

# 25

# Fitness Fashion Statements

By Di Mace

## 1. Leg warmers

Nothing is so 80's fashion. After all, who didn't wear leg warmers during the decade of decadence? When *Fame* and *Flashdance* hit the silver screen in the early 80s, every teenage girl wanted them and every fashionista wore them - with everything. And what exactly are they? Take a pair of long, thick, comfy socks, make them 'footless' and you have a pair of leg warmers!



## 2. Chest Hair

A man thing, this really was almost a pseudo mating call to the females of the same tribe. Chest hair spilled out of many an open shirt, singlet and muscle top - a sure sign of virility, athleticism and manhood. At the time, the gym was the social hub (remember there was no Facebook, Twitter or social networking) so 'showing your feathers' was the way to attract a mate - or at least a plaything for a little while.

## 3. Sweat bands

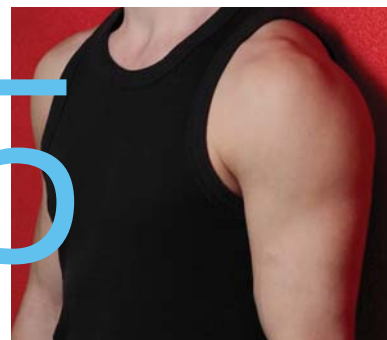
The functional fashion statement. Still in vogue, these towelling accessories are great for being funky whilst also being sporty. The ultimate in 80's fashion though, was to match them to your running trainers and/or fluoro workout gear. Olivia Newton-John eat your heart out!

## 4. Cycle Shorts

Rendering you unable to do anything apart from ride a bike, these shorts really can test the levels of discomfort that one can endure. Regardless of their unfortunate look, they do have a definite 'statement' place on Sunday mornings along many hillclimb roads. Unfortunately however, the chamois padded crotches also tend to make your bum look big no matter how small you really are!

## 5. Bonds Chesty

*Strictly Ballroom* launched an appreciation for great dance moves, Paul Mercurio and the Chesty Bonds singlet as an icon for working out - for those Aussie men who were straight and not so straight!



## 6. Fluoro Lycra

At a time when what you wore was all important, this statement said so much about this time of 'look at me'. As an instructor it was a mandatory. It had to be bright enough to stand out amongst the throngs of sweaty bodies twisted across the floors of aerobics rooms everywhere. Now reborn as 'neon' at rave parties, the obsession with fluoro colours lasted as long as it did for fashion victims to tire of the latest killer leg exercise being dished out.

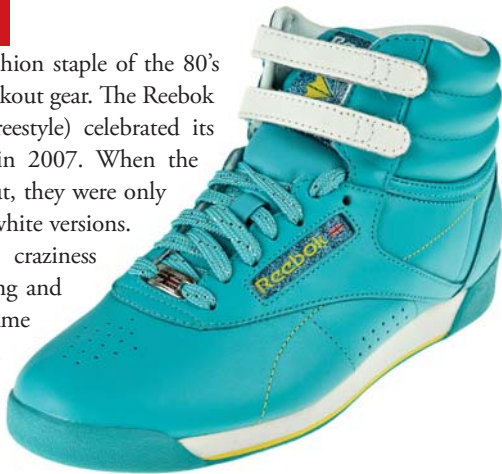


PHOTOS: SHUTTERSTOCK.COM

## Reeboks

The ubiquitous fashion staple of the 80's obsession with workout gear. The Reebok High Top (aka Freestyle) celebrated its 25th anniversary in 2007. When the shoes first came out, they were only sold in black and white versions.

Then the 80's craziness went into full swing and the shoes became available in all different colours including pink, red, blue, and green. These shoes were SO cool and for some, the thrill of pulling your first new pair of them out of the box - that delicious smell of the brand new leather - will never be replaced. We're not sure those people have ever liked a pair of shoes so much since.



## 8. Surf bleached hair

The surfer dude. The tubes. The wax. The sand. The waves..... What more can we say?

## Muscles

A walking tribute to The Oak was every boy's wet dream in the 80's. Sweating, grinding and lifting extraordinary weights to get majestic pecs and 22" arms like Arnie was the ultimate prize to be won. Along the way though, we're sure a generation of weight trainers also embraced his ethos as quoted in the film Pumping Iron "The pump is like coming". No wonder he did so many reps and sets!



## 10. Oakleys

The Oakley blade sunglass was quickly the most popular sunny since the Wayfarer. A style synonymous with Guy Leech and Trevor Hendy it gained a massive following of would-be Iron Men whose eyes you could 'never quite trust' as they were conveniently hidden behind the plutonium laced mirrored lenses.

## 11. Heart Rate Monitor

We know of people who were so attached to their HRM that if the battery went flat they would abort the gym class rather than not know how they performed! This is less and less the case these days as batteries as stronger and many of us carry a backup just in case!

## 12. Yoga Mat

Carrying one of these once was a definite sign that you were in search of your inner self. But every child (inner or outer) grows up and this one has taken its place firmly amongst some of fitness' best. Now a mainstream item, yoga mats, meditation stools and white clothing have taken up permanent residence in many 'balanced' fitness enthusiasts' wardrobes.

## Budgie Smugglers

True to our larrikin style which confounds everyone around the world this about says it all - "Australian slang term for men's tight-fitting Speedo-style swimwear. The 'lump in the front' apparently resembles a budgie when it is stuffed down the front of someone's shorts. Ah, those crazy Aussies!!"



## Nike Air

The shoe made famous by two things, Michael Jordan and some poor kids getting mugged and beaten in New York for their shoes! Not only did Nike utilise CO2, but they even allowed you to pump it in with a hidden valve in the tongue of the shoe. Only problem was it was impossible to fix a puncture!



## 15. Calvin Klein undies

We had confirmed sightings in the late 80's of guys working out in their figure hugging CK's and nothing else! Not even Marky Mark would risk such a thing!

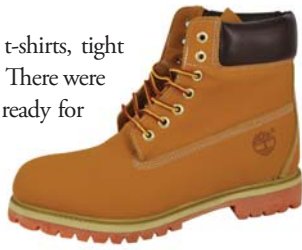
## iPod

What is it about this tiny hard drive that people love so much? Music holds a very important place in the mind and soul of most individuals. Knowing this, in 2001 Apple developed their personal listening device to be easy to use, easy to carry-along, and easy to love. This single device revolutionised the music world and the life of fitness fanatics the world over. While listening to their iPods, people are able to move in time with their favourite songs as they experience and create a soundtrack to their life. With up to 10,000 of their personally chosen songs available, literally at their fingertips, people are able to constantly surround themselves with the sounds they want to hear. It gives them the power to control. To control their space, time and interaction (or not) with others.....iAm in Control.



## 17. Timberland boots

What was it about guys wearing bonds t-shirts, tight jeans and Timberland boots to the gym??? There were droves of them all looking identical and ready for Mardi Gra! We think the boots added about 40mm to the height of most guys, so perhaps that was the attraction.



## 18. Mobile Phone

Having become the ultimate accessory of young and old alike, they have now morphed into a physical expression of your own 'brand'. With ever increasing apps and software available to customise your phone, mobile communication has had a monumental impact on people's lives and society. This ubiquitous device has influenced the way people now relate to their surroundings, others, data services like text and pictures and has led to a culture shaped by thumbs.



## 19. G-string Leotards on the Outside

Defying logical, at the time maybe this was all about matching Superman at his own game. The only two practical reasons for this one were: i) it made your g-string slightly more comfortable to wear, but still didn't stop atomic wedges; and ii) it helped to hold up your tights when you jumped around!



## 20. Walkman

The Sony brand tradename Walkman, was originally used for a portable audio cassette that when launched, introduced a revolutionary change in music listening habits by allowing people to carry music with them. The device was built in 1978 for Sony co-chairman Akio Morita, who wanted to be able to listen to operas during his frequent trans-Pacific plane trips. Walkman is now used by Sony to market Sony's portable audio and video players as well as a line of Sony Ericsson mobile phones.



## 21. Compression gear

Do everything longer, fastest, better and safer ...if you believe all the hype. We've come a long way since Cathie Freeman's green-and-gold wondersuit (does this make me look fat?) and it seems to have even spored stand alone spin-off statements such as footy glamour boys playing with shorts over their compression shorts!

## 22. Bare Skin & Cleavage

The higher, the fuller, the bouncier, the better they say. A Wonderbra can do wonders, or some like a little artificial enhancement to aid nature (and work against that evil villain gravity). Whatever their heritage, wherever you turn they seem to be pushed in front of your face and you can't help but stare at them. Is there a dastardly master plan at foot to distract everyone while something else is happening?



## 23. Bald heads

What happened to bald heads just being for old men?

## 24. Manscaping

Manscaping the topography and smoothing the landing strip....got to wonder if an entire generation of boys and girls are going to grow up never knowing what the human (hairy) body REALLY looks like!



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## 25. The Brazilian

Hmm. See point 24 for it all! 25