

GHOST OF FASHION PAST While researching the years 1989-'90 for the **20th Anniversary Timeline** in this issue, I could hardly take my eyes off the ads for the salons and retailers of the time. Fashion was undeniably still in an Eighties rut: The Nineties looks, as we know them, didn't really start until at least 1991 ... there was still *lots* of mousse and permed hair, swing coats (remember them?), and leggings. And the make-up... like Melanie Griffith in *Working Girl*. There were no visible tattoos, facial piercings, catsuits, or goatees that ruled the last decade. What was amazing was the freshness and stylishness of the ads: Some from establishments that are long gone, some from establishments that still rule the local style scene. The lamentably deceased **Dressed to Kill** featured wonderful looks in a drop-dead glamorous campaign shot by **Mark Guerra** (welcome back from NY, Mark!). Notable also were campaigns from former stylemakers such as **Samuelson's**, **XO...@#1**, and **Statement**. But some of the coolest things were the ads for **Avant** that were beautifully styled and photographed by owner **Roy Fredericks** (*finally*, we've gotten around to getting an appointment with him and will give you a complete rundown in a couple weeks). **By George** was in its infancy, and ushered in a new approach with its beautiful ads (they *still* lead the pack for retailers), **Emeralds** ads were lovely, and most amazing was to see **Flashback's**' campaign that set them *waaay* apart from any other vintage retailer. **Forbidden Fruit** was (and continues to be) among the edgiest advertisers, and even the ads for **Gardens** were gorgeous (another fabulous Austin institution that we haven't covered yet: Forgive me, guys, we'll cover you soon!). What a trip down memory lane it was; though I was around Austin only for the first issues of the *Chronicle*, I've been a devoted reader for two decades, no matter where I lived, and was always impressed with the number of style-related ads. That was the very thing that made me think I might be able to come back to Austin and cover the scene here.