





- The Greatest Generation?
- Active & Interactive 6.8
- The New Picket Fence 10
- Getting in the Closet 12
- 14 The Human Target
- 16 Multiple Choice
- 18 Be Utilitarian
- 20 American Grandstand
- 22 Peasantville

Cover Photos clockwise from top left Steve Madden, Jeen, Seventeen, Jeen Shop, Squeeze, Teen, Mayl. Teen Shop

internet addresses

Free Spirit Marri One Clothiso Parasuco react magazine

Seventeen magazine Squeeze Steve Madden

Teen Jewelry Teen magazine

Zana-di

www.freespiritjeans.com www.mavijeans.com www.oneclothing.com www.parasoco.com www.react.com www.seventeen.com HWW.sqz.com nww.stevemadden.com www.waycoolteenshop.com www.teenmag.com www.zanadi.com

he better acquainted manufacturers and marketers become with Generation Y, the more obvious it is how difficult it is to really know them. The census may factually and collectively define them as teenagers, 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, accessibility 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.

-11

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

THE RESERVE

This special section explores and lays open the components of the Generation Y identity. We put them under a psycho-social microscope to discover the beliefs, activities and mind sets that effect what they buy and wear.

Steve Maddan

Section Editor: Elaine Gross, EGI Section Witter: Ken Kristensen Section Art Director: Cheryl Green Publisher: Ralph Erardy



Bernds are batting it out in an attempt to dress them for the millennium.

nything goes in Gen Y fashion and the fact that here are no rules makes life hard for some brands, while granting life to others. Manufacturers are finding ways to market to teens so when they reach into that grab bag of brands, they lit them first.

Personal Favorites

In the Primedia/Roper survey, clothing (not including jeans or sneakers) was the product for which most teens said they wouldn't "stick to a favorite brand." (The only two categories where the majorities "do not either look for or try something products/cosmetics," and "car/truck/other auto.") Lambesis' Dee Dee Gordon thinks she knows why: "We are in a sneaker generation, individualism, the whole comfort thing, is more important. Style is outweighed by comfort every time, when four years ago everyone said style. It's going back to that quest for meaning; things that make you feel secure are the priority. It fits right into the self-help mode — ergonomic shapes, organic fibers, comfort footbeds in dress shoes.

Alone In The Crowd

"Today's kids want individual-ism," agrees David Greenberg, owner of the junior fashion label, Squeeze. "There's no longer the herd mentality and that, I think, is why retailers are having trouble figuring them out."

Do It Better

"I think 1998 and 1999 department stores have a new fitude," offers Assad Jebara, President of Zana Di, a fashion jeanswear company. "Buyers are now asking 'what's next?" "what are the new trends"? The revival of '60s and '70s fashion trends are making stores more receptive to the new kid [brand] on the block, as a lot of the big brands are too conservative. And I believe it has paid off handsomely for them in driving

traffic and in sales."

Experts on the teen market say that though loyalty and traffic are down, there are important changes in the mentality of the teenage consumer that may still lead to brand profitability.

"Overall, there's less emphasis on ostentatious consumption," says Lynn Lemkuhl of Teen. "Teens are talking about buying less, but buying better. They have a very heightened brand awareness. They are experimenting with fashion and beauty brands. They feel compelled to constantly keep up and move on, which doesn't foster brand loyalty.

In a survey conducted by fashion jeans traker, Free Spirit Jeans, respondents answered the question. "Ho much would you be willing to pay for a quality team?" If much would you be willing to pay for a most frequent answer: "up to \$80," Which made heal, president and designer of Free Spell, who multiple styles for no more than \$48 given him the latitude and confidence to other next, jeans offering, in the Maurice Hall

Collection, at \$68.

But just as there are no rules about fashion, there also aren't any rules ne Clothing's about their price las philosophy is to rendy, basic and affordable

"We know that kids went to go to the store and buy something beautiful for \$10 or \$14.99. It's not about the money, it's about the look," says Ace Ross, vice president of sales for One Clathing.

Brand and fashion experimentation. (the petri dish that is the average teenager's closet), is giving new energy to the market. "There's a lot of opportunity these days for more players to be involved," says Connie Maynard, vice president of sales for Gasoline, a young fashion jeanswear resource.

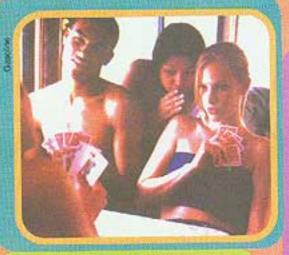
"Today's young consumers aren't just buying four brand names, they are looking for new brands."

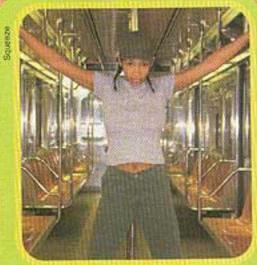














Hthman TaRgeT

"Until the rise of American advertising, it never occurred to anyone, anywhere in the world that the teenager was a captive in a hostile world of adults." - Gore Vidal (Source: Bartlett's Book of Quotations)

With so many pairs of teenage eyes looking at a wide spectrum of media, how's one supposed to know the best way to target them? And then, what do you say? And how do you say it? Each manufacturer is taking their own approach.

Advertising was what 38 percent of teenagers in a Triple Dot Communication survey said was the "way to make a brand cool."

"In a subtle way, sex sells," says Ron Gelfuso of Mavi Joans.
"From what I've found, today's teens have enough self-confidence that adsidon't have to be gratuitous. But today's consumer still wants to be sexy."

"We find that teenagers don't care about sex in advertisements," contradicts Squeeze's David Greenberg, whose ads depict lifestyle settings like school dorm rooms, and whose website has a contemporary animated movie feel to it. "Young people don't want to be pushed by using sex; they want to choose their own path. Our focus groups show that they consider sexual ads old-fashioned."

Gasoline Jeans' print ads once dripped with sexuality but now is more lifestyle oriented, including both boys and girls, says vice president, Connie Maynard. "It's innocent, or at least has a younger feel to it." In addition to traditional advertising. Gasoline has regularly been part of fashion shows in the top five mails in the country and even used a skateboarding event in California as a platform for promoting their fashion.

"Giveaways and exposure of our Teen Jewelry in some of the mall shows has really been good for us, too," says Jaydene Miner, president of Teen Shop. "Teen magazine's staff and events coordinators go out to the premiere malls in an attempt to get a presence for Teen, and we've done soveral giveaways there. We've been part of a contest on the magazine's website."

Print ads for the Steve Madden brand also have lifestyle in mind. The ads, Japanimation-style drawings from artist Michiko Stehrenberger, featuring a hip girl in Madden's designs, are visually appealing so girls would hang the ads on their bedroom walls or in their lockers. Meanwhile, the brand has had considerable success online.

"Talk to them as women," advises Maurice Hall, president and designer of Free Spirit, a Pennsylvania-based jeanswear company. "Teens are smart, and if they perceive that you are selling to them, they will be turned off. They don't want to be sold to, they want to discover trends and brands for themselves. That's the key."

41

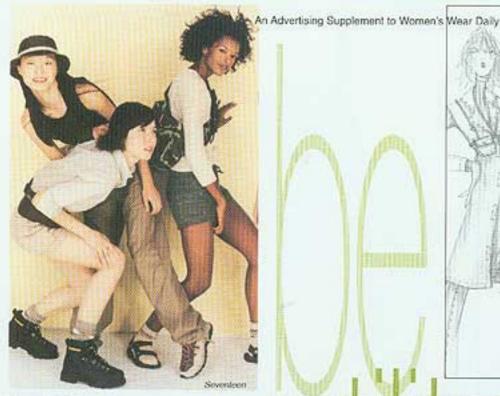
hen it comes to Gen Y fashion, designers admit they don't dictate or even originate the trends. They scout, survey and shadow teens where they live. Then, with a twist, they reflect back what is already being seen on the scene. The pace is so fast that by the time a trend is identified and shipped to the stores, teens may already be on to shooting the next wave. Hesitate, and manufacturers fall into the trough instead of riding the crest.

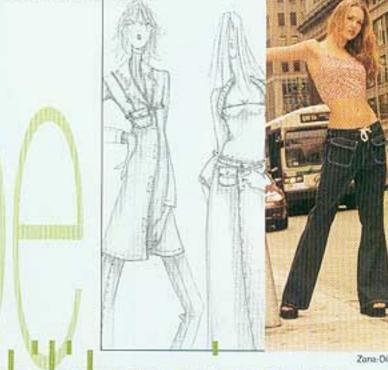
Manufacturers report that it is evolution, not revolution, and freedom of choice that Gen Yers seek. Where themes previously prevailed, jumping forward, junior fashion will be about details, not generalities, about personalization, not uniformity. This realistic group of teenagers finds costumey fashions too contrived for their tastes. What will get them to part with their cash? They want it all - good design, flattering fit, reasonable quality at a reasonable price, plus just enough fashion to make them look different.

Generation Y has two loosely defined fashion attitudes, both worn by the same girl, even at the same time, all shuffled up and stamped with her own. unique hand. Fashion basics are updated, reworked and paired off with a revolving door of cutting edge, trendy fashion items.

Spring/summer '99 revisits some old favorite looks from the 50s, 60s and 70s, though it isn't exactly like flipping through an old photo album. All these recognizable trends overlap and intermix into a totally new sensibility - a piece of this, a hint of that, but never a head-totoe carbon copy. It's a patchworked look back through the millennium just before we step into the next one.



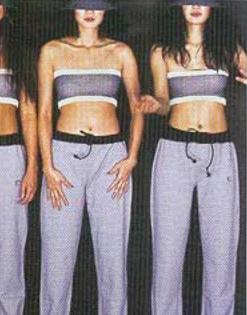












Vorkwear, extreme sports activewear and hip hop street looks merge into one. A little bit techno, a little bit workwear, totally multifunctional and just slightly slouchy.

Cargos On Hold

Cargo pants hold their fashion lead. Either low-rise or high-waisted, sometimes rolled waists. A slimmed-down silhouette with all the practical details. Flap patch pockets multiply on side and lower legs. Contrast topstitching. Khaki and twills, of course, but also dressier stretch gabs and cotton sateen, wools.

Alls Aboard

Overalls, shortalls, even capri-alls. As much fashion as function. In slimmer shapes.

If I Had A Hammer

Carpenter bottoms - cropped, midcalf and full lengths. Worn, washed, ring-spun canvas, twills and bedford cords. Contrast hammer loops in high performance fabrics nylon and nylon webbing, ripstop, microfibers. Quilted and/or stitched knee patches, bindings and leg panels, in techno fabrics.

First Strings First

Drawstrings continue on waists for every style. On pants and skirt hems for adjustable widths. Placed vertically in rows to custom shirr in adjustable lengths.

On and Off

Tear, zip-, snap-away convertible skirts and punt. Skirts convert from long to mini, pants from full length to shorts or clam diggers. Waist-to-ankle snap-off side seams, a quick cool-off after a sports or dance work out. Jackets turn into back packs.

Gym Dandy

Phys. Ed. classics updated. Authentic and technically sound but also fashion right. Snug, short, zip front sweatshirt style hoodies in variety of knits. Ringer I-shirts banded with contrast color around neck and sleeve. Track pants and track team graphics.

It's In The Bag

Urban survival bags carry the necessities for a full day's activities. Apron style belts, multipocket body bags, messenger bags, back packs are a must. Contoured and attached to the garment, velcro-ed to your chest or separate. Durable mesh, canvas and nylon.

On the Web

Nylon web straps for belt and hammer, updated army belts with embossed plastic buckles.



Sweet Sixteen

Soft, feminine and dressed-up, for any time, prom or beyond. Titanic's romanticism blends into Shakespeare in Love. Tea-length dresses, more sophisticated than fairy princess. Ruffled and tulle underskirts topped with tanks and denim jackets. Scalloped hems and necklines, laser cut and sealed on microfibers. Sweet roses, pansies, leaf, butterfly and dragonfly embroideries and appliqués, placed and border prints. Slip dresses layered in pairs then covered up with a cardigan. Shrugs over tube tops. Ballerina stippers and Mary Janes, Satin and bows, Feather boas tossed over cocktail dresses worn with combat boots, or jeans and a T-shirt. Crystal, aurora borealis and pastel colored rhinestone barettes, and jewelry, always with silver findings. Cotton candy pastel colors and white. TRIVE PINK



AMERICAN OF AMERICAN OF AMERICAN OF AMERICAN OF A STAND

Innocently simple and straightforward looks, from casual to dressy, with a fifties retro feel.



HAWAIIAN EYE

Part surfer, part pre-war, an ongoing look that stays strong. Tropical blooms and blossoms in hibiscus colors or vintage hula dancer prints on apparel and accessories.



All-American basics. Rolled culf jeans with denim selvage showing. Red, white and indigo blue denim. Skorts and pleated skirts - above or to the knee. Gingham and bandanna prints. Boat necks and 3/4 length sleeves. Saddle shoes and frame top purses. Straw accessories with flower embroidery.

Zana-Di





20



Old Js Rew

Well worn and vintage looks, especially for denim. Washed and rewashed, frayed, ripped, torn, fringed, abraded, streaky, paint splattered, and "mended" with patchworks. Start to move away from dark indigo to lighter shades, even bleached pale blue and pure white. Also newest are lighter weight denims, from 8 to 10 ounce, with 11 1/2 and 14 3/4 ounce part of the offering. Flores (19-20" leg openings) calm down while boot cuts (16-18") heat up. Very wide legs and bell bottoms are on the fringe.

Frontier Town

Western cut shirts with pearly snap closures. Rolled jean hems à la Roy Rogers. Country girl, prairie flower print, long dresses and skirts. (27" long or 34" ankle lengths) worn with sweaters and thermal underwear that shows.

Crocheted tops and sweaters. Retro cowboy graphics. Native Americaninspired silver jewelry with beading, turquoise, touches of feathers. Frye Boots and clogs. Stamped leather bags and belts.

Eastern Triptik

Asian motifs for prints and embellishments. Mendhi henna patterns on pants legs and hems. Anna Mae T-shirt graphics. Zodiac embroideries on jeans pockets. Scrollwork and beads from India. Dragons, mystical beasts and tribal designs embroidered and printed. Chinese silk or Indian sari prints trim pocket flaps or side leg seams. Frog closures juxtaposed on patchwork shirts.

Flocking

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

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

easantvi

Takes its cues from a hodgepodge of multicultural icons and costumes, reminiscent of late '60s/early '70s hippies.

Mix master - Techno with retro, mixed cultures from her and abroad, past and present. Hybrids of Ziggy Stardust and Janis Joplin. Clear silicone prints so fabric textures show through. Plastic-like raised prints permanently welded to fabric with high frequency waves onto worn and washed denims.

Preview: Fall 99/00

- A denim resurgence predicted for back-toschool. Boot cut jeens are the main silhouette with straight legs starting up.
- Spiritual Overtones Good witch/bad witch pointed hoods. Fairy princess airy and translucent fabrics in pretty, soft silhouettes.
- Armageddon meets
 Private Ryan for cyberchic with a military backbone. The Star Wars trilogy effect seen more in
 techno fabrics shiny,
 iridescent than in futuristic shapes, in wildly
 colored sneakers and
 accessories, and exaggerated details luggage closures, velcro
 and cyclet snaps.
- Multicultural Mixups
 From the Northern
 Hemisphere.
 Fair Isle snowflakes,
 Arctic plush and fake
 furs, Scandinavian eyelets and embroideries,
 quilting, thin padding for
 tops and bottoms, Polar
 and sweatshirt fleece,
 Tibetan and Nepalese
 oriental motifs.
- Collegiate and toam sports inspirations.
 Hockey and football the all-stars.
- Capris tucked into boots, in 70s style, in stretch velvet, corduroy or denim.





The Itest? generation I

The 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?

Phillidalphia, PA: In the center of the polished dance floor at five Spot the fringe on 22-year old Kari Ballantine's flapper dress moves in frenetic time to the big band, a few feet away her boyfriend's black and white wingtips are a blur. As the music ends he dips her deeply, smiles and winks one cyc under his fedora.

New York, NY: Michelle Zapp grooves to a techno trance beat in the basement of a club called Life. Her tace and navel are dotted bindi-like with glow-in-the-dark makeup that matches glowing stripes on the seams of her green nylon military pants.

Filo de Janeiro, Brazis, Marcelo, 15, flips his deck (translation; skateboard) in the concrete halfpipe (translation; special ramp) 100 yards from the beach. He picks up his tricks (translation; flips the deck) as well as his taste in clothes, a graphic tee and oversized denim pants, from "underground" skateboard videos from California.

Stingon Beach, CA: Richard "Bart" Barton, 19, scrambles up the immense rocks that keep the waves from breaking on the beachhouse he and four friends have rented for the summer. His normally spiky hair is plastered down in a bowl cut, seawater drips from his black Chinese dragon printed boardshorts.

Minneapolis, MN: Jeanette Grochowski, 16, wearing a plaid skirt, button-down shirt and platform skate sneakers, is suspended by a chain from a rotor—a ride at The Mall of America — hurtling through space at 40 mph.

live of today's teenagers, each unique in their own way, each similar.

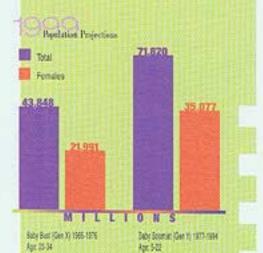
This "Generation Y," children of the baby boomers, nearly 72 million strong, has etched itself indelibly in our cultural yearbook, borrowing not only from previous eras of American teens but from obscure cultures in our ever-shrinking world. Swing kids, hip hop, ravers, skaters, hackers, straight-edgers—the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

The sheer population of Generation Y, nearly 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 million. 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 week. Thirty percent are given \$60 or more per week by their parents.

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



small _e



4

active A CTIVE

The click of a mouse, the pounding of a basketball on the gym floor, the bass pounding through headphones:

the applicase of a community.

Sounds like youth isn't being wasted on the wrong people.









ur world is shrinking. Blame it on telecommunications and a population explosion. With that, influences 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.

Net Generation

Of all the labels given to this generation, "Net Generation" is probably the most appropriate, signifying them as the first generation to grow up with the internet and pointing to their "net wealth."

The Internet has made the single biggest difference in the lives of today's teens when compared to past generations, according to Seventeen magazine publisher, Lori Burgess. "According to our surveys, 34 percent of our readership surfs the web on a daily basis," says Burgess. "Had we had this conversation a few years ago, I wouldn't have been able to say this."

Use of the Internet has been blamed for, among other things, the decline of television viewership, the international proliferation of trends, a renewed interest in self-education and creative expression, and a lack of traffic in traditional retail venues. "The difference between today and 15 years ago is that kids spend less time outside playing," concurs Lynn Lemkuhl, president of Teen magazine. "Safety and latchkey kids are important issues. Six to 13-year olds have also been dramatically affected by video games and computers."

By the year 2002, half of America's 13 to 17-year olds will be regular web users, and 88 percent of teens surveyed today report having a computer at home, says a Triple Dot survey. Clearly the Internet has become an integral part of their culture. "In the past, when you sent a kid to her room it was a punishment," says Burgess. "Today they turn on the computer and it's a window on the world."

"We are now going directly to the consumer via the Internet and young magazines," says Squeeze's David Greenberg, "so the kids are going to the department stores and asking for the product." Though he hasn't yet started selling product through the Net, this year his site will offer a line only available online, using it as a way to test certain styles before offering them to retailers.



The importance of internet selling is exemplified by Steve Madden, says Lisa Bosman, in charge of Internet marketing for the brand, "When we built this site a couple of years ago we offered ten styles for sale online. But in September 1998, when we began offering 30 styles, our sales tripled and the number of hits on our site increased." Bosman says that the website is more than just a selling tool, it's helping establish the all-important relationship with the Steve Madden consumer.

Free Spirit's website offers e-commerce as well as showing unsolicited celebrity endorsements by stars including TV's Jenna Elfman, from the *Dharma* and *Greg* series. But what really has driven traffic is it's radical January promotion which involved giving away jeans, free, to anyone who ordered them online. At midmonth, Maurice Hall, president and designer, 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 email us back, raving about the quality. They can't believe they got them for free."

Courting Youth

When it comes to teens and sports, television has given two completely different perceptions. Some reports would have you believe that everyone under the age of twenty is spending time eating junk food and playing video games. On the other hand, flip through TV channels and it would appear that if you've got pimples you spend the better part of your day snowboarding.

The truth is, sports of all kinds are still a key component to every teenager's lifestyle. Participation in sports by teen girls was up 2.4 million or a 700 percent increase, according to statistics from the National Federation of State High School Associations.

"Twelve to 24-year old girls participate just as much as males in the same age group," says Seventeen's Burgess. "I think the agenda, orientation and priorities of girls and boys may be different. Females do sports for the thrill of competition, accomplishing a new skill, but also for the social opportunity— to belong to a group, for the fitness benefits and the scholar-

ships that are available." Boyond high school sports, the individualism that has been a hallmark of this generation has led them to create their own sports, or make obscure sports their own.

"We'll always see a shift in what's popular. Is it about duo sports or team or alternative individual sports?" asks Lambesis's Gordon. "Ballet, trapeze, unicycle-circus stuff is getting a lot of play right now; things that you've got to train your body individually to do. Boxing, wrestling, capoeira (the Brazilian martial art), are duo sports — takes two to lango — and they always appear in the L Report as trendy sports. The one team sport that has been popular with trendsetters is soccer because of the World Cup."

"There is an explosion of kids playing sports," says Toon's Lemkuhl. "Girls especially, as they are routinely encouraged to play sports more than ever before, it once was that the cool girls were cheerleaders, but now it's the girl who plays sports."

As for alternative sports, there are more kids
wearing surfing or snowboarding dothes than
will ever participate in those sports," Lehkuhl continues.
"It's become something that all eyes are on but only a select few are
actually doing. And that's what keeps it cool.

attitudes.....



Nov. Numbers may not odd to 100% doe to numbing Source: The PrintEDW/Roper National Youth Survey

Changing the World

The most surprising way teens are spending their time is volunteering. Past generations were recognized and ridiculed for being greedy or lazy, yet this one is characterized as being "selfless" by a number of sources. Gleaning information from the Primedia/Roper Youth Opinion Poll, it is apparent that Generation Y is concerned about societal plagues. More than seven in ten of the respondents indicated they are concerned about pollution, homelessness and teen suicide. Nearly one in five teens (19%) say they would be willing to step in and take action.

react, a magazine for 12 to 19-year olds, whose circulation has gone from 100,000 to 700,000 in three years, has etched such things in its mission statement.

"Today's teens are interested in the same things other generations of teens were into but they are also very into volunteerism and empowerment," says react's Bunny Fensterheim "That is our editorial message, but we pull them in with entertainment

and fashion. We use those venues to get to empowerment."

react polls their readers and website visitors on a weekly basis, and finds that 60 percent have done volunteer work in the last six months, and that 71 percent would give up a day a month to help the environment. Perhaps out of panic after witnessing the muchhyped apathy of Generation X, many schools are requiring that students volunteer for any number of causes.

This trend to social consciousness has also been championed by more than one address in the garment district. One Clothing, promoting the motto "one heart, one love, one life," has such a goal. New hangtags ask consumers to write an essay on what they do in their community to make a difference. The best essay will win a \$5000 scholarship.

"We have a ten-year goal for our One Voice Foundation, to raise \$50 million and give out 100,000 scholarships," says Ace Ross, vice president 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 across the country who've helped others. Fensterheim says the glut of the "me" media, like video games, fashion catalogs and some websites, has allowed some teens to recognize the importance of community.

"The media bombards them with 'you you you.' so what a teen is struggling with is 'we.' They've tapped into the fact that you can't just be alone in the world. And now they want to help others."

Salvatore Parasuco, owner of Montreal-based Parasuco Jeans, encourages industry to take a role in getting teens on the right track. "In the post-baby boom era, where you have a lot of single parent families, ethics have to come back. Where the churches and schools and families are failing, somebody has to pick up the slock," says Parasuco. "Some corporations are doing things not only because they want to profit but because they care." He believes that "the culture of your label should be about caring for people and training people to care." He refers to the old adage: give a man a fish, he'll eat for a day; teach him to fish, he'll eat forever. But, he says, "if you pollute the waters you won't get any fish either."

The New Picket Fence

Who do teens most admire? It isn't. much as you might think. Madonna Michael Jordan.

The Primedia/Roper study shows parents far outweigh society, friends, school, even media when it comes to "plans for the future," "participation in sports" and "academic standards."

Added responsibility and respect for parents may go hand-in-hand as today's teens walk a mile in their parents shoes, taking on new responsibilities around the house or caring for their younger siblings while the parents work. But does it mean that we have a society that doesn't allow it's children time to be children?

Baby Boom parents' first-hand familiarity with issues of sex, drugs and rock & roll during the '60s and '70s may have something to do with it.

"We often get letters from teens who now have responsibility to cook, shop and do things that they didn't do 20 years ago, " says react magazine's Bunny Fensterheim. This new relationship teens have with their parents probably goes back to ethics and values. Parents are spread so thin during the week that families get together on the weekend to get acquainted. I think you see more of an open relationship than it was twenty years ago. There's a more thoughtful kind of parenting. What's expected of a parent and a teen today are less defined, but now there's an allowance and an understanding of a freedom."

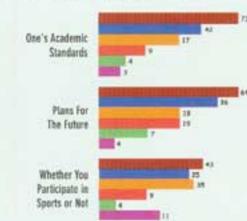
Seventeen magazine publisher, Lori Burgess, notes that today's teen lifestyle may not be perfect but, based upon what she sees, she remains very confident about their future.

000000



hope the positives outweigh the negatives. We are confident that they will make this world a better place."

Parents Biggest Influence On One's Life



Parents

School School

Friends

Society Society

Media

No Answer