

'Inveterate course taker' graduates to fashion fame

By RUSTLE SHAND

Claire Pearone has added a new "find" to the list of designers she has introduced to area women.

Mira de Moss joins the prestigious list of "Claire Pearone finds," which includes Geoffrey Beene, Vera Maxwell, Mary McFadden, Oscar de la Renta, Jacques Tiffreau and George Halley. One of the first to introduce European fashions to Detroit, Pearone is also credited with bringing Chloe, Bernard Paris and Valentino to the attention of local women.

The pretty, feminine and whimsical clothes featuring exquisite hand detailing promise to make designer Mira de Moss a fashion headliner. She credits her fashion philosophy to an art background.

"I think of clothes in terms of form, color, line and the way the body relates to the clothing. It is very important to know what the clothes are going to be used for," she said.

When they saw them the Pearone customers were enthusiastic over the lovely dresses. Mrs. Robert Krue of Bloomfield Hills said "these have to be the prettiest things I have ever seen. I think her things are just exquisite—so unusual. They move and are so feminine."

"Everyone is so sick of pants and the tailored look," she concluded.

Said another, "I haven't been this thrilled about clothes in years! They are so feminine."

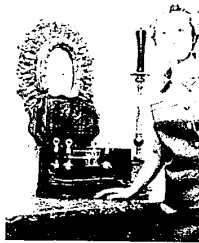
Mira de Moss is enjoying what she calls a "mid-life change of career." She said that she almost missed because she was on the verge of "dropping out," giving up any hope of finding a place for herself.

She was in the midst of "taking some courses," including tie-dyeing, when she began to discover a new self-confidence.

De Moss describes herself as "an inveterate course-taker." She began designing to fill in the void created when her two children graduated from college and "went out on their own."

Her kitchen experiments in tie-dyeing silk pleased her so much she put them into a few sample clothes and took them to Bendel's, which is known for exploring new talent.

"Bendel's is like the epitome. It's the place where it all begins in this country. They spark creativity," she said.



Claire Pearone's "finds" include Geoffrey Beene, Vera Maxwell, Oscar de la Renta, Mary McFadden, and most recently Mira de Moss. (Photo by the Eccentric)

Bendel's commissioned her to do some chiffon pants and tops which sold so well that the store soon asked her to do some silks and crepes de chine.

"My whole business," said Mira "evolved out of nothing. It sort of grew like topsy." Mira added that Bendel's credited her with "starting the upsurge in tie-dyeing and hand printing."

Her fall collection features lace trim and beading on silk, chiffon and matte jersey. There is also a dainty, exquisite souffled crepe de chine. The hand detailing includes such things as a "floating edge" finish, a single tear drop bead to accent a bodice and French knots of satin that form tiny rosebuds on her jackets.

"I must keep reaching and doing things that are new and different," Mira said "I am also reaching back to take from the past what is both beautiful and contemporary."

Looking ahead, Mira said she plans to combine crochet and mohair plus creating patchwork with an elegant look.

Adding a comment on current fashion she said, "scale is tremendously

important. The big look must be modified to be wearable and layering must be reasonable."

Although fashionable women look to the designers to polish and perpetuate their fashion image, it is nice to know that designers also look to the customer for their inspiration.

I asked Mira de Moss if she felt designers tend to lead such cloistered lives that they lose touch with the real women in the real world.

"Yes," she said. As a result of the success of her first truck showing at Claire Pearone, she plans to expand her size range to include larger sizes.

"Not all fashionable women are terribly slender nor do they particularly wish to be," she said. "This trip has given me a direction I haven't felt before. I would like to make more clothes for the larger woman." In designer terms, "the larger woman" means size 12 and up. The de Moss collection is sized petite (4-6), small (8-10) and medium (10).

"The major part of the market is the woman over 40 who wants to feel that her clothes are individual. My design can be scaled and shaped in the same fabrics for the larger woman and she can have the same soft feel as the very slender woman."

Mira misses the "glamour of Hollywood clothes" to which she was exposed as a girl growing up in Los Angeles. She said "I made elaborately costumed dolls as a child. My teacher was a design talented mother."

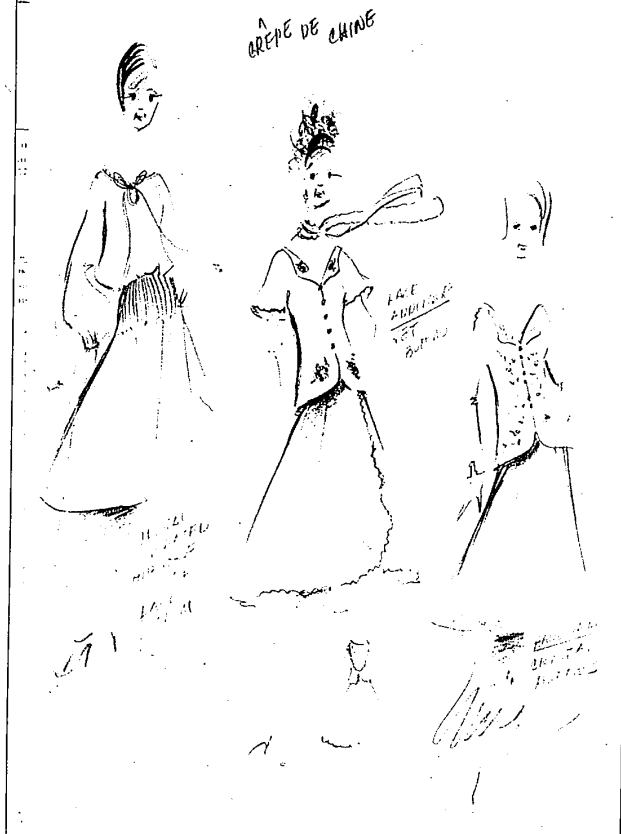
The glamour in the de Moss couture today emerges from beautiful fabrics that have been draped and cut along soft feminine lines to which is added delicate hand sewn detailing and, exquisite touches of whimsy.

Unconcerned about what is "in or out" Mira said "I don't think anything is out - I think everything is here to stay. I think women should wear what makes them feel marvelous."

"A designer's role," she said "is to help a woman express herself, not to tell her what to do."

Mira now designs a complete line of clothes, from mohair coats and woolen dresses to evening dresses. Her collection retailing at a minimum of \$220.

Using the skills she developed when she was a fashion illustrator for the New York Times magazine, Mira de Moss sketched four of her dresses exclusively for the Observer-Eccentric newspapers.



Designer Mira de Moss began career as an illustrator for the New York Times. When her children grew up she turned to fashion designing to fill the void. Her feminine and whimsical clothes attracted Claire Pearone, who is known for discovering new talent. During her recent visit to Detroit de Moss took pencil

and pad in hand to sketch collection which includes lace trim and beading on silk, dainty, exquisite souffled crepe de chine, and hand detailing that she labeled a "floating edge finish." (Sketch by Mira de Moss for the Observer-Eccentric).

Life deadlines

The Eccentric would like your help in reporting special events, features and community activities to Suburban Life Editor Jeanne Whittaker, the Eccentric, 1225 Bowers, Birmingham, 48012. Mrs. Whittaker may also be reached by calling 644-1100 between 9 a.m. and 5 p.m. Monday-Friday.

The deadline for submitting information for the Thursday issue is the preceding Thursday. Deadline for the Monday issue is Wednesday. To assist us in covering your activities you may submit your information prior to the deadline.

Submit wedding news

Engagement announcements to appear in the Eccentric must be submitted at least one month prior to the wedding date. Wedding announcements must be submitted within 60 days after the wedding. A five-by-seven, black and white glossy photograph is preferred. Other photographs will be accepted.

Announcement forms are available to be picked up at the Eccentric office from 8:30 a.m. to 5 p.m. Monday-Friday. Mail announcements for the Birmingham-Bloomfield, Troy and West Bloomfield editions to Suburban Life Editor Jeanne Whittaker, the Eccentric, 1225 Bowers, Birmingham 48012

Where It's At

By JUDY SOLOMON

Movable feasts

Nancy Bonheim and Adrienne Stammel used to be school teachers. They were also (and still are) accomplished cooks. When friends and relatives kept besieging them for recipes, the girls decided to open Brown Bag-It. Every Monday through Friday, they lead up wicker baskets with goodies made in their small commercial kitchen. There are sandwiches made on onion rolls or oversized bread (\$1.75 to \$2.50), large salads (\$2.50), side salads (75 cents), cookies and cakes (55 cents) and they can be delivered to commercial establishments in Birmingham, Royal Oak, Huntington Woods and parts of Southfield. The selection varies daily and you need to call by 10 a.m. for lunch delivery. Brown Bag-It Inc., 398-8130.

Fashion plates

The only trouble with autumn is the fact that winter comes next. These colorful and cheerful rainbow dishes would be a wonderful antidote to a bleak, snowy day. Ovenproof, hand-made and handpainted, various shapes are available. The flat pieces: 11-inch dinner plates (\$22), and platters (\$40), feature a rainbow in primary colors plus a stylized sun in the center and a cloud at the bottom. The hollowware pieces: mugs (\$5.50), bowls (\$8), egg cups (\$6), ramekins (\$6.50) and vegetable dishes (\$10) feature the sun and clouds. The Table Setting, 335 E. Maple, Birmingham, 644-5750.

Fitting solutions

If your feet or your children's feet are too wide or too narrow, or if you're just plain interested in buying fashionable shoes that fit properly, you should know about Bernie Zivov. Bernie's credentials are impeccable. His father and grandfather were orthopedic shoemakers and he himself has been in the business for 22 years. His stores, Greg Shoes, carry a full line of shoes for the family (except men's and women's dressy styles) and specialize in juvenile, orthopedic, narrow and wide widths. Greg Shoes, 24105 Orchard Lake Road, Farmington, 477-2343 and 6325 Orchard Lake Road, West Bloomfield, 851-5566.

Banking

Iagniatinsky Ltd., a new store specializing in oriental antiques, has a fascinating collection of old American and British toy banks. Each one is a collector's item and prices range from \$100 to \$1,200. Featuring interesting shapes (houses, animals, cars, people and combinations thereof), marvelous details and colors, many of the banks have parts that move when you deposit your coin. For example, there is a dog that jumps through a hoop and the whale that swallows Jonah. Iagniatinsky Ltd., 114 S. Woodward, Birmingham, 644-2242.



fashion calendar

Monday, Sept. 26
Pauline Trigere at Bonwit Teller - Jean-Pierre Radley will present his mother Pauline Trigere's collection at Bonwit Teller. The designer's fashions will be displayed during informal modeling from 11 a.m. to 4 p.m. in the Designer Salon. Radley will remain through Sept. 27.

Tuesday, Sept. 27
European Designer Collection at Jacobson's - Jacobson's will present a formal luncheon show featuring a European designer collection of fashions by St. Laurent, Gevechery, Scally, Ungaro. Invitational in the Designer Salon at noon.

Wednesday, Sept. 28
Kasper and George Masket at Bonwit Teller - Bonwit Teller will feature fashions by Kasper and George Masket during informal modeling from 11 a.m. to 4 p.m. in the Designer Sportswear Department.

Hanes Successful Woman Seminar at Hudson's - Hudson's will present the "Hanes Successful Woman Seminar" at the Northland and Oakland stores. Unique workshop that offers helpful exercises for today's busy woman who seeks personal growth and success mentally and physically. Tickets are \$5 per person available at the hosiery department. The workshop will be held at noon at the Northland store, and a 7 p.m. at the Oakland store.

For insertion in the Fashion Calendar, mail information to Suburban Life Editor Jeanne Whittaker, the Eccentric, 1225 Bowers, Birmingham, 48012. Items to appear on Monday must be received no later than the preceding Monday. Information should be printed or typewritten and a daytime telephone number listed.

A Little Bit of the Continent...

visit Europe for the day via your imagination
and our Fall Import Preview and Luncheon

Wednesday, September 28th
12:00 Noon, Designers Salon

The lovely sights to be seen...Givency
Nouvelle Boutique, Yves St. Laurent Rive
Gauche, Christian Dior Boutique, Emmanuel
Ungaro, Jean Muir, Scali and Vera Finbert
creations...formally modeled for you.

R.s.v.p. Phyllis Morrison
644-6900, ext. 202

Jacobson's

APPAREL STORE
MAPLE AT BATES

OPEN THURSDAY AND FRIDAY EVENINGS TIL NINE