



Depending on where you stand, the nineties have yet to begin or they have already worn out their welcome.

But one thing is for sure: with seven years left until the next millennium, people are taking stock and shedding pretense, pump-

# THE VALUE YEARS

*Avenue's Guide to the Style of the Nineties*

ing up and slimming down, asking questions and seeking deals—all for the sake of making their lives more meaningful, more bearable, and ultimately more fun. From chemical peels to techno-gizmos, upscale generic to downscale glitz, we're hunkering down for the *fin de siècle*, downsizing corporations (and upping consumer expectations), demanding (and getting) more from the people we do business with, remembering the relationships we care about, and making sure we *give* as much as we get. Here's what our favorite wags, pundits, and gurus have in store for the rest of the decade.

**F**orget large costly venues. Forget those tacky goody bags. Forget 500 names of no-shows on an invitation—you need a commitment. Your party will be only as good as your chairman.

—David Jannes, Ufland Jannes Ltd.

*By Karen Moline*

*The big change in fashion is the change in mood. Clothes can no longer be so stiff they can stand in a corner by themselves. That was the 1980s and it's over.*

—Marc Jacobs



MICHAEL O'NEILL



*Hillary's ball gown brought a slew of previously unknown designers out of the woodwork. Will she be the next First Lady to catch Scarsi fever?*

REUTERS/BETTANN

*I DON'T BELIEVE in paying a lot of money for things that aren't high quality. Trends are fine but I don't believe in having one thing one year and something else the next.*  
—Sarah Phillips, designer of Hillary Clinton's inaugural ball gown.

**F**ashion is turning back to the essentials. We'll see far more reasonable prices in the near future—that should bring some humor back into clothes.

—Randy Kemper, fashion designer



**K** + HERMÈS = ?  
PARIS

JE BROOKS WALKER



FASHION has broadened, and along with it the narrow fashion window of the '80s has broadened too. Today, a woman can shop as comfortably in Hermès as K mart.  
—Richard Martin, curator of the Met's Costume Institute, with (left) associate curator, Harold Koda

# FASHION

**T**he '80s were the fashion decade. It started in 1977 with the first designer jeans TV ads and ended with the 1987 stock-market crash. But now fashion is like rock 'n' roll; a chaos of cults. It's in a slump. People who are afraid of the future are promoting the past and fashion has to break out of its paralysis. —Michael Gross, "New York" magazine



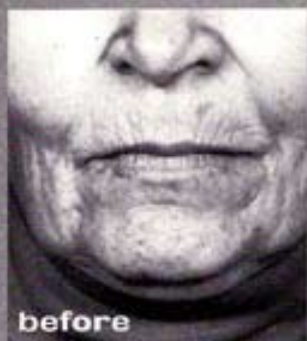
**C**omputers are becoming tools for real people to do real business—they're not left in a back room for the experts. In 20 years, virtually every computer will be networked and all kids will be using them to do their homework.

There will be all

kinds of portable devices.

The Dick Tracy phenomenon will be real. —Esther Dyson, editor, "Release 1.0," a computer industry newsletter

Apple's Newton, the world's first personal digital assistant makes sending messages as easy as using the phone.



Chemical peels are very hot because they improve the texture of the skin without surgery and may actually help prevent skin cancer. Minimally invasive surgery is also getting bigger—a patient can have "liposculpture" or mini-tummy tucks on Friday and be back at work on Monday. —Alan Matarasso, M.D., Manhattan Eye, Ear & Throat Hospital

These are going to be the green-and-lean years, not the see-and-be-seen years. People choosing places to eat out aren't thinking so much about all the bells and whistles, but about answering a few simple questions: How much will it cost? Is it good for me? They're asking for—and getting—more and more choices. Each new wave of immigrants brings new, amazingly diverse ingredients. —Tim Zagat, restaurant critic

This year's hot herb: lemongrass

As we use e-mail to communicate, we're



# FOOD \* BODY \* TECHNOLOGY

**T**he food trend in the '90s is cross-cultural—American-Italian, French-Oriental, American-French. Cuisine bourgeoise and family-style cooking are gone. We will never go back to all the cream and butter. At the same time, the economy has made people less stuffy. The older crowd wants to sit with the younger crowd and vice versa. There's a lot more energy and a little more noise. When people come to a restaurant these days, they want to forget their problems. —Jean Georges Vongerichten, owner/chef of JoJo and Vong



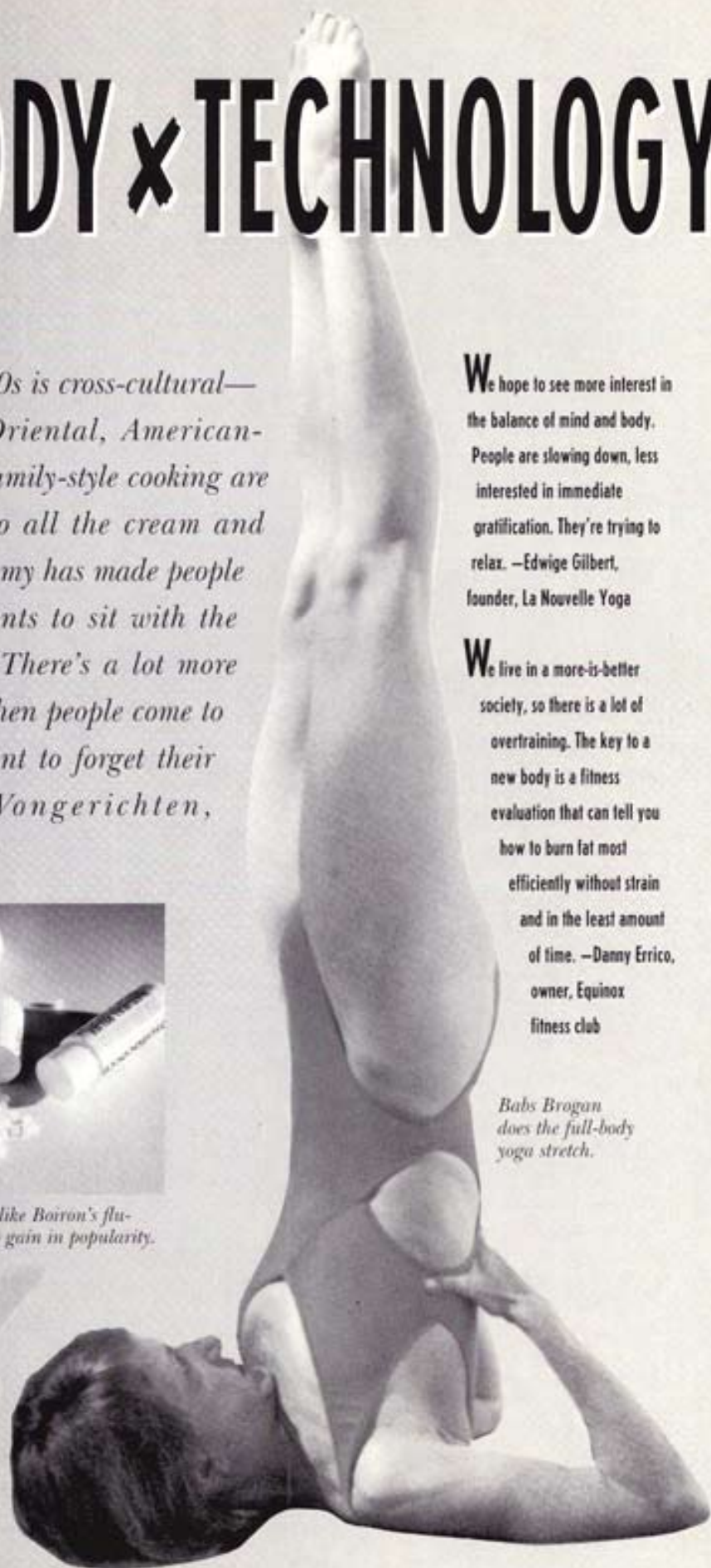
Homeopathic remedies (like Boiron's flu-fighter Oscillocochinum) gain in popularity.

Thanks to restaurants like Snaps and Aquavit, this year's spirit of choice is O. P. Anderson's anise-flavored aquavit.

**W**e hope to see more interest in the balance of mind and body. People are slowing down, less interested in immediate gratification. They're trying to relax. —Edwige Gilbert, founder, La Nouvelle Yoga

**W**e live in a more-is-better society, so there is a lot of overtraining. The key to a new body is a fitness evaluation that can tell you how to burn fat most efficiently without strain and in the least amount of time. —Danny Errico, owner, Equinox fitness club

Babs Brogan does the full-body yoga stretch.



losing the human touch. —Letitia Baldrige





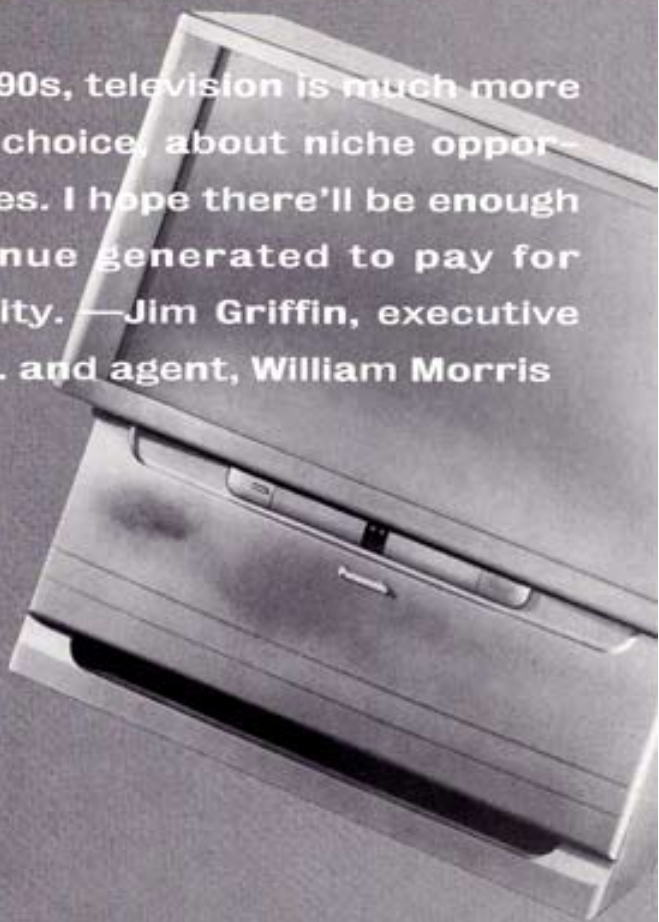
# ARTS x ENTERTAINMENT

The most important thing to do right now is to make great design without leaving a mark, to leave a space that looks as if it were not designed, which is what we're hoping to do with the Mercer Hotel. Because there's no longer such a need for external validation, things are scaled down, more intimate, and the real and the meaningful are rising to the surface of fashion."

—Andre Balazs, partner in the Mercer Hotel, to open September 1993.



In the '90s, television is much more about choice, about niche opportunities. I hope there'll be enough revenue generated to pay for quality. —Jim Griffin, executive v. p. and agent, William Morris



Arrested Development (below): the most advanced band of the '90s.



The cyberpunk movement in music should be starting very soon with virtual reality as its most powerful force. You'll also see much more live music. People miss the crackle and pop of vinyl—they're yearning to hear live horns and strings. Music is breaking into social responsibility—look at the Neil Young revival or the rise of Arrested Development. What you're not going to have is a lot of faceless pop. —Daniel Glass, president and CEO, EMI Records Group

The only music I see growing is alternative/hip-hop, rap artists like Arrested Development who became popular because of their rock 'n' roll influences. That's the music of the '90s: socially conscious, hippie, and roots-oriented. —Jonathan Van Meter, editor "Vibe" magazine





*HBO and cable television are actually the best markets for tackling real issues. Feature films keep trying to*

*repeat themselves and the well is drying up. It's incredibly frustrating.*

*—Francine LeFrak, television and motion picture producer*

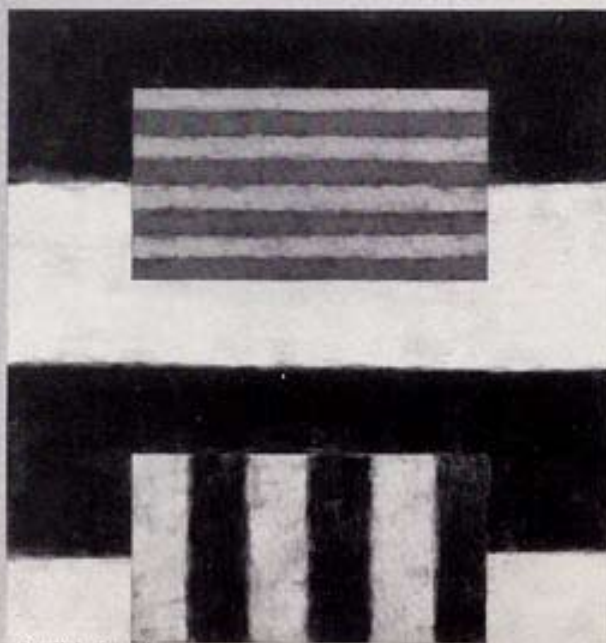
*High touch comes to publishing: "Griffin & Sabine," books of imaginary correspondence with "real" letters; Donna Tartt's "The Secret History" was designed with an acrylic dust jacket.*



*When 500 channels meet state-of-the-art audio, there's no need to leave home.*

**A**bstraction has to make something that is more connected than minimalism was. Instead of telling a story, minimalism asked a question. The audience was expected to do all the work—the painters had nothing to say. I'd like to fill that gap up, making something more human, more spiritual.

**—Sean Scully, artist**



*Scully's "Eve"*

**O**ne trend in publishing, which is no more than an acorn at the moment, is the development of electronic publishing. The electronic book will not destroy the paper book, any more than television destroyed radio, but it will add another medium of communication to the list. Also, more substantive books are finding bigger audiences these days: a book on Vietnam that would have sold 30,000 copies five years ago, has now reached 100,000. It's a response both to the desires of the readership and our own inclinations.

**—Harold Evans, editor, president, and publisher, Random House**

**P**eople moan and groan about book sales, but they're actually doing just fine. Real readers keep reading. And I'm advising an upcoming show on PBS called "First Edition," which will, ironically, be using television to make books seem alive and exciting.

**—Nan Talese, publisher and senior v. p., Doubleday**

**W**e'll see a lot of work about beauty, work that expresses real values as opposed to a zeitgeist. We've gone back to a time of serious collectors—not just investors—who really care about what they hang. It's healthier.

**—Holly Solomon, gallery owner**

DOROTHY ZEIDMAN