

WHAT'S New



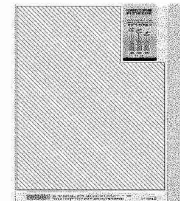
INFOGRAPHIC: CHI BIRMINGHAM; PHOTO: STYLIST: DUANE D'BARTOLOMEO; HAIR AND MAKE UP: LEE KNYPER/VUE USING MAC

Trends Old Styles— They're Back!

Your '60s favorites are cooler than ever

BY LAURA DAILY
PHOTOGRAPH BY JENNY RISHER

■ Now is starting to feel a lot like then. From *Mad Men*-inspired clothing to remakes of classic movies and television shows—including *True Grit* and *Hawaii Five-0*—boomers are leading a nostalgia trend that could make the new decade feel like the New Frontier. The key factors? A tough economy, our fondness for the familiar, and the buying power of people 50-plus. “Any time the economy gets shaky, we get nostalgic for nonshaky times,” says Lori Gann-Smith, an assistant professor at Brenau University in Gainesville, Georgia, and the curator of its Historic Clothing



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47,360 The number of age-discrimination cases filed with EEOC in 2008-2009

35,651 The number of cases filed in 2006-2007

Collections. "Interest in the '50s and early '60s is fueled by a need for comfort from the past."

That craving for the good old days is especially evident in fashion. And the younger set is getting on board, too. Spring menswear designs for next year reflect such throwback staples as gingham shirts, bomber jackets, and the gray blazer—"a true classic!" says style expert Felix Mercado, who has dressed celebs such as Eva La Rue and Marsha Mason. Stores are stocked with cat's-eye glasses, and women are carrying boxy handbags à la Jackie Kennedy. If your style is more June Cleaver than Jackie, flirty aprons are also popular: Apron manufacturer Jessie Steele saw a 25 percent spike in retail sales over the past year. It harks "back to a time when aprons were the uniform of domestic armor," explains ElynAnne Geisel, author of *The Apron Book*.

At press time one of the only Broadway musicals with a green light for 2011 was an adaptation of Tom Hanks's *Catch Me If You Can* (set in the 1960s)—with a revival of *How to Succeed in Business Without Really Trying* waiting in the wings. And Beatles-centric music festivals are thriving (tribute band Rain plays Broadway this fall). So the key to being cool: Get back to where you once belonged.

MUST-HAVE WOMEN'S retro FASHION FOR 2011



Give a Dog a Home

You can save a pet—by becoming a foster owner

Paula Jennings, above, was volunteering at an animal shelter in Everett, Washington, when she heard a litter of kittens would be euthanized. To save them, Jennings, 52, became a "foster parent," taking a short class on kitten care. Since the recession, more pets than ever have needed temporary or permanent homes. "Shelters in areas hardest hit by the economic downturn are reporting an increase in the number of calls they receive for animals abandoned or left

behind in foreclosed homes," says Betsy McFarland of The Humane Society. "Tragically, about half of the 6 million to 8 million animals that go into shelters every year end up euthanized." Older foster owners are ideal, since some shelters won't place pets in homes with small children. "Saying good-bye is the hard part," Jennings says now, after caring for 27 animals. "But it's worth the tears because they all get good homes." To learn more, or to offer help, call your local shelter. —Audrey Goodson

CLOCKWISE, FROM TOP RIGHT: INFOGRAPHIC BY ROBERT D'IESSO, GREGG SEGAL; HAIR AND MAKEUP: COURTNEY GILMORE; PHOTO ILLUSTRATION BY ADHESIVE ART & DESIGN; ILLUSTRATIONS (S) BY NICOLE KALJUNAN; DATA SOURCES: (AGE DISCRIMINATION) U.S. EQUAL EMPLOYMENT OPPORTUNITY COMMISSION; (CELL PHONES) PEW RESEARCH CENTER; (FACEBOOK) OXYGEN MEDIA; RETRO: FASHION SOURCES; CLINTON KELLY AND FELIX MERCADO



Ah, youth! Sometimes We Don't Miss It

Technology Overload Kids used to sleep with teddy bears. Now 78 percent of 12- and 13-year-olds who own cell phones have gone nighty-night with them at their sides. That figure rises to 86 percent among teens 14 and older. And young women take things even further: 21 percent of those 18 through 34 check Facebook in the middle of the night. —Leslie Quander Wooldridge