

# newsworthy trends

## Girls' Night In: A Growing Trend?

(NAPSA)—“Going out,” it seems, is going out of fashion. Particularly when it comes to a large chunk of the younger generation, who’ve grown disenchanted by what nightlife has to offer, Americans are increasingly opting to use their own living rooms as the base for socializing.

According to a recent survey of almost 2,000 people conducted on herbalessences.com, 60 percent said their ideal weekend activity is staying in. Respondents indicated that “hanging out” at home with friends—or visiting them—are more desirable leisure activities than going to restaurants, bars, the theatre and even movies.

In a sign of the times, a new TV commercial from Herbal Essences, titled “Streaking Party,” depicts this trend—known as “Girls’ Night In,” which normally involves women getting together to perform beauty rituals on each other. In this naughty-but-nice spot, a group of young, towel-clad women (and men) are enjoying themselves at home by highlighting each other’s hair with a new product. Just then, the doorbell rings and two trench-coated guys arrive, clearly having misinterpreted the meaning of “streaking party.”

A humorous take, for sure. But the fact is that the increasing popularity of this trend is thrusting the phrase “theme party” into our lexicon. Psychic parties and chef parties continue to gain momentum. Book clubs, knitting clubs and poker nights are beginning to



**STAYING IN IS IN—Americans are staying in more and hanging out at home with friends.**

fit perfectly into people’s increasingly cloistered lifestyles.

So why are Americans staying in more? Dr. Patricia Farrell, clinical psychologist and author of *How To Be Your Own Therapist*, is among those who cite a trend towards “cocooning” that first materialized a few years back.

“It seems it’s now finally hit American nightlife,” Dr. Farrell says, “and people are electing to have fun staying home in part due to recent world events and the state of the economy over the past few years. Beauty parties—or ‘girls’ night’s in’—are no exception and reflect a cultural shift.”

Cultural shift, indeed. Much of America now works at home from time to time, shops from home and plays at home. People bank from home, pay their bills from home, and yes—even highlight their hair at home.