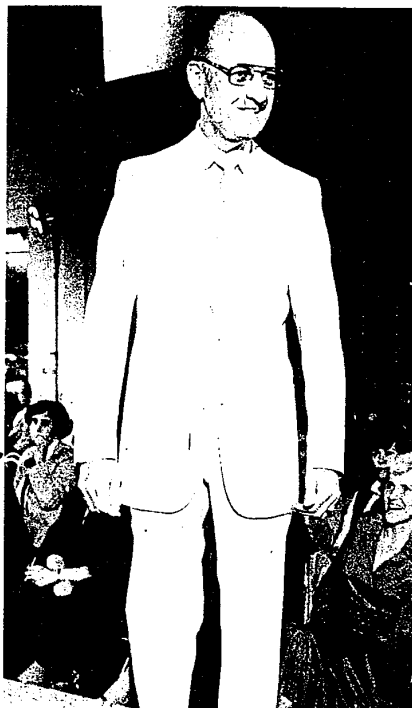


la la mode



Casual or dressy, men are going to be more comfortable in their spring fashions, as these men's clothes from Jacobson's show. (Photos by Randy Borst)



Men's designers remove the starch

For the last few years, women's fashions have been copying men's. Neckties, vested suits, handkerchieves in pockets have been unisex fashions. This spring, however, the tables are turned. Men's wear is copying women's.

Ladies' clothes for spring, while still very tailored, are less structured.

The same thing is happening to men's clothes. Garments have a look of naturalness about them. They are less stiff, less constructed, whether they are two piece suits or casual clothes.

The difference is found not only in the construction but in details. Lapels are narrowing, waistlines are looser, shoulders are less stiff and more supple to give a natural outline.

Pants are comfortable with darts or pleats and are slightly tapered for an overall slender outline.

The new look of comfort for men's clothes was revealed in a recent spring fashion show by Jacobson's at Great Oaks Mall in Avon Township. The show was a benefit for Avon Township's Crittenton Hospital.

This spring may mean a season when men who normally wouldn't take an interest in new clothes will consider shopping. If anything, they'll enjoy the same comfort in clothes that women have had for years.



Men's clothes, like women's, are less structured, though more tailored.

fashion calendar

Monday, March 12

Jacobson's — A made-for-you-alone personally sized mink coat or jacket can be ordered in the color, length and style that pleases you in the Birmingham store today from 10 a.m. to 5 p.m. or tomorrow during the same hours.

Wayne State University — "Spring 1979-The Many Sides of You" is the fashion show theme to be held at the University Inn, 4th Floor Student Center Bldg. on the Wayne State campus today at noon. Clothing is from Alvin's. For more information, call 577-4585.

Rina Frisone — Rina Frisone presents Fashion Fitness from 10 a.m. to noon today at the Fashion & Bride Boutique, 1978 Woodward, Bloomfield Hills. Admission is \$5. Couture fashions by aspiring designers, hair fashions, body tone tips, and nutrition will be featured. For ticket information, call 274-9201.

Sak's Fifth Avenue — Playful summer separates from the Maureen Benuu collection will be informally modeled from 11 a.m. to 4 p.m. in the Somerset store.

Lord & Taylor — Join top pro Joe Agulla from the Courtland Racquet Ball Club for a demonstration and discussion of racquet ball. Program will be held at the Lakeside store at 9:30 a.m. in the Bird Cage Restaurant.

Hudson's — Bring your fiancé to a cooking demonstration by Noni Crowell, coordinator of retail and college programs for Modern Bride magazine, who will assist a betrothed couple in preparing a brunch menu. Demonstration will be held from 7 to 8:30 p.m. today in the Twelve Oaks store and from 7 to 8:30 p.m. tomorrow in the Lakeside store. A fashion show featuring clothes for the woman executive will be held at 7:30 p.m. in the Fairlane store. Commentator is Patricia Cantor, Harper's Bazaar editor. For reservations, call 223-1204.

Jacobson's — Sally Newcomb, silhouette artist, will be in the Children's Store from 11 a.m. to 5 p.m. Monday, Tuesday and Wednesday and from noon to 7:30 p.m. Thursday. Ms. Newcomb does heads and full figures of children and pets. Reserved appointments are recommended. Call 644-6900, ext. 324.

Tuesday, March 13

Cooper's Arms — Designer fashions from Janet Varner's of Rochester are modeled informally from noon to 1:30 p.m. every Tuesday from September through May. Janet Varner's is at 321 Main, directly across the street.

Sak's Fifth Avenue — The Nipon Collection will be informally modeled from 11 a.m. to 4 p.m. in the Fifth Avenue Shop on the 3rd floor of the Somerset store. The Anja collection will be featured during the same hours in Sportdress on the first floor.

Lord & Taylor — The Spring Fashion Show features suitings that suit you best in sleeker shapes and smart new colors. Show is 9:30 a.m. Tuesday in the Lakeside store; same times Thursday in the Twelve Oaks Store and Friday in the Fairlane store.

Hudson's — Career cooking will be featured at noon in Hudson's Marketplace. Learn about exquisite dishes prepared with the career person in mind. Program is offered today in the Fairlane store, Wednesday in the Twelve Oaks store, Friday in the Pontiac store and Saturday in the Oakland store. Hudson's is also co-sponsoring a day of problem solving and life planning for women from 9 a.m. to 4:30 p.m. today at Macomb County Community College, Thursday at Henry Ford Commu-

nity College and Saturday at Schoolcraft College. Registration forms are available at all Hudson suburban stores. There is a \$15 fee. Call 223-2405 for more information.

Wednesday, March 14

Jacobson's — Island influenced evening silks from the house of Oscar de la Renta will be shown informally from 10 a.m. to 5:30 p.m. in the Birmingham store.

Walton Pierce — The Jerry Silverman Trunk Show with fabulous new fabrics and treatments for spring will be shown today.

Lord & Taylor — Wok Cooking will be demonstrated by author Christine Liu. Her book, "Nutrition and Diet with Chinese Cooking," is a gourmet guide. At the Fairlane store at 9:30 a.m. Sak's Fifth Avenue — Mary McFadden's new fragrance premieres this

month in the Cosmetic Collections on the first floor of the Somerset Store.

Hudson's — Join Deborah Brown, House and Garden magazine editor, for breakfast and a discussion on decorating your home with color. Reservations for this breakfast at 8:30 a.m. in the Oakland store may be made by calling 223-1204.

Thursday, March 15

Sak's Fifth Avenue — Bill Atkinson, this year's City Award winner, will have his collection modeled informally from 11 a.m. to 4 p.m. in Designer Sportswear.

Jacobson's — Member and guest of the wedding designer evening clothes will be informally presented from 10 a.m. to 5:30 p.m. in the Birmingham store.

Friday, March 16

Sak's Fifth Avenue — The Silk Collection, a natural for seasonless dressing, will be modeled in the Fifth Avenue Shop today and tomorrow from 11 a.m. to 4 p.m.

Claire Pearone — A grand opening of two exclusive boutiques will be held — Gianni Versace, Italian designs, and Marilyn Miglin, cosmetics and fragrances.

Saturday, March 17

Sak's Fifth Avenue — Wine and cheese will accompany the Yves St. Laurent men's collection shown from noon to 5 p.m. today. Also — on Sunday — a complimentary YSL tie will be given with a YSL suit purchase.

Hudson's — Mademoiselle career and fashion editors will help you plan successful career strategies at 1 p.m. in the Oakland store.



Where It's At

By JUDY SOLOMON

Erin go Bragh

Just in time for Saint Patrick's Day, we've discovered Quinlan's Irish Gifts. The shop is chock-full of amusing Irish-related items such as T-shirts that declare "Irish Power," "Kiss Me, I'm Irish," and "Irish is Beautiful"; green and white garter belts; buttons with slogans; green bow ties and green and white coffee mugs. You'll also find fine Galway crystal, Belleek china and giftware items. Linen handkerchiefs (some with shamrocks woven into the lace borders); gold and silver jewelry with shamrocks.

Quinlan's Irish Gifts in The Merrillwood Mall (2nd floor), 251 Merrill, Birmingham, 644-5640. (Closed Mondays.)



Getting personal

The stationery you write on says a lot about you. With that in mind, Marcy of MS Designs has come up with an intriguing idea: personalized stationery utilizing your taste in color, type style and graphic design. Marcy will be at Lee Specialty in Claire Pearone from 11 a.m. to 4 p.m. this Friday and Saturday and Saturday, March 23 to show you how she can combine your choices to create writing paper designed just for you. A hundred printed sheets plus matching envelopes cost \$57. Lee Specialty at Claire Pearone, Somerset Mall, Troy, 643-9318.

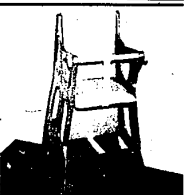
Applause! Applause!

Theater buffs, take note! You can give your regards to Broadway and spruce up your recreation room, den or hallway at the same time by hanging one or more of these colorful lucite-framed authentic reproduction Broadway show posters. They are 14 x 22 inches and cost \$20. Posters from such hits as "Grease," "Chicago," "The Wiz," "My Fair Lady," "No, No Nanette," "Butterflies Are Free," "Man of La Mancha," "Music Man," "Equus" and "Shenandoah" are currently in stock at Adler-Schnee and each poster is a first limited edition. Adler-Schnee, Somerset Mall, Troy, 649-5710.



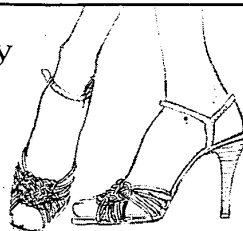
Baby magic

It costs so much to raise a child nowadays that it's a real bonus to discover a piece of equipment that can be used three different ways. When placed straight up, the Hokus-Pokus (\$60) acts as a high chair. When you turn it over on one side, it becomes a desk with a seat and desk top. When you turn it on its other side, it turns into a rocking chair complete with seat and steering wheel. Made of heavy duty plastic and padded vinyl, the lightweight Hokus-Pokus is truly ingenious. Miner's of Bloomfield, 41 W. Long Lake Road, Bloomfield Hills, 644-0514.

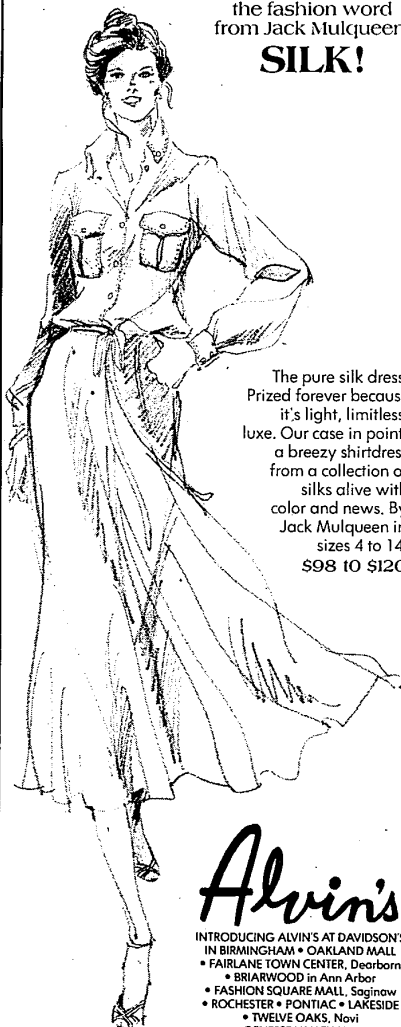


bare up beautifully

in a sandal with woven in news, a high pitched heel, lots of go. By Caresa. Camel, amber, black, Size \$46 5-10, N/M. ALVIN'S SHOE SALON



the fashion word from Jack Mulqueen: **SILK!**



The pure silk dress! Prized forever because it's light, limitless, luxe. Our case in point: a breezy shirtdress from a collection of silks alive with color and news. By Jack Mulqueen in sizes 4 to 14. \$98 to \$120

Alvin's

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