



Above: Model: CATHY McNEW at ELITE NEW YORK. wearing Red denim jacket £42.50; white printed blouse £19.50; blue embroidered stretch denim shorts £34.50  
 Bottom: Model: MARCO at MODELS ONE, Photographer: SAM BROWN, wearing: White jacket with black and silver embroidery £32.50; black jeans with silver embroidery £34.50

Hispanic fever is the theme for the summer of 1990, when a brilliant sun incites the latin influences of vibrant colour, peasant embroidery and pewter detailing.

## LATIN LOVERS

Denim has no limitations in Pepe's latest collection which is rich and varied. Classic denims enjoy beautiful embroidery, inspired by Latin American iron-work and traditional saddlery designs, whilst glints of pewter detailing catch the light.

New pattern blocks give a looser fit to jeans, dungarees and short dungarees, which are joined this season by roomy parallel flares and hip-hugging, cropped trumpet flares; stonewashed denim and bleached chambray are highlighted with bottle green suedette and leather trims; new light weight, extra stonewash denims conquer the heat when it's 35 degrees in the shade.

For purists who are heavy on denim and subtle on style, Pepe introduce tough 'workwear' denim, which uses heavy stitching and double layered denim on jackets, jeans and dungarees, instantly recognised by its distinctive embossed leatherette labelling. Together with the new, concise premium range, which uses high quality mercerised denim, summer 1990 is hot on individuality.

Fashion denims erupt in a confusion of colours, detailing and prints. Dungarees in scarlet and iris, mellow into short dungarees, skirts, jeans and shorts in ice cream colours of peach, rose and aquamarine. All-in-ones and shorts get shorter while summer's stonewashed denim is trimmed with ethnic braid or splashed with printed flowers.

Rose Red denim and white top-stitching vie for attention with a black and white leopard print, overlaid with fuchsia flowers. Soft, sueded canvas gives rugged trousers and easy, comfortable feel.

Flowers proliferate on crisp white skirts and stonewashed jeans; cotton fabrics for shirts and shorts stretch the imagination - from striking ethnic prints and summer florals, through to peasant embroidery and cowboy motifs.

T-shirts are cropped and simple in a multitude of plain colours or long-sleeved, loose and hooded with gold Pepe emblems on black, or brilliant gold suns on white. Roses and hispanic photo prints shout out summer's theme for Latin Lovers.



## Fenella -

The winner of the Cadbury's Flake search for the FACE OF THE NINETIES was announced at the Circa restaurant in London's Berkeley Square on April 5. 22-year-old Fenella George, a finalist from December's Clothes Show (see February's issue of Model Journal) was chosen from over 5000 entries.

Fenella, who wins a year's contract with top modelling agency Storm and a fashion shoot in the Clothes Show magazine, as well as a host of other prizes, said she was thrilled both to win the competition and to be on the front cover of Model Journal.

### Brains as well as beauty:

One of the things Fenella most liked about the competition was that it was based on personality as much as looks. All the contestants were asked their views on a wide range of issues such as the environment. And Fenella



Face of the Nineties

has plenty of these. Last July she graduated in drama from Surrey University and has four A' levels and nine O' levels to her credit as well. Since graduating she has been signing on the dole and trying to

get her Equity card. Now she says she is looking forward to developing a career in modelling as well as in acting, although, at 9 stone 7 and 5'8" she will have to lose some weight.

### -CADBURY'S FLAKE FINDS WINNER IN SEARCH FOR FACE OF THE NINETIES

The winner was selected by a panel of top fashion and beauty experts who also used the results of a national survey on women in the nineties to help them in their decision, the search which was launched in November last year covered the whole of the UK.

Five finalists were chosen, one from the North, Midlands, South West, South East and East of England. The judges included Sarah Doukas from Storm Model agency, Michelle Kratz from Molton Brown, Keith Ross from London Hair Academy, Debbie Page from the Clothes Show magazine and Fiona Nicholl from Cadbury. They spent two day's analysing the mass of entries which included women of all ages and even two men!

The panel was looking for someone who not only had the right face and look, but for the person who captured what they thought the nineties women was about. The decision was partly based on a national survey by Cadbury's Flake that showed women were now less aggressive in their approach to careers, more conscious of environmental issues and much more concerned about their health. FENELLA will win a year's contract with top model agency Storm, a fashion shoot in the Clothes Show magazine, a season's designer range of clothes and like the runners up will have make-up and beauty sessions at Molton Brown and hair re-styles by the distinguished London Hair Academy.

### WOMEN IN THE 90S - NEW ATTITUDES PREVAIL

#### SURVEY REVEALS THE NEW FACE OF WOMEN IN THE 90S

*Women in the nineties are more caring and careful than their counterparts back in the 1980s according to a survey carried out by Cadbury's Flake.*

The survey carried out by Flake with the Clothes Show as part of 'The search for the face of the Nineties' covered 900 women across the UK with an average age of 20. It reveals that the new 90s generation have shaken off the tough, padded shoulder career Woman image, they still care about their career, when asked what was most important career was five times (47%) more popular than marriage, having children or partners. But career is important for fulfillment reasons not because of money, only around 10% put money first.

It seems that women today feel strongly about issues such as Aids and the ozone layer. Surprisingly when asked to prioritise their concerns, Aids only came third in the list, 17% behind the ozone layer (45%) and animal testing (22%). Issues such as destruction of the rain forest and acid rain fell far behind in people's priorities. Very few of the sample, 5% had actually joined a pressure group or charity however.

On a personal level, women appear even more concerned about their fitness and health than ever. Two out of three (68%) said they exercised more than three times a week and only 8% said they never exercised.

This concern about health extends to their drinking habits according to the Flake survey. The nineties woman is sober, 71% of those asked said they only drank 1-3 glasses of wine or spirits a week. In fact, alcohol appears to be out. 58.5% of the sample said non-alcoholic drinks were their favourite.

The sample were equally careful about their food. Nearly two fifths of the sample (39%) said their preference was salads. 18.5% said vegetarian food and 24% preferred fish. Refreshingly, there were 6% who admitted to really enjoying burger and fries more than anything else.

Nineties women still know how to have a good time though. A sociable 54% enjoy going out more than twice a week and a quarter (25%) spent nights out at a pub or wine bar. Only 6% were stay-at-homers who enjoyed entertaining in their house rather than going out. Although having a good time is as important as ever to young women when it comes to sex a responsible attitude prevails. 99% said they would use precautions if confronted by one night stands.

### ARE YOU THE BARDOT OF THE NINETIES?

ELITE MODELS launched the search for a Brigitte Bardot lookalike. Could it be you? Whether you are blonde, brunette or dark, hair colour doesn't matter. If you have the 'look' of 60s star Bardot, send your photograph, age, measurements, full address and if possible a daytime and evening telephone number to: ELITE BARDOT SEARCH 67-68 Long Acre, London WC2. Closing date for entries is Thursday May 31st.

