

Area couple fashion multi faceted business

By SHIRLEE IDEN

Beauty should be more than skin deep and there's a beauty salon in Southfield that goes further than hair and nails.

Dorian and Tako Peshkopia, residents of West Bloomfield, have taken a formerly gutted house on Greenfield and transformed it into a multi-purpose business that doesn't seem to know where to stop.

"We do everything," said Dorian Peshkopia, the Dorian in Dorian-Tako Salon.

"We do hair, nails, feet, pierce ears, sell jewelry and coordinate wardrobes."

Two years ago the couple bought the home, and Tako renovated it himself with spaces for the beauty salon, a fashion boutique and display cases for his jewelry business.

Both Dorian and Tako are experienced beauticians.

Dorian is a second-generation hair stylist who serves customers she knew in her mother's salons in northwest Detroit and the suburbs.

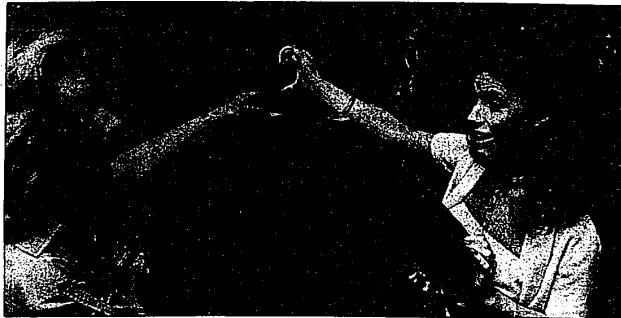
Tako has been a hairdresser for 17 years and met his wife in a beauty salon. Both find it a challenge to use their additional talents to augment the hairdressing business.

"We're already well known for hairdressing, but not everyone knows about the clothing and jewelry businesses," Dorian said. "It's been strictly word of mouth."

A visit to Dorian-Tako thus becomes a cut above the mundane. And if all the services mentioned were not enough, Tako allows customers to trade in their old gold jewelry for the fashion offerings.

These include clothes by Bonnie Cashin, Cacharel, Diane Von Furstenberg, Kasper, bags by Caprice and Valley Shoes.

Dorian is the buyer, traveling regularly to New York, Chicago, Dallas and other fashion centers. She also does the window displays and helps customers



Dorian Peshkopia (right) shows Lois Nager a sweater featured in the Dorian Tako Salon's fashion boutique (above). Tako, who runs a jewelry manufacturing plant, still spends three days working as a hairdresser in the Southfield salon (below). (Photos by Dwight Cendrowski)

coordinate their wardrobes with the fashion know-how of a former model.

Gold jewelry, including rings, chains and necklaces are manufactured by Tako in a Madison Heights plant.

"I work three days a week as a beautician and 50 more hours in my plant," he said.

To keep up with competition in the area and also to keep the merchandise flowing, the boutique offers 20 percent off on many lines and features frequent sales.

"We have the same people coming in here every week, so we have to give them something different," said Dorian.

Customers find a visit to the busy shop an interesting and interesting experience.

"Going to the beauty shop has become a really fun thing," said Lois Nager, a self-described second-generation client.



Fashion Calendar

Monday, July 30

Bonwit Teller — The "B.T. Corral" has gathered the fixin's for a rodeo of fashion by Ralph Lauren, including shirts, pencil pants, skirts, and skirts, for informal modeling in Designer Sportswear. Calvin Klein jeans, western shirts, bandanas and belts will corral their own interest in the menswear department.

Calabash, featuring quilted jean vests, skirts, and cotton shirts, will be the center of attention in the children's department, and in Juniors, M.J. Concepts will hold forth with College Town. The jamboree of fashion will continue in all departments through Aug. 4. Somerset Mall.

Alfred's Restaurant — The Bonwit bonanza spills over into the mall to be

featured during informal modeling at the lunch hour at Alfred's Restaurant between 12:30 and 2:30 p.m. The restaurant also features fashions by Jaeger each Tuesday, the Don Thomas Sportshouse each Wednesday, more of Bonwit's finery each Thursday, Rodier on Friday, and Tennis Lady each Saturday. For information call 643-8865.

Wednesday, Aug. 1

Saks Fifth Avenue — "SFALLCAST '79, Saks' annual teen fashion show will be a class act at 8 p.m. Also, Jerry Silverman, designed by Shannon Rodgers, will be informally modeled in the Fifth Avenue Shop, third floor, from 11 a.m. to 4 p.m. For information call 643-9000

a la mode

**Guys and Gals...
We want to hear it!
At Saks Fifth Avenue
We've got the spirit!**

**So get on your feet
and give a loud cheer!
'SFALLCAST' 79 is here!**

**Our Teen Board Models
Are ready to go!
They're gonna give you
a Back-to-School Show!**

**AUGUST 1ST 1979
8 P.M. our kick-off time!
Somerset Mall's the place to meet
Get there early for a front row seat!**

**Check the time
and remember the day!
Get the Back-to-School spirit
with SFA!!**

**First in fashion!
First in fun!
At Saks Fifth Avenue
WE'RE NUMBER 1!!**

**Drawing for SFA surprises!
Please use Coolidge entrance to store.**

Saks Fifth Avenue

**Troy: Somerset Mall-Big Beaver at Coolidge
OPEN: Mondays, Thursdays and Fridays - 10 A.M. to 9 P.M.;
Tuesdays, Wednesdays and Saturdays - 10 A.M. to 6 P.M.;
Sundays - Noon to 5 P.M.**



Where It's At

By JUDY SOLOMON

Sing sing

You're going to love this one! Elena, The Singing Secretary will call anyone you want any time of the day or night for any occasion and sing the song of your choice for \$4. Besides the standard "Happy Birthday" and "Happy Anniversary" songs, Elena has original birthday lyrics to the tune of "The Merry Widow Waltz" and (are you ready for this?), for divorcees she sings original lyrics to the tune of "Happy Days Are Here Again."

Elena The Singing Secretary, 425-9469 (after 6 p.m.)

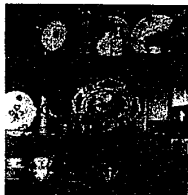
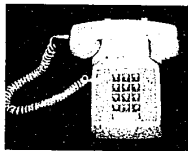
Treasure Island

If you're moving or redecorating or just looking for something special, The Underground Collector is a super place to know about. Owner Barbara Book takes quality items such as fine and antique furniture, fine linens, silver, china, rugs, chandeliers, paintings and accessories on consignment and sells them for you at her shop. Consignees generally receive 50 percent of the sale price, but the percentage can vary depending on the item. Ms. Book also conducts estate and moving sales in your own home, selling every item you choose to leave behind. In this case, the owner receives 75 percent of whatever is sold. The Underground Collector Ltd., 790 N. Woodward, Birmingham, 644-3982.

NOW THAT all the retail shops are loaded with fall and winter merchandise, the old adage: "the early bird catches the worm" seems to apply. With that in mind, you might like to know that Lilly Pulitzer has designed a good looking line of corduroy clothes. For example, an umbrella pleated corduroy skirt that buttons down the front and has a corduroy drawstring tie at the waist. Available in red or navy, the skirt is priced at \$35. Her corduroy butcher apron-style jumper (\$45) is also very attractive. It's available in navy, red, kelly green or white and in sizes small through extra large. Lilly Pulitzer, 51 W. Long Lake Road, Bloomfield Hills, 645-1790.

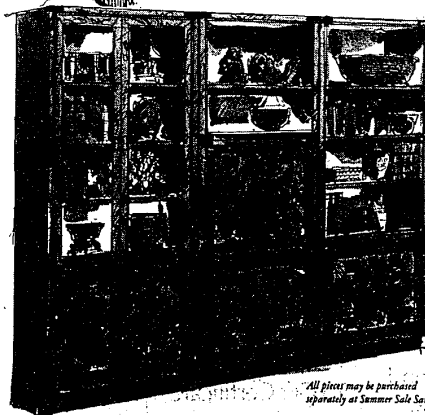
You name it

For that special baby in your life, here's a terrific gift that's bound to be remembered. It's a hand-knit cardigan (complete with hood and pom-pom ties) made in any color combination you choose and with any words you like such as Daddy's Girl, No. 1 Baby or the baby's name, knit right in to the back of the sweater. Available in sizes 1 to 6, the sweaters are priced at \$20 to \$24 (depending on size) and orders take two to three weeks. Baby and Me, Suite 100, Heritage Plaza Building, Northwestern at Evergreen, Southfield, 356-7050.



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Wall Units**
from our extensive collection

96" x 17" x 77 1/2" h., 7 pieces as shown, Sale \$2480.



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