

Jewelers aim for function, fashion

A fine line exists between what jewelry is and what sculpture is.

A ring — no matter how exotic the design — loses its purpose if it is not designed to stay upright on the finger.

Jewelry that is uncomfortable or awkward to wear might just as well remain in the showcase.

These are premises sometimes forgotten by those who work with precious metals and stones. That's why it's important to remember function as well as design when purchasing custom jewelry.

One store specializing in custom jewelry is the Morris Bednarsh Jewelers in Southfield's Applegate Square shopping center.

The business is a partnership between Bednarsh and Tony Ferrari, who employ 12 full and part-time people in the pursuit of adornment.

"We can do just about anything related to jewelry," Ferrari says.

"We attempt a lot of things that are more or less technically improbable, but we always seem to succeed."

According to Ferrari, there are some 3,000 molds for different kinds of jewelry — rings, pendants, bracelets and earrings.

Designer pieces, for which the mold is destroyed after a certain number are produced, are also available.

Everything but watch repair and engraving is done at the shop, with the partners more than ready to attempt any project that strikes a customer's fancy. Bednarsh, the main designer, attempts to insure that customers get jewelry that is earable — not just impressive to look at.

If you have an unset stone, a setting can be designed for it. There are stones available as well at the store, as well as piles of unstrung pearls and beads of semiprecious substances such as jade.

To get a custom-designed piece, you simply walk in, describe what you want, and let Bednarsh go to work.

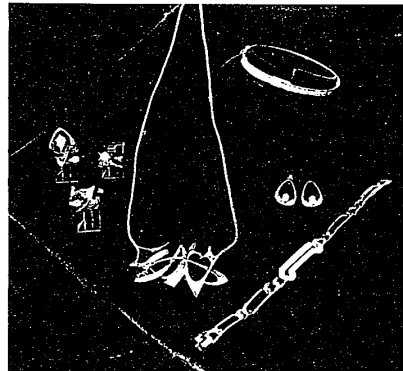
You will be shown a wax replica of the ring or other piece. Once it's approved, the design is cast (usually in gold) and finished to your liking.

There are also finished pieces on display that can be purchased.

The only hard part about the process is the cost. The store has earrings for under \$50, but the prices soar with the amount of design time, stones, precious metal and labor involved.

A bracelet set with diamonds can easily run into thousands of dollars.

For those, however, who want to express their individuality as well as make an investment, custom jewelry is well worth the price.



Whether it's a ring, pendant or some other custom jewelry, it should be designed for function as well as fashion.

fashion calendar

Saks Fifth Avenue — SFAntastic Dresses, Coats and Suits on the lower level of the Fairland Town Center store will be the setting for informal modeling of the Nipon spring-summer collection from 11 a.m. to 4 p.m. Through Tuesday.

Lord & Taylor — Co-sponsored by Lakeside Mall the "Bodytone" exercise group continues to meet in the mall in front of Lord & Taylor each Monday and Wednesday from 9-10 a.m. Call 349-9400 or 247-1745 for more information.

Alfred's Restaurant — Informal modeling of fashions from Somerset Mall shops takes place each day from noon to 2 p.m. On Monday fashions from Bonwit Teller, Tuesday Lingerique, Wednesday Don Thomas Sporthaus, Thursday Bonwit Teller, Friday Ann Taylor and Saturday Roberts Furs. For

information call 643-8865.

Bonwit Teller — Royal Copenhagen will introduce its new fragrance "Flora Danica," named for the famed line of porcelain. Cosmetics. Somerset Mall.

Tuesday, March 25

Hudson's — Ralph Lauren's romantic designs and classic daytime looks will be featured when the Lauren spring collection is modeled during continental breakfast at 9:30 a.m. For reservations call 569-3232, ext. 204, Northland.

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

Saks Fifth Avenue — The Jonathan Hitchcock Collection will be informally modeled from 11 a.m. to 4 p.m. in the Regency Salon on the upper level of the

Fairlane Town Center store. Also the Jessica McClintock Collection will be informally modeled in the Right On shop on the upper level.

Saks Fifth Avenue — St. John Knits will be informally modeled from 11 a.m. to 4 p.m. in the Regency Room at the Somerset Mall store. Through Thursday.

Lord & Taylor — Spring's beauty show will feature vibrant, clear and tender looks from Estee Lauder, created individually by an Estee Lauder artist. The Cafe at 9:30 a.m. Twelve Oaks.

Thursday, March 27

Saks Fifth Avenue — Kasper will personally show his spring and summer collection at 1 p.m. in the Designer Sportswear department on the upper level of the Fairlane Town Center store. Also, the Schraeder Sport Collec-

tion will be informally modeled in Sports Dresses on the upper level from 11 a.m. to 4 p.m.

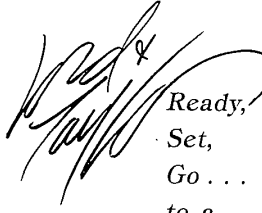
House of Fabrics — The grand opening of the new Royal Oak store at 117 W. Fourth Street will feature a fashion show titled "The Spirit of Spring ummer '80," with the spotlight on McCall's patterns. Two presentations at 1:30 and 7:30 p.m. For information call 541-0010.

Saks Fifth Avenue — The Bloomfield Hills Junior High School annual mother-daughter luncheon will feature fashions from Saks and a demonstration on hair fitness by Gerald's of Franklin. Over 500 mothers and daughters will meet at noon at the school. Mrs. John Mowrey is the general chairman.

Garden group meets April 1

The Riverwoods Branch of the Women's National Farm and Garden Association meets at noon on Tuesday, April 1 at the home of Mrs. Raymond Martin of Southfield.

Mrs. K. Briggs, president of the Michigan Lily Association, will speak on "The Charm of Lilies in your Garden." She is a resident of Farmington.



Ready,
Set,
Go...
to a
**Children's
Fashion
Parade**

Join us Saturday,
March 29, at noon,
in our Young People's Shop,
Mall Entrance. And see the
fabulous looks that take children
from playtime to party time.
Plus, Magical Brent the
Magician—our entertainment
treat especially for children!
Lord & Taylor, Lakeside—
call 247-4500.



Where It's At

By JUDY SOLOMON

Uncommon market

In this over-franchised, over-mailed, impersonal world of ours, it's refreshing to meet a man who really cares. Bud Phelps is devoted to stocking his Long Lake Market with both quality and hard-to-find grocery items that he personally selects. Because Phelps also likes to cook, he sells some delicious homemade items. Among them, you'll find blue cheese, Thousand Island and Italian dressings; very lean Italian sausage (in both link and bulk form); chili; green peppers stuffed with rice, ground chuck and tomatoes and boneless chicken breasts stuffed with a combination of wild rice and Pepperidge Farm dressing.

Long Lake Market, 1075 W. Long Lake Road (west of Telegraph), Bloomfield Hills, 647-2266.

Tie one on

When it's spring, a young man's fancy turns to thoughts of love, and this columnist's fancy turns to thoughts of Lilly Pulitzer. From the minute you enter the shop and see all the wonderful things made out of Lilly's famous, colorful prints, you can't help but feel spring is in the air. This year, there's a bumper crop of terrific T-shirts. Ranging in price from \$26-\$32 and available in three styles, the shirts would look great with your solid color shorts, skirts or pants.

Lilly Pulitzer, 51 W. Long Lake Road, Bloomfield Hills, 645-1790.

Letter perfect

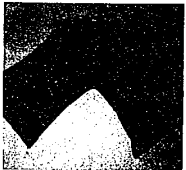
What's in a name? Plenty, when you put it in the hands of Vicky Holzer. Ms. Holzer cleverly works any name you choose into a pen and ink drawing of a person engaged in his favorite sport, hobby or career. Complete with black wooden frames, the 12 by 16 inch framed drawing (\$35).

Vicky Holzer: in the middle of Orchard Mall, Orchard Lake Road near Maple, West Bloomfield, Tuesday-Saturday, noon to 5 p.m., 851-7727.

Pillow Talk

It's a new concept in pillow design, and a lot of people swear by it. The Hugg-L-O pillow (\$12.95) is 38 inches wide and constructed in a rounded "V" shape to support your head in any sleeping position. Designed to give maximum comfort to head, back and shoulders, the Hugg-L-O is particularly helpful to those who have bursitis, pinched nerves or broken arms. Pillow cases (\$6.95 each) to fit the Hugg-L-O are also in stock in 10 solid colors.

Orchard Lake Pharmacy, 4248 Orchard Lake Road, (between Lone Pine and Pontiac Trail), West Bloomfield, 682-5610.



Saks Fifth Avenue

It's Showtime! at SFA, Troy...

Every Wednesday, beginning March 19th through May 21st, we're pleased to present a special shopping-lunch-theatre afternoon!

Prologue—Valet parking, available at the Coolidge entrance to SFA. Complimentary coat check on the Second Floor.

Act I—Lunch by Alfred's Restaurant. A delicious hot buffet! while you enjoy informal modeling in the Somerset Mall Auditorium, Lower Level.

Act II—"Good Evening," by Jimmy Launce Productions, a unique comedy show written by Dudley Moore.

Tickets are 12.95 each, and may be purchased at SFA in the Second Floor Boutique. For prepaid reservations, call 643-9000, ext. 274.

Troy, Somerset Mall, Big Beaver at Coolidge