

A COMPARISON

WITH

ANNE HOLLANDER

Seeing Through
Today's Clothing Trends

BY LEONARD MCHILL



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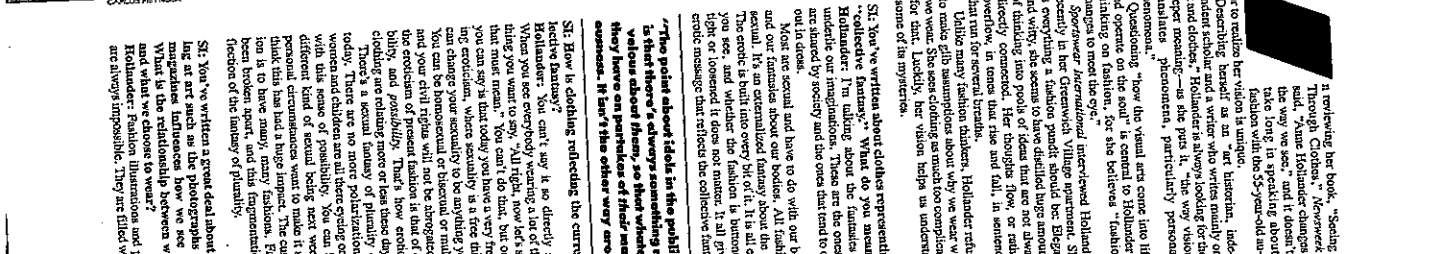
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*Sportswear
International
March/April 1986*



The fashion image is intended to show a range of possibilities. Of course, you don't actually believe the clothes you see will look as wonderful on you as they do on the models in the pictures, because you can't. But you do want to have what they show, you want to be what they show.

SH: Do you mean that because you can flip you "television" channel from M-TV to "Canadian television" that the images have equal impact—their all images are now valid?

Hollander: There is no reverence about the celebration of the past, that's why they're really ours. They're of the past, they have them and use them and dig them out. You can have them and use them and dig them out. And you're not even considering the past anymore. And you're not even considering it. There's old images walk right into the open air.

[illegible]

the response in days. For example, the last of these three, 1-3, they're describing wearing jeans and T-shirts, they're describing something sportswear. What do you think the dress-up trend is all about?"

Bolander: In the late '60s and into the '70s, Bolander says, there was a lot of rebellion and a movement was on to flower borders and a counterculture and everything that seemed outlandish and sharp edges and very bright, and we suggest social or sexual statement. There was a great deal of that. We had it around in our day and wear an extremely pretentious kind of cloth and were all wearing the blurring.

Now we have made some stylistic changes in several lives has

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SL: You spoke about the impact of *M.T.* It's generally agreed that rock stars are a tremendous impact on youthful fans these days. How do you explain the fact someone like Prince can inspire a whole

Holland: First of all, something like this book becomes popular because you have put it there and he looks so wonderful. You are beautiful person out there, and people cannot *punt* of him.

One thing, you find it that people do not want to be. Subhan represents a desire to be what you are. And yet you have finished your aspirations for you. You can get near the things you see on Prince if you feel that you won't look like her, but you know that some of it came off of you. There's interest

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