

My Juicy Couture Rant

I have this thing against all things “Juicy Couture.” Pretty futile given I live in Orange County, but I can be stubborn when I want to be.

Here’s my beef...\$125 for a little girl’s purse at Nordstrom?



I was thrilled to my toes when I saw they had about eight of them marked down to (a steal at) \$95—guess it wasn’t the three-year-old “must-have” of the season.

But, if you feel disappointed when not paying full price, you can still get this Juicy beach bag for your tot for \$125! Hey, the towel comes with it...



Even if I had the wallet of Oprah, I wouldn’t shell out that kind of money for something for a child. You would either have to be a slave to appearances or just not thinking straight when throwing down that many Benjamin Franklins on something that will be either replaced by a three-dollar Dora handbag or lost forever in the abyss that is your daughter’s closet floor.

What are we teaching our kids when we spend this kind of money on them, even if it’s feasible? I remember my mom used to put things on lay away for me—anyone remember lay away? The agony of lay away taught me to appreciate things when I (finally) got them. Our kids (mine included) would be aghast at the thought.

My, I am ranting aren’t I?...you’ve never seen this side of me before...

Not that I don’t think Juicy has cute things. When I spotted

their adorable bathing suits at Nordy's it was all I could do to keep my principles from being tossed aside, if only for enough time to pull out my credit card. I have even shamed my friend Jill into my little boycott. "I love it," she said "but I know how you feel about Juicy." Aren't I mean?

My last little issue with Juicy was best described in Vickie Chang's column "Trendzilla" at the OC Weekly (which I never miss) "Juicy Couture Is Ruining Our Children." Vickie explains Juicy's despicable line called "TRUSTFUND GENERATION." It makes me a little afraid for the kids we are turning out here in Orange County.

I also go on in my column about a dog I came across at the Spectrum wearing a Juicy Sweater, read "Frenchy's Great Escape." I've really got it bad about Juicy...

Yes, of course, it's a free county (yes, county) and if you want to adorn your children (or dogs) with expensive clothes and purses, more power to 'ya. But, my daughter will be steppin' out with her eight- dollar Old Navy purse...and she looks darn pretty.

Are Vickie, my poor friend Jill, and I the only one who is getting this?

Whew...I'm done. I need a Diet Coke now, pronto.