David Young-Wolff/PhotoEdit

☑ Message T-shirts become fashion statements among teen girls. "Foxy Lady," "Princess" and "Monkey Around" are just a few of the tongue-in-cheek logos that appear on the popular shirts.
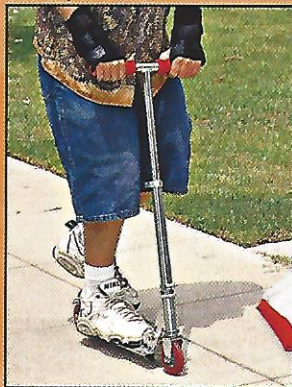
△ High-tech, fold-up metal versions of the old scooter are one of the year's hottest modes of transportation but also a leading cause of injury.

FLASH >>>

By the end of 2000, an estimated 75% of U.S. universities offer courses online and more than 5.8 million students have logged on.

With the 2000 unemployment rate at a low of 4%, college students working as summer interns command wages up to $20 an hour, along with compensation packages, from high-tech and Internet companies.

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Landsend.com

Ed Bailey/AP/Wide World Photos

∧ Companies like Estee Lauder, Origins, Hermes and Blistex begin to market products in portable single-use packets. Products include nail polish remover, scented wipes, hair conditioners and moisturizers.
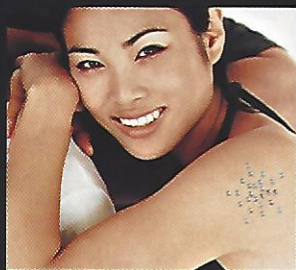
∧ Stick-on crystals and gems become popular fashion accessories for teen girls, accenting the face, neck and shoulders.
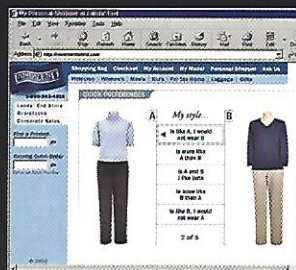
∧ Mail-order clothing pioneer Lands' End introduces "scan wear." The technology captures customers' body measurements, and allows users to virtually "try on" clothing when ordering via the Internet.
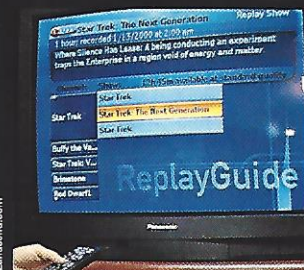
∧ "Personal TVs" by TiVo and ReplayTV allow users to control live TV by pausing or rewinding and to record their favorite shows without having to set a VCR timer or purchase videotapes.

☑ Teens involved in anti-smoking organizations such as The Truth and Target Market strike back at Big Tobacco for marketing to youth, by launching their own in-your-face advertising campaigns targeting cigarette makers. The print and broadcast ads are sponsored by funds won from tobacco suit settlements.

Chris Hondros/Newsmakers/Liaison

∆ Chrysler rolls out its 1930s retro car, the PT Cruiser, in spring 2000. The five-door "personal transportation" wagon is a hot seller, beating the popular Volkswagen New Beetle by two to one in the first month. It also wins *Motor Trend* magazine's 2001 Car of the Year.

Target Market