

Tiny Israel makes it big in fashion

BY SHIRLEE IDEN

Israel may be short of natural resources like oil, lumber and iron, but its designers keep on a number of qualities that make the country a force in the world of fashion.

Israel has the basic requirements of talent and imagination, along with a flexible approach to changing internal markets and a generation of designers and sales-

workers who had added a dimension of quality to mass production. All of this was in evidence when more than 300 purchasers of State of Israel fashions were treated to a showing of Made in Israel fashions on Thursday at Shaarey Zedek Synagogue in Southfield. Claire Pearone of Somerset Mall in Troy coordinated the elaborate show which represented the collections of such internationally noted firms as Beged Or, G4-

tes, Market, Nhai, and Hukma as well as designers Ruth Alon, Lela Beer, Lila Leber, David Gidon, Shoshana and Hukma Shafir, and Tamar, Stephan, Braun. In addition, the designs of newcomers Eyal Adler, Kay Le Kay, Narkam, and Pajon also were shown. Modeling some of the exotic fashions were some celebrities familiar to area viewers: television newswomen Habbie Timmons, Marilyn Turner and Linda Wright Avery.

"We had about four or five days to work on putting the show together," said Jim Bartlett, manager of Claire Pearone.

"THE CLOTHING came from New Jersey where the show was done previously. Although we did a lot with imports and designers' clothes, we found these clothes really quite exciting."

Timmons said the Israeli garments were outstanding in their bright colors, dyes and utilized a great variety of fabrics.

Most of them are in natural fabrics, the silk and cotton, shades and colors," he said. "And they run the gamut from sports-



la la mode

wear to gowns with a great show of versatility."

On the runway, the show was dramatic, colorful and a delight to the large audience. Sugar-candy colors and elegant fabrics were used in a group of sun-time fashions for the patio and pool. Many were by G4-

tes and featured one-piece swimwear with cover-ups dressy enough to dry up and go to a party.

Most were prints in purples and greens, yellows and golds. One green suit had a long, hooded cover up for sun protection and warmth after a plunge into pool or other cool waters.

A big hit was a long navy blue fishnet dress with white collar, cuffs and belt over

a brief bikini with white trim. Five pieces made up another G4-tes beach ensemble in gold, blue, brown and orange in a print with stripes. It included a jacket in bright colors with silver-colored buttons, bikini in the same print, a bathing suit in black, yellow, orange and aqua print and a matching long skirt.

A rising star on the Israeli fashion scene is Pajon, whose long black pleated, sleeveless dress and long black pleated skirt were shown with a striped top and a striped skirt.

The fabric was a stretch velvet in a soft, exclusive with the company. Pajon, a 40-year-old company which exports nationally manufactured men's shirts, has

emerged in the last few years as an important force in the Israeli fashion industry. In 1975, the company was ranked one hundredth in the United States, but in 1976 it was ranked 100th.

A third Israeli designer, Lela Beer, who had a natural, black, pleated and a black skirt with a gold and orange striped top and skirt, also showed a striped top and skirt.

More Israeli designers showed the same fashion show in a variety of styles. Pajon, a 40-year-old company which exports nationally manufactured men's shirts, has



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Where It's At

By JUDY SOLOMON

Where have you bean?

Coffee connoisseurs take note! Farmington Fruit stocks more than 25 varieties of coffee from all over the world. You may buy whole beans, or, if you prefer, the beans can be ground and blended according to your specifications. Some of the most popular varieties are Colombian Medellin Supremo, Bourbon Santo from Brazil, Viennese, French Roast and Decaffeinated Colombian. The gourmet coffees sell for \$3 to \$1 per pound, depending on the kind you select.

Farmington Fruit is at 3106 Orchard Lake Road, Farmington Hills, 625-3715.



Shades of things past

Leonard Berry features great lamp shades that are custom-made from antique fabrics. Some of the things he has used are mattress tickings, unquilted patchwork quilts, men's shirts, ladies' dresses and petticoats. While many lamp shades are in stock, you may also order the size, shape and fabric of your choice. Berry also has a variety of antique objects that have been wired and mounted for use as lamp bases.

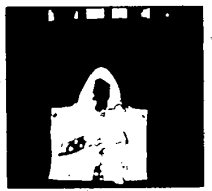
Leonard Berry Antiques is at 520 S. Washington, Royal Oak, 547-0099.



Tote that bag

Here's a delicious gift for a special friend, host or hostess. Private Entrance Boutique at Claire Pearone carries these natural canvas tote bags, six by eight inches, packed with delectable goodies and tied with colorful bows. Three types are available: The 5 O'clock Tote comes with cocktail napkins, The Sweet Tote contains toffee, chocolate mints and chocolate covered peppermint sticks; The Sundae Tote has jars of butter-cream and fudge topping plus chocolate jimmies and macaron chips (\$12.50 each).

Private Entrance Boutique at Claire Pearone, in Somerset Mall, Troy, 643-6108.



A new twist

If you're looking for an unusual gift to please both the male and female members of the household, this just might fill the bill. It's a stunning natural jute macrame wine holder, constructed to hold eight wine bottles. The wine-holder is available as photographed (\$32) or it can be made-up in any color and type of macrame material that you choose. Beads can also be incorporated into the design. (The price may vary on special orders, depending on the specifications.)

Village Barn is at 32760 Franklin Road, Franklin, 851-7877.



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