



A manner of elegance by Bill Blass arrives at Meadow Brook Hall in knife-pleated, fur-trimmed splendor.

## 'Mags' influence 'rags'

Vogue magazine tops 15,000 circulation in the Detroit area; statewide, Women's Wear Daily reaches 1,500 people; "W," WWD's color counterpart, hits more than 5,000 readers here weekly, and the men's wear newspaper, Daily New's Record, peaks at 459 subscriptions.

Further, area newspapers, TV personalities and store promotions infiltrate our fashion senses, letting us know immediately what's up for '76.

We've certainly come a long way from the days of year-old fashion we couldn't obtain or understand.

Though the immediate thrust of the new, new, new does prevent boredom, it also creates inferiority complexes faster than a run in your stocking or soup on your tie.

Women in mini-skirts are scoffed at; men in leisure suits are left out; polyesters are relegated to the masses and ratted hardtogs and brush cuts cause snickers and catcalls.

The result is either a hardening to the opinions of others ("I don't care if bell bottoms are out, I'm wearing them any way"), or frantic and costly attempts to stay in vogue ("I've got to have it," she panted while clutching her week's paycheck).

There is, however, a group between the always new and forever 1966 dressers. In Detroit, they are "into" fashion on a personal level, and what happens in New York isn't as important as how it is adapted to Detroit's mode.

These men and women are influenced by their jobs, their spouse's job, their lifestyle, even their children. They are aware of fashion elsewhere but wear the clothes in which they are comfortable—regardless of Gentleman's Quarterly or Harper's Bazaar.

"Detroit is made up of varied communities, and that which effects what people wear may often depend on the community," said Madelyn Coe, fashion coordinator for the J.L. Hudson Company.

"Fashion is so individual now," she added, "even though people do tend to dress to go with the group they are going to be with."

While cocktail parties once necessitated short dresses, they don't anymore, particularly when everyone else is going to wear something long. Accordingly, when people call Ms. Coe to ask "what shall I wear," she suggests they find out what everyone else is wearing.

Saks Fifth Avenue Fashion Coordinator Brenda Rosenberg said, "People are dressing more and more for their individual lifestyle and personal image."

"But," she added, "I think they are most influenced by visual things—by newspapers, things they see on television, visual displays and what a store has to offer."

Another opinion came from Phyllis Morrison, fashion coordinator for Jacobson's in Birmingham.



He goes with her in his cream-colored tux, designed for spring by Dimitri.

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