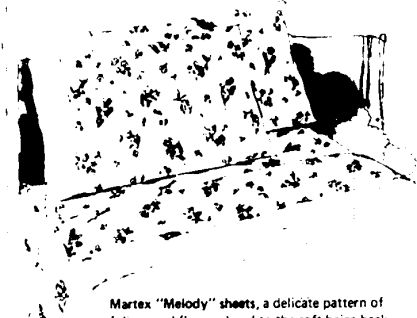


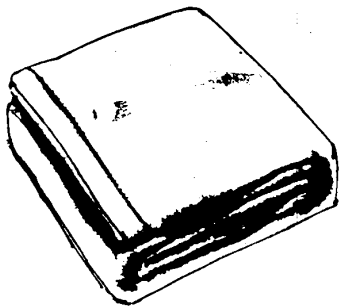


Pierre D'Alby model Vivian Amato wears a hooded dress in beige wool, so lightweight that it feels like cotton. It may be worn alone or over a sweater and pants.

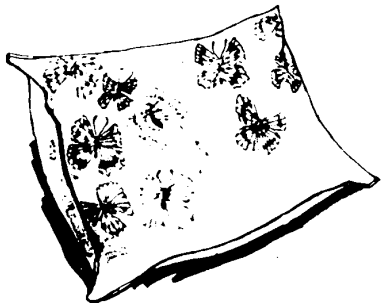
WHITE SALE



Martex "Melody" sheets, a delicate pattern of foliage and flowers hued to the soft beige background. On no iron polyester/cotton percale. Flat or fitted: twin, \$6; full, \$8; queen, \$11.50; king, \$15; cases, 5.50 pair; king-size cases, 6.50 pair. Comforters to match: twin size, \$38; full/queen size, \$47; dual/king size, \$68.



Martex Vellux 11" blanket made of nylon flocking fused to polyurethane foam — a blend you can machine wash dozens of times and keep the brand new look. In ivory, camel, pink, blue, green or yellow. Twin, \$16; full, \$18; dual, \$27.



Summertime bed pillows: deluxe imported goose down, plump and resilient. 21x27", \$23; 21x30", \$30; 21x39", \$37. Also: 80% feathers and 20% down pillows for medium softness. 21x27" size, \$14; 21x30", \$17; 21x39", \$21. Down proof ticks.

Jacobson's
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D'Alby designs are tailored, feminine

By ALICE COLLINS

The contemporary woman—as Pierre D'Alby describes the woman he designs for—must be slim, almost slim, or on her way to being slim.

His fall and winter collection, shown July 26-28 at Claire Pearene's in the Somerset Mall, can only be described as the tall, narrow look-in pants suits, short suits, hip-length and full-length coats, sweaters, hooded creases and gauchos.

Model and D'Alby spokeswoman Vivian Amato describes this year's line as being more feminine and looser, "designed to make a woman look like a lady in a tailored suit."

D'Alby doesn't size his clothes for juniors and misses, but for the contemporary woman—from teenager on up—and age doesn't really matter if her body is slender, said Ms. Amato.

"It's a young look for a woman." Lengths of the skirts and dresses are 1 1/2 inches below the knees and longer if boots are to be worn.

Three piece suits predominate. Skirts, jackets and vests, and pants, jackets and vests are shown by D'Alby in 100 per cent wool gabardine and wool flannels so lightweight they appear to be cotton.

THESE WOOLS ARE used in the spring and summer line as well as fall and winter. This year's fall line will be sold in California and other warm spots as well as in

Michigan's winter climate.

The skirts are straight with kick pleats. Colors of the line include tans and beiges, French (very dark) blue, greys, blacks, browns and maroons.

Full-length pants are straight and narrow and remain over the shoe. "We expect pants to be stronger than skirts this year," Ms. Amato said. "That's especially because of the gauchos and the knicker suits."

Pinstripes HAVE a definite place in the line for daytime and evening wear. D'Alby offers a three piece pant suit and skirt suit in black velvet with silver pinstripes to be worn for evenings without boots.

Sweaters are in abundance, especially the ski-type with turtles, V's or crew necks. They're available in all colors and prints. He also shows sweater suits.

D'Alby coats, full and hip-length, are of 100 per cent cotton, 100 per cent wool and blends. Many of them are water repellent.

Coats are straight, many of them hooded. Blanket coats in light colors with wide front border stripes are being shown.

HOODED DRESSES of lightweight wool are available to be worn alone or over sweaters, skirts and pants.

D'Alby describes his prices as moderate in the import world. Ms. Amato calls them "better garments in moderate prices."



The popularity of the gauchos will make pants stronger this fall than last. There will be lots of sweaters, especially ski-type turtles, V's and crew necks. D'Alby shows them in all colors and prints. The D'Alby collection was shown recently at Claire Pearene's in Somerset Mall, Troy. (Staff photos by Barbara McClellan)



It's called the "blanket coat" and comes in light shades of wool with wide striping down the front.

à la mode



The nova cut, permed for curl or naturally free, is custom-made for fall-winter's tailored emphasis in women's fashion apparel. The short cut features a tapered neckline and exposed ears.

Heidi cuts the Nova

Heidi Brancheau, owner of Heidi's Salons at the Orchard Mall in West Bloomfield and in Southfield predicts the "Nova" haircut as "the bright star of the fall-winter season."

In its most popular form, the Nova is a short-all-over cut, with the ears exposed and the neckline tapered, according to Heidi Brancheau, who just returned with several of her stylists from the National Hairdressers and Cosmetologists Association annual convention in Minneapolis.

Extra volume is available with the Nova either in the front or back, with a straight look or curled by permanents. Choice of emphasis depends on the facial structure of each woman, said Ms. Brancheau.

"We realize it takes many women some

adjustment time to switch from a long to a short, tapered neckline," she said. "So there is also a mid-length Nova style as an alternative."

The mid-length features over-the-brow emphasis to balance extra, sweeping volume at the back.

"Either look works well for women of any age," she continued. She also predicts that autumn shades are the hot items in hair coloring for fall to match the russet-tinted tones of the fall fashions.

The Nova, said Ms. Brancheau, is a no-fuss haircut that "is perfect for the nation's disco-dancing craze. It falls back into place when the beat ends."

She said the Nova requires cutting every four or five weeks.

fashion calendar

Aug. 9 and 10—Informal modeling of fashions by Hue Wacs from 11 a.m. to 4 p.m. at Saks Fifth Avenue, Somerset Mall, Troy.

Aug. 9—Disco fashion show at 7 p.m. at Penney's North Court at Northland Shopping Center, Southfield.

Aug. 10—Teen Fashion Show at 8 p.m. at Saks Fifth Avenue, Somerset Mall, Troy.

Aug. 10 and 11—Informal showing of fashions by Valentine from 10 a.m. to 4 p.m. at Claire Pearene's Somerset Mall, Troy.

Aug. 11—Informal modeling of autumn fashions from 11 a.m. to 4 p.m. at Saks Fifth Avenue, Somerset Mall, Troy.

Aug. 11—School fashions by J.C. Penney at 3 p.m. in the Penney North Court, Northland Center, Southfield.

Aug. 11—Formal showing of sportswear by Liz Claiborne at 7 p.m. in the Woodward Shop of J.L. Hudson's, Oakland Mall, Troy.

Aug. 11—"Back to School Fashions by Jacobson's" will be shown at a luncheon at 11:30 a.m. at Forest Lake Country Club.

Aug. 12—Fall is a Fashionable Event, at 7 p.m. at J.C. Penney's North Court, Northland Center, Southfield.

Aug. 12—Informal modeling of fashions by Albert Nipon from 11 a.m. to 4 p.m. at Saks Fifth Avenue, Somerset Mall, Troy.

Aug. 13—Informal modeling of fashions by Jerry Silverman from 11 a.m. to 4 p.m. at Saks Fifth Avenue, Somerset Mall, Troy.

Aug. 13—Formal showing of sportswear by Liz Claiborne at 12:30 p.m. in Woodward Shop, J.L. Hudson's, Northland, Southfield.

Aug. 13—Annual teen back-to-school fashion show at 7 p.m. of J.L. Hudson's in the Hudson's North Court, Northland, Southfield.

Aug. 13 and 14—Informal modeling of sportswear dresses by Clio from 11 a.m. to 4 p.m. at Saks Fifth Avenue, Somerset Mall, Troy.

Aug. 14—Annual teen back-to-school fashion show at 2 p.m. at the center stage, Oakland Mall, Troy.

For consideration of calendar listings mail information to: Fashion Calendar, 1225 Bowers, Birmingham 48012.