

Here's one lingerie shop that's a 'LuLu'

By SHIRLEE IDEN

You can call her Lu Lu or you can call her Celia, but she's really Celia Raimi, proprietor of Lu Lu's Lingerie in the Country Village Shopping Center in the Twelve Mile-Evergreen area of Southfield.

Mrs. Raimi's shop is the place to go if you don't want to let it all hang out. Lu Lu's is, on one hand, like your old-time corsetiere, and on the other, the latest "with-it" place to buy a sexy bathing suit or up-to-the-minute disco fashions.

The proprietor of Lu Lu's contends that she opened the shop because she saw a very real need for it.

"I was convinced the area needed a shop where women could go for full service in getting fitted in brassieres and foundations," she said. "I never seemed to be able to get the proper help when I shopped in big department stores for foundations. And I came to hate trying."

She said the two or three true corset shops in the suburban area gave personal help and performed a needed service, but most of those are out of business now.

Mrs. Raimi credits her staff in the shop with much of the store's success. Working full time with her are Janet Gladstone, Gerri Diamond and Barbara Van Haren.

"Gerri's been in the foundation business about 50 years, well, anyhow, a long time," she said.

"AND BARBARA started out just part-time with us and now is a regular part of the team."

Another part of the mystique of Lu Lu's is that it is a fun place to shop. And that's intentional.

"No one ever forgets the name of the shop," said Ms. Gladstone. "What's tough is finding it the first time."

Mrs. Raimi said she tells everyone they are right next to Pomeroy's, the fish store. "Everyone knows them," she said.

Lu Lu's stocks bathing suits all year long, bringing in the latest lines of Bali, Roxanne and Gortex of Israel when the styles are fresh and exciting.

"Roxanne is the only bathing suit made that comes in brassiere cup sizes," she explained.

Ms. Gladstone said the store began to stock the popular Gortex suits because she owned one and was so pleased with it.

"To get the Gortex line, I had to kiss off Oleg Cassini, but we've done very

well it even though we don't discount on the suits," Mrs. Raimi said.

"Our greatest success, however, is that we even have grandmothers who bring in their granddaughters."

Lu Lu's helps outfit lots of brides and a large number of bridal parties as well. And customers include a surprising number of men buying lingerie and loungewear.

"We carry a very large array of sizes," Mrs. Raimi said. "Most names in bras are the older, familiar names."

BRAND NAMES stocked include Bali, Warner's Christian Dior and many other old reliable companies.

"We are beginning to sell more lightweight girdles for tummy control and smoothness as well as natural rears," she said. "And we also sell a lot of garter belts and regular hose. We have the stock to give our customers something sexy."

She said a number of customers have come in saying their doctors advise them against wearing panty hose, so they become customers for the lighter girdles and garter belts.

"And dresses have meant getting

back to slips," she said.

The store stocks a complete loungewear line with glamour outfits to wear while discoing.

"We have gift items such as disco purses that come with panties inside," she said. "And we have bathing suits for women who have undergone mastectomy as well."

Famous names such as Bill Bliss, Miss Dior and John Kloss are repre-

sented along with a number of others.

Some items in the store are discounted, while others must be sold at the prices set by the manufacturers.

For Celia Raimi, running Lu Lu's is more than providing a service. The Franklin resident and mother of four said what's great about the business is helping people feel better.

"You have to like and respect people to be in this business," she said.



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Saks Fifth Avenue

Saks Fifth Avenue, Troy, Somerset Mall, Big Beaver at Coolidge

Something new 'neath the sun

Sunloving clothes will set the mood for this year's resort fashions. The relaxed, spirited yet sensuous looks have been inspired from such distant, faraway places as Israel, Central America and Bali.

These exciting new fashions are slimmer and glamorous for that extra-special feminine look, according to Brenda Rosenberg, director of corporate fashion merchandising for Hudson's.

Resortwear silhouettes are body-revealing and will focus on three important body zones: the legs, the shoulder and the waist.

The new silhouette will determine to show as much leg as possible. Some slim skirts will be slashed on one or even two sides and some will be belted and wrapped and look sensuous, revealing the legs as the wearer walks.

The shoulder will be extended with padded, puffed sleeves and treatment will include seams, shirring and tucking and squared off yokes.

Also clearly defined will be the waist with emphasis on the T-shape in suits and dresses. Set in band will create 'peppin' effects and cummerbunds will wrap the midriff. Many wide leather belts will be seen.

Swimwear this year will be glamorous and bare, lean and luxurious. The new suits will make a big splash on beaches around the world.

Sensational new looks for sunwear include deep plunge necklines, one shoulder looks, thigh high sides, bare cutout mailots, sarongs, diaper wraps, sheer or textured fabrics, che tulle, ribbed terry, silk linings, lycra trunks and metallic threads.

Some swimwear accessories will be petal wrap skirts, slim alt skirts, net skirts and padded shoulder jackets.

Casual resortwear for this season is designed to keep you looking lean and luxurious whether you are dining in a small cafe on the Riviera or sailing on the Caribbean.

Some important looks are tunics, two-piece dresses, the dress, side slits, lots of leg show, V-necked, noval necked and striped.

Loungewear will feature long T-shirt dresses, rolled sleeves, slits, elastic waists and embroidery trimmed pajamas.

Where It's At

By JUDY SOLOMON

For super parties

For your child's next birthday, Heroes' World can make you the heroine of the day. You name it and the store will bake it, from a cake in the shape of a real doghouse with Snoopy lying on the top to a cake in the shape of The Incredible Hulk. (Cakes range in price from \$14 to \$28, depending on size.) The store also stocks invitations, paper goods and favors to coordinate with almost any cake theme you choose. One week's advance notice.

Heroes World, Applegate Square, Northwestern at Inkster, Southfield, 356-4376.

Measure for measure

It's about time! For years, men and boys have been offered free alterations by the stores where they shop while we ladies have had to pay for ours. Happily, the liberated Willowtree will do free alterations on any merchandise you buy there, including shortening or lengthening of skirts, pants, dresses and cuffs; tapering; putting in false hems and minor waist alterations. Alterations take one week and the fitter is there everyday except Wednesdays from 9:30 a.m. until 6 p.m.

The Willowtree, 138 S. Woodward, Birmingham, 647-0956.

For the birds

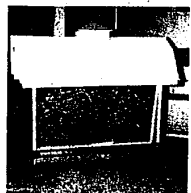
It happens every Christmas! People remember everybody from their Aunt Ida in Des Moines to their fourth cousin Sam in Idaho, but they always seem to forget our needy fine-feathered friends. If you're feeling guilty, go right over to Neighborhood Hardware and you'll find a terrific selection of birdfeeders ranging from \$3.49 to \$33.95. Some are shaped like barns; others like A-frame houses or shake-roof. There are clear plastic cylinder and dome-shaped versions as well as Thistle Seed Feeders which are designed to feed small birds only.

Neighborhood Hardware, 1228 W. Woodward, Birmingham, 646-2588.

Horsing around

It seems wild, but according to a lot of people I know, the stuff really works. Barielle Nail Strengthening Cream has a fascinating history. It seems that when female grooms applied Barielle's hoof preparation to horses' hooves, they accidentally got some on their own nails. Their nails then became noticeably stronger. Knowing that both hooves and fingernails are made of the same basic protein, the Barielle Company reformulated and refined the original formula and, after months of research, Barielle Nail Strengthening Cream was created. One jar (\$10) provides a three month supply and results should be noticeable in three to four weeks.

Cosmetics Department, Saks Fifth Avenue and Bonwit Teller, Somerset Mall, Troy.



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