

Style

SAN FRANCISCO CHRONICLE AND SFGATE.COM Sunday, April 24, 2011 | Section C ★★★★★



Work it: Alison Sweeney to host fitness event **C4**

FIVE QUESTIONS
For Djurdja Barlett

Researcher examines socialist fashion

By Beth Hughes
SPECIAL TO THE CHRONICLE

Djurdja Barlett, a research fellow at the London College of Fashion, University of the Arts London, spent 10 years researching socialist fashion, a topic that sounds like the punch line to a joke about women and tractors.

"I think some of her colleagues were dubious about the project when she first described it to them," says Roger Conover, executive editor for the arts for the MIT Press, which published



MIT Press

A 1925 design by Nadezhda Lamanaova and Vera Mukhina.

Barlett's book "FashionEast: The Spectre That Haunted Socialism" last fall.

Barlett, who was born and raised in Croatia, then part of the former Yugoslavia, says she envisioned a book on the subject from the moment she began thinking about the complicated, often contradictory topic.

She organized socialist fashion into three groupings: the desire for post-revolutionary egalitarian, practical utopian dress that lasted through the 1920s; official state-sanctioned fashion that emerged in the 1930s; and an everyday Western-influenced style that emerged in

Barlett continues on C2

MEN'S FASHION



Photos by Susana Bates / Special to The Chronicle

F.S.C. Barber:

Above left: Sam (left) and Jonah Buffa in their barbershop, which offers a nostalgic vibe with shaving brushes, from top; antiques; and a carved mahogany bar that won a gold prize certificate in 1893.

Shops cater to the dapper dude

New neighborhood options, whether men crave a shave or a dig cult designer labels

By Lorraine Sanders
SPECIAL TO THE CHRONICLE

There was a time when men needing professional or everyday apparel had few options outside of downtown retailers. But these days, style-savvy guys have an ever-increasing number of cutting-edge options for clothing, accessories and grooming right in their own neighborhoods.

"It's a new generation of retailers. It's the new neighborhood shops that are what's newer and cooler," says Robert Patterson, owner of Lower Haight store Revolver.

If there's a molten-hot core of the expanding men's style landscape in the city right now, it's the Mission District, where Bay Area newcomers such as New York-based F.S.C. Barber and a brother company, clothing retailer Freeman's Sporting Club, are planning an early May opening just up the street from Self Edge, which has been a destination for cult Japanese denim brands since opening in 2005 and has since expanded to New York and Los Angeles.

A few blocks up on Valencia, the Common relocated from SoMa in early March and brought with it its nostalgically preppy shirts and men's accessories. Street wear label Benny Gold

The Brooklyn Circus: Varsity jackets, porkpie hats and suede brogues are specialties at the Fillmore Street store.



Gabriel Garcia

Men's shops continues on C4