Boutique focuses on career women

By SHIRLEE IDEN

If you ask Greta Chafetz, she'll tell you it's usually better to do things

yourself.
That's one of the reasons Mrs. Chaf-etz, of Southfield, went into the women's apparel business after work-ing in sales at stores such as Nadon's and Saks.

Her shop, Klassic Kollection, is a



GRETA CHAFETZ

Fashion Calendar

Monday, March 26
Sak's Fifth Avenue — Steek, slim, swim and sun suits will be shown in the Sand 4 Sea Shop of the Somerset Store. Lord & Taylor — Listen as graphology repert Florence Dinser explains how your handwriting reveals likes, dilikes, and, more importantly, your true potential, at the Lakeside store at 9:30 a.m.

a.m.

Tuesday, March 27

Lard & Taylor — A Seventeen Magazine Beauty Clinic will be held for six weeks Lard & Taylor — The second in a sk-week series of beauty clinics for the second of the series of the seath of the second in the Trailing Room of the Laketides store. Fee is 14th of the second of the Laketides store. Fee is 14th of the second offered on Thursdays at 4 pm. in the Fairlane store.

Lord & Taylor — Gail Greenfield will discuss and demonstrate aerobic exercise, this new fitness sport of simple dances and containes that are easy to learn and good for you at 9.30 a.m. in the Twelve Oaks store.

Cooper's Arms — Designer fashions from Janet Varner's of Rochester are modeled informally from noon to 1.30 m. every Tuesday September through May at the Cooper's Arms restaurant, Sak's Fifth Avenue — Sasson denim skirts with a fabulous fit and sensational still will be presented on the third floor of the Somerset store.

Hudson's — A formal spring show and continental breakfast will introduce the timeless fashions in the Missoni Shop at Hudson's Oakland store. Time is 9:30 a.m. in the Terrance Room Resturant R.S.V.P.Ses-3232, ext. 2279.

Wednesday, March 28
Sak's Fifth Avenue — The Mollie
Parnis collection will be informally
modeled in the Regency Room of the
Somerset store today and tomorrow.

Thursday, March 29 Lord & Taylor — Spring floral ar-rangements will be shown by florist Harry Miller at 9:30 a.m. in the Fair-lane store.

Harry Miller at 9:30 a.m. in the Fair-lane store.
Hudson's — Spring fashions by Richard Assatly will be modeled in the Wood-ward Shops at Northland at 2 p.m. Nina Peinberg, sales representative for Richard Assatly, will commentate. A cuisinart class will be held from 6 to 8 p.m. in the Oakland Mall store. A regis-ration fee of \$10 can be paid in Hudson's Marketplace or call 223-1038. Sak's Fifth Avenue — The Francis Hennaguan Sportdress collection will be modeled in the Sak's Fifth Avenue Somerset store today through March J. Cacharel, French dressing with a feminine flavor, will be shown in de-signer sportswar on the first floor.

Friday, March 30
Lord & Taylor — Accessories is the topic at the Twelve Oaks store. Whether it's a belt or a hat, see how all the finishing touches can work for you at 9:30

ishing touches can work for you at 9:30 a.m.
Claire Pearone — The Mira de Moss Collection will be shown today and tomorrow.
Hotson's —'A fashion show featuring Easter and spring fashions for children will be held at 7 p.m. in the Northland store tonight and at 1:30 p.m. in the Twelve Oaks store tomorrow. Television personality Marilyn Connor and her son Michael will co-commentate the presentation.

Gum Drop Tree — Tots will model fashions at 1 p.m. at a benefit show for the Artisans Chapter of Womens American O.R.T., the Organization of Rehabilitation through Training. The show will be held at the new Hamilton Place, formerly the Town and Country Club, at 3033 Southfield. Thests are \$4. The entire new Fall and Winter lines of AB-WORBA children's clothing will be featured.

brightly lighted, spacious spot on Ten Mile, west of Telegraph.

"We've been here since Thanksgiving after moving from a smaller shop," she said. "The store's in the way of a boutique with the stress on service. Everything goes out on a hanger. It's the kind of service you don't expect in a 20 percent off store."

Mrs. Chafetz learned about service and the soft goods business from the ground up. She said there were always stores in her family and by age 14, she had a job selling in one of those family businesses.

"My father was a salesman for a blouse manufacturer also, so there was always an opportunity to learn," she said.

Today she does the buying for the shop and manages the inside operations as well. She said her pharmacist husband, Richard, is quite supportive. "He goes to shows with me whenever he can and also gives me business advice."

FEATURING labels such as Halston and Harvey Bernard, the sizes at Klas-sic Kollection range from petite size 2 to 18

our business," Mrs. Chafetz said. "With more and more women going out to work, we try to gear ourselves here to

work, we try to gear ourselves here to the working woman."
Mrs. Chafetz raised a family and did volunteer work. She said it gave her a special insight to community needs she has tried to translate into a community service.

"I was always involved in fund-raising efforts for charitable organizations, so when I went into business I decided to do something to help the groups who work so hard for the community," she said.

Shoppers in her store who belong to a registered group reap a 5 percent rebate for their favorite organization.

"They register with us," she explained. "And as their members shop, we keep a record. At the end of every month, a check goes out to the organization."

Currently registered with them are the Birmingham PTA, B'nai B'rith, League of Women Voters and ORT.

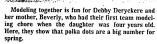
"It's my way of doing something for the community," she explained. The shop features weekly fashion shows at the nearby Gold Coin Restau-rant.

"THE SHOWS are every Thursday during lunchtime," she said. "The res-taurant is a new neighbor and we feel we're giving them a boost and vice versa."

For Greta Chafetz, being an en-trepreneur includes being a good neigh-bor, part of the community and know-ing the name of just about any custom-er that comes through the door.

Crisp is the word for this bright-ly striped cotton T-shirt dress with patch pockets on bodice and skirt. A string tie shows off Debby Deryckere's tiny waist and the open collar is a cool foil for warm spring breezes. (Staff photos by Gary Friedman)







Halston did this deep brown dress with a V-neck and long slit at the skirt. It's all tied together with a silky cord tie and can be at home both at parties and at home entertainments. Showing the leg is one of the season's number one ideas



here It's At

French connection

French connection

If you've managed to plow through another Michigan winter, the advent of spring is indeed something to celebrate. What the advent of spring is indeed something to celebrate what better way than with a box of fresh strawberries or fresh orange slices (\$6) that have been hand-dipped in Kron Chocolate's divine dark chocolate coating. Or how about sending a solid milk or dark chocolate Eating Card (to someone near and dear) with the message of your choice put on in multi-colored lettering. There are cards six by eight inches, (\$17.50) which contain more than a pound of chocolate. Cards eight by 16 inches (\$35) contain over three pounds.

Kron Chocolatier, 149 Pierce, Brimingham, \$44-6656.



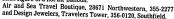
Writes of spring

WTILES OI SPITING
They're the current status jean in Paris, Manhattan and Beverly Hills. Famous for their great fit, Mac Keen France jeans are also known for their steep prices. Now, to lessen the cost to the American consumer, Mac Keen has established an American company, Compagnie Francaise Du Jean, to manufacture the jeans here. Featuring the same pattern and fabric as the French made jeans, the summer collection is now in stock at Claire Pearone. One hundred percent cotton and machine washable, the pants (\$40) come in white, shocking pink, bright yellow and turquoise. yellow and turquoise. Claire Pearone, Somerset Mall, Troy, 643-0770.



Merchandise of note

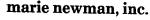
One thing's for sure, these music box sculptures are guaranteed to make you smile. Made of metal and wire, they're full of intricate whimscal details and they're well priced at from just \$13 to \$15. One version features a three car train that winds its way around an old shanty and railway bridgewhile it plays "Take Me Home Country Roads." Others employ an airplane and hangar, swans and an old mill, a car and garage and a stick figure in a hot air balloon.



On the beam

On the beam
Ever since the 1972 Olympics when Olga Korbut captured the heart of the nation, gymnastics has become an increasingly popular participant and spectator sport. With that in mind, it's good to know that the Steve Whitlock School of Gymnastics will provide gymnastics exhibitions for any interested group or graginization. The school will bring two people or a larger team to demonstrate both artistic and modern rhythmic gymnastics. Fees are based on the group's ability to pay as well as on the amount of equipment and number of gymnasts involved. Steve Whitlock School of Gymnastics, 790 Industrial Court, Bloomfield Hills, 335-6770.





Invites you to meet Maria Ang to show you the art of WOK COOKERY

on Saturday, March 31st, from 12 to 1:30 p.m.

Maria is TV 4's This Morning's natural food resource person who specializes in Szechwanese and Hunanese cuisine. Maria is not only an enlightening gourmet chef, she is entertaining as well.
Saturday's reportory will include Chicken in Oyster Sauce, Steamed White Fish in Black Bean Sauce, and a Hunanese dish with eggplant

marie newman, inc.

6566 Telegraph Birmingham851-5880



Skirt suits '79! Springl Make it snappy in our lean little iridescent poplin skirt suit. Because skirts look new again! It's the dash of dressing up, with the ease of dressing down. Just a toss of asmall, slin, one-button blazer — belted! — with a straight, narrow, front-slit skirt, and matching ascot. By Diva for Evan Picone, in grape and toast polyester and cotton, for sizes 4 to 16; 1116. In Sportcoat and Suit Collections... where we are all the things you are.

Writer ever are an une unity process.

Toy, 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.

IdBudys, Wednesday's and Jaturdays, Iv Am to o Fmt, <u>Sunnays</u>, <u>Noon to o Fmt.</u>

Saks Fifth Avenue, Detroit. Second at Lothrop,
Open Monday Intough Saturday, 9:30 AM to 5:30 PM.
Top, Somerset Mall, Big Beaver at Coollidge
Open Monday, Hunsday's and Fiddays, 10 AM to 9 PM;
Tuesdays, Wednesdays and Saturdays, 10 AM to 6 PM; <u>Sundays</u>, <u>Noon to 5 PM</u>.