

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. Chafetz, of Southfield, went into the women's apparel business after working in sales at stores such as Nordon's and Saks.

Her shop, Klassic Collection, is a

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 Klassic Collection range from petite size 2 to 18.

"Career women are a large part of



our business," Mrs. Chafetz said. "With more and more women going out 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 Restaurant.

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

For Greta Chafetz, being an entrepreneur includes being a good neighbor, part of the community and knowing the name of just about any customer that comes through the door.



GRETA CHAFETZ

Fashion Calendar

Monday, March 26

Saks Fifth Avenue — Sleek, slim, swim and sun suits will be shown in the Sand & Sea Shop of the Somerset Store.

Lord & Taylor — Listen as graphology expert Florence Dinsor explains how your handwriting reveals likes, dislikes, and, more importantly, your true potential, at the Lakeside store at 9:30 a.m.

Tuesday, March 27

Lord & Taylor — A Seventeen Magazine Beauty Clinic will be held for six weeks Lord & Taylor — The second in a six-week series of beauty clinics for teenagers will be held from 4 to 5 p.m. in the Training Room of the Lakeside store. Fee is \$15 for the six sessions. Offered on Thursdays at 4 p.m. in the Fairlane store.

Lord & Taylor — Gail Greenfield will discuss and demonstrate aerobic exercise, this new fitness sport of simple dances and routines 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 p.m. every Tuesday September through May at the Cooper's Arms restaurant, 306 Main Street.

Saks Fifth Avenue — Sasson denim skirts with a fabulous fit and sensational slit 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 Mission Shop at Hudson's Oakland store. Time is 9:30 a.m. in the Terrace Room Restaurant. R.S.V.P. 585-3232, ext. 2279.

Wednesday, March 28

Saks 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 arrangements will be shown by florist Harry Miller at 9:30 a.m. in the Fairlane store.

Hudson's — Spring fashions by Richard Assaly will be modeled in the Woodward Shops at Northland at 2 p.m. Nina Feinberg, sales representative for Richard Assaly, will commentate. A cuisinart class will be held from 6 to 8 p.m. in the Oakland Mall store. A registration fee of \$10 can be paid in Hudson's Marketplace or call 223-1038.

Saks Fifth Avenue — The Francis Hennagan Sportdress collection will be modeled in the Saks Fifth Avenue Somerset store today through March 31. Cacharel, French dressing with a feminine flavor, will be shown in designer sportswear 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 a.m.

Claire Pearone — The Mira de Moss Collection will be shown today and tomorrow.

Hudson'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.

Saturday, March 31

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 30333 Southfield. Tickets are \$4. The entire new Fall and Winter lines of ABSORBA children's clothing will be featured.



Modeling together is fun for Debby Deryckere and her mother, Beverly, who had their first team modeling chore when the daughter was four years old. Here, they show that polka dots are a big number for spring.

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.



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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 repertory will include Chicken in Oyster Sauce, Steamed White Fish in Black Bean Sauce, and a Hunanese dish with eggplant

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Where It's At

By JUDY SOLOMON

French connection

If you've managed to plow through another Michigan winter, 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 Chocolatier'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, Birmingham, 644-6658.

Writes of spring

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.

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 whimsical 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 bridge while 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.

Air and Sea Travel Boutique, 28671 Northwestern, 355-2277 and Design Jewelers, Travelers Tower, 356-0120, Southfield.

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 organization. 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.

Saks Fifth Avenue



Skirt suits 79! Spring! 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 a small, slim, 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; 116. In Sportcoat and Suit Collections... where we are all the things you are.

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.

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.