

Shop shapes wardrobes to fit the fuller woman

à la mode

Story: SHIRLEE IDEN
Photos: MINDY SAUNDERS

Being a larger woman often means having king-sized problems finding suitable clothes.

"Gloria's," a shop in Southfield was conceived to serve the fuller woman.

Open just a few weeks, the shop is getting lots of business just by word of mouth, according to owner Gloria Wallach.

"We don't even have all our merchandise yet, but we're being kept quite busy," she said.

Mrs. Wallach explained that she has a fitting problem, and so she can sympathize with women who require larger sizes.

"I'm so thin that it takes a lot to make me look nice in my clothes," she explained. "Now I want to help these women, who have their unique problem, to look nicer if they'll let me."

Mrs. Wallach's new shop is at the southwest corner of Evergreen and 12 Mile. Comfortable and tastefully decorated, it took her and her staff weeks to get it ready for business.

"We hope women who have accepted a certain look just because of their size will realize they have alternatives," she said. "I have customers who are experimenting in stylish variations for the first time and they feel good about it."

"FEELING GOOD about themselves is a sensation every woman should enjoy," she said.

Mrs. Wallach said the manufacturers she deals with are companies that understand the larger women's needs and cut their garments specifically for them.

"They are not size fours cut as a 16," she emphasized.

Mrs. Wallach, married to psychiatrist Erwin Wallach, has been in the Detroit area 17 years. The Wallachs have four children.

Although she never worked outside the home, she did help in her husband's office. Her dream of owning a shop is one she's nurtured for several years.

"We want these women to deal honestly with the dimensions they are endowed with, but to consider choices and to learn how beautiful color can be on them," she said.

"When they get dressed up and say 'Oh, I can't believe this' it gives me a great feeling," she said.

For Jackie Wojtowicz, having choices is like a dream.

A widow with an 11-year-old daughter, she heard about the new shop and said she waited and waited until it opened.

"I've never shopped anywhere but the larger department stores before this," she said. "Here it's all laid out for us and it fits."

Some of the brands carried in the shop are DiVinci, Sassoon, Miss Janine and Kissing Cousins.

"We have blazers in silk and velvet for holidays and Sassoon jeans for casual times," said Rebecca Felcher, store manager. "This store is especially great for the younger people. They want to look good and we can help them."

Prices are moderate and store hours are 10 a.m. to 4:30 p.m. Monday to Saturday. Mrs. Wallach said she is considering opening for one evening for working women.

For more information call 356-5280.



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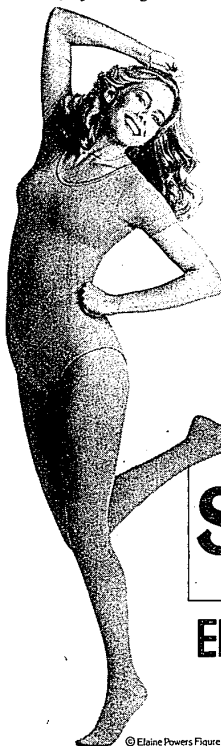
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Where It's At

By JUDY SOLOMON

Of the cloth

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Animal fare

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Desks and diamonds

With the price of gold and the value of the dollar fluctuating day to day, it might just turn out to be true that diamonds are a girl's (or for that matter, anybody's) best friend. If you want to find out more about the subject, gemologist James R. Krol will discuss "Diamonds: Ornamental Risk or Sensible Investment" 9-10 p.m. Tuesday, Nov. 6 and Tuesday, Nov. 13 at Cranbrook School. Another subject you might find interesting is "The Office: Creative Workshop," scheduled 3-5 p.m. Monday, Nov. 5. You'll learn how to improve the efficiency of your office in terms of layout, lighting and storage. Cranbrook P.M., 645-3635.

Of note

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