

Newest hair fashions spring into view

While snow was falling outside and the wind chill factor was below zero, Richard Joseph from Emile's Salon in Beverly Hills was thinking spring.

On a very cold Nov. 29, he spent the afternoon showing 800 other cosmetologists at the Jhrmack of Michigan Christmas Gala at the Southfield Michigan Inn what is in for spring hair fashions.

With the help of 23 models — some professionals, some employees and customers at his shop, Joseph and the hairdressers from his family-owned salon staged the gala to inspire others in the profession, to stress professionalism in cosmetology," he said.

After all, hairdressers aren't high school drop-outs. We have to upgrade our profession.

The models swished and swayed on stage to the rock music and coordinated lighting, showing off not their clothing but their new Jhrmack hair colors, permanent waves and hair styles.

"THE NEW LOOK for spring," Joseph forecasted, "will be more feminine. We now want softness with the tailored clothing of tomorrow."

He sees the wedge smoothed out. Hair will be either medium length with a permanent in different parts of the hair to make it look fuller and wavier, or it will be long, worn in a pony tail or chignon.

"Hair will have versatility," Joseph had each model shake her head to illustrate how the styles fall right back into place. He also had advice for the men. Their

styles will be shorter. He scolded them with his comment, "Hair simply can't hang over the collar with three piece suits and ties."

Elena Victor, an instructor at Austin, the new modeling school in Southfield, showed off her straight, banged, Chue-doll hair style. Her new hair color exemplified the new trend — the drama of blue-black hair.

"I love my new hair color, especially since I was blond before," said the natural-looking, black-headed model.

Joseph explained the straight, full look was achieved with a permanent on the ends of her hair for the fullness. The rest was ironed straight.

Other models sported fresh flowers with chignons for evening, lots of curls and new colors with helms. The men flashed their short styles cut to their bone structures and highlighted so their colors were lighter in the back, darker around the face.

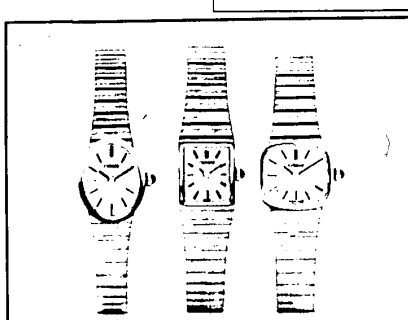
Emile's staged the show using only Jhrmack products in conjunction with the all-day educational seminar for cosmetologists sponsored by Jhrmack of Michigan in Southfield. The guest lecturer and star of the event was Jerr Redding, founder and inventor of all Jhrmack products.

la la mode

"I met him in Boston at a three-day seminar," Joseph said. "Redding invited us to do the hair fashion show after the Christmas seminar in Southfield. And Jhrmack supplied all the hair products."



A facial, complete with cucumber pads for the eyes, is part of beauty care.



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Hairstyling is a complex procedure that sometimes takes a conference before important decisions can be made.



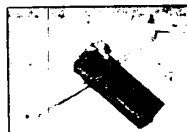
A fashionable model shows off the sheen, curl and style of her hair.

Where It's At

By JUDY SOLOMON

Isn't it rich?

With all due respect to Mackinac Island, Phanny's Phudge is phantastic. Packaged in one pound boxes, the fudge comes in several flavors. Milk Chocolate, Peanut Butter and Phantilla are \$4 each. Busby Berkeley (dark chocolate) is \$4.50 and Phertality, Phor Those Who Love (chocolate with the herb ginseng and vitamin E) is \$5. It is available only during the holiday season. Fauchon Dept., Bonwit Teller, Somerset Mall, Troy, 643-8700.



Shop talk

Here's a special gift for the Birmingham bunch. It's a white wood purse, \$36, decorated with delightfully detailed and colorfully painted raised wood buildings. The buildings bear the names of Churchills, Lake Jewelers, Machus, Barber shop, Nell Gaynn and Gwynn's Studio. Green trees are interspersed between the shops. If you prefer, you may special order the bag with your own choice of store names. Sold exclusively at Nell Gwynn. It's sure to be a conversation piece wherever you go.



Out of print

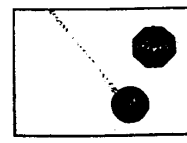
A visit to the Lilly Pulitzer shop is a great antidote for a gloomy day. Lilly is the famous Palm Beach lady who designs all kinds of pastel floral print objects... from clothing to toys. One of the lovable things you'll find there is a mouse-shaped eyeglass case complete with ears and tail. Designed to hold any size spectacles and available in several prints, the eyeglass cases are \$5 each. Another delight is Sew-Phie, a floral printed stuffed animal designed to serve your sewing needs. (\$8).



Lilly Pulitzer, 51 W. Long Lake Road, Bloomfield Hills, 645-1790.

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New styles are truly American

Some American designers want to be just that—distinctly American.

The team of Jerry Silverman and Shannon Rodgers and their staff of Ted Salsina and Hubert Lammner have created a distinct American look in fashion. In defiance of the feverishness of the garment industry, they believe very deeply in every nuance of the dress look.

Though women are still being tempted by exciting fashion changes and new ideas when they buy, they're investing and they know it. They expect everything to work, to go with, to travel to and from, to go many places and to transcend seasons.

As Silverman said, "This seasonless approach is responsible for the fabulous acceptance of ultra suede, as well as the stress on easy fluid shades and on the interplay of textures that adapt to climate changes."

The ideal current wardrobe is a collection of dresses pivoting around a group of keyed-in coats. Lush, slender ultra suede coats and easy, wrappy suits in ginger, ming blue or natural beige with dresses in crepe de chane, fibranne or matte jersey—sometimes trimmed or importantly belted in ultra suede to match the coat or jacket. The blossom, the full-skirted short dress, the trench dress, the jumper and the slinky column are included in the newest looks in great dressing.

Festive dressing is a colorful, romantic and often daring adventure. "It looks like the earliest, dancest, prettiest big party year on record," said Silverman.

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