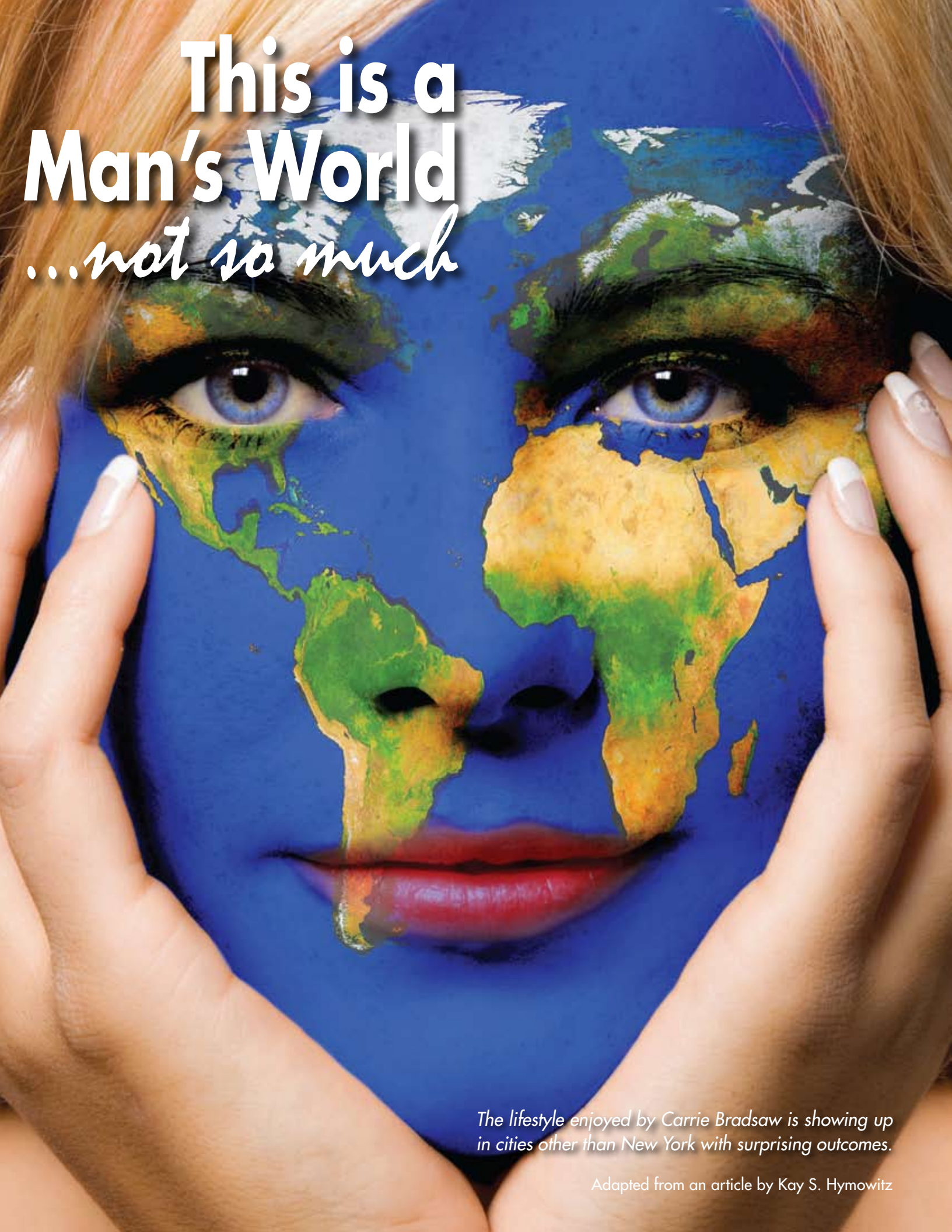


This is a Man's World ...not so much



The lifestyle enjoyed by Carrie Bradshaw is showing up in cities other than New York with surprising outcomes.

Adapted from an article by Kay S. Hymowitz

A *New Girl Order* is upon us, and you're part of it. In her article published in the Autumn Edition of City Journal, Kay S. Hymowitz describes this phenomenon resulting from some clearly defined demographic trends in our female populations. In other words, if you are female and reading this, we are talking about you. With the exception of Africa and most of the Middle East, stunning demographic and economic shifts are leading women to independence and positions of influence and power like never before. The 'Carrie Bradshaw' types are not just taking over the primetime airwaves with their witty banter, classic style, and corporate power. Across Europe, Asia and North America, in cities from Dublin to Beijing, you see crowds of Single Young Females (SYFs). They are in their 20's & 30's storming the corporate world by day, pounding the treadmills on their breaks, and dancing with the VIPs at the trendiest clubs on the weekends. The cocktail lounges that were once dominated by male executives enjoying their end of day martini, are now serving more of their female counterparts.

Our new found independence and power has also caused a few other statistics to change, three of them more specifically; marriage, education with career, and geography. Women are waiting longer to get married. They are waiting to complete a desired education before walking down the aisle with Mr. Right. They are pursuing an education that provides them with a life long career of choice, a career that they enjoy, and can provide them with a comfortable lifestyle. So after having the degree and the great job, naturally you want the great place to live. A place that shows off who you are, what you have accomplished,

and is nice and close to work, which just so happens to be Downtown.

In 1960, 70% of 25-year-old women were married with children. Now, nearing the end of the first decade in the new century, 50% of us are married by 25. That is a 20% drop in 48 years. Take into consideration the population increase and you are talking about an influential amount of single women. The number of single women today almost exceeds the total female population of 1960.

As SYFs continue to pursue higher education, the gender gap in colleges and universities continues to spread. In 2004, for the first time ever, there were more women enrolled in secondary education than men. The trend is the same across Europe, and even more abruptly changing in traditional countries in Asia.

Women are feeling empowered by their maturing sense of self, and the economy has adapted. In 2003, The Diamond Trading Company introduced the "right hand ring." A possible diamond for women with no immediate marital prospects, and since diamonds are a girl's best friend, not one of us is left out of the joy of sporting a shiny rock. Even the home renovation leaders like Lowe's offer classes tailored to the SYF. Could the economy be promoting this as a positive thing? Women love to pamper themselves, and when you add in a comfortable career, the absence of a family taking up your mornings, evenings, weekends and expendable income; I think that says it all. A group of close girlfriends that has time and money to burn can start their Saturday morning by arriving at the coffee shop in their

sleek new car, spend the afternoon shopping for a killer new skirt, and the gorgeous new Jimmy Choo heals. Yet they are chatting the entire time about the lack of good men, and the failure of their last or current attempt at a relationship. They hit the gym for a cardio blast with a quick stop off at the spa to enjoy some much deserved pampering, and end the evening hitting the town with their girls, sporting the hot new outfit they picked up earlier. Finishing out the night, they scope out all the potential boy toys that flock around them.

Not only are Single Young Females (SYFs) staying single and dominating the universities, the workforce, and the present consumer economy, but they are dominating the real estate market as well. According to The National Association of Realtors, during 2007 single women made up 22% of

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the real estate Market in the U.S. And it is where the SYFs are buying these homes that make the third peg to this phenomenon. Women are urbanizing. The pulse of the city is pumped by the single female. The SYFs that do live in the suburban areas often blog about being trapped in a suburban hell, or something as quaintly evil and taunting.

Each year there are more books celebrating the SYF life, boasting titles like *Singular Existence* and *Living Alone and Loving It*. The New York Times excited considerable discussion last summer with a front-page article announcing that young women working full-time in several

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Saloon Style

No need to be that nasty, noisy, beyotch waving money at the end of the bar. Sit and sip with all the style that's yours.

I need a drink and I need it now. What's the best way to draw the 'tender's attention?

In this situation, patience pays off; stand halfway down the bar and catch the bartender's eye. Then wait to be acknowledged and they will make their way over. The biggest mistake is not to make eye contact and just start rattling off your drink of choice. Remember, bartenders are people too.

I need five drinks. Is it OK if I order them all at once?

Only if you're going to pay for them all in one shot. It's not OK to order a round and then make the bartender wait while you split the bill. Try that once, and you may not get served the rest of the night.

Do I have to tip the same for a bottle of beer as I would for an elaborate cocktail?

It should all be based on price. Be ready for at least \$1 a drink. If you are in a swankier place, that jumps to \$2. If you run a tab or order a round, 20% is appropriate. Always tip for a free drink. Be sure of one thing, though; every bartender knows how much every customer has left and you might find yourself served accordingly.

If I can't taste the rum in my Bacardi and Coke, can I ask for more?

It's OK to ask the bartender, *nicely*, to add a little more liquor to your drink. Try to be playful with it. Say you had a bad day or you're "getting your drink on." Smiling in this circumstance goes a long way.

Ugh, the wine is way too fruity. Can I send it back?

Actually, no. The purpose of the sniff-and-sip is to see if the wine is skunked or corky, not to see if you like it. If you don't, basically that's too bad.

If I accept a drink from a random guy, what do I have to do in return?

Nothing—you ain't no 'ho. A nice guy should and will send the drink via the bartender so you may gracefully accept or decline the offer. Drinks should only be accepted via this intermediary to ensure nothing has been slipped into your gift of a libation and invitation to a chat.

I don't drink or don't want to anymore; what should I order and still look like I'm part of the party?

Ask for a cranberry and soda in a tall glass. No shame in that, and you'll still look good.

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cities were now out earning their male counterparts, historically an unprecedented trend. Yet statistics and study's confirm that one year after college graduation the average female will only earn 80% of the income that their male counterparts earn. Add another 10 years to that, and it drops to 69% of a mans income. This stat may explain why the percentage of woman married at 25, to the percentage of women married at 35 increases to 85%. Or maybe, deep down inside, the SYF longs to be a happily married woman with a family and a career. It was the women of the 1950's that started the 2nd Phase of the Woman's Revolution. They took off their bras and burned them for the sake of their own daughters. This generation of women looked around at the age of 19, and saw their husband and children looking back at them. They became seasoned mother's and wives before reaching the age now required to order a drink at the bar. If insistent, and privileged, they were able to spend 4 years on a college degree that would later be put use folding laundry, and preparing dinner for their families. Thanks to the generations before us, women have the opportunity to make the decision of which they want; Family or Career, and which order they want it in. By the age of 25, half of the female population has decided to pursue a family, and one quarter of those women have already received their college degree. The other half of the female population has decided to wait, and statistically they will wait about 10 years. In those 10 years they will be making their Grandmothers proud, exploring the world, challenging its makers, doing what it is they truly desire.

The New Girl Order means good-bye to archaic limitations. It means the possibility of more varied lives, of more expansively nourished aspirations. It also means a richer world. SYF's bring ambition, energy and innovation to the economy, both local and global; they simultaneously promote and enjoy what author Brink Lindsey calls "the age of abundance." The Single Young Female, in sum, represents a dramatic advance in personal freedom and wealth.

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