



Utterly feminine, sheer elegance by Oscar de la Renta in royal blue chiffon with swirl pattern, ruffle neck, long raglan sleeves and accompanied by his own fringed shawl.



An easy tie front greatcoat lined in simulated fox is Bonnie Osborn's way of dressing for open air sports events this season. Deep-freeze snuggly coat is her first Weatherwear Collection for Russ Taylor. Walton Pierce, Troy.

Being natural looks classic

Nino Genna, fondly called "the godfather of hairdressers", is an avowed chemist. His scrapbook of winning hairstyles, which dates back to the 1930s, attests to the timelessness of the classic hairstyle.

Never out-of-date, the pure classic look in hair is achieved through the haircut, he said. Although the haircut is the basis for today's hairstyles, it hasn't always been so. It wasn't until the 1930s that the haircut, which has always been the basis for Nino's styles, became a trend due mainly to the influence of Vidal Sassoon.

The simple, classic, Nino styles can easily be turned into whatever the latest trend may be through the use of surface techniques, he explained. Although he has never been a trendy hairstylist, he said a trendy look is easy to achieve, whether it be through the use of hair-slicers, curling irons, or any one of many options open to today's hairstylists.

"I love fashion," said Nino. "Even if I don't like some of the fashions, I make it my business to know them. But," he said, "I like to modify new hairstyles so they can look pleasing. After all," he continued, "you can't do anything to hurt a young face. But, as you become more mature, even if a new hairstyle doesn't look too bad, your friends say, 'who does she think she is?'"

NINO HAS ALWAYS based his hair design concepts on what he learned in his art studies. "As a matter of fact," he said, "there was a time when I wasn't sure which I would be—an artist or a hairdresser. But," he said, "I found I could combine the two."

"When I studied art, I learned that no matter what clothes people wear, their arms and legs will stick out of

the same places. And so it is with hair. The only basic way to change hair is in the length. It is either short or long, straight or curly.

"The search for beauty has always been there," he said. "In Cleopatra's time, they curled the hair by wetting it with clay and then wrapping it around sticks."

For years, he said, the permanent wave was considered an unchangeable thing because it made the hair look frizzy and then suddenly this past year, frizz was in.

"But," he said, "I lean toward naturalness of hair. A lot of people are wearing hairstyles that are not becoming. Different is not always attractive."

Nino opened his first shop in 1938 in the Book Building in downtown Detroit. In 1944, he achieved national acclaim for his "sneaky cut" designed for the women's army and the little uniform hat. Shortly after that, Nino left to serve in the army himself and when he returned in 1945, opened a shop on Six Mile.

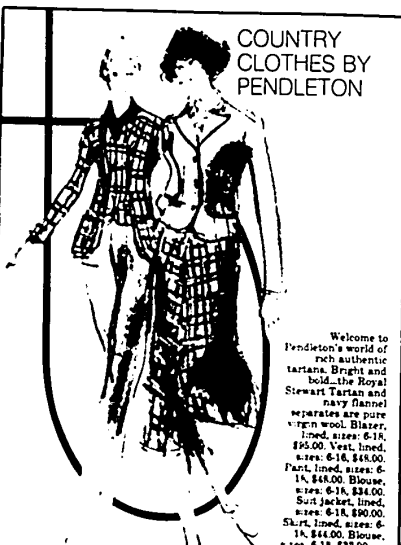
In 1948, Nino entered the National Hairdressers competition and walked away with the coveted first place award. From then on, he was kept busy managing his shop, which at times burgeoned to four. He also traveled the country as spokesman and teacher for his product companies such as Clarel, Furson and Brock. Now, Nino has settled down to one shop in Somerset Mall, Troy. He travels little except for pleasure.

"Classic hair," defines Nino, "is flowers growing naturally and artlessly in the garden as opposed to being artificial and carefully arranged in a vase."

by Rustle Shand



"You can't do anything to hurt a young face; but, as you become mature, even if a new hairstyle doesn't look too bad, your friends say 'Who does she think she is?'" — Nino Genna. (Photo by Dick Kelley)



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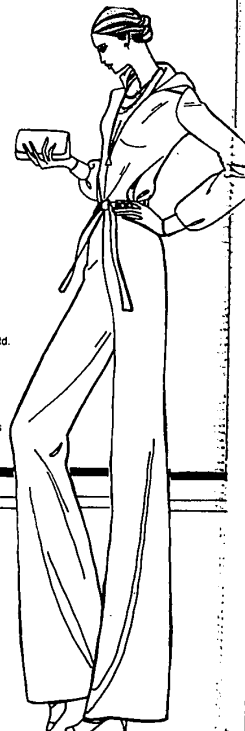


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