

# Silhouette shifting for fall 1978



Kasper's fall 1978 jackets go to new lengths like this three-quarter version, plaid lined, over a plaid skirt of soft corduroy and topped with a soft knit cap.

This is the thinking woman's fashion era. The identity search and loss of direction known as doing your own thing are behind us. American women care as much about the philosophy and psychology of dressing as about the anatomy and fantasy of the fashion story. Why is as important to know as what.

The American designer once again fills the triple role of innovator, motivator and guide; the journalist and store stylist are counted on to assess and interpret fashion as well as to describe it.

The vital, fulfilled, literate American woman, therefore, is the true fashion image of fall 1978. Angry, militant and punk, she is extremely faint echoes in American collections. Direct influences on our designers have been spirited women personalities of the century—the frontier woman, the cowgirl, poets, novelists, playwrights.

An important shift of the silhouette to broad shoulders and a slim line are part of the normal cycle in what historian James Laver termed the "shifting erogenous zones." Staccato fashion bores the intelligent eye. The new squared, firm shoulder alters the soft, full top and narrows the hips. The focus now moves to the waist and legs.



AMERICAN collections, however, continue to be simple, without inter-layers and linings. Clothes are less layered. Clean tailoring is played up and skirts are slim and often skinny. Pants are usually slim-legged but remain roomy at the top.

Dresses are narrower but still soft and often more a tunic than a blouse. The waistline is marked by an interesting belt or wide sash. Narrow day-line skirts open way up to show a lot of leg in walking and at night there is a terrifically sexy leg show.

Legs and provocative necklines belie the sober purposeful look of clothes designed for walking and working. The rage for disco dancing has created a whole new clothes category—sensual, bold and costume-like.

Jackets, vests, sweaters and short skirts take the spotlight.

Some designers stress the double jacket in two tones and two lengths, to be worn together or apart. Jackets often are quilted, in poplin, wool corduroy or silk.

They are airy, down-filled and sometimes thick as a comforter. The short lengths vary from the tapered little sweater to three-quarter coats, important in both fabric and fur.

The dress boom which began last spring is naturally followed by a great stress on coats. A variety of coats in cloth or fur is seen in every collection.

Many double-faced coats in two shades, many in elegant black cashmere, or black Ultra Suede. Coat armholes are deep and roomy enough to cover a suit. Many collections show suits with companion topcoats—rarely seen since the 1950s.

COLLECTIONS stress interesting pant shapes. Most pants are slim and often bias, but some designers show the very full peg top or harem shape. Designer jeans in couture quality and witty variations in cut are news.

Allover pleating, deep vertical shoulder tucks that widen the shoulder line and minimal collars are 1978 keynotes. Wide shoulders necessitate non-bulky collars, or none at all.

Sleeves remain full, and the newest look is the sleeve rolled back or pushed up casually.

Fabrics we never expected to see again return to make this season of gilt-edged luxury. Even rugged outdoor materials have an opulent, best-of-breed air, and this year's thin or porous tweeds, melton, cashmere, mohair and filmy synthetic textures are for connoisseurs.

New perfectionism in weaving man-made fibers has produced synthetic fabrics fine enough to interest the most exacting designers. This year for the first time rayon and polyester weaves join Ultra Suede in the high fashion collections.

The stress in interesting weaves and the play of tonalities means fewer prints this season, but wavy stripes, shadowy foulards, paisleys and simplified flower patterns are often seen. A favored patterned fabric is jacquard woven silk.

Big loose knits in thick, ropey, mottled wool yarn or thistle-down mohair are indigenous to fall 1978 and are seen in everything from chunky coats to gossamer evening dresses.

Hollywood in the 1940s inspired this Alexis Kirk ensemble which begins with an impeccably cut peak coat over a Joan Crawford tweed bodice with cableknit sleeves and combined with a pencil skirt. It's updated nostalgia, retro-fashion, if you will.



Albert Nipon's anytime-anywhere dress for fall is a lush khaki color Italian silk foulard with burgandy, gold and brown print and has a string tie neckline and pleated sleeves.



Cold storage! That's where your furs should be on that first warm day. Because there's nothing more damaging to your furs than the heat and humidity of summer. To store your furs in our vaults—where they can be cleaned, repaired and readied for fall—simply call the Revillon Fur Salon at 643-9000, and a bonded messenger will call and carry your fur to safety. Revillon Fur Storage.

**Revillon**  
SALON FIFTH AVENUE

Troy, Somerset Mall, Big Beaver at Coolidge, open Mondays, Thursdays and Fridays until 9 P.M.

## Fashion calendar

**Monday, July 31**  
Claire Pearson — Tiktiner's fall and winter collection of daytime, some evening, separates in tweeds and woollens mixed with velvets and silks will be informally modeled through Aug. 1, Somerset Mall, Troy.

Hudson's Oakland — Anne Klein's newest fall suits and sportswear collection will be modeled informally in the Woodward Shops from 11 a.m. to 3 p.m.

Hudson's Northland — Actor Victor Sen Yung, featured in over 300 films and the venerable Hop Sing on the Bonanza series, will make a personal appearance in the Market Place. Appearances are also scheduled at Hudson's Oakland Aug. 1, and Hudson's Fairlane on Aug. 2. All appearances are from 2-4 p.m., with the exception of Hudson's Fairlane where he will appear from 2:30-4:30 p.m.

**Tuesday, Aug. 1**  
Saks Fifth Avenue — Long-hair furs by Revillon will be informally modeled throughout the day in the fur salon. Trunk showing will continue through Aug. 5, Saks, Somerset Mall.  
Saks Fifth Avenue — The latest designs from the John Sibley fall collection will be informally modeled in the Regency Room. Trunk showing continues through Aug. 2, Saks, Somerset Mall.

**Thursday, Aug. 3**  
Saks Fifth Avenue — Kicking off the

fall fashion season Saks will present its SFA/VSP — a sneak preview of what's in store for you in fall '78. Two showings will be presented in the Somerset Mall auditorium at 1 and 7:30 p.m. Put together by Saks' fashion director Ken Dewey, the parade of new silhouettes will include what's new and what to do with it this season, including shoes, coats, and accessories. Reservations necessary. For information call 643-9000, ext. 312, 313, or 314.

**Saturday, Aug. 5**

Saks Fifth Avenue — Historical characters will set the scene for Saks' children's fashion show at 11 a.m. in the mall in front of the Somerset Mall. Local youngsters will model this fall's classroom classics, featuring little girls and pre-teens in a wide range of looks—corduroy westerns, Annie Hall and man-tailored tweeds, dressing. Also featured will be the move of designers into the boys' departments with Beene, Cardin and Lauren influence being the strongest.

**MATERIAL** for the Fashion Calendar should be submitted to Suburban Life Editor Jeanne Whittaker at least 10 days in advance of the fashion event. Address information to Mrs. Whittaker at the Eccentric, 1225 Bowers, Birmingham, 48012.



## Where It's At

By JUDY SOLOMON

### Gourmet delight

Anyway you slice it, the Continental Party Store is chock-full of goodies. Among the hundred of items you'll find there are: Burghardt's German Rye Bread (79 cents for a one-pound loaf); Prosciutto ham (\$9.09 per pound); egg roll skins (\$1.34 for 15); wonton skins (\$1.34 for 30); flour and corn tortillas (59 cents for 10); peach-flavored cream cheese (\$3.39 per pound); caramel-flavored Gjetost cheese from Norway (\$3.36 per pound); ricotta cheese (\$2.14 per pound) and a full line of Alexander Hornung cold cuts and sausages. Continental Party Store in the Continental Market, 210 S. Woodward, Birmingham, 642-5236.

### Sing sing

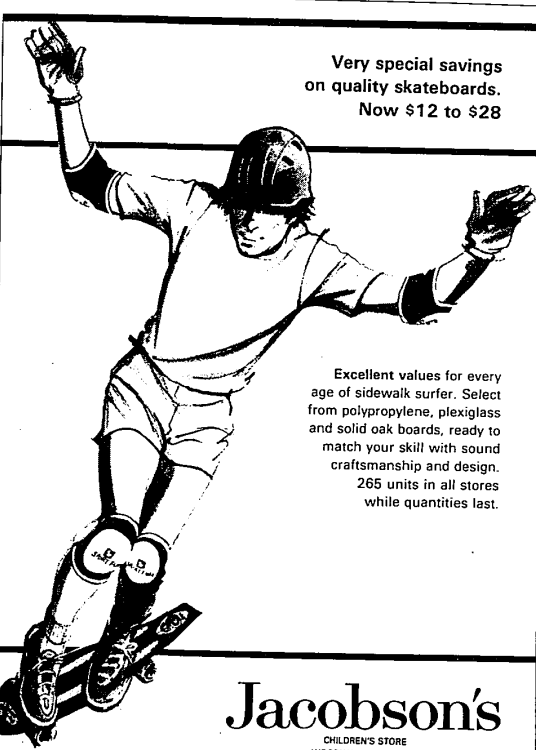
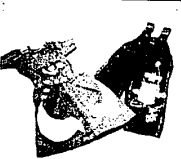
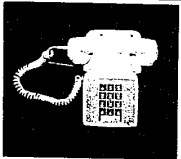
You're going to love this one. Elena, The Singing Secretary, will call anyone you want any time of the day or night for any occasion and sing the song of your choice for \$3. Besides the standard "Happy Birthday" and "Happy Anniversary" songs, Elena has original birthday lyrics to the tune of "The Merry Widow Waltz" and, (are you ready for this?), for divorcees she sings original lyrics to the tune of "Happy Days Are Here Again." Elena, The Singing Secretary, 425-9469 (after 6 P.M.).

### Over all

Those clever people at Rainbow Lollipop are at it again. Now they've come up with the idea of taking Osh Kosh denim overalls (just like the big kids wear) in children's sizes 1-14 and customizing them in three different ways. The batiked style includes a long or short-sleeved T-shirt dyed to match and costs \$33. The dyed, solid color or striped version plus matching shirt cost \$18. For \$30, the store will handpaint blue denim overalls with cartoon figures, names, numbers or anything else you can think of. Rainbow Lollipop, 163 Townsend, Birmingham, 642-3911.

### French connection

If you're one of those girls blessed with a divine figure (it should only happen to me) run, do not walk, over to Roz and Sherris where their Charles Jourdan bikinis are on sale. Three styles are in limited stock. The "Ruffle" features a strapless top with a double ruffle. Originally priced at \$75, it's now \$37.90. The chain style has a V-neck front with a thin combination lucite and gold chain at the top and bottom of the V plus a matching chain on each side of the trunks, and is reduced from \$60 to \$29.90. The strapless bandeau top version was \$52 and is now \$24.90. Roz and Sherris, Bloomfield Plaza, 6606 Telegraph, Birmingham, 851-0077.



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