

Urban Experience

You Can't Spell Style

Without STL

BY PAUL FRISWOLD

There was once a commercial for "St. Louis-style" pizza aired by a non-imo's pizza chain (exactly — who wants pizza that isn't from Imo's?) wherein the actors poked fun at some of St. Louis' more amusing personality traits. One of the actors asked about "Highway Farty" and, of course, the immortal question "Where'd you go to high school?" arose before the commercial was over.

That commercial encapsulates the St. Louis phenomenon: An outsider attempts to sell us something by making fun of us, and more than a few of us played along. We're an easygoing, laid-back kinda town. Go ahead, make fun of us — we don't mind.



Ah, but in the spirit of true revolutionaries like Trotsky, Guevara and Stooze (Iggy, not Curly), local brothers Jeff and Randy Vines have taken the very elements that outsiders use to mock us and turned them into inflammatory slogans designed to rally pride in our eccentricities and ourselves — and they've placed them on T-shirts. Why T-shirts? Because the humble T-shirt is the modern equivalent to the broadside or pamphlet, and

if you want to rally the people, it helps if the people got something nice to wear when marching in the streets.

The Vines brothers' company, STL-Style, creates those shirts you see at Vintage Vinyl and on the crowd at the Hi-Pointe. "East of Skinker" adorns the chest of a young man who reeks of Schlafly. "West End Girl" hugs the curves of the hot record-store clerk. And of course, the mighty "Highway Farty" blazes across the pees of a young god who strides South Grand like a street-walkin' cheetah with a heart full of napalm.

But those are last year's designs. STL-Style debuts its new line of local-pride dudes at 10 p.m. at Llywellyn's Pub (4747 McPherson Avenue; www.stl-style.com). Admission to the fashion show and party is \$8, and you get a rock show by the homegrown Team Tomato to boot. Fashion, rock, pride in one's home — that's a good night.



Art Adventure into Soulard

Since 1838 the Soulard Farmer's Market has provided fresh, local foods and locally made items to all of St. Louis. Now you can get your local art there, too — Wal-Mart ain't got nothing on this

one-stop shopping! The second annual Soulard Artistic Adventure takes place from 9 a.m. to 4 p.m., and during this free event, you'll find painters, sculptors, tap dancers,

mimes and more at Soulard Park (South Eighth Street and Lafayette

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