

Dealing with fabulous fakes

Story: RUSTLE SHAND
Photos: LINDA SOLOMON

This is a story about how to be a great pretender and fabulous fakes. Everything costs money, money, money — we all know that. Looking successful in Detroit takes plenty of cash. Start with a zippy-new, shiny-new automobile. Add the cost of gasoline to get you where you're supposed to go.

That's only a beginning. In order to show-off your new set of wheels, not to mention your diamond jewelry, new cashmere or fur coat, sensuous silk dress, and tell-tale Opium perfume, you can expect to spend well into the \$20,000 bracket on one evening on the town.

We failed to find an alternative to the expensive new car or the \$1-plus gasoline to fuel it. But we did find some fabulous fakes that will fool the best-trained fashion eye or fragrance expert.

TO BEGIN a fabulously fake wardrobe, the Troy store of Saks Fifth Avenue offers "Silksational" dresses for \$62. They look like the finest China silk. They even feel like the real thing. But a new process polyester fools the senses.

Remember when polyester was a bad word? When it looked and, more importantly, felt like polyester?

This new fabric was created by Jack Mulqueen especially for Saks. All the beauty of silk combines with the practicality of polyester. The new "Sensational" doesn't wrinkle nor water spot like silk. In fact, it is completely washable.

The dresses come in several different styles, as well as solids and prints. We photographed a burgandy shirtwaist dress with an eased elasticized waist, combining the elegance of silk with timeless classic styling.

AT CHUDIK'S Fine Furs and Apparel is a cashmere look-alike quilted coat in a new process polyurethane — the same man-made fiber used in Ultra-Suede.

Like its predecessor, Ultra-Cashmere is a trademark with all rights held exclusively by Bart Schwartz and sold only in this area by Chudik's of Birmingham.

When the store recently introduced the new line of fake cashmere clothing,

the line's designer, Midori, visited the shop to explain the new luxe fabric. Formerly a member of the Jacques Heim Paris design staff, Midori was frankly pleased with the local reception given her classic designs and new fabric.

"Cashmere is getting so scarce," she said.

"Although the Ultra-Cashmere is not washable, it has all the lux properties of cashmere and more. It lasts much longer than its fragile counterpart and is less than half the price of cashmere."

Other items in the new line are suits, jumpers, dresses, skirts, pants and jackets.

DIAMOND look-alikes in the form of Diamondair jewelry are particularly effective as stud earrings. Encased in gold, even the experts have difficulty sorting the fake from the real thing.

Considered the Rolls Royce of fake diamonds, the sparkling earrings are \$182 at Saks Fifth Avenue, Troy. Rings to dazzle the eye range in price from \$175-595.

The unmistakable sophisticated fragrance of Yves Saint Laurent's Opium was introduced last summer by Charles of the Ritz. Its twin is available in the new line of Pierre Vivion perfumes at Kitty Wagner's Southfield or Novi salon. At \$12.50 for a 1-ounce bottle, sophisticates can fool a lot of other sophisticated people for quite a long time.

FAKING fashionable foot gear is a really big challenge. Finding a look-alike Maude Frizon, cone heel, shell-cut, removable ankle-strap pump for \$58 was not easy.

But Jack Cohen, owner of the new Shoe Time store in Southfield's Harvard Row, has an almost perfect copy in black suede.

Although man-made furs are not shockingly new anymore, sophisticated technology is making a close inspection necessary to ferret out the fakes among several new offerings. One charcoal grey feathered and fake racoon coat at Saks Fifth Avenue, Troy, is \$375. It doesn't have to be insured or cleaned or stored during off-season months.

à la mode



Ultra-Cashmere, here shown in a coat from Chudik's of Birmingham, is a fabulous fake with all the lux properties of cashmere and more. At less than half the price, it will last much longer.



A hairstyle to be worn in lieu of a hat was created by Mario Bitonte of Birmingham. It serves the dual purpose of being a conversation piece and stretching the budget.

fashion calendar

Monday, Nov. 5

Lord & Taylor — A Springmaid representative will demonstrate the ease of decorating with sheets at 9:30 a.m. in the Cafe of the Twelve Oaks store.

Alfred's Restaurant — Fashions from shops in the area will be modeled from 12:30-2:30 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, Nov. 6

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 St. in downtown Rochester.

Lord & Taylor — Springmaid's representative will be on hand to give decorating tips at 9:30 a.m. in the Cafe of the Twelve Oaks store. From 7-9 p.m. in the Cafe Audrey Pearl, certified financial planner, will conduct the first of a three-part series on expanding your financial knowledge.

Fisher Building Lobby — A century of fashion will be displayed in the Fisher Building Lobby from Nov. 6-20. "The Final Touch of Fashion" exhibit will trace the evolution of women's clothing and includes original stores of fashion in the Fisher Building. Visitors are welcome daily and events are free.

Lakeside Mall — A senior forum will be held in the mall for two consecutive weeks beginning today at 8:30 a.m. Coffee, a presentation on social security and a full-length movie (no charge) will be offered today.

Wednesday, Nov. 7

Lord & Taylor — Birmingham artist Julie Dawson will be creating original Thanksgiving cards at Lakeside today from 11 a.m. to 2 p.m., at Twelve Oaks tomorrow from 11 a.m. to 2 p.m., and Friday, from 11 a.m. to 2 p.m., at the Fairlane Mall.

Lord & Taylor — Touches to add a sparkle of holiday glamour to any table will be demonstrated in the Cafe at 9:30 a.m. today at the Lakeside At Fairlane Mall same time Friday.

Thursday, Nov. 8

Lord & Taylor — Pastry expert Yvonne Gill Davis from Tweeney's Cafe will demonstrate how to make pastries for holiday guests at 9:30 a.m. in the Cafe of the Twelve Oaks store.

Friday, Nov. 9

Lakeside Mall — Lakeside and Mademoiselle Magazine combine to bring a holiday show to the ice. Tips on beauty, hairstyling, glamour and fashions from Mademoiselle Editors plus performances by national figure skater Shari Shattuck will begin at 7 p.m. in the Performing Arts Court.

Where It's At

By JUDY SOLOMON

Kingswood School Gifto Rama

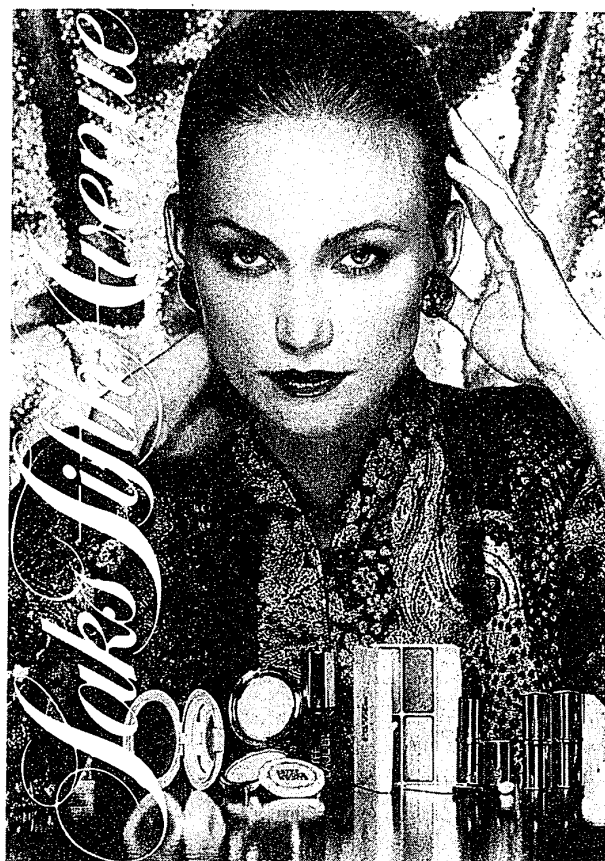
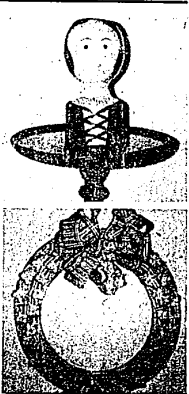
The way I see it, you have two choices. You can either let your Christmas shopping hang over your head for another six weeks or you can get it all done this weekend in one fell swoop. At the Kingswood School Gifto Rama, 30 stores from all over the country will set up booths to display and sell their wares. For example, Show Of Hands from Chicago has unusual, whimsical items including a lovable white velour Fairy Godbunny complete with satin wings and a sparkling wand. The Greenery from San Francisco specializes in unusual green plants such as animal-shaped topiaries as well as handcarved natural redwood garden furniture. Pear Tree Quilts from Winnetka, Ill., will bring one-of-a-kind jackets, vests and pillows made from old quilts while Harbor Sweets from Marblehead, Mass., will sell their famous Sand Dollar, Sweet Sloop and Maralehead Mint candies by the box, in fishnet bags or in chowder pots. Party Line from Southfield will have unusual telephones and phone-related accessories and Bloomin' Baskets from Birmingham will have stoneware Christmas ornaments plus edible red and white spun sugar cane baskets that taste as good as they look.

Kingswood School Gifto Rama, 885 Cranbrook Road, Bloomfield Hills, 10 a.m. to 5 p.m., Saturday, Nov. 10 and noon to 5 p.m., Sunday, Nov. 11.

Junior Goodwill boutique

Meanwhile, members and friends of the Junior Goodwill have been busy all year creating marvelous handcrafted items for the boutique at The Junior Goodwill Antiques Market and Sale. Wooden fence post tops have been painted to look like Early American primitive ladies' heads. (They can be used as doorknobs or can be set decoratively on a table or shelf.) Sweaters have been appliqued with laces and silks from old Spanish shawls. You'll find Christmas tree skirts with matching cocktail and dinner napkins and brightly striped cotton tents for children that fit over any standard cardtable. Among my favorites are the Williamsburg Clothes Pin Doll Christmas Ornaments. Featuring handpainted faces and wool hair topped by cotton bonnets, each doll sports a printed dress complete with lace collar and ribbon sash. But that's not all, folks! Underneath, the dolls wear eyelid bloomers and lace-trimmed petticoats. Finally, in order to provide something for everyone on your list, the ladies have come up with Christmas Dog Wreaths. Made out of striped, plaid or calico-printed ribbons, there are Milkbones inserted throughout the wreaths plus big satin bows at the bottom.

The Boutique at The Junior Goodwill Antiques Market and Sale, Fairlane Manor, 1900 Hubbard, Dearborn, 11 a.m. to 9 p.m., Saturday and Sunday, Nov. 10 and 11 and 11 a.m. to 5 p.m., Monday, Nov. 12.



Introducing the Golden Evening Colors from Estée Lauder... first at SIA! A brilliant collection of new color—razzle-dazzle color! shot through with shine. Lavish color, shimmering with gold, with bronze, with jewel-tones... for eyes, lips, cheeks and nails. Sparkling color... like Spotlight Red, Sequined Russet, Polished Bronze... in lipsticks and glosses, Pressed Eyelid Shadows, Lustrous Nail Lacquers; in a glamorous Creme Highlighter in Nightgold. The whole collection, from 3.75 to 22.50. Meet our Estée Lauder Beauty Advisor and let her introduce you to the collection... in Cosmetic 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.