

Fashion figure Mollie Parnis believes

# Couture replaced custom fashions

By JEANNE WHITTAKER

Glamour never dies, it only lives on in another form, says legendary fashion figure Mollie Parnis, who remembers well the days when women demanded and got custom designing in their wardrobes.

Recently she told friends and clients that although it appears that custom dressmaking has disappeared the woman who was brought up to expect it (or wisely learned to appreciate and use it) has not by any means vanished.

"Women gravitated to a new fashion category," said Miss Parnis. "One where meticulously made clothes in super quality materials with the same enduring value are plentiful. But, these fashions were without the inconvenience women often had to endure before when up to five fittings were necessary for a custom design. That new category, she said, is "couture."

Long-range investment is the key word to the Parnis fall collection this year. There are no "quick trick" touches that were popularized during the past several seasons.

"We are concerned with the kind of clothes women expect will feel as marvelous two years from now as they do right now," she said.



"THESE ARE DESIGNS and investments for the very sophisticated, worldly woman, who knows when it is essential to look luxurious and fabulous."

To make her point Parnis and her designer Morty Sussman revealed that they have literally slathered their designs with opulence this year. Opulence in evening clothes, acres of fur at the collar for day time, and understated richness in a soft tunic dress of chiffon that is perfectly suited for a State dinner or a gala charity ball.

The Sussman touch subtly injects blue-chip overtones to graceful perceptive clothes. His sensational treatment of Ultrasuede—he has labeled it "the fabric of the century"—includes a slender coat piled with a deep shawl collar of Norwegian fox lined with a light, non-bulky lining of simulated nutria. Another design adds a shearing

lining to a suit of glowing camel Ultrasuede cut with a squared-off box jacket.

The daytime Parnis woman will appear generally classic but her costume will have grand overtones. There are double-faced wool coats and fluid but thin daytime dresses that strike a delicate balance between looseness and pencil slimmness. Scarves and big shawls are included

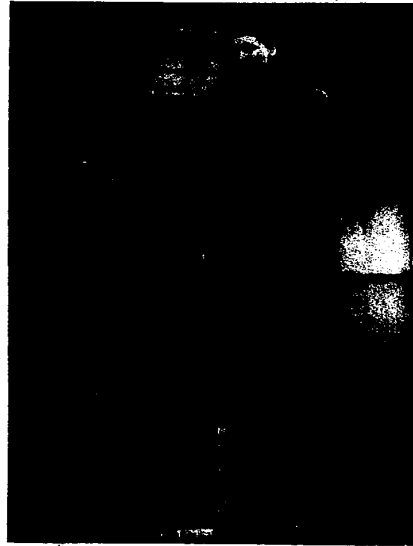
in almost every design.

THE PARNIS EVENING collection is a total display of fireworks.

"We believe in strong colors of white for night," said Sussman. He has added solid beading in inch deep layers on evening jackets, making them as precious and enduring as jewels. Gold beading traces light patterns on soft tunics that top red chiffon dresses. Rhinestone yokes and daring side slits decorate an occasional slinky black dress.

"It all adds up to glamour," said Miss Parnis. "And glamour expressed by a woman who demands the best in couture is a quality that will never die."

The nighttime Parnis woman will flash with fireworks. With soaring spirals she'll wear two-piece Aubergine satin pajamas piped with jewels at the neck. Tent-shape overbust is coordinated with slim pajama pants.



Sussman calls Ultrasuede "the fabric of the century." He piles Norwegian fox at the coat collar and lines it with light, non-bulky simulated nutria.

Almost all of the Parnis fashions come with scarves or shawls. Her daytime look is generally classic but has grand overtones.

## Where It's At

By JUDY SOLOMON

### Box lunch special

For your next committee meeting, trip to the zoo or what have you, why not make life easy and take an old fashioned box lunch from the Village Tea Room? Each lunch includes a sandwich on fresh baked bread, potato chips, a larger cookie and a beverage. If a sandwich sounds too mundane, try the chicken salad that is made with green grapes and silvered almonds and sits on a wedge of fresh melon, or the Maurice salad plus homemade muffins and butter. One day's advance notice is required for orders of more than 10. Village Tea Room, 32750 Franklin Road, Franklin, 851-1518, open Monday to Saturday, 11 to 3 p.m.

### Ciao Dolly

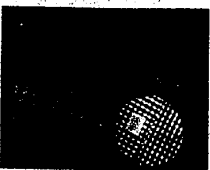
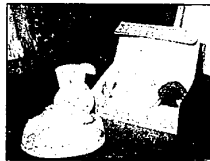
The Italians are second to none in the field of design, even when it comes to toys. These 22-inch dolls (\$45) are beautifully dressed and coiffed and some even sport coats and hats to match their dresses. They also walk, talk and sing in your choice of English or Italian. Each doll includes one two-sided record and you can buy additional packages of records for \$1 per package. Thunderbird Toy Shop, Bloomfield Plaza, 6554 Telegraph Road, Birmingham, 626-3947.

### Five easy pieces

No more excuses about the one that got away. If the fish are jumping, here's a terrific way to be prepared no matter where you might happen to be. Abercrombie and Fitch has a traveling fish kit (\$39.95) that you can easily put into a suitcase or the back of your car. The brown vinyl case contains a five-piece Berkley spin rod, a ball-bearing spin reel, an extra spool of line and a Hula Popper lure. The seven-foot rod is constructed so that when it is put together, it feels as though it were one piece. Abercrombie and Fitch, Somerset Mall, Troy, 643-0990

### Brief encounter

To know it is to live it, that is sure. This great looking briefcase envelope bag, 12 by 16 inches, is available in 15 colors. Made of water repellent, mildew resistant cotton duck, it has an outside zippered pocket and a circular tote or lucite handle. The inside is lined with colorful gingham checked cotton and includes two small accessory bags, one in the checked fabric, the other in the cotton duck. The price, \$39, includes your name or initials embroidered in your choice of 17 different colors and four different styles of lettering. Orders take four weeks. Lee Specialty, 4608 W. Maple, Birmingham, 944-3444.



### Searching for Class of 1957

Graduates of the Mumford High School class of 1957 are being sought to take part in a reunion party set for Nov. 25 at the Raleigh House in Southfield.

Graduates who have not as yet been contacted should call Brenda Jaffee at 626-0664. Those who have already been contacted and who have not as yet responded to their invitations are encouraged to do so as soon as possible.

The only thing better than shopping SFA by day is shopping SFA by night. We're now open later, more often.

We'll be open from 10 a.m. to 9 p.m. every Monday, Thursday and Friday evening. Enjoy!

*Saks Fifth Avenue*

Somerset Mall, Big Beaver at Coolidge, Troy

*Stewart-Glenn*

Invites you to our

### 60th Annual Summer Sale

Almost everything's included and savings amount from 10% to 20% and more. All lamps, wall and table accessories, clocks, and accent pieces are included. Of course, special orders are at sale prices.

Look for very special savings in our Pennsylvania House Gallery, and remember, when you visit us, our interior decorators are available to assist you.