

## The fashion plate

# Brides turn thoughts toward Birmingham

By RUSTLE SHAND

"Birmingham is the status place to buy your bridal gown," said many of the soon-to-be new Mrs. Americas as they flocked to a Birmingham bridal salon showing.

Over 600 brides and their mothers filled the auditorium at the Michigan Inn in Southfield when bridal expert Ruth Seligson and Donn Miller, fashion consultant for Bridal Couture designer Christos, presented a bridal showing complete with bridal gowns and dresses for bridesmaids and mothers of the bride.

"Birmingham is a bridal town. It is the bridal center of the Detroit metropolitan area," confirmed Ruth Seligson, director of Today's Bride at Davidson's in Birmingham.

According to both Ms. Seligson and Donn Miller, today's bride is less an ingenue than she was a few years ago. The new bride has traveled and worked and is a little older. A great many of them are professionals who plan to continue to work. They include doctors, dentists, lawyers, pilots, psychologists, biologists, biologists and management level executives.

The new bride also is accustomed to a more relaxed way of life, said Miller. "She's more used to wearing blue jeans and her interest in bridal gowns has changed too."

MANY OF the Bridal Couture gowns reflect a softer silhouette in lighter fabrics that are easier to wear, such as flowing jersey and soft flutery chiffon which may have a touch of beading, but are young, floating and ethereal.

Less structured than the traditional Victorian gown, the new bridal gowns may be destined for more than a once-in-a-lifetime wearing. "They can easily make the transition to best party dress," said Ms. Seligson.

Although the new silhouettes are lighter and

easier to wear, Christos still does the heavier, beaded lace gown destined to become a family heirloom, said Miller.

The peplum waist which is a revival and the blouson top which adds a soft flowing look are the two new silhouettes in bridal gowns.

HEAD PIECES are important fashion news for spring-summer brides and include soft romantic picture hats with face veils, period hats with turned-up brims, elegant lace scattered mantillas and Canelet caps with cascading veiling.

Much of the bridal wear reflects current fashion trends, including open peasant necklines and Pierrot collars. One magnificent, beaded lace gown by Christos was intermission length and floated above the ankle in softly scalloped lace.

"There is a gown to express the personality of every bride," said Ms. Seligson. "Once she has selected her gown, everything else will fall into place."

Included in later decisions dependent upon the mood of the wedding are the bridal party flowers. GIGI's floral fashions supplied ideas which included baskets filled with fresh strawberries and daisies. They created a glameila bridal spray, using white gladiolus blossoms on a flat palette to create the look of one very large camellia. Bridal bouquets of mixed flowers reflected the trend toward the natural, more relaxed look of today's wedding.

Ms. Seligson's fashion background attests to her expertise in the field of good taste and fashion. She was formerly better dress salon buyer for Hudson's and later managed the designer salon at Sak's Fifth Avenue, Troy.

Her decision to "do something on her own" led her into her own bridal wear shop within the Davidson's Pierce Street store in Birmingham, where in addition to bride wear, she carries a complete line of lingerie.



Karen Schwartzfeld of West Bloomfield, Ina Kahn of Farmington Hills and Harriet Jacobson of West Bloomfield are deep into planning "ORT Swings Into Spring," an afternoon fashion show and luncheon to honor members. The event is set for Feb. 15 at Congregation Shaarey Zedek in Southfield.

## ORT shows spring styles

"Swing into Spring" is the theme of the Michigan Region of Women's American ORT membership luncheon, set for 11:30 a.m. Wednesday, Feb. 15, at Congregation Shaarey Zedek in Southfield.

The group plans a gala afternoon in honor of its new and re-enrolled members. ORT (Organization for Rehabilitation Through Training) is a vocational teaching system of the Jewish people.

Vocational schools in 30 countries are maintained by ORT, and its goal is to provide Jewish children and adults the opportunity to learn a trade and develop pride in their individual self-worth.

A highlight of the Feb. 15 afternoon will be a fashion show presented by the J.L. Hudson Co. Fashion designer Kasper and his spring collection will be featured.

Chairwoman of the day is Harriet Jacobson of West Bloomfield, an ORT vice-president. Reservations chairwoman is Ina Kahn of Farmington Hills, assisted by Karen Schwartzfeld, also of West Bloomfield.

President of the Michigan Region is Maxine Pomerantz of Southfield, and

chairwoman of the executive committee is Barbara Weisberg. The charge to new members and their sponsors will be \$3.75 each and

\$7.25 to re-enrolled members. Advance reservations are necessary. For further information, call the ORT office at 355-9151.

## Stamp offers shopping tool

If you haven't been using the recommended last date of sale marked on many food packages you may be overlooking a valuable shopping tool.

In the past, shoppers had no choice but to gamble on the freshness of pre-packaged perishable products. Opening a package of spoiled food has no doubt ruined more than one meal plan—and more than one appetite.

Now, however, the odds that these foods will be fresh are in the consumer's favor. A new Michigan regulation requires that prepackaged meat, fish, seafood, poultry, eggs, bakery products and other perishable foods not be sold without a recommended last date of sale marked clearly and conspicuously on the package.

Certain perishable products are exempt from the new regulation. These include fresh fruits and vegetables, frozen foods and smoked fish.

How does this recommended last date of sale help food shoppers? According to MSU food marketing specialist Mary Zehner, the date is to help shoppers determine the freshness of products. "But these dates are a guide, not an assurance of freshness," she said.

"If products are not properly handled during the marketing channels or by the consumer, they may lose

quality and even spoil before the date on the package."

MS. ZEHNER WARNED that a product will remain fresh until the last day of sale only if the package is unopened. "Once a perishable product is opened, it will not stay fresh any longer than usual," she said. "If a package of lunch meat is opened Feb. 1, for example, and the recommended last date of sale is marked Feb. 14, don't assume it will remain fresh until Feb. 14."

It would be a tremendous waste of food and dollars to prohibit retailers from selling products after the recommended last date of sale, so retailers may sell the food—as long as it is still wholesome and clearly identified by the retailer as offered for sale after the recommended date has passed.

Consumers may be able to get price breaks when food stores offer special prices on products approaching or past the last date of sale. But before taking advantage of such specials, shoppers should first consider when they plan to use the product.

"Ground beef and chicken should be used within two days after purchase," Ms. Zehner pointed out. "If not, it should be frozen for later use. Eggs, when properly refrigerated, will maintain quality for two or three weeks

### Kid's behavior

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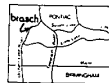
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