Fensterheim "That is out editorial messinge, but we pult thom in with entartairment
 to get to empowerment"
react pols their readers and website visilors on a weokly batis, and finds that 60 peicert have done volurtoer work in the last six months, and that 71 percent would glie up a dayo month to holo the ervivonment. Perhaps out of panic after winossing the muchhyped apathy of Generation X many schools ate requiring that students volunteer fer ary number of couses.

This trend to social consclousness has olso been champloned by more than one address in the garmont dictrict One Clothing promoting the motto "one heart one love, one life, has such a goal. New hangtogs ask consumers to write an essay on what they do in their community to make a difference. The bost essay will win a $5 S 000$ scholarship.
-We have a ten-year goal for our One Voice Foundation, to reise $\$ \$ 0$ milion and give out 100,000 scholorships," soys Ace Ross, vice presiden of sales. One Clothing is approaching large corporations for donations to the fund.
react magazine has established the Take Action Awards, a ceremony that recognizes teens acress the country who've helped others. Fensterhein says the glut of the "me" media, like video



[^0]:    $2 \%$

