



This 2003 Prom Catalog is called "HEAD," as in "head in the right direction." It went out from 28 different stores (Schaffer's in Des Moines, IA being one of them), each with their own logo on the front, and was sent to over 500,000 high school girls across the country. I wrote the copy as the diary of a 17-year-old girl making her way through her senior year of high school. Most of the pieces below are written as diary entries, and a few are merchandise-specific paragraphs.

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Opening

Dear diary-

Well, it's finally here—SENIOR YEAR STARTS TOMORROW!!! feels like 2 days ago when I was just a frosh, now I RULE! Becca and Julie told me their senior year went by so fast, and they don't remember half of it, so I'm going to write everything down here so I don't miss a thing!! I'm so psyched, feel like there's so much to do! cheerleading tryouts are next week, or should I try sports?? Or should I just chill? Gotta find a date for homecoming, and for PROM...(matt was an idiot this summer, so that's obviously over--see August 2nd if you need a reminder)...I still don't know where I'm going to college, plus school's starting tomorrow, and I HAVE to do well this year, so the books will be my best friends, besides Tracey and Nicole, of course. And the annual "first day of school zit" is coming in on the forehead, right on schedule. NEED to start shopping for a prom dress. Last year, I waited too long, and just had to "settle" for something. But this year, I'm on top of it. This cool catalog came in the mail yesterday, and it looks amazing. gotta start checking that out.

Well, time for some sleep. so excited and nervous, don't know if I can!!! Sweet dreams!

Activities

Volleyball ROCKS!! So glad I went with the sports thing over cheerleading. Hope I make the team, but the exercise is good either way. I'm a tad sad that kelly and sara are cheering and I'm not, but I gotta live with my choices—haha, sound just like dad. I can't do everything they do—we're already in pretty much the same classes, on the yearbook staff, and we all work at the mall. Something was bound to be different!!

Birthdays

Birthday #18 tomorrow. HAPPY B-DAY TO ME!! HAPPY B-DAY TO ME!! Hope mom and dad got me that cd player. Wonder if josh is getting me anything?? I'M AN ADULT!! NO MORE

blah. Maybe hiking in Colorado? Surfing in cali? NYC to try and get on TRL? Maybe John Mayer will be there!! So many things that seem cool and cheap—my adventure will be better than anyone's!! This is the year to break the mold.....

Out of ideas for that trip of a lifetime? On a tight budget? Check out

<http://www.exploringamerica.com/highschooltravel.htm> for some tips on where to go, what to do, and how cheap you can do it!

Wardrobe

Hit the mall today—so many sweet clothes, so little money. But I been saving, and when the next paycheck gets here, I'm buying that outfit—the bell-cuff flowered blouse, the boot-cut jeans, the 3-inch belt, and those cool black heels—and then not tell anyone where I got the stuff. HA!! Oh yes, Josh will be mine, he just doesn't know it yet.

Check out what the so-called "experts" think about fashion, and what THEY wear at

www.teenfashions.studentcenter.org

Accessories

OK. You've got your dress, you've got your shoes. You're all set to go, right? WRONG! Sure, you're da' bomb, but why not pump your look up even more? Try out a temporary tattoo, some glue-on rhinestones, some out-of-control earrings, or a necklace built for j-lo! This is the year to let it loose, no matter what you've done (or haven't done) in the past. You'll be the talk of the prom for years to come.

Dresses

Your gown holds memories.....

Take a look at some old photos of your parents and siblings at their proms—funny, right?

But that was the "in" thing at the time and showed everyone what they were all about. And we'll bet that if your mom looked at that picture, right away she could tell you 10 things about that special night: how her date stepped on her dress and ripped it, how his boutonniere kept falling off, how her parents thought her dream gown was too "revealing," and on and on. Start your own prom memories with a dress that uncovers your mood and energy and shows the world who you really are.

Shoes

Shoes can be the dealbreaker in any situation, but especially on prom night. What's the last thing your date sees when he checks you out from head to toe? Why do you think women own so many shoes? Pick the right shoes to help you head in the right direction.