

By straw vote, hat's a big winner

By JEANNE WHITTAKER

The American millinery business has good reason to shout "Vive la France." French couture has breathed new life into an industry which has stood at death's door since the close of World War II.

It all began virtually as a joke during the fall Paris presentations a year ago. Purely as a touch of the fanciful, many of the couturiers topped off their collections with little hats that immediately caught the fancy of the Americans.

Since then the American Millinery Institute estimates that retail sales of domestically made hats have risen to \$240 million. Considering that most

hats retail between \$6 and \$200 that's an awful lot of hats.

And an awful lot of shapes as well. Today women, and men, are purchasing hats in every conceivable shape and material. Women who fancy the whimsical are purchasing cocktail hats garnished with tall plumes, sequins, rhinestones, feathers or veiling.

Still others are snapping up fedoras, derbies, soldier caps, beanies, floppy sun hats, berets and straws of all varieties. And they are combining them with everything from blue jeans to tailored suiting and barely there evening wear.

Why the phenomenon? Designers, including the nation's leading designer Frank Olive, are celebrating the return



of the well-dressed woman. It is no longer in vogue, they say, for women to look sloppy and unkempt.

And, the experts say, clothes are so expensive these days that many women are turning to the relatively inexpensive hat to update an old outfit.

Another factor is the emergence of an entire new group of young designers, many of whom are incorporating

an interest in art and the arts into their designs.

Their appearance is also responsible for a rebirth of interest in fine workmanship. One such designer is Marsha Akins, who opened her doors as a milliner in 1974 in her own fourth-floor walk-up one-room apartment in New York.

Akins' early designs were a triumph of ingenuity. She blocked hats on a jiffy steamer in her kitchen, using old wood blocks she had collected. Then she baked them dry in the oven, sewed them up on her home sewing machine and trimmed them with odds and ends before throwing them in a green garbage bag that she carried from store to store throughout Manhattan.

The Akins success story is no more unusual than most tales told by the young designers who are emerging on the scene. To their credit the major retail chains are taking an increasing notice, devoting larger and larger areas to hats.



The word is "Jazzy." His gondolier hat comes with low crown and wide flat brim with contrast black band. Her raffia turban is airy light. Hats are the ideal accessory this season for everything from jeans to cocktail bareness.



Everybody needs glamour in life. Try a delicate flat top and crease in center front of crown, with a saucer of straw embellished with point d'esprit veiling and hand made silk poppy. Or, a pure white Toyo with contrast black band.



In the spirit of the mood try a "gift wrap" hat. Tack an edge of glitter ribbon to a simple raffia straw skull cap for evening sparkle guaranteed to turn heads.

fashion calendar

Monday, April 2
Lord & Taylor - Christine Liu demonstrates wok cookery with nutritious ingredients at 9:30 a.m. in the Twelve Oaks store. Her book, "Nutrition and Diet with Chinese Cooking" is her gourmet guide.
Centaur Racquet Club - At 10 a.m. tennis fashions will be informally modeled by members courtesy of Bev Green's Courtside Shop while on-lookers munch on breakfast served by the racquet club. At 11:30 a.m. those present may play tennis or watch Sheila Garber and Sheila Silverstein who will offer a crash course in wall and accessory planning for the home. Buffet lunch will be available. The program will be repeated on Thursday. Open to members and friends, but reservations are a must.
Tuesday, April 3
Lord & Taylor - Betty Bloker discusses ways to develop direct and honest communication at 9:30 a.m. in the Fairlane store. Seventeen Magazine Beauty Clinic continues. The third of six sessions will be held from 4 to 5 p.m. in the Training Room of the Lakeside store. Third session of the clinic will be held on Thursday at 4 p.m. in the Fairlane store.
Wednesday, April 4
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, 306 Main Street.
Thursday, April 5
Welcome Wagon Spring Luncheon - "Robins and Rainbows" is this year's theme. The fashion group of Detroit will sponsor a luncheon and today at Roma's of Bloomfield. Doris Biscoe of Channel 7 will narrate the fashion show put on by Hadley's. Hospitality hour begins at 11:30 a.m. with luncheon served at 12:30 p.m. Call 338-7241 for ticket information.
Friday, April 6
Christie's of Clarkston Mills - A fashion show is held every Wednesday at Carmen's Restaurant on M-15 in Orionville from noon to 1 p.m. featuring clothes from Christie's of Clarkston Mills.
Saturday, April 7
Hudson's - Easter and Spring fashions for children will be featured in a show at 1:30 p.m. in the Fairlane store.
Sunday, April 8
Hudson's - Easter and Spring fashions for children will be featured in a show at 1:30 p.m. in the Fairlane store.

demonstrated by Cecilia Ferency at 9:30 a.m. in the Twelve Oaks store.

Saturday, April 7
Hudson's - Easter and Spring fashions for children will be featured in a show at 1:30 p.m. in the Fairlane store.

Friday, April 6
Jacobson's - Dazzling leasurewear and hostess gowns, inspired by Oriental themes, will be informally modeled from 10 a.m. to 5 p.m. in the Birmingham store today.
Thursday, April 5
Mercy College - The fashion group of Detroit will sponsor a luncheon and



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Where It's At

By JUDY SOLOMON

The real thing

Just ask any gourmet cook, there is no substitute for the real McCoy. For example, canned mushrooms are infinitely inferior to the fresh variety; canned bouillon is a weak sister to homemade beef stock and onions are just not the same as shallots. Shallots, in case you didn't know, are a derivative of the onion but with a much milder taste and aroma. A common ingredient in French recipes, shallots are imported from France and Belgium and can be found year round at Continental Fruit.

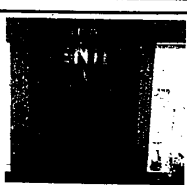
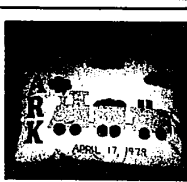
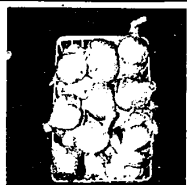
Continental Fruit in the Continental Market, 2105 Woodward, 642-2735.

Of things past

If you're a nostalgia buff, you're going to love the Merrie Melodie Theatre at The Meadowbrook Mall. Designed to look like an ornate movie house from the 1920s, the little 80-seat theatre is done in ivory, gold and red and you even get an old-fashioned organ concert before each performance. "Casablanca," the classic 1943 film starring Humphrey Bogart and Ingrid Bergman is showing now through April 3rd followed by "Rose Marie" starring Nelson Eddy and Jeanette MacDonald from April 4th through April 10th. Merrie Melodie Theatre at The Meadowbrook Mall, Rochester, 375-0011.

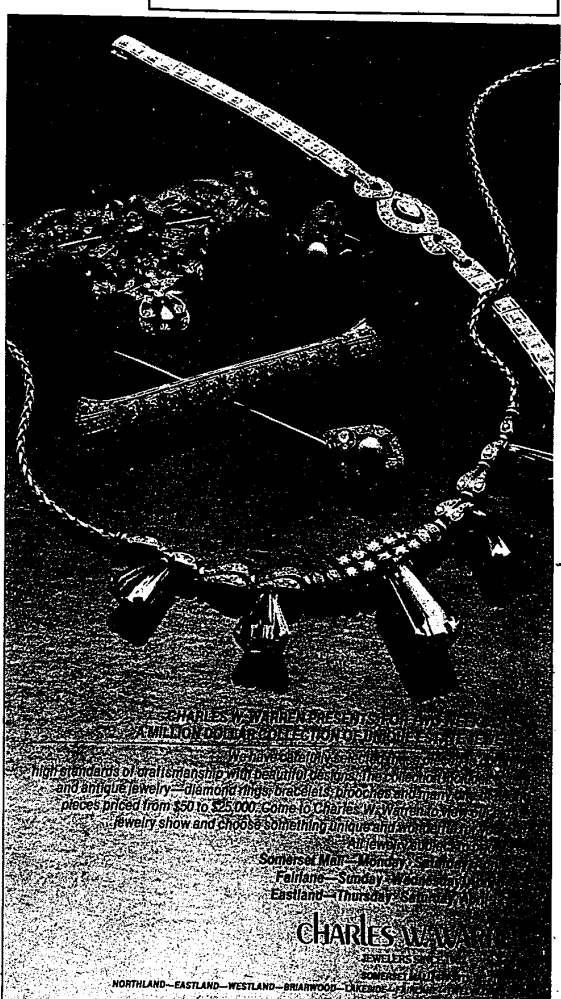
Pillow talk

Say goodbye to dancing dolls and teddy bears! For that special baby, here's a personalized gift that's bound to be remembered: a custom-made pillow (\$25) with the child's name applied in block letters plus the child's birthdate. Done on a white background with a gingham check fabric border, the girl's version features a duck holding a flower in its mouth while the boy's version has a three car train. Co-ordinating quilts are \$50 and the pillows and quilts can be made up in the colors of your choice. Orders take approximately three weeks. Pam's of Bloomfield, 6562 Telegraph Road at Maple, Birmingham, 626-5925.



Keeping posted

Panache has a wonderful group of original French posters dating from 1890 to 1930. Some are of the famous music hall performer, Mistinguett. My favorite, an advertisement for Menier Chocolate, shows a pigtailed schoolgirl writing the words "éviter les contrefaçons" (avoid imitations) on a yellow wall. All of the colorful posters portray figures dressed in the marvelous clothing of the period. Wrapped in a protective museum mount, they range in price from \$425 to \$650. Panache, 32741 Franklin Road, Franklin, 855-1180.



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