



Photos by Shu-Shing Chen

The earring craze: a sign of the times

Earrings are rapidly becoming the most important fashion accessory of our time. In recent years a terrific excitement has invaded the world of earrings.

Styles of earrings vary as much as types of people, but the agreement of their overall popularity is resounding.

"Rhinestones are hot!" says Christine Vogue of Brooks, in Valley River Center. On average, the cash register at Brooks rings to the tune of the 100 to 150 pairs of earrings that

are sold each day.

Jay Jacobs, also at Valley River Center, sells a variety of earrings with laces, though these aren't as popular as other styles says a Jay Jacobs clerk. Dangling, large and rhinestone earrings are the fastest selling, according to Audrey Durbie. Jay Jacob's sell around 100 pairs per day, and like Brooks, their prices range from \$3 to \$18.

Both stores have a good selection of what are called "weird," neon or fluorescent earrings.

Making a comeback are the long-beaded earrings of the '60s according to Sandra Edgemon of the Emporium. The varieties are astounding; anything goes. Materials include wood, porcelain, coral, plastic, pearls, gem stones, liquid silver and metal alloys.

Another fashion trend is the triple-pierced ear. A move toward a "three in one, two in the other" asymmetrical combination is swiftly catching on.

Wearing unmatched pairs of

Delicate to dangling: Earring styles vary with the whims of the person whose ear they adorn.

earrings is a growing fad. Besides being able to use one earring if the other is lost, friends can share or exchange earrings.

There is also a great demand for Laurel Burch designer earrings according to Tamiko Shibahara of Valley River

Center's Meier & Frank, a store that sells about 100 pairs per week. Their prices range between \$14 to \$29.

Earrings reflect the personalities of those who wear them. Their influence on fashion is undeniable.

Shu-Shing Chen

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