



THE END OF BUG SPRAY?

Remember when your mother wouldn't let you out of the house without coating you from head-to-toe with that squalid bug spray? According to Richard Lane and Haynes Griffin, developers of BUZZ OFF clothing, you can now leave your sprays at home. BUZZ OFF clothing is outdoor apparel made with high-tech fibers treated with colorless permethrin, the same synthetic insecticide used in long-lasting anti-malaria beds and common household products. The chemical is tightly bound to the threads and, apparently, repels mosquitoes, flies, ticks, ants and more, potentially preventing diseases such as the West Nile Virus, Dengue Fever, Malaria and Lyme.

BUZZ OFF is the first insect repellent garb to be approved by the EDA after many years of scrupulous testing and is recommended by the World Health Organization and the C.D.C.

The line currently includes shirts, pants, and accessories for the entire family. Brands such as Gold Toe, Imperial headwear and Mad Dog are partnering with BUZZ OFF to offer their own bug-repelling lines. Other popular products include dog jackets, gardening aprons and gloves as well as bandanas and scarves. Price ranges range from \$20 for socks to \$135 for camo pants.

There are a few qualms about this bug-be-gone product. Environmental publication Green Guide objects to BUZZ OFF, saying health and environmental effects remain in question. For more information, see www.buzzoff.com. —AM

THATCHER SPRING: JACK OF ALL TRADES

Who's bringing a young look to an old favorite? 25-year-old Georgetown graduate Thatcher Spring is a nationally ranked sailor, licensed pilot and alpine skier, as well as the president and chief designer of his eponymous neckwear company (and yes, that's his real name). You may think it's an odd transition from his extreme lifestyle, but Thatcher's interest in fashion sparked when he discovered how dynamic the fashion industry was from a business perspective. He combines his love of sailing and flying into whimsical designs, with prints ranging from airplanes, giraffes, elephants and ostriches to more traditional paisleys. Fabrics are printed in Italy and ties handmade in New York. Retailing for \$85 to \$110, Spring's collection is already, after only two years, in over 90 retailers. So is Spring in the industry for the long haul?... "I feel there is a very unique relationship cultured between the retailers and the vendors in this industry that makes for a tight-knit community of people that hold a lot of respect for one another. So far I have really enjoyed being a part of it." —CG

