

Playing a waiting game in style

Monday, March 10, 1980

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Story: SHIRLEE IDEN
Photos: PAT BORDMAN

Today's lady in waiting is the same fashion plate she was before her pregnancy began.



Though barefoot and pregnant, Lynell Smith plans to enjoy her days at the beach in this swim suit and beach cover-up in a blue and white pattern. The 100 percent lycra coordinates are by Anita Ltd. of Miami.

It may be hard to sit and hard to stand but mildly wants to look good while trying.

A capacity audience came to The Waiting Game in Applegate Square recently to find out just how to stay on top of the fashion game.



Fran Sethaly sports a denim jumper by M.H. Fine worn with a striped top by Peter Pan Collar and navy blue bow by Stermaded. The top is in polyester and cotton for easy care.

Six models, who are also customers, showed just how good the expectant mother can look.

Models Frank Seikaly, Lynell Smith, Sandy Cohen, Cathy Sivey, Marlene Swarin and Pam Eldred Levey showed, pants outfits, denim fashions, a sports group and the more dressy fashions.

"What the women look for is versatility with a capital V," said Waiting Game proprietor Bob Prussack.

Prussack and his wife, Thelma, opened the Wait-

ing Game just six months ago after canvassing the metropolitan area to see just what businesses might succeed.

In addition to dressing expectant mothers, the Prussacks feature infant and toddler wear and toys.

"A pregnant woman wants colors and styles she can mix and match lots of ways," Prussack said.

"She'll pick something like a jumper that can be worn with or without a blouse, or a suit to wear with the jacket or not."

"Our customers are quite sophisticated," he said.

"Many are career women and they stay right on the job almost to the time of delivery, so they have to look good."

The Waiting Game features merchandise in moderate price ranges.

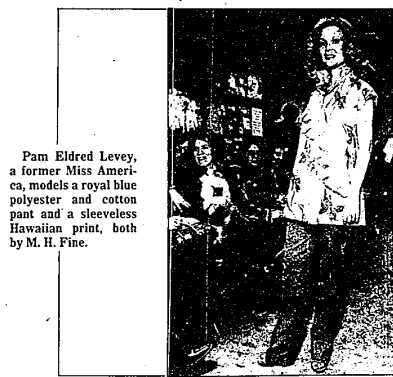
Some of the lines handed are Sassoon, Ma Mere, and M.H. Fine.

Denim is a continuing favorite coming in in jumpers, jeans, dresses and even a two-piece pantsuit.

Sassoon jeans are a big seller despite the fact that most maternity blouses will cover the Sassoon insignia.

"Our customers still want that name brand," Prussack said.

It may seem like the longest nine months of your life, but looking good can make it more endurable.



Pam Eldred Levey, a former Miss America, models a royal blue polyester and cotton pant and a sleeveless Hawaiian print, both by M. H. Fine.

a la mode

fashion calendar

Monday, March 10

Saks Fifth Avenue — The focus will be on Milan and Paris when fashions by Chloe, Armani, Missoni, Andre Laug, Valentino, Krizia, Basile, Raphael, Gian Franco Ferre, Ungaro, and Montana are informally modeled from 11 a.m. to 4 p.m. in the Regency Room of the Troy store.

Saks Fifth Avenue — Adolfo's import collection will be informally modeled in the Regency Room from 11 a.m. to 4 p.m. Adolfo will make personal appearances at the Fairlane Town Center store on Monday and Tuesday, and at the Somerset Mall store on Wednesday and Thursday. Frances Heneghan spring fashions will be featured in Better Sportswear of the Somerset Mall during informal modeling from 11 a.m. to 4 p.m. For information call 643-9000 or 336-3070.

Alfred's Restaurant — Informal modeling featuring fashions from Somerset Mall stores takes place from noon to 2 p.m. each day in the restaurant. Monday — Teller. Tuesday — Lingerie. Wednesday — Don Thomas Sportswear. Thursday — Bonwit Teller. Friday — Ann Taylor. Saturday — Roberts Furs. For information or reservations call 643-8865.

Lord & Taylor — Fitness is the topic when a group gathers each Monday and Wednesday morning from 9-10 a.m. in the Lord & Taylor Court at Lakeside Mall. For information call 247-1744.

Hattie — Birmingham — Bruce Hunter's purity of design is heightened by irresistible colors, hand painted evening clothes for women who know what elegance is all about. Hunter will make a personal appearance to describe his collection for spring-summer 1980. Through March 12 from 10 a.m. to 6 p.m. For information call 259-2377.

Cooper's Arms — Informal modeling of designer fashions from Janet Varner takes place each Tuesday from noon to 1:30 p.m. at Cooper's Arms, 306 Main St., Rochester.

Wednesday, March 12

Saks Fifth Avenue — The American Designer Collection will be informally modeled from 11 a.m. to 4 p.m. in the Regency Room on the upper level of the Fairlane Town Center through Thursday. The Ferragamo Collection will be on view in the Women's Shoe Salon on the lower level. For information call 336-3070.

Jacobson's — The A. J. Bari spring-

summer collection will be informally modeled from 10 a.m. to 5:30 p.m. Romantic, soft and feminine fashions for special dressy occasions include jacket dresses, lace collars and cuffs, ribbon detailing and other beautiful touches. Sizes 4 to 14. Jacobson's Birmingham store.

Hudson's — Fashions from Leslie Fay will be featured in a noon hour show which takes place at the Oakland Mall store. David Warren's spring dressing will be featured at 12:30 p.m. in the Woodward Shops of the Northland store, and at 2:30 p.m. on Thursday in the Woodward Shops of the Twelve Oaks store.

Thursday, March 13

Saks Fifth Avenue — Diane Von Furstenberg will appear to present a special showing of her spring collection at 1 p.m. in Sport Dresses on the upper level of the Fairlane Town Center store. Claire Pearson — Milliner Frederick Jones will bring his new designs to Somerset Mall through Friday. The 32-year-old designer will discuss the renaissance in millinery and his own designs which include sophisticated beiges, caramels and browns in small-

brimmed shapes once called boaters and sailors, plus occasional broad-brimmed bravura styles, jeweled fantasies, evening ornaments, and amusing geometric shapes.

Friday, March 14

Saks Fifth Avenue — New York designers Geoffrey Beene, Bill Blass, Mary McPadden, Oscar de la Renta, Adele Simpson, and Michele Vollbracht will be informally modeled from 11 a.m. to 4 p.m. in the Regency Room of the Somerset Mall store through Saturday. Also, the Halston sportswear collection will be informally modeled in the Designer Sportswear department from 11 a.m. to 4 p.m. "Sounds of Spring" — Fashion coordinated with an exciting range of electronically pre-recorded sounds will provide the stepping stones into spring when Lakeside Mall presents a fashion show at 3:30 and 7 p.m. in the Performing Arts Court. For information call 247-1744.

Saks Fifth Avenue — A special fashion bonus will be a presentation of the 12 Plus Collection, an assortment of beautiful clothes for spring in sizes 12-20, at 1 p.m. in the Designer Salon on the upper level.



The sleek spectator of spring! Here, from our exclusive Fenton® Last Collection, the beautiful spectator pump. Clean and classic, it's a marvelous silhouette for spring. With a wing tip and delicate stitching, in navy white or camel white call with kid trim '85. In the Designer Shoe Salon — where we are all the things you are.

Our Fenton® buyer will be in Troy on Tuesday to help with your selection. He will also have a special group of "4A widths," in the spectator shoe shown here.

Saks Fifth Avenue, Troy, Somerset Mall, Big Beaver at Coolidge
Open Monday, Thursdays and Fridays, 10 AM to 9 PM
Sundays, Noon to 5 PM
Fairlane Town Center, Dearborn 336-3070
Open Monday through Saturday from 10 AM to 9 PM
Sundays, Noon to 5 PM

Where It's At

By JUDY SOLOMON

Erin Go Bragh

Just in time for Saint Patrick's Day, Quinlan's Irish Gifts is chock-full of terrific Irish-related items such as T-shirts that declare "Irish Power," "Kiss Me, I'm Irish" and "Irish is Beautiful," buttons with Irish slogans, wool walking hats and caps, men's ties with shamrocks, black thorn walking sticks, green and white coffee mugs and a whole line of Irish teas, jellies and biscuits. You'll also find linen handkerchiefs (some with shamrocks woven into the lace borders), Galway crystal, Belleek China and gold and silver jewelry with shamrocks. Quinlan's Irish Gifts in The Merrillwood Mall, (2nd floor), 251 Merrill, Birmingham, 644-5640.



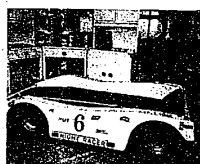
Here comes the fudge

It's funny how we take things for granted. Because most of us native Detroiters were practically weaned on Sanders' hot fudge and have been consuming it ever since, we tend to forget how special it really is. Yet, just introduce it to any out-of-towner and they flip out. Sanders' now packages a box containing four 10-ounce jars of their most popular toppings: original bittersweet fudge, original milk chocolate, caramel and chocolate syrup. All you do is fill out a mailing label at any Sanders' store, pay \$6.95 plus mailing charges and they will send it anywhere you desire.



Bed and bored

Just ask any mother, little boys consider bedtime boring. This sensational "Night Racer" bed, from Baby World 'N Teens should serve to change their minds very quickly. Made from shiny, white fiberglass, the standard twin size bed is constructed to look like a sleek, open racing car complete with black polystyrene tires and decals from such sportscar parts manufacturers as Lee, Hooker, Tiger and Seal Cat pasted onto the body of the car. Originally priced at \$319.95, the bed (which includes its own mattress) is on sale for \$299.95 through the month of March.



From Fiorucci

Fiorucci fans, take note! Rialto is now carrying some of the Fiorucci line of "new wave" accessories that you've come to know and love at the Fiorucci stores in London, New York, Chicago and L.A. To wit, bright-colored drawstring plastic shopping totes (\$9) featuring a drawing of a couple doing the jitterbug; folding plastic hooded rain jackets (\$5.95) accented here and there with the Fiorucci logo; oval tin boxes filled with potpourri (\$5.50) and big Fiorucci paper shopping bags (\$2). The latter two items are graced with lovable drawings of two sun-glass-wearing cherubs. Rialto, 217 S. Woodward, Birmingham, 642-2230.



The new romance in dressing...delicately illustrated here by Frances Heneghan in a shirtdress that's full of understated drama and beautiful style! The dress itself...a fluid pour of polyester crepe de Chine in a wash of deepest navy. The romance...the finely detailed embroidery at pocket hems, the eye-catching appeal of tiny scallops at sleeve edge. Front-buttoned, with elastic waist. For sizes 4 to 16, '80. In Sportdress Collections—where we are all the things you are! Meet Francis Henegham's special representative and view informal modeling of the collection Monday, March 10th, Tuesday, March 11 and Wednesday, March 12th from 11 to 4 in Sportdress Collections—Troy.

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
Fairlane Town Center, Dearborn 336-3070
Open Monday through Saturday from 10 AM to 9 PM
Sunday from Noon to 5 PM