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Fashion

Script and Word list

Signature

Keith Foster: Today in Anaconda – Fashion. Dublin fashion students explain how a trend is born. Sam Schillström changes his style every six months. Tony Irving about his worst dance costume ever and Luke Minghella talks about the ancient trend of body piercing.

JH: Hey and welcome to Anaconda. I’m your host Johannes Hallborn. Some people are considered stylish, others not. What is style and how should one dress to be trendy? Our reporter Pamela Taivassalo was hanging out with fashion students Catherina McCarthy, Tyra Bren and Amira Iman in the shopping district of Dublin and asked them the question: How is a trend born?

- It comes from, I think it really does come…
- Street style…
- I don’t know, no, no, no…
- Trends are from designers and…
- Yeah, and even before that they’re actually…
- And even before that they take like inspiration from like fashion designers from years past and that’s how things are created.
- But I think even before that they’re even, it’s like they have like trend magazines and trend books and we are fed. We’re like just brainwashed into trends I think.

ancient - uråldrig
stylish - modern, stilig
to create – att skapa
brainwashed - hjärntvättad
Pamela Taivassalo Wikholm: As fashion students, don’t you believe that you yourself can create a trend by just starting to do something?

- Definitely. It’s all about like the word of mouth and association and the more you’re exposed to something, the more you’re gonna believe that you like it and definitely, you can definitely create anything.

- It’s like you pick up what other designers have done and what you like of that and you put your own kind of twist on it and like reinterpret it and reinvent something. But, like we’re still trying to get it out there so we still have a good way to go, yeah, I think.

PTW: So when a trend is born on the street it’s probably one person who is a trendsetter starting to do something and other people will follow?

- Yeah, it’s just association and it’s like a domino effect and people will just catch on and if you see one person doing something that you like you, maybe you don’t know, but subconsciously you will probably start to gear towards that. Because we do, we buy all the same stuff. One of us will buy a scarf in a shop and an hour or two later the other one will go in and have it bought and not even know that, so it is.

- It’s all suggestive like.

- Yeah, suggestive.

PTW: How can you tell if a person is a stylish person?

- If they’re comfortable in their clothes and they have a distinct individual taste, I think.

- If you pick up a trend, have a personal style and put a twist on it, on a trend, that’s it.

- Yeah, nothing goes out of fashion, I think, personally and there’s… I don’t really believe in trends more so, but I think like, you know… You can mix and match everything and you know...

PTW: Would you say that fashion is a passion for you?

- Yeah, definitely. It’s a lifestyle and it’s a life choice. It’s not a…

- It’s not a job.
-It’s not a choice that you make. You either live it or you don’t do it at all.

-Like love or hate kind of...

-It kind of consumes you like.

-It’s what you wear, it’s what you do, it’s how you look, everything.

**JH**: What you wear says a lot about you - clothes can make a statement, create a sense of identity and your style may define you as unique or trendy as can be. Our reporter Christine Demsteader went shopping with 17-year-old Sam Schillström - a Stockholm teenager who creates his own style - by radically changing it.

**CD**: And let me ask you to describe what you are wearing today?

**SS**: Today I’m wearing a pair of black penny loafers with purple socks, which I think matches beautifully. I have a pair of linen pants; I’m wearing a blue shirt with pink sleeves. It’s pretty preppy, basically because I’m influenced sort of by the Italian and British fashion.

I’ve been more of a rocker, like wearing more dark clothes, - a little bit more like heavy metal rock. It moved towards soft rock when I started playing my acoustic guitar. I, you know, started wearing like big shirts in a more like lumberjack fashion. I also wore a fedora hat in straw and played the guitar wearing flip-flops.

It’s been going on from sixth grade, I would say, my styles have begun changing, I mean. Maybe it’s a search of identity or maybe it’s a search for something else I haven’t really figured that out yet.

**CD**: You told me before that you might consider going into the Rastafarian style. Any chance of you growing the dreadlocks and losing your blond waves?

**SS**: I saw a really cool model picture of a guy who had like a really serious businessman suit and then he had these blond dreads. Then that could be a really cool contrast between my current style but with a little more like free-thinking, a little crazy Rasta hair – I think that could be a cool contrast.

**JH**: So now we know, purple socks are so this season! Fashion advice from Sam Schillström there - not sure if they will match the
dreadlocks though! 

Tony Irving, the Professional dancer and the head judge of the popular television show Let’s Dance, once felt very gorgeous in a dance costume he now describes as one of the worst.

**TI:** Every costume I’ve had I think has been fantastic. The one, when I look back, I think was the most hideous, was the one I had with huge shoulder pads covered in gold sequins with a white chiffon top all pleated. Skin-tight white trousers with flare, you know the big bell-bottoms on the bottom, and white satin shoes. I thought I was to die for. I came third; I think the costume blew everything away for me.

“…quick, quick, slow, slow. Ok, ladies, it would help if you could start with the correct foot! In other words, your right foot…”

**JH:** Having parts of your body pierced goes in and out of fashion. But piercing is a very, very ancient trend says Luke Minghella, who has a piercing shop in Camden, London.

**PTW:** Excuse me, sir. If I want to get a piercing or a tattoo is Camden town the place to be?

-Yeah.

**PTW:** And where should I go?

-There. That’s tattoo and piercing.

**PTW:** Thanks.

-Alright love.

**PTW:** Cheers. Thank you, mate!

How long has piercing been in?

**LM:** I don’t know. There are a lot of tribes that have been doing it for years. They just say like, back in the Roman times they used to have Roman soldiers that would have piercing on their nipples and depending on what rank you are, obviously yeah, two nipple piercings and that’s the highest rank and then you would were a cape on it. There’s like tribes in, back years ago, I don’t know if they’re still doing it now, but it used to be in Africa and they used to pierce like teens as
they hit puberty. A ring in to say like you’re an adult now and they would take on some responsibility. 
It’s just been going around for years, like hundreds of years up to date, but now it’s just a fashion.

PTW: How many do you have yourself?

LM: About ten or eleven. Yeah.

PTW: Do you take them off?

LM: No. They stay in all the time.

PTW: If you fly, when you fly, the metal detector always…

LM: Oh yeah, that’s funny. That’s really funny. The first time I went to America I had just done a piercing that is not on show. And yeah, I had a little trouble getting through security, for the metal detectors and stuff. It’s quite funny though.

PTW: So did you show it to them?

LM: No, no, no, no, no. I just told them and he was like, oh, ok then, that kind of thing. Yeah, so I just said to him; Look man, I’ve got a piercing down there and he was like; Eh, ok then and just let me go.


PTW: How can you tell if somebody is fashionable?

- They look comfortable in what they’re wearing.

- If they look happy in what they’re wearing and stuff.

- So originality is the key?

- Yes.

- Not what everyone else is wearing because if you copy someone else then you’re not being yourself.

- Yeah, don’t copy someone else.
PTW: The guide to any average fifteen year old who wants to be trendy would be?

- Stand up!
- Be yourself!
- Wear what you want!
- Feel comfortable!
- That's about it!

PTW: That's about it.

JH: That's about it! Be yourself and be comfortable. I'm Johannes Hallbom. For more fashion or passion visit www.ur.se

And remember; Some folks got it, most folks don’t. Take care!