

'Call it Love' calls it color

By ALICE COLLINS

Tennis fashions are making it as big today as the game itself. Traditional white

is exploding into colors, a wide range of fabrics and designs. The newest additions are personalized, hand-painted graphic designs applied to tennis shirts and dresses by the Call it Love tennis shop in the Orchard Mall.

Owner-designer Eleanor Lakin creates each design to order and it is painted on at the shop.

"We'll do initials, names, drawings, anything a customer wants," Mrs. Lakin said. "We want everyone to feel different and special."

The artwork is done with acrylic paint which is sealed to permit washing. "Our customers began asking for the special graphics. We thought about it and planned it for a long time and started doing it just last week," she said.

MRS. LAKIN, who lives in Franklin, opened Call it Love three years ago. "We like to think we're the most complete tennis store for everyone—men, women and children," she continued.

Call it Love carries the creations of many designers in sizes ranging from 4 through 20. It covers everything from tennis equipment and apparel to tennis necklaces, wrapping paper and gift items like an apron that says, "I'd rather play tennis than cook."

Mrs. Lakin has her own line of pleated tennis skirts in a variety of colors. Matching and colors are fashion bywords and everything is included—body suits, shirts, skirts, sweaters, pants and even coordinated boxers.

IN A FEW WEEKS, Mrs. Lakin will introduce a tennis line designed especially for her shop. The line is built around a Spandex Lycra body suit in a variety of colors like bronze, turquoise, navy and red.

The body suit has capped sleeves and low-scooped neckline with calf-length socks and turban in matching colors. A basic white Guana wrap-around skirt will be available to go with the outfit.

For fall and winter tennis warm-up suits will be available in many colors and fabrics. Tennis dresses will be popping up in ultra-suede, Lycra, and velours as well as the standard all-cotton and cotton-polyester mixes.

Everything we sell is washable," Mrs. Lakin said.

Big colors for fall fashions in tennis are purple, rust, navy combinations and beige combinations.

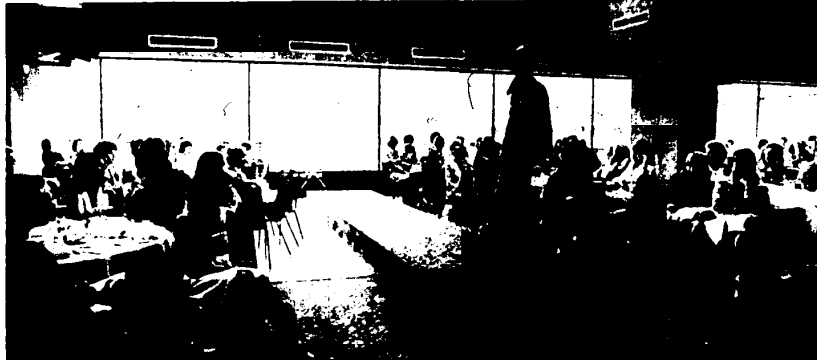
"EVERY DAY THERE'S a new tennis shop opening up somewhere," said Mrs. Lakin. "I spend a lot of time going to every rack and corner searching for what's new. We have to keep one step ahead of everyone else."



Janice Feldman of Farmington Hills wanted a bullseye. (Tennis photos by Barbara McClellan.)



It's a rainbow for Sheri Ruza of Southfield.



Alvins, Inc. showed the light and airy look of summer at Fashion Scope '76 staged recently at Pontiac Stadium. (Staff photos by Tracy Baker)



The look is casual elegance.



Marylou Bloch of Birmingham, left, demonstrates the "bandana" look to model Giner Daniels.

Fashion '76

Customers see look of summer

The total look of summer 1976—short, geometric hair, bright lips and casual mix-and-match clothing—were displayed for about 200 customers of several area shops at Fashion Scope '76.

Billed as educational as well as entertaining, the event was staged in the Main Event banquet room at Pontiac Stadium on June 28 by Marylou Bloch of Birmingham and Bunny Peyton of Union Lake.

Elegantly casual is the theme of the clothing shown for the season. And almost everything can be mixed and matched. Lengths are over the knees. And the higher the fashion, the longer the hemline. Hoods and scarfs for the head and neck are big. Colors are bright.

Fashions modeled during the show were from Alvins, Inc., with stores throughout the Metropolitan area; Jumpin' Jeans of Sterling Heights and Livonia for casual wear; and Ray's Bridal Salon of Sterling Heights.

MODELS NOT ONLY changed clothes during the day-long event, they received haircuts and styling, and new makeup. The cut is the thing for the hair, which is geometric, short and wavy—not curly. Bangs that have been over the forehead

are brushed upward and outward. "Long" hair is chin length and straight.

Hair stylists who participated in the show were Phil Hubbard of the Hair Chateau in Oak Park; Bev Rose of Swirl and Curl in Walled Lake; Michael Walk-Lewinski of Heidi's Salon in the Orchard Mall; Betty Burgland of Yvonne in Southfield; and Ms. Peyton, who owns the Edgewood Styling Salon in Union Lake.

INS FOR MAKEUP by Marylou Bloch Institute of Beauty in Birmingham are "heavy and straggly" colors for the eyes, and coordinated colors for lips and cheeks with bright, ripe shades. Rouge is applied below the cheekbone, not on it. Outlets are pale and frosted lips look like eyelashes, heavily arched eyebrows and white shadow on the cheekbone.

"We considered the show as educational," said Ms. Bloch. "We showed the people how to coordinate everything for the total look."

Clothes were mixed and matched by models on the runway, and demonstrations were presented for using the bandana look. Custom jewelry for the show as displayed by Ronnie Fink.

The finale was a full wedding party with clothes by Ray's Bridal Salon.

a la mode

Fashion calendar

July 13—Past presidents wives fashion show following 7 p.m. dinner meeting of the Cranbrook and Bloomfield chapters of the American Business Women's Association at Kingsley Inn, Bloomfield Hills.

July 17—Detroit Bicentennial Commemorative show featuring period costumes and creations of local designers at 11 a.m. and at 2:30 p.m. 12th floor auditorium of Hudson downtown.

LUNCHEON SHOWS
Tuesdays—Informal modeling by Alvins at Cooper's Arms Restaurant, Rochester.

Tuesdays—Informal modeling by Boulevard Fashion Salon at the Atrium, Telegraph north of Twelve Mile.

Wednesdays—Informal modeling by Alvins at the Troy Hilton, Haymarket, Troy.

Fridays—Informal modeling by Alvins at Bedell's, Bloomfield Hills.

For consideration of listings write: Fashion Calendar, 1225 Beavers, Birmingham, 35212.



SALE

Slow cooker by Reliable has a removable crock for easiest cleaning. Set it for slow all-day cooking or quick cooking and enjoy a perfect blending of delicate flavors in savory soups, stews or kettle dinners. 4 1/2-qt. size with glass cover, \$20. Crocker Cookery book by Hoffman, 4.95.

Jacobson's

Woodward at Willis

Now In Progress

Ethan Allen Summer Sale

Come on Over to Our House...

the Hearthside
An Ethan Allen Gallery

LIVONIA 15700 MIDDLEBURY RD. PHONE 422-8170
UTICA 50170 VAN DYKE PHONE 736-8100
BLOOMFIELD 15600 W. 12 MILE RD. PHONE 567-1800

OPEN MON. THRU SAT. 10 A.M. TO 6 P.M. SUNDAY 12 P.M. TO 5 P.M.

Brighten up your summer home

(or, your home in summer!)

Have fun fixing up your home and saving at least 50% over firsts on our quality fabric seconds for drapery, slipcover & upholstery. Custom workrooms recommended.

CALICO CORNERS

1533 S. Telegraph, Bloomfield Hills Fe 2-9163
25000 Little Mack, St. Clair Shores Tls 7070