

What's IN What's OUT

The blips and bloopers on our style radar



IN! Scooters
(Gwyneth Paltrow)

transportation.”—David Morrison, president, Twentysomething Inc.

Cause-metics

“Tapping into consumers’ continued interest in supporting social causes through their purchases, more beauty companies are launching cosmetics where a percentage of proceeds support a related cause.”

—Amanda Freeman, cofounder, VitalJuiceDaily.com



IN!
Beauty for a cause
(Peacekeeper nail polish in Paint Me Non-Violent and Paint Me Tranquil, \$10 each; iamapeacekeeper.com)

Music Aggregator Streaming Sites

“Sites like Songza.com and Seeqpod.com scan the Web for MP3s and other audio files, allowing you to find almost anything and play it over the net. You can even create playlists.”—Holly Brickley and Courtney Leeds, trend analysts, Outlaw Consulting

Branding Your Event

“Many people are branding private social events by designing a monogram or logo just for the party and carrying it through on printed invites, seating cards, etc.”—Marcy Blum, event planner and owner, Marcy Blum Associates



IN! Creating a logo for your party (Dabney Lee Designs personalized paper coasters in a Lucite box, \$80 for 125; Bloomingdale’s, 800-952-2645, bloomingdales.com for stores)

IN

Scooters

“They’ve gone mainstream thanks to gas prices, the high cost of garage space in big cities and the desire for affordable modes of personal

OUT

Nu-rave

“This trend exploded last summer in hipster bars all over America. Suddenly the music was electronic. The dance floor was festooned with laser lights. Everyone was dressed in neon colors and crazy prints, often featuring smiley faces. Sometimes revelers even carried glow sticks! It was fun as a novelty for a while, but now it just seems silly.”—Holly Brickley and Courtney Leeds, trend analysts, Outlaw Consulting

Huge Portions At Parties

“Guests prefer options! Tasting menus are very in right now, and they allow for a variety of foods to be served. In addition, with smaller foods you can control the quality of the food and the presentation with more ease than with, say, a slab of steak.”



OUT!
Big plates at parties

—Marcy Blum, event planner and owner, Marcy Blum Associates

Wine-Pairing Rules

“White wine for fish is pure baloney. First, drink what you like. Second, look for traditional local pairings. Third, experiment and make your own guidelines.”

—Tom Geniesse, founder, Bottle Rocket Wine & Spirit

Macrobrews

“Microbrews and premium spirits are one of the ways young people choose to distinguish themselves.”

—David Morrison, president, Twentysomething Inc.

OUT!
Mass-produced beer



OUT!
Nu-rave styles like pink hair (Avril Lavigne)

