



# Rainy day memories recalled during designers' fall show

(Editor's note: Fashion editor Jo Sherman writes an open letter to her granddaughter, Beth Sherman of Farmington Hills, from Miami Beach, Fla., where she attended the American Designers Show of fall and winter collections.)

My Dear Beth:

Remember the rainy day when we brought out my photo album and you smiled at my pictures made during World War II?

I thought of you and that time when 300 of us from the press, radio and television gathered here at The Plaza to see the fall and winter collections of the American designers.

Even your great grandmother, during World War I, was photographed in some of the styles we are seeing now . . . the silver fox piece thrown across the shoulder of the narrow slit skirted two-piece gray flannel suit with satin blouse, wide belt, small hat with nose veil and kid gloves.

We even saw some black seamed hose worn with closed pointed toe high heel pumps to complete the chic look you missed the first time around.

Look about you and you will see the smartest ladies in the brightest red, not orange-red, but true red, with gun-metal colored shoes. And their accessories with gold evening dresses will be bronze. The bronzes look smarter than gold shoes.

THE MIDDLE IS whittled with the widest belts and sashes. The look is tall and terrific. It's later than you think to slim down or you'll be terrible out of it. Length is no longer a question. Just below the knee is the rule. Obey it.

Pants are here to stay. They are a classic. But pantsuits are out — out! Better to glory in satin, more or velvet jeans, worn with a top of different color and texture.

Try shocking pink pants with a mohair torquise top cinched with a wide lemon yellow belt around your whittled-down middle.

Let no one, not even the captain of the team, tell you the shoulders are a copy of their uniforms. The look is

broad, but more often from the exterior. Some designers call it a shelf shoulder, sort of an epaulette, some call it a bump shoulder, but at any rate, it's wide.

Turkey feathers are on hats, in the hair, and some menswear had them on lapels.

In the hair we saw barrettes, flowers, jewels, fancy combs, and those seductive nose veils, tied across the eyes. Some are sequined. Some models wore the complete face veil, but one wonders how they sip their soup.

DESPITE THE emphasis on the long, lean, slender, slit, stinky look, especially for evening, we found the more seductive look approaching in the taffeta billowing, puff sleeved dress with wide sash, deep décolletée, and perhaps a huge rose at the waist, a la Scarlett O'Hara.

Editors were stunned with the adrenaline in Adele Simpson's collection, when our favorite dependable, conservative gal showed us a scintillating sparkling newsmaking batch of not-so-simple Simpsons.

Ralph Lauren gave us lace collars over knit sweaters, pleated skirts and blazers. A sort of "Little House on the Prairie" look, though I doubt the Ingles family could afford one blouse.

You'll probably be wearing these to school along with patent leather and suede jeans. And your mother will like the new seven-eighths length coats.

We sure weren't bored, as we have been at times. The ugly ducklings of the layered look, the blousy, frowsy, dowdy look and that unforgivable mid-calf length is gone.

All in all, it is a feminine season. From whatever era this look comes, either war or peace, it's at peace with the well-dressed woman.

No more doing your own thing, wearing whatever with whatever. It's the season of correct coordination. Put the right thing together with the right thing, but don't appear contrived.

WE HAVE AWAITED this day for many horrible fashion seasons. It is here, so let's enjoy it.

You will find it so trouble to be a lady at all times. Fashion is here to assist you. Affectionately,  
GRANDMA JO



Bill Bliss calls this billowy number "Porphetic Poetic."



Fall's look by Albert Capararo is the red suit slimmed down from its broad shoulders worn with black hose and black accessories.

## About Jo Sherman

Jo Sherman has been writing about fashions for many years. She is fashion editor for Nashville Magazine, has appeared on NBC radio and TV as a fashion consultant and is a regular contributor to Holiday Inn Magazine.

Most recently she has been working for The Gleaner, published in Jamaica.



Scott Barrie's whittled middle original is shown at left, and its duplicate, fashioned in qiana from a Vogue pattern is at right. Seamstresses take note: the difference in price is \$234.60.

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