

Fashion TRENDS

Status Symbol Of The '60s Returns

(NAPSA)—In the MTV era, music and fashion became inextricably linked, with singers using their videos to set the stage for the latest trends. Over the cable channel's two decades, dozens of performers—from Madonna and Pat Benatar to Britney Spears and Christina Aguilera—have created “looks” that took off faster than a hot single.

However, 40 years before MTV even went on the air, musical acts were already affecting the fashion scene—often through the photography found on record sleeves. One of the foremost examples was The Beach Boys, who popularized the smooth harmonies of the California sound.

But before they went on a *Surfin' Safari*, the group was known as the Pendletons, a play on the Pendleton shirt. Wearing the wool shirts as jackets over T-shirts and jeans was the band's signature look—one that appeared on many album covers and made the Pendleton plaid shirt into a must-have fashion item for America's youth.

Interestingly, the shirt—a cultural icon of the '60s—was first made famous by another band. Early in the decade, the song “White Levis, Tennis Shoes, Surfin' Hat and a Big Plaid Pendleton Shirt” became a #1 hit for The Majorettes.

To mark the continued popularity of the plaid shirt, as well as the 40th anniversary of The Beach Boys' seminal *Surfer Girl* album, Pendleton has issued a



Today, people can “Catch A Wave” with this Beach Boys revival plaid shirt.

“limited edition” T-shirt featuring a print of the original record sleeve. In addition, the company has revived the original Umatilla wool shirt—in the same plaid and coloration as the Wilson brothers, Mike Love and Al Jardine wore back in '63.

Fabrics for the company's wool shirts are crafted in the same family-owned and operated woolen mills in Oregon and Washington, as when they were first made in 1924. Today, Pendleton offers a full range of branded merchandise in better sportswear for men and women.

These limited edition T-shirts and Umatilla wool shirts are available at select retailers, at Pendleton stores nationwide and on the Web at www.pendleton-usa.com.