



*Where a
Spring Welcome
awaits you with
our Petites!*

Young SOPHISTICATS

PRE-TEEN-
JUNIORS-
PETITES

DOWNTOWN PLYMOUTH 459-3920

fashion favorites for Spring

Now Arriving

Sportswear • Separates
• Dresses

Act III
Straight Lane
Trolley Car
Garland
Bobbie Brooks

Noble's Suburban Shops

Hours: Daily 10-5
Friday 10-9

Affiliated with Portland Business Institute-Farmington

34801 Grand River
Worldwide Center
OXFORD 478-2340

5 South Washington
1428-1507




Total hair care at its absolute.

Elite Salon
HAUTE COIFFURE

3655 W. Maple Road at Lahser
Bloomfield Commons
644-7710

**WEST
Bloomfield's
MOST
FASHIONABLE
Address**

**ORCHARD
MALL**

MAPLE & ORCHARD LAKE ROAD

Chanel

Past 50, still an elegant 'Coco-ction'

Chic and Chanel have been synonymous for over 50 years — in fact, ever since Coco Chanel invented the language of chic.

An instant rage on two continents, she understood the amusement and elegance of "reverse" chic. Because she said so, the world knew it was amusing to wear barbaric costume jewelry in place of the real thing. Because she did it, it was fun to wear a man's jacket and trousers, or paint your pale lips and fingernails a bright red.

She took women out of overdecorated clothes when she introduced them to her hallmarks — the Chanel suit and "the little black dress."

The Chanel style is still magic. Her 1920s message still governs the House of Chanel in 1979.

"The most important role a woman's

clothing plays," said Chanel designer Philippe Guibourge, "is to make the woman look her best. It is most important — you must see first the woman and then notice her clothes after that."

"The personality of the woman is more important than the clothes she is wearing," Guibourge elaborated. "We at Chanel continue in the tradition to keep the woman charming. We do not believe in anything too extreme."

"WHEN you have a Chanel suit," said Guibourge, "it's quite expensive and you must wear it for many years. You do not buy Chanel to wear for just one year."

In the '79 Chanel spring-summer, ready-to-wear collection, Guibourge pays homage to Coco Chanel. "Her indomitable spirit has guided its direction," he said.

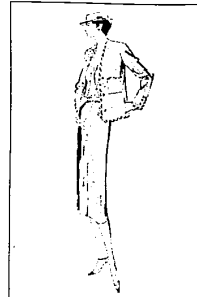
Three key words best define the Chanel collection. It is youthful, simple and refined. The lines are clean-cut and natural. The shoulder is wider than in recent years. The little navy blue dress is a definite winner, and the indispensable two-piece suit has never looked better.

For day, Guibourge chose fine linen, wool challis and textured silk tweed. For evening, surah, silk crepon and crepe create a sleek, sensuous, allure.

The colors are soft. This season's favorites include discreet ivory, beige, taupe, filigree prints on ivory backgrounds.

The Chanel ready-to-wear collection is exclusive to the Jacobson's Birmingham store.

By Rustle Shand



Chanel designer Philippe Guibourge creates navy and white print silk in a tea length evening dress, then enhances his design with spaghetti straps Jacobson's Birmingham store only.

FASHIONS
FROM THE
INSIDE
OUT



Your new spring wardrobe deserves the shapewear of intimate apparel from Roslyn's.

Roslyn's Intimate Apparel

Applegate Square
Northwestern at Inkster
Southfield, Michigan

353-5522
Hours: Mon. - Sat. 10 - 5:30

Are You Planning A Trip?

Come To

Travelique

The Travel Shop
Dedicated To The
Career Woman



We Carry The Most Convenient
Luggage and Travel Items Available
Call Us For Your Wardrobe
Planning and Advice



Bess Corp & Associates
Wardrobe Consultants
3333 Sherbourne Rd. (Sherwood Forest)
Detroit. Open 10:00-3:00 Weekdays. On By Appointment
864-0308 or 864-4114