

Car parts pass inspection, tune-up for fine jewelry

By CHRISTINE WALDEN

Considering that Detroit gave birth to the automobile, it's only logical that car-inspired jewelry parts come from the same city.

That it took so long is the only surprise but after playing with the idea for several years, Brenda Rosenberg of Orchard Lake called the aid of Gross Printer Lynn Welsh and together they designed a Jewelry Garage Collection that may become the Ford of the fine accessory market.

The pair, fashion cow/owners for Saks Fifth Avenue, presented their collection in connection with the state's salute to Detroit's Beautiful Bodies, which featured automobile hulk and swimsuit-clad bodies. The Rosenberg/Welsh collection provided the extra and esthetic with brake-lever necklaces, electrical condenser clamp wrist cuffs or internal snap ring earrings.

"Some of the top car designers thought it was terrific," said Mrs. Rosenberg. "They said why didn't they think of it before."

IN A YEAR jammed with Indian jewelry and chaser, the collection's fresh approach is important. However, it goes beyond simply reproducing car parts in sterling silver and gold. Rather, the art background of the coordinators is evident in pieces that are fun, because of names and what they represent, yet serious in their style and craftsmanship.

"We were very careful with each piece of jewelry," said Mrs. Rosenberg. "It's all very contemporary, and it can stand on its own."

Consequently, its road test advantages in Detroit will take a back seat to other less-automotive parts of the country, and it was only toward the end of last week that the pair realized they might have a hit on their hands.

"Emilio Pucci saw it and he loved it. He thought it was just fabulous," said Mrs. Rosenberg.

Detroit Saks people are also excited, along with the New York jewelry buyer.

In Detroit, it seemed fact that it would be a success, but "We didn't know what the reaction would be."

HOUSED IN a Pierलग garage (an all-night project of Lynn's), the pieces sparkle, shine and make the perfect gifts or accessories for women, the industry executive or the car nut daddy. In fact, according to the designers, anyone who's carrying on a love affair with cars is excited about the collection. One company ordered 50 pairs of neck below grease fixing cuff links.

Another young woman bought her car dealer father a piece of the collection for Father's Day.

"Really, this market (Detroit) goes two ways," said Mrs. Rosenberg. "There's the fashion avant garde who are the first with a new thing and there's the automobile industry."

The Jewelry Garage collection is doing well in both.

THE COLLECTION took six weeks to pull together.

Mrs. Welsh was the automotive expert, and Mrs. Rosenberg provided ideas.

"I knew a lot about cars," said Lynn.



Lynn Welsh (left) and Brenda Rosenberg find the ordinary type E hose clamp, which they turned into silver.



External snap rings, crosbys and hose clamps are jewelry for any sex.



The ring sheet metal fastener was turned into a finger ring.

Staff photos by Barbara McClellan

suppose I could give a mild tune-up if I had to."

"I knew next to nothing," said Mrs. Rosenberg.

Their statements were proved when a car hood was lifted and Mrs. Rosenberg saw for the first time, the Type E Hose clamp on the hose instead of a wrist. "Oh, look, I've never seen it on the car before."

Meanwhile, Mrs. Welsh expertly painted out covers under which their inspirations were hidden.

What they didn't know they asked or "trammed through my father's desk drawers," said Mrs. Welsh.

After several weeks of haunting area auto dealers and part houses, they approached the jeweler, greasy snap rings, crosbys and timing chains in tow.

Now, they are geared for production. "It's made while you sleep," said Mrs.

Welsh, and can be delivered any piece in 10 days.

They are finishing a couple pieces that weren't completed in time for the show, along with perfecting the other pieces.

IN THE SHORT time since the collection came out, there has been a certain amount of "fame" for the women.

"Well, we didn't have to wait in line at the Saks and Ais," said Mrs. Welsh.

One woman approached the pair in the parking lot, peered at Mrs. Rosenberg's brake cable necklace and said, "I saw you on TV."

Quoting Emilio Pucci's comments regarding the collection, Mrs. Rosenberg said, "Only in a free enterprise system could an idea like this be developed."

And perhaps, only in Detroit can a good idea get the gas it needs to keep rolling along.



People will stop to look at the sterling silver brake lever.

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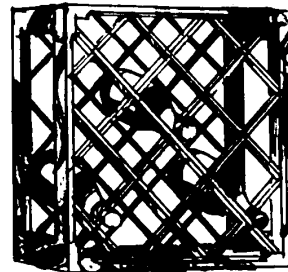
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