



# Bright-pants rebellion

MEN FLOUT TRADITION WITH 'GO TO HELL' SLACKS



Barton Strawn, left, and Paul Connor wear colorful twill pants from their Raleigh shop, Lumina Clothing. "I think the South has always embraced fashion in a slightly different way," says Strawn.

JULI LEONARD - jleonard@newsobserver.com

By JENNIFER BRINGLE  
Correspondent

**T**ake a walk through the throngs of tailgaters at Carter-Finley Stadium, along the lawns of UNC's frat court or at just about any wedding or garden party in these parts and you're bound to see them: "go to hell" pants.

The brightly-colored slacks – in vivid hues ranging from Wolfpack red to lime green – give men a more refined means of saying "go to hell" to the fashion mores that restrict them to boring pants in neutral shades. GTH pants inject a pop of color into men's wardrobes, and in the South, they're becoming more popular than ever.

"I think the South has always embraced fashion in a slightly different way, and bright colored pants are no exception," says Barton Strawn, creative director and founder of Raleigh-based Lumina Clothing.

## Origins of GTH

While Southern men have certainly been wearing bright colors along with their de rigueur seersucker for generations, the term "go to hell pants" wasn't coined until the 1970s, when writer Tom Wolfe used the phrase in an Esquire article to describe the attire of Boston preppies on Martha's Vineyard. "The trend really established itself in the Ivy League community with colors that were just a slight jump from navy or grey," says Strawn. "With the fraternity scene in the South building off of this, it makes sense that the trend would grow down here and establish itself in a different way. The fact that it gets so hot here, and guys are looking for lighter weight pants to wear, also builds into the bright colors, which for some reason seem to go together."

The trend may have originally gotten its start in the Northeast, but it hit its stride once it traveled below the Mason-Dixon line.

"We think the popularity in the South can be partly attributed to weather, and also to a slightly more playful attitude when it comes to dressing," says Ian Murray, co-founder and CEO of Vineyard Vines, a preppy retailer opening a store in Raleigh's North Hills this June. "That being said, we love to sport colorful pants throughout the summer on Martha's Vineyard, and we see the look in the Northeast a lot, too."



SOUTHERNPROPER.COM

Southern Proper's "Shucker" pants in lime, \$125, are the ultimate in the "go to hell" genre.

## The GTH statement

For those who wear them, the pants are about more than just fashion. They make a statement about the wearer, and his attitude about life.

"We try to not take ourselves too seriously, and I think anyone sporting colorful or patterned pants is probably thinking the same thing."

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**SHEP MURRAY**, CO-FOUNDER AND CEO OF VINEYARD VINES

**Stylin'** JENNIFER BRINGLE KEEPS UP WITH THE TRIANGLE'S EVOLVING FASHION AND TRENDS



JAWBREAKING

Aly Silverio's company, Jawbeking, focuses on graphic tees and tanks, which are worn by many young celebrities.

## Raleigh designer, 21, runs thriving business

While most teenagers were getting their first taste of work through babysitting or flipping burgers, Raleigh teen Aly Silverio was starting her own company.

In 2008, the 15-year-old budding entrepreneur decided to make her love of fashion a means of making money by creating her own jewelry using polymer clay and a thrift-store toaster oven. After much trial and error, Silverio perfected her line and started making mon-

ey selling earrings and other baubles to her friends and classmates. And much to her surprise, that small side business ended up leading to something much bigger.

"Three years into making jewelry, during my senior year of high school, I decided to use some of the profits to design some graphic T-shirts," she says. "I was much more interested and invested in doing that instead of jewelry. So I

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# Celebrity stylist says white's right all year

By LEANNE ITALIE  
Associated Press

**NEW YORK** It may require a tad more attention to detail, but with care just about anybody can wear white at just about any time of the day or year.

We asked celebrity stylist Rachel Zoe to weigh in on white, with an eye toward women not convinced it can be a wardrobe staple.

**Q:** We all have a Little Black Dress, but can the Little White Dress or outfit be just as versatile?

**A:** Absolutely! I treat white the same way I treat black, unless I'm with my children. I would so much rather see a pop of white. It's so much happier. I love it all year round.

**Q:** Are some women afraid of wearing white? Should they be? Is it perceived as too bridal for every day?

**A:** I wouldn't recommend wearing a long, white flowy dress to a wedding – but on a daily basis, a white sundress or white denim. I love white denim. I love a crisp pair of high-waisted white trousers with a T-shirt or just a button-up. It's so chic. I love a white suit. By day it's not bridal at all.

**Q:** Is it just as easy to go from day to evening in white as it is in black?



ANNIE I. BANG - INVISION/AP

Celebrity stylist Rachel Zoe says white is just as versatile as black – and that it can be worn almost any time of the day or year.

**A:** Yes, absolutely. I think it's as easy wearing a white dress in the evening. It's amazing. I love it with a messy top knot and a bright lip. It's great.

**Q:** Can all body types and ages wear white?

**A:** It certainly goes across all age groups, so the answer is definitely

yes for that. For body types, there's no doubt that black is more slimming than white, but I don't think you should shy away from white because of your body type. There's ways to wear it. There's a lot of variables. There's different silhouettes.

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Fashion Q&A

What to wear to a summer wedding

By ELLEN WARREN  
Chicago Tribune

**Dear Answer Angel Ellen:** With wedding season coming up, I've been wondering if there are certain rules for what female guests should wear. Assuming it is a traditional formal wedding, are there certain fabrics that are more acceptable than others? Are there certain rules about solids versus prints and about dress lengths? What about hose versus bare legs for a summer wedding? Also, do you have any ideas about what sort of jacket or wrap looks best over a summer dress (when the event is indoors and may be overly air-conditioned)? – Sweating it out in CA

**Dear Sweating:** The big rule on wedding wear is don't distract from the bride and groom. So never wear anything that will have people gawking at you instead of the happy couple. That would include a dress so short or low cut that it leaves little to the imagination.

Still confused? Dan Post, an author and spokesman for the Emily Post Institute – and Emily's great-great-grandson – says it's perfectly acceptable to call and ask what's appropriate. In fact, "If there is any question, calling is recommended," he says.

As for legs, clearly hosiery is a more formal look than bare legs, but either is acceptable in most circumstances. After all, style icons like Michelle Obama and Vogue's Anna Win-tour often go bare-legged.

As for solids versus prints, don't worry about it. Either is fine. And the old rules about not wearing black to a wedding have gone the way of the typewriter.

However, wearing all white is still iffy. (The rule about not distracting from the star of this show might apply here!) Obviously a hot day calls for a lighter-weight outfit, especially if it's an outdoor wedding. On the flip side, we've all been half-frozen by too much air conditioning, which is why I always carry a pashmina.

Other options are a cardigan or a shrug (like a sweater but shorter). One more thing: If there's dancing, you will be a lot happier if you bring along a pair of comfortable shoes.

**Supportive sandals**

**Dear Answer Angel Ellen:** My go-to



This floral fit-and-flare party dress from Adrianna Papell, \$220, is a great choice for a guest to wear to a formal wedding.

summer shoe is the flip-flop, and the cheaper the better. But lately I've been having heel pain, and my doctor told me I needed arch support. Are there any flips out there that will work for me? – Sandal Lover

**Dear Sandal Lover:** Yes! And here's a bonus: They're not all ugly. The American Podiatric Medical Association (apma.org) has a Seal of Acceptance for shoes, and most of the flip-flop styles they list are from three

manufacturers: FitFlop (fitflop.com), Chaco (chacos.com) and Vionic with Orthaheel technology (vionicshoes.com). Prices start in the \$60 range. My sister swears by her Vionics.

Blouse for lace skirt

**Dear Answer Angel Ellen:** I was wondering what kind of blouse would go with the black lace skirt I recently purchased. I am 62 years old, so I

don't think a sleeveless shirt would be an option for me. – Anne

**Dear Anne:** Lace is totally on trend and not just for evening or dressy occasions. Wear that skirt to work, as casually as you'd wear a skirt that isn't lace.

Since lace has a "sweet" vibe, pair it with something a little tougher on top. An Oxford shirt with long sleeves rolled up would work. Or a simple crisp white men's-style shirt. In fact, pick up a shirt in the boys or men's section of a thrift store for \$2 or \$3, and you're set!

Get that glow

**Dear Answer Angel Ellen:** Please help me find an illuminating product that will give me a "glowing" look. I do not wear foundation. BB and CC lotions make me look made-up, which I do not prefer. Is there a product that will not cost an arm and a leg and do the trick or is this an impossible quest? – Patricia

**Dear Patricia:** I've tested a lot of inexpensive drugstore brands, and I've found several that don't look made-up but do give you a glow. Try Maybelline's Dream Fresh BB (SPF 30) for under \$10 at drugstores. Or for a little more coverage, Olay's Total Effects CC (SPF 15) for under \$25, also at drugstores.

T-Shirt solutions

**Dear Answer Angel Ellen:** I love the look of a fitted white T-shirt. I have two issues: I don't know what bra to wear that will hide my "headlights." I find that all the white T-shirts I like are see-through. I love the fit of Gap Body T-shirts, but can only wear the white ones with a full cami underneath. – Amy

**Dear Amy:** Don't you just hate it when you have to buy a second garment to make the first garment look right?

There are a couple of solutions to your problem. One is a cami with built-in bra cups. I buy mine online for \$19.90 at Uniqlo (uniqlo.com). Or take a look at the wide array of nipple covers on amazon.com.

Also, there are a number of wire-free bras on the market designed to eliminate the "headlights" problem. Type "T-shirt bra" into your search engine and you'll find options.

Heed signs God sends us



**Q:** How do you discern God's will? We have a situation in our church where a significant purchase is being considered. The side that wants the purchase to go through is praying for God's will to be part of their decision-making. The other side, which is questioning the wisdom of this purchase, is also seeking God's will.

At what point in our prayer life should we able to feel that what we're about to decide is truly God's will and not merely our own desires? Will the decision about the purchase ultimately be a human choice, a choice made according to God's will, or something else? – C., via cyberspace

**A:** The problem with free will is that many of us really don't want it. We'd be much more comfortable having all our decisions made by an all-knowing, benevolent and all-powerful God. However, that's not how God made us, and for good reason. Freedom is what makes us human.

I'm afraid that you and your fellow congregants are stuck in the muck of free will and must do your best to make a wise choice. My advice is to consider prayerfully the reasons to make the purchase.

Ask yourselves whether it will further your mission or just decorate your building. What do you most want to do as a religious community and will this purchase help you reach your highest goals? Will this purchase constitute the best use of your resources? Would you be wiser investing in a new youth minister or a new outreach director?

This doesn't mean that fixing up your building is wrong. If you have a hole in the roof, fix it now!

On a deeper level, your question raises the ultimate mystery of revelation: How do we ever know that God is speaking to us?

There are moments when I believe God does speak to us in what the Bible calls a "still small voice" (1 Kings 19:12). This true story was the most powerful moment of divine intervention and revelation in my life and it had to do with my dear friend Fr. Tom Hartman:

We met on a spring Sunday in 1987, when as strangers we were paired together on a cable news program about the similarities and differences of Passover and Easter.

After two hours, we found ourselves still talking in the parking lot. I then said to Tommy, "You seem like a great guy and I'd love to get to know you better, but I'm going home now to call a congregation in Florida and accept their offer to be their new rabbi."

Tommy said softly but firmly, "You are not going to Florida." I was taken aback, but he continued, "I had a dream last night. In it, God came to me and said, 'You will meet someone tomorrow. Tell him, 'I am not through with you here.'"

I couldn't say a word and it was not just because of the goose bumps. You see, the night before, I had prayed and asked God to send me a sign to help me make my decision about the move.

That was the moment we formed the God Squad and I stayed. I can't explain any of it, but I can tell you it really happened. I believe God showers our lives every day with signs and love and freedom. What we do with them is all that matters.

WHITE

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**Q:** How do you figure out which shade of white works best?

**A:** You choose your white based on skin tone. Optic white is much brighter and it sometimes has a pink undertone or a blue undertone or a gray undertone. But then there's also creamy white and eggshell and winter white. Those whites tend to be a bit warmer. I think we don't get sick of white. It's not a trendy color.

**Q:** Where do you stand on wearing white after Labor Day? It seems many women still adhere to that taboo.

**A:** I go the other way. I wear white all year. I wear it in the dead of winter, all shades of white.

**Q:** What is your best advice for wearing white, for women who might be intimidated by the color?

**A:** You have to try. You have to experiment and see what works best for you. It's always about what's your favorite part of your body and always accentuate that part. Obviously white is much less forgiving and typically white shows more. People are scared their skin is too pale, you know, white is not good on their skin, but there IS a white for everybody.

REBELLION

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thing," says Shep Murray, co-founder and CEO of Vineyard Vines. "It's all about having a little fun."

Fun certainly describes some of the newer takes on GTH pants. Along with the bright colors, many companies are making the pants adorned with everything from tiny embroidered animals to funky patterns like the oyster shell-printed "Shucker" pants from Atlanta-based clothing company Southern Proper.

**How and where to GTH**

"Go to hell" pants make a bold fashion statement, and the wearer must be careful to pair them with neutral colors and understated accessories so as not to look clownish.

"If you are wearing a bold or bright color on the bottom, balance it with a solid, typically white, or simple shirt," says Emmie Howard, co-founder of Southern Proper. "Let the pants speak for themselves. There is also no substitute for classic navy blazer – it pairs with any and every 'go to hell' pant ever made."

Knowing where to wear the pants is just as important as knowing how to wear them.

"I think the South has decided that they need to be versatile, but in my opinion they shouldn't be worn for quite as much as they are," says Strawn. "Football games and weddings are al-



The Lumina Clothing Company sells cotton twill chinos in a variety of bright colors including these golden yellow pants, \$74.

FYI on GTH

- Brooks Brothers' advice on GTHing: <http://nando.com/g1>
- Designer Alan Flusser's take on GTH: <http://nando.com/g2>
- Look at GTH pants on Tumblr: <http://nando.com/g3>

ways good opportunities, as well as summer cocktails and beach parties. I think that any time you have a more formal event, you should think twice about

them, though. I love a splash of color, but it is not always the best idea and come come off as a little over-eager."

Though he's an advocate of restraint, Strawn can still be found wearing them on a regular basis.

"My favorite pair is an original Nantucket red pair in Lumina's first run of pants," says Strawn. "I wear them some during the week, but normally more casually on the weekends and to summer parties. I am also an N.C. State grad, so any chance to wear red pants is a good one."

STYLIN'

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dropped the jewelry and started to build a clothing company."

Now, at 21, Silverio runs

her own clothing company, Jawbreaking (shopjawbreaking.com), with help from her mother, Ree. Her graphic tees and tanks – emblazoned with sayings like "Nobody's Baby" and "Will Work for

Shoes" – have developed a following, being worn by a slew of young celebrities, including members of One Direction.

"Everything I design is inspired by my life," says Silverio. "I pull inspiration from everything – from quotes to movies, music, even inside jokes with my friends. I like making my collections personal."

The shirts are carried in various online boutiques and in a few brick-and-mortar shops, and Silverio has even been in talks with larger retailers, such as Urban Outfitters, to carry the line.

Though barely into her 20s, Silverio has a thriving business that she hopes to expand in the years to come.

"I definitely hope to open our own stores and just keep the company growing to be bigger and better," she says. "I've been doing this since I was 15 and now I'm 21, so it's fun to literally grow up with my company."

**Bridal trunk shows**

■ Traditions by Anna bridal boutique in Raleigh will

have new gowns from the Alyne by Rivini collection for a trunk show Friday and Saturday. The line features gowns in silk, satin, crepe, organza and chiffon, priced from \$1,600 to \$4,000. To schedule an appointment, call 919-783-8652.

■ Brides can check out the latest bridal dresses from Jim Hjelm's spring collection during a trunk show at Victorian Rose Bridals in Raleigh Friday-Sunday. To reserve an appointment, call 919-833-1898.

**Stylist starts magazine**

Local stylist Mary Michele Nidiffer is launching an online magazine devoted to educating women about fashion and finding the most flattering looks for their bodies. Secrets of Style Magazine (mysosmag.com) goes live on Tuesday and offers advice targeted at women ages 30-60. The site builds off Nidiffer's work as a stylist, and includes content from guest contributors, as well.

Send Stylin' tips to [jenniferbringle@gmail.com](mailto:jenniferbringle@gmail.com).



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