

It's an elegant era of romance

By RUSTLE SHAND

This year's bridal gown is opulent, formal, traditional, and very romantic. Romance is feathered in ostrich plumes outlining the hem and train of the gown, then repeated on a dramatic fan for the bride to carry in place of flowers. Feathers also trim her head piece, framing her face.

Or, white fox fur cuffs a full length sleeve and crowns the head veil. The frumpy note indicates the gown is indeed intended for a winter wedding.

However, "Bridal gowns are not as seasonal as they used to be," said James Hjelm, the handsome designer for Priscilla of Boston, "Although we have done a fox fur trim gown for winter, the white fox fur cuffs detach and the gown is just as wearable for summer. Today, brides will wear satin in the summer and sheer in the winter."

ROMANCE is always in the air at Sue Gordon's Birmingham Bridal Salon. Hjelm's arrival heightened the romantic air and conversation last week. With a twinkle in his eye, he confided that his great success as a designer of gowns for brides is attributable to his "virginal mind."

Actually, the dashing young Bostonian traces his designing ways and his romantic nature back to the age of six. "All through school I sketched clothing, always ending with a bridal gown. And, as a very young lad, when confined to the house for one reason or another, I cut scraps of cloth to make bridal gowns for dolls."

all mode

After Hjelm completed design training at Boston's New England School of Design he decided to focus his attention on bridal wear. Although he entered the clothing field designing and creating general clothing, his real love continued to be bridal. He has "stuck with it

for 17 years," and plans to stick with it for the remainder of his active design career, he said.

"Brides haven't changed much. They are still into the same thing. They still want to look like brides. I have always

liked traditional, lady-like brides. I don't go off the beaten track.

"Many trendy designers have no right sending their bridal gowns down the aisle at all. Many of them don't know anything about bridal. They do it to fill in the time until they find jobs they like."

When Hjelm first started designing, he said he always completed his portfolio with bridal designs, paying particular attention to the lace trims.

"I love doing the trims, creating an art form on the gown, romancing the lace."

TO COMPLEMENT the new opulence, Hjelm advises men to take their cue from the bride. Traditional clothing such as a cut-away tuxedo or morning suits in traditional colors give an elegant background for the bride's elegance. He also advises bridesmaids to be very lady-like and feminine in soft chiffons or crepes.

"Modified disco dresses in jersey are not a part of the opulent wedding," he cautioned.

"I travel to work with the brides," said Hjelm. "A lot of them say 'Don't bring me anything with lace or beads, just bring me something simple.' But the minute they get into one of the beautiful gowns, they are awestruck with their own images. This is why the traditional gowns remain."

There is a lot of romance in the world of the industry's top designer.



This year's bride will wear satin in summer and sheers in the winter if she chooses. Whatever it is, her gown surely will follow the lead of Priscilla of Boston, who decrees extravagance in Alencon lace and satin gleaming with pearl embroidery. At Sue Gordon's Birmingham salon. Price: \$1,900 for gown and veil.

fashion calendar

Monday, Oct. 15

Lord & Taylor — A Christian Dior cosmetics representative will be on hand to demonstrate make-up techniques with a palette of new colors in the Cafe at 9:30 a.m. in the Fairlane store.
Bonwit Teller — Fashions from Bonwit Teller will be modeled from 12:30 to 2:30 p.m. in Alfred's Restaurant in the Somerset Mall.

Tuesday, Oct. 16

Janet Varner — Fashions from Janet

Varner of Rochester are modeled informally from noon to 1:30 p.m. Tuesdays through May in the Cooper's Arms restaurant, 305 Main St. in downtown Rochester.

Somerset Mall — The third in a series of lectures on art will be held at 10 a.m. in the Mall Auditorium. Mrs. Robert Doran will speak on "Art of the Ancient World." All lectures are open to the public at no charge.

Jaeger's — Fashions from Jaeger's will be modeled from 12:30 to 2:30 p.m. in Alfred's Restaurant in the Somerset Mall.

Lord & Taylor — Fashions for the

woman 5'4" and under will be on view in the Dress Salon at 2 p.m. in the Twelve Oaks store.

Wednesday, Oct. 17

Jacobson's — Reiko, the Japanese-born designer, will be present from 10 a.m. to 5:30 p.m. in the Birmingham store to exhibit a collection of dresses intended to have an Oriental influence. Also, from 9:30-5:30 p.m., the Christian Dior fur collection will be modeled informally. In addition, furs will be modeled 9:30 a.m. to 9 p.m. Thursday and Friday.

Claire Pearene — Stephen Burrows dyes furs bright colors, ribs them, adds dashes of curly lamb and shapes them into coats and jackets. The coats will be on view at the Stephen Burrows for Robert Sidney Champagne Showing today, tomorrow and Friday at the Somerset store.

Sak's Fifth Avenue — "Workable Hairstyles for Workable Wardrobes" will be the theme of a special showing at noon in the "SFabulous Dress Collections" on the second floor of the downtown store, second at Lothrop.

Lakeside Mall — MOC Jazz Band will perform at 7:30 p.m. in the Performing

Arts Court — with the music of Duke Ellington, Glenn Miller and "The Count."
Don Thomas Sporthaus — Fashions from Don Thomas Sporthaus will be modeled from 12:30 to 2:30 p.m. in Alfred's Restaurant in the Somerset Mall.

Lord & Taylor — Part three of a series of lectures by Audrey Pearl explaining the importance of planning your money, and tips on making your income work for you, from 6 to 7 p.m. in The Cafe at the Fairlane store.

Thursday, Oct. 18

Somerset Mall — The Detroit Chapter

of Ikebana International will present a three-day exhibit of Japanese floral arrangements in the mall today through Saturday.

Rodier — Fashions from Rodier will be modeled from 12:30 to 2:30 p.m. in Alfred's Restaurant in the Somerset Mall. Friday, Oct. 19

Lord & Taylor — "Focus is on fashion" at 2 p.m. in the Manhattan Shop of the Twelve Oaks store, for sizes 14½ to 22½.

Rodier — Fashions by Rodier will be modeled between 12:30 and 2:30 p.m. at Alfred's Restaurant in the Somerset Mall.

Where It's At

By JUDY SOLOMON

Naturally

Betty's Grocery Store is brand new and chock-full of naturally good foods that have no preservatives or additives. Besides a full line of groceries, the store also has a carry-out deli and juice bar. Some of the most popular items are Karema's homemade carob chip cookies (six for \$1.54); low calorie and low cholesterol Tofu salad (\$2.99 per pound). The latter tastes like egg salad but is actually made from eggless Tofu, a soybean mixture popular in the Orient, and Smoothies, thick and yummy beverages made by blending exotic fresh fruits together.
Betty's Grocery Store, 877 Hunter Blvd., Birmingham, 644-2323.

Fact and figures

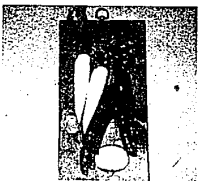
If you have a small business or service organization, chances are that you need someone on a limited basis to help you keep your books in order. Such being the case, you should know about Judie Narens of Ledgers Unlimited. Ms. Narens will come into your office once or twice a month, figure out your payroll and business taxes and record all the information in a ledger. Then when your CPA comes in at the end of the fiscal year, your books will be neat and tidy and ready for final analysis. As a result, it should take the CPA less time and cost you less money.
Judie Narens, Ledgers Unlimited, 548-7659.

In the hole

The probabilities are that many of you have been in a Mole Hole store either in Rochester, Grosse Pointe or Petoskey. Now there is Mole Hole of Birmingham and, true to tradition, it's loaded with wonderful and unique handcrafted items from all over the country. To wit, there are colorful ceramic vegetables such as red peppers, carrots, artichokes and eggplants mounted on wooden plaques (\$5.50 to \$29.95); a red, white and blue boat purse that is shaped like the hull of a ship and can be ordered with your name or the name of your boat (\$85) and fine selection of ornaments and other Christmas items.
The Mole Hole of Birmingham, 193 W. Maple, Birmingham, 644-8233.

Tricks and treats

Rialto has some cute things for Halloween that you will be able to reuse year after year. For example, a ceramic wind-chime mobile that you can hang either indoors or out. Priced at \$9.50, the mobile has an orange pumpkin, a black witch's hat, a black cat, a white ghost and a yellow half moon. There's also a scarecrow-like witch riding a broomstick (\$3.50) that you can hang wherever you choose. For the sophisticated masquerader, there are glamour masks and lorgnettes featuring silver glitter and feathers (\$12 to \$14).
Rialto, 217 S. Woodward, Birmingham, 652-2230.



PERSONALIZED MONOGRAMMING
NOW AVAILABLE
Embroidered initials: your own status label

THE RB SHOPS

ROYAL OAK • BIRMINGHAM • FERNDALE • SOUTHFIELD • ROCHESTER

ORIENTAL RUG GALLERY

321 S. MAIN • ROYAL OAK • 547-5000

We BUY & TRADE Used Rug at
The Very Best Prices
HAND WASHING (No Chemicals)
REPAIRING-APPRAISALS
Outstanding Collection of Oriental Rugs
Credit Cards Accepted

Saks Fifth Avenue

One way to beat the wet winter blues...
Andrew Celler's waterproof "Cowgirl" boot. Made of moulded rubber with a warm, thick acrylic pile lining, it has the rich look of leather while being completely puddle-proof. It's the perfect combination of fashion plus function! In rust, bordeaux, taupe, buckwheat, black and red; \$36.
In "SFantastic Shoes...where we are all the things you are."

Saks Fifth Avenue, Detroit, Second at Lothrop,
open Monday through Saturday, 9:30 AM to 5:30 PM.
Toy Somerset Mall, Big Beaver at Coolidge,
open Mondays, Thursdays and Fridays, 10 AM to 9 PM;
Tuesdays, Wednesdays and Saturdays, 10 AM to 6 PM; Sundays, Noon to 5 PM.