

Summer 1986 catalogue of the Banana Republic Travel & Safari Clothing Company, for a khaki olive bag called the Authentic Israeli Paratrooper Briefcase:

When one is called away suddenly on business to *Entebbe*, for example, it can be hard to organize paperwork. To cope with the kind of bureaucratic entanglements that accompany *international brinkmanship*, the fast-descending Israeli paratrooper takes along a durable briefcase (Banana Republic 1986: 63; emphasis added).

Other samples of Banana Republic's marketing copy for the Paratrooper Briefcase: a 1987 advertisement announcing that "[w]hile floating gently down to earth. . .the prepared Israeli paratrooper needn't worry a whit¹ about inconvenience in alien territory" (*The Daily Texan*, Austin, n.d.), and an ad asserting that the Israeli paratrooper always carries a briefcase because he "[n]ever know[s] where he'll land next" (Banana Republic 1988: 44).

Otherwise, the elaborate shop displays and catalogue patter of Banana Republic's fashion fantasy offer the modern shopper Hollywood garb suitable for rambling the imaginary globe. In the middle eighties, Banana Republic featured two studied travel poses: the colonialist guise French Army Bush Hats, Gurkha Shorts, Safari Shoes—which conjures up jovial memories of the good old days of the raj, and the anthropologist posture, with appropriate outfits—the Somalia Skirt, Mandalay Shirt, Aztec Belt, and Yoruba Necklace, authenticated by the catalogue's ethnographic description—for "experiencing" today's Third World. Both poses conveniently forget the inequities and violence inherent in the colonial and post-colonial world.

But when it markets the Israeli Paratrooper Briefcase by enticing shoppers with fantasy missions abroad, Banana Republic's cheery rhetoric reaches its ideological limit. Here Banana Republic discourse refers to an unquestionably *present* condition: Entebbe—signifier of counter-terrorism—and thereby virtually recognizes its implication in a system of violence it otherwise cleverly and rigorously suppresses. But how can such selfconsciously ironic-nostalgic fashion discourse playfully identify with contemporary military operations? It is because, whereas other recent imperial missions have been subject to at least some public criticism, Israel's mission has appeared to be *anti-terrorist*, not colonialist or neo-imperialist. The 1976 Entebbe, Uganda rescue mission, moreover, is *the* model