



# Happy thoughts

## Clothing line tries to promote well-being, funds cancer research

By **JASON ASHLEY WRIGHT**  
World Scene Writer

Not everybody can fashion a simple greeting into a business. But Debbie Vinyard not only did that but turned her greeting into a full-fledged, feel-good cause.

"I want everybody to be happy," said Vinyard, who recently launched Happy First, a Web site and fashion line dedicated to motivating people to pursue personal happiness, as well as raising awareness and money for cancer research.

"We want to be more than just T-

shirts," said Vinyard, whose Web site sells tees, hoodies and thermal tops. "I'm hoping I'll inspire people to do something with their lives."

The name for her new company sprang from a greeting she'd offer friends and loved ones on the first of every month — "Happy First!" she'd say on Feb. 1, March 1, June 1, every month as the first rolled around.

She's always been an optimistic person, said Vinyard, whose sunny outlook helped her through a bout with Hodgkin's lymphoma.

It was 1995, and she had just given birth to her second son when she found a lump on her neck. Con-

cerned, she went to a doctor, who thought it was just an infection and prescribed antibiotics.

Soon after, tests determined it was cancer, and Vinyard underwent chemotherapy and radiation treatments.

"When you go through something like cancer, it makes you evaluate your life," she said. Although some people diagnosed with cancer might become depressed, so much so that they don't go to treatment, Vinyard refused to be anything other than upbeat.

"Everything we go through is for some reason," she said. And she began wondering, "What am I supposed to do?"

So Vinyard teamed up with Dallas-based ad agency Firehouse. They helped her create an inspirational fashion line and Web-based business, picking top-quality fabrics for the T-shirts, hoodies and other tops.

Jennifer J. Doyle of Tulsa has two Happy First hoodies, including the "Happy Hour" one — a white, long-sleeved hooded top with a silver clock graphic. She said she loves the quality, and her hoodies don't get stretched out from wear or washing.

Other Happy First tops feature an egg graphic, which Vinyard said represents new beginnings, be it battling or surviving cancer, working through hardships — anything life throws at you.

Doyle's sister in Colorado is a fan of the Happy First inspirational postcards, which Vinyard sends with online orders. The sister frames and hangs them in her kitchen, Doyle said.

The collection also offers online e-cards friends can send to one another for encouragement, as well as desktop wallpapers, Vinyard said.

Plans for the site include a baby line, and a "Happy Thoughts" forum for visitors to share inspirational thoughts and messages.

Plus, Happy First donates 10 percent of all sales to leukemia and lymphoma research, Vinyard said.

"If it weren't for research, I wouldn't be alive today," Vinyard said.

You can find Happy First fashions at Island Nation at RiverWalk in Jenks, Inner Peace Yoga at 7718 E. 91st St. and, of course, online at [www.tulsaworld.com/happyfirst](http://www.tulsaworld.com/happyfirst).

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Courtesy



## fabfinds



This week ...  
Mane attraction

### Goody Colour Collection headbands

Alright, so headbands are nothing new as hair accessories, but Goody's line of reversible, slip-proof, mane-attractive headbands are meant to stay put and complement your hair's unique shade, no matter if you're a fiery auburn, sunny blonde or a cool jet black. And they have just enough shimmer to make them a special quick-fix.

Of course, it isn't necessary to match your hair to your hair accessories, and Goody has them available in other fun colors, too.

You'll find them at plenty of stores. Target sells them as a trio-pack for \$4.99.

### Frizz-Ease Secret Weapon

This "flawless finishing creme" lives up to its label description as it adds necessary shine and smoothness to your hair's fly-aways and parched trouble spots.

The ultimate test: It even brings definition to waves on a muggy August day on — get this — dry hair. A great instant touch-up product for sleek styles or curls. Just don't overdo it.

You'll find them at most grocery, drug and retail stores. Wal-Mart has the 4-ounce tube for \$5.43.

— Karen Shade, World Scene Writer



## Vogue weighs in on fall fashion with hefty issue

I never should've watched "Twilight Zone: The Movie." Did y'all see that? It came out in the early '80s, and had a story at the end with John Lithgow as a nervous airplane passenger (can totally relate) who sees a gnarly-looking gremlin wreaking havoc outside.

Now, every time I fly, I think of that scene whenever there's a little bump hurtling through the wild blue yonder. Like when I was traveling back to Tulsa this weekend, and we hit a non-conversation-worthy bit of turbulence. Instinctively, I punched the seat in front of me — my apologies to 15 C.

The final leg of my journey was much less nerve-racking, thanks to being upgraded, seeing my friend Ursula unexpectedly on the same flight and flipping through Vogue's most recent issue — more than 800 freakin' pages!

And that's how many reasons I have to love Anna Wintour's fashion bible. Of course, we only have room for me to tell you about 12 of them.

### Well-heeled

**Reason No. 1: The ads.** I read a few of the stories, but Vogue would only be 19 pages if it weren't for the advertisements. Like the Badgley Mischka ads (pages 179-182) with Teri Hatcher, who's draped across a pool table in one pic, posed in nothing but heels and lingerie in another. Grrr-irl ...

**No. 2: It's a dang-good weapon.** At 840 pages, it weighs almost as much as a small sack of Yukon taters, but you don't have to worry about carbs. So if you're walking to your car late at night, and people try to hassle (or, heaven forbid, hustle) you, just give this thing a swing, and they'll scatter like my brain.

**No. 3: I love Prada — pieces of it, anyway.** But I frequently think back to quotable style source and fashion guru Leon Hall, who wondered aloud once about Italian designer Miuccia Prada: "What bad food did she have for breakfast? I don't understand ugliness." And the ad toward the front of the mag supports that sentiment. Coats that look like they're made out of black pom-poms over shag-carpet orange skirts and lavender hosiery? What was her salmon smoking? However, in Miuccia's defense, I kinda dig her bubblegum-pink, crystal-studded spectator heels (page 840). Pink Ribbon luncheon, ladies?

**No. 4: Love this fall's outerwear from Burberry and Tommy Hilfiger.**

**No. 5: I also love how charitable designers are** — seems they're becoming more philanthropic with each season. Jewelry designer Roberto Coin, for example, is donating a percentage of sales from the featured piece worn by Christy Turlington (page 196) to YouthAids, a global initiative dedicated to the fight against AIDS. You can also see the piece at [www.tulsaworld.com/robertocoin](http://www.tulsaworld.com/robertocoin).

**No. 6: Giuseppe Zanotti's tortoiseshell heels (page 333).** Love me some tortoise shell. Oooh! Remember that dream I had earlier this year about the tortoiseshell shoes at Abernethy? I'm such a seer (as in one who sees, not sucker).

### More faves

**No. 7: Although Fendi's turquoise-belted brown leather dress isn't a fave, its heavily feathered black bag is.** Perhaps a bit overdramatic, but so am I. No clue what page it's on — a few before the black-and-white Guess ads. Sigh, makes me think of Anna Nicole Smith.

**No. 8: Tulsa's own Amber Valletta looking fabulous in a Stella McCartney ad.**

**No. 9: Hated, however, to see that those gladiator-style sandals are Vogue's trend of the month.** A few are cute, like Mischa Barton's Marc by Marc Jacobs' embellished ones. But Mary-Kate Olsen's knee-high Chaneles? It's like she oughta be fending off lions with Russell Crowe in Rome.

**No. 10: Although less tip-friendly than InStyle, in my opinion, Vogue does offer up some helpful bits throughout,** such as this little nugget: "If you are going to decorate yourself with pretty, sparkly things, everything else must be graphic, simple, even severe."

**No. 11: Tennis star Novak Djokovic (page 631).** You'll see why.

**No. 12: Finally — and this is so random — the beaded Tom Binns fork earrings in the "New Sensations" spread (page 700-something),** worn by that new, hot supermodel with short hair who looks like a cross between Sharon Stone and Tea Leoni.

**Tip of the week:** Be careful when lugging September's Vogue (\$4.99) in your messenger bag, especially when you already have Vanity Fair's Style 2007 issue in there.