

# Jewelry designer slides into new career

By SHIRLEE IDEN

looked it over pretty carefully. I decided I could make one just as well." In about two hours, he reproduced the bracelet at a cost of about \$30. It was the birth of a new career for Spoutz.

TODAY, HE is the proprietor of a busy place that employs 10 craftspeople (soon to be 11) who turn out five to 10 original jewelry pieces each day, six days a week. "We make every single piece of

jewelry we sell," Spoutz said. "And each is an original." The Gold Anvil is not the place to look for Johnny's high school graduation watch. But if you want an original designed ring or identification

bracelet, then you're in the right place. Take the gold and diamond slide that was recently patented and copyrighted by Spoutz.

"It's a totally new concept in a necklace," he said. The slide is an elegant gold chain with about 12 small diamonds along its length. Each diamond is uniquely moveable.

"You can have anything from choker to a long chain effect," Spoutz said. "And it can be made less expensively by using rubies, emeralds or any desired stone."

As shown in recent ads by the Gold Anvil, the piece is \$1,200.

Spoutz said it's the special kind of gift that can't be found anywhere else to give for a special anniversary or birthday.

One of the strengths of the shop, he said, is the speed in which the Gold Anvil's craftspeople can turn out pieces.

"You'd be surprised how often a husband remembers a birthday or anniversary the day before the big event," Spoutz said. "We get those calls often and we can usually do something about it."

Another problem circumvented is making personal choices. At holiday times, and others, the shop sells kits of precious metals and gems. The recipient then brings in the gift kit and can help design a ring, bracelet or whatever.

IN THIS way, a purchaser who only knows his wife or friend loves emeralds or rubies can buy the kit he wants, at the price he can afford, and the recipient has the fun of helping create an original piece with the help of experienced craftspeople.

Many jobs undertaken at the Gold Anvil are remodeling jobs for people who already own jewelry and want to update it. But many precious stones also are cut right in the shop.

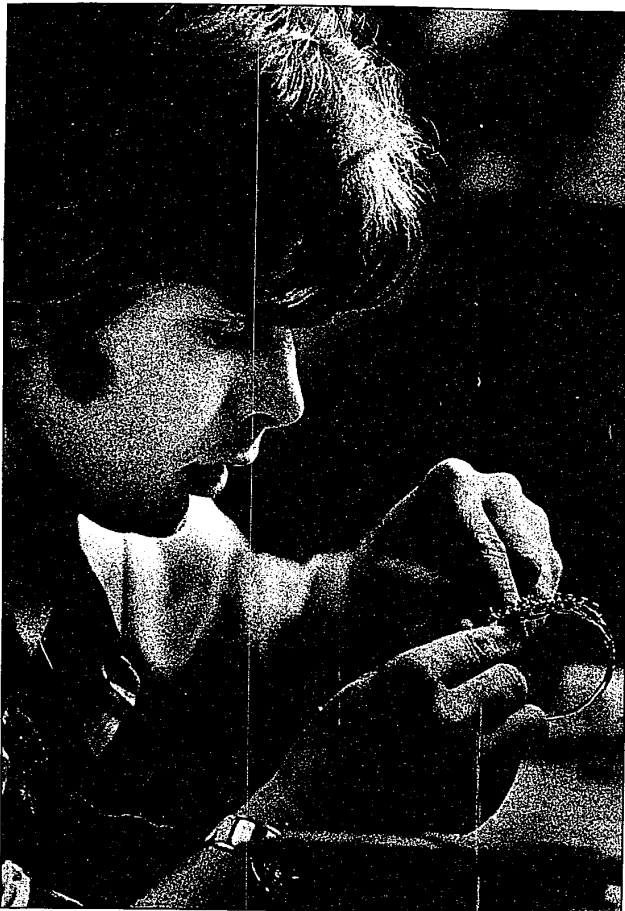
Currently working with Spoutz, who estimates his work week at 70-plus hours, are Dick Caverly, Rodney Allen, Frank Yankee, Gail Joyce and Pat Irla. Each can sketch a jewelry design (at no cost), and then craft the piece.

Spoutz said he guarantees satisfaction and wouldn't want a customer to accept a piece he didn't like.

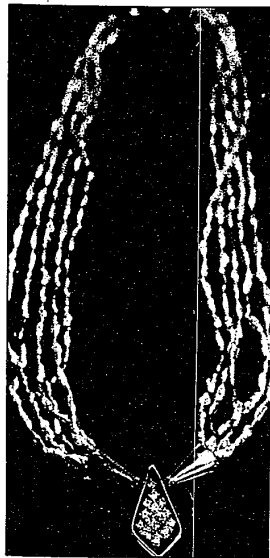
The newest member of the firm is Lynn Welch, a West Bloomfield resident who expects to serve as fashion director.

"What we want to do is show people how versatile jewelry can be," she said. "We can help customers pattern their jewelry after their lifestyle."

ala mode



Marcus Spoutz, a Southfield native, says he has no training in jewelry making, only talent. He has parlayed that talent into a going business in Franklin Village called the Gold Anvil. (Staff photos by Gary Friedman)



Seed pearls combined with gold beads and a dramatic arrangement of diamonds are one of the pieces designed and crafted by Marcus Spoutz and his associates at the Gold Anvil. Each day from five to 10 original pieces are finished, each one different from every other.

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## Fashion Calendar

Monday, May 7

**Jacobson's** — The man who designs for the utterly feminine woman, Bill Jacobson, will be at the Birmingham store between 2 and 3 p.m. to introduce his own fragrance.

**Lakeside Mall** — As a prelude to Mother's Day, Lakeside will present a week's worth of events, including free movies, brunch and lunch specials, makeup and hairstyling how-to's, a concert tea, fashion shows and other events. For individual events, call 247-1744.

Tuesday, May 8

**Claire Pearone** — Orlanda Olsen returns with her newest surprise collection of gold and diamond jewelry. She will be at the Somerset Mall store through May 12.

**Hudson's** — Naomi Sims, a former top fashion model, will make a special appearance to introduce her newest fragrance, "Naomi," from 5-7 p.m. at the Northland store only.

**Hudson's** — Lee Menichetti, contemporary sculptor and jewelry designer, will display his pieces in silver and gold at the Oakland store from 1-3 p.m.

**Cooper's Arms** — Designer fashions from Janet Varner's of Rochester will be modeled from noon to 1:30 p.m. at Cooper's Arms restaurant, 321 Main, Rochester.

Wednesday, May 9

**Jacobson's** — Special exhibition and lecture on the Boehm 1979 Porcelain Collection will feature the Boehm sculptures which are breathtakingly realistic in both color and detail.

**Jacobson's** — International Days with Espresso coffee and informal modeling of import fashions in the International Collections Salon of the Birmingham store, 11 a.m. to 4 p.m. each day on Wednesday and Thursday.

**Christies of Clarkson Mills** — Fashions from the Christies collection will be modeled each Wednesday from noon to 1 p.m. at Carmen's restaurant, M-15 in Orionville.

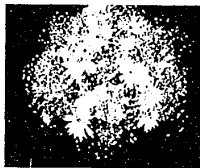
## Where It's At

By JUDY SOLOMON

### Love in bloom

It's a wonderful luxury your mother never buy for herself but would be overjoyed to receive: one fresh flower bouquet every month for an entire year. The bouquets are valued at \$15 each or a total of \$180 for the year. However, in honor of Mother's Day, the State Flower Galleries will charge only \$150. The cost includes monthly delivery anywhere in the Oakland County area and each bouquet will utilize the fresh flowers of the season.

State Flower Galleries, Bloomfield Plaza, Maple and Telegraph, Birmingham, 851-3580.



### Bread Winner

The taste is impossible to describe, but I promise you Lavosh Armenian Cracker Bread is addictive. Baked in California and very popular throughout the Southwest, Lavosh is now available in the Shopping Center Markets' Deli Departments. Each 26 ounce bag (\$3.99) contains five huge round pieces which you break off in chunks and nibble to your heart's content. Incidentally, Lavosh has no improvers, additives or preservatives and has long keeping qualities.

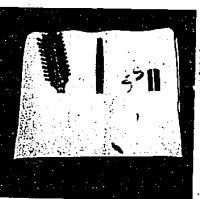
Shopping Center Markets: 25155 Greenfield near 10 Mile, Southfield, 559-7960 and at The Orchard Mall, Orchard Lake Road and Maple, West Bloomfield, 851-7100.



### Shuttle service

Being a woman, and stylish to boot, isn't all that easy. Take, for example, the eternal purse problem. Try as you may, there's no such thing as a single, solitary handbag that looks good with all of your outfits. As a result, it seems as though you're constantly switching your lipstick, comb, mirror, wallet, credit cards and keys from one purse to another. This multi-pick-pocketed Handbag Shuttle (\$5) offers a wonderful solution. Once you fill its many compartments with your handbag accessories, all you have to do is switch it from purse to purse and you're all ready to go.

Bee Boutiques in The Headline Salons: 1077 W. Worth, 644-9666 and 4082 W. Maple, 644-9859, Birmingham.



Drift into times gone by...when fragile bits of lace and delicate touches of velvet were worn by women with a sense of refinement. Here, today...the gentle top returns. Soft, wispy and delightful...for the modern woman! who hasn't lost her feminine touch. The new peplum-waisted, V-neck top in an ecru floral print of polyester chiffon. By Malbe for sizes 4 to 14, \$65. In Blouse Boutique Collections — where we are all the things you are on Mother's Day, May 13th.

Saks Fifth Avenue, Detroit, Second at Lothrop, open Monday through Saturday, 9:30 AM to 5:30 PM. Try, 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.