

At Lingerie

A parade of elegant accents

Story: RUSTLE SHAND
Photos: LINDA SOLOMON

Champagne, chocolate confections, and camisoles were elegant accents at the opening of the new Lingerie at Somerset Mall last week. It was difficult to say who was more luxuriously dressed for the event, models languidly displaying at-home loungewear by designer Ora Feder, or the guests, who strolled through the party wearing the season's glamorous looks.

Even the trained fashion eye quickly lost count of the number of Ora Feder satin camisoles peeping out from under suit jackets. However, it was evident the female guests were paying homage to the talented designer. Ms. Feder is credited with bringing the elegance of French lingerie to the American woman at a believable price.

Among the fashion crowd who came to welcome Lingerie to the mall were Ed Roberts of Roberts Furs, Roz Becker of Roz & Sherm's Somerset shoe salon, Lynn Portnoy of Claire Pearene. Also, Sydel and Doug Schubert, Suchie of The Little Shop, Carol Begford of Me n' My Lady, and John Thawley, owner of the Birmingham menswear store. Suzy Farman, Jean Marx and Rosemary Bannan brought greetings from the Detroit Fashion Group.

Al Lowenstein, of Alfred's restaurant, must hold a local record for serving luncheon to celebrity designers. When the fashionable Somerset Mall stores introduce the big names from both sides of the Atlantic, they all seem to wind up having lunch at Alfred's, where spinach salad appears to be the favorite with the calorie conscious set.

The day after the big fashion bash at Lingerie, Ora Feder, Ann and Mi-

chale Rabinowitz, importers of French bras and hosiery, and Lingerie owners Lani and Noreen, were caught munching on the calorie deficient salad. The elegant crew were talking about lingerie, of course. They also passed around samples of new, incredibly beautiful, pale, gleaming panty hose that are currently being imported from Paris for Lingerie.

PEEKING THROUGH the women's business suits were colorful, collectible camisoles that Ora Feder has created as wardrobe updaters.

"The camisole is an accessory," she said. "You do anything you want with it. The most popular one is the satin design, priced \$32. You wear them under a suit, a blouse or a dress, where they add a note of color and femininity."

Lingerie is no longer confined to the bedroom, she said. "Just as the camisole has replaced the blouse or scarf under a suit, many of my gowns are so constructed that they may be worn for evening parties."

"More and more lingerie is being worn in the evening because of the high price of ready-to-wear," she said. "A gown or pajama that is \$90 in the lingerie department will cost over \$200 in a

"IN THE SPRING, I am going very Victorian and feminine with antique-look cottons complete with ruffles and lace. Lingerie has to give people something new to buy. That is what the fashion business is all about. If a woman has a satin negligee, she doesn't need another." However, Mrs. Feder is betting that women will need something in her new Victorian look.

A lingerie designer for the past 15 years, Ora Feder said she started her own business three years ago. "I started with pretty underwear, because everything else at that time was nylon tricot in a limited color range of white, pink and blue. I felt it was time to bring lingerie similar to the beautiful European things."

Ms. Feder's underwear and sleepwear come in soft tones of silvery gray, blush, lilac, ivory and rose. Her loungewear is a bright array of colors, from turquoise, to cyclamen pink, sapphire blue, cerise, emerald green, and, naturally, black.

It is all, of course, sinfully elegant. That's why Ora Feder is a heroine to the more sybaritic souls.

à la mode



From Ora Feder's Jean Harlow group, at left, is a diagonal lace trim chemise with its matching make-up coat. For those who prefer the Rita Hayworth look, the slip-gown with bolero jacket trimmed with ruffled lace comes in black or white.

fashion calendar

Monday, Oct. 29

Lord & Taylor — A Charles of the Ritz Body Awareness Clinic will demonstrate body toning exercises at the Twelve Oaks store. A \$10 registration fee will be charged with \$7.50 applicable towards any Charles of the Ritz purchase. Call 348-3400 for a two-hour reservation.

Saks Fifth Avenue — A cable fur collection will be featured in the Troy store today through Thursday. All furs will be modeled from 11 a.m. to 4 p.m. **Alfred's Restaurant** — Fashions from shops in the area will be modeled from 1:30-2:30 p.m. in the restaurant daily. Monday features fashions from Bonwit Teller; Tuesday, Jaegers; Wednesday, Don Thomas Sporthaus; Thursday, Bonwit Teller; Friday, Rodier; and Saturday, Tennis Lady and Robert Furs.

Tuesday, Oct. 30

Cooper's Arms — Designer fashions from Janet Varner of Rochester are modeled informally from noon to 1:30 p.m. every Tuesday through May in the Cooper's Arms restaurant, 306 Main in downtown Rochester.

Lord & Taylor — Successful ways to invest your money will be presented by Merrill Lynch at the Fairlane store from 6-7 p.m. In addition, men's fashions from Lord & Taylor will be shown. Wine and cheese will be served in the Cafe.

Wednesday, Oct. 31

Lord & Taylor — Everlasting blooms in the form of silk flowers are sure to glamorize your home. Diane Cook provides the professional touch in setting and creating silk flower arrangements at 9:30 a.m. in the Cafe at the Lakeside store.

Friday, Nov.

Lord & Taylor — Floral designer Mrs. Van Askenes demonstrates traditional Williamsburg flower and wreath arrangements in time for holiday home decorating in the Cafe of the Twelve Oaks store at 9:30 a.m.

Saturday, Nov. 3

Somerset Mall — Somerset Mall will celebrate its 10th anniversary beginning at 7:30 p.m. tonight. Music, provided by the Pastiche Wind Quintet and Martin Scott Kostins, will get the festivities under way. A fashion show, supper and auction will round out the evening. Tickets are \$25 per person and may be obtained at the Detroit Historical Museum. Ticket sales will benefit the museum's costume collection. For information, call Peg DuBois, 643-6300.

Lord & Taylor — The London Chop House comes to Lord & Taylor when Chef Jimmy Schmidt serves up a meaty discussion on menu ideas in the Cafe of the Fairlane store at 9:30 a.m. At the Lakeside store, it's Saturday Morning at the Movies for children ages 5-10 from 10-11 a.m. in the Training room.



Guests at the opening pay homage to Ora Feder, the talented designer who is credited with bringing the elegance of French lingerie to the American woman, and at believable prices. Lingerie's opening in Somerset Mall was celebrated with champagne and desserts, dancing and entertainment.



The long slinky gown at left from the Jean Harlow group is fashioned in beige satin with black lace trim. The black lounge pajama set is made by putting a Carole Lombard jacket over a Chantilly lace strapless bra and tapered pants.



Where It's At

By JUDY SOLOMON

Bread winner

You don't have to be Irish to enjoy this delicious Irish Soda Bread. Baked fresh daily by Ann Quinlan according to an old family recipe, the coarse textured bread tastes like a cross between a biscuit and shortbread and uses baking soda instead of yeast. The bread is priced from \$1.25 to \$2.25 a loaf (the price depends on the size). It would be wise to phone in your order a day in advance. Quinlan's also sells delicious Irish Cottage Jams (\$1.95 for a one-pound jar) to spread on the bread. Quinlan's Irish Gifts, 251 Merrill, Birmingham, 644-5640.

Case work

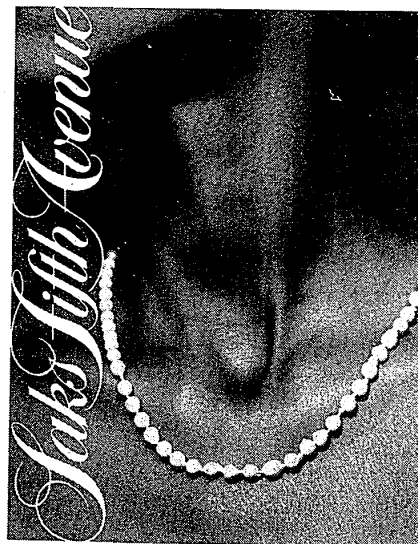
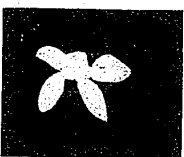
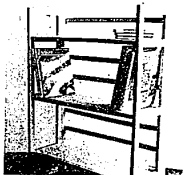
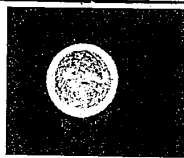
It was designed to be a bookcase, but the way I see it, this Multi Commerce Folding Bookcase (\$49.95) could also be used for lots of other things. Made of maple, the three-shelf bookcase folds absolutely flat for easy storage. If you live in a small apartment that's short on space, it would be ideal to whip out of the closet and set up with glasses, plates, silverware and napkins when you entertain. Traveling salesmen could take it along in the car and then set it up to display their wares. College students could use it to store clothes as well as books. Orthogonality, 135 S. Woodward, Birmingham, 642-1460.

Hanky panky

What's Hapky Panky? In this case, it's a box consisting of one large white handkerchief, six rubber bands and eight cards with step-by-step instructions on how to flood, tie, roll and twist a handkerchief into either a mouse, a rabbit, a rose, a puppet, a doll, a kicking doll, a hooded doll cape or babies in a cradle. Hanky Panky (\$6) revives a long-forgotten, age-old activity that's easy to carry and fun to do just about anywhere you can think of. Jacobsons: Children's and Stationery departments, Birmingham, 644-6900.

Dough boys

You've seen bread dough figures before, but I promise you you've never seen any as lovable as these. Lynne Whitledge and Ginny Chenet of Images Too make bread dough Christmas ornaments chock-full of marvelous, whimsical details. Ladies in curlers hold telephones; hockey players lie in sprawling positions; skiers have gnarled twisted legs. The figures can also be custom-made to depict hair and eye color plus any name, hobby or idiosyncrasies you specify. Stock designs cost \$7; personalized designs cost \$8. Caricatures of your house or your entire family are priced according to size and complexity. Orders must be in by Nov. 20. Images Too, 644-1088 or 634-7060.



A string of cultured pearls: stunning!—and an absolute must night and day. A hand-knotted string of precious luster with a gleaming 14K gold clasp. Perfect for your new fall suit and all the new fall glamour...drama! you crave. By Carol for Eva Graham; 15; 175. In Fashion Jewelry Collections, —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. Troy, 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.