Girls Going Mild(er)

A new ‘modesty movement’ aims to teach young women they don’t have to be bad, or semiclad.

BY JENNIE YABROFF

Consider the following style tips for girls: skirts and dresses should fall no more than four inches above the knee. No tank tops without a sweater or jacket over them. Choose a bra that has a little padding to help disguise when you are cold. These fashion hints may sound like the prim mandates of a 1950s “health” film. But they are from the Web site of Pure Fashion, a modeling and etiquette program for teen girls whose goal is “to show the public it is possible to be cute, stylish and modest.” Pure Fashion has put on 13 shows in 2007 featuring models.

“A growing movement of ‘girls gone mild’ teens and young women who are rejecting promiscuous ‘bad girl’ roles embodied by Britney Spears, Bratz Dolls and the nameless, shirtless thousands in ‘Girls Gone Wild’ videos.”

“Pure Fashion, a modeling and etiquette program for teen girls whose goal is ‘to show the public it is possible to be cute, stylish and modest.’”

Pure Fashion, which is affiliated with the Roman Catholic organization Regnum Christi, aims to “help young ladies make better choices.”