

à la mode



A terry cloth boucle coverup is modeled by Sandy Houck of Avon Township. Nancy Hellig of Metamora designed the gown for Madame X, a Rochester shop specializing in queensize lingerie. (Staff photo by David Frank)

Large-sized clothes bring big profits

By NANCY AUSTIN

In 1978, the United States government published statistics showing that there were 25 million women size 16 or larger. When the Fashion Group, a group of women executives, discovered these statistics, an explosion took place in the fashion industry.

So it is no coincidence that today there are 600 clothing manufacturers who design and produce clothing for the large-sized woman. In 1975 there were about 150 manufacturers in that arena.

Today, it is no surprise to find Pierre Cardin, Sassoon and Gloria Vanderbilt labels on a variety of large-sized clothing styles in a profusion of large-sized specialty shops.

Carole Shaw, editor of Big Beautiful Women magazine, explained the recent trend: "It's the nice green stuff in our fat little lists. It is an important and viable market."

Viable it is. If every woman size 16 or larger spends just \$200 a year on clothing, this translates into \$5 billion in sales per year.

DESIGNERS as well as other manufacturers

have finally recognized the market.

"It is such a psychological uplift for a large woman to be able to wear signature jeans," said Ms. Shaw.

Not only has there been an increase in the number of specialty shops opening in the Detroit area, but there also has been a change in the style of clothing the large-sized woman is interested in.

The look for spring will include not only versatility in daytime wear, but also active sportswear.

Arlene Greer, owner of Special People in Oak Park, says her customers participate in sports. "My women aren't just spectators. Many of them belong to health clubs and spas where racquetball, golf, tennis and swimming constitute some of the activities."

In keeping with the demand, her shop stocks approximately 90 percent sportswear and 10 percent dresses.

Active sportswear is also a dominant trademark at the newly opened Tadmor Shop in Plymouth. Beatrice Harris, owner and partner of the shop, specializes in helping customers coordinate their attire.



A soft wrap-type dress suitable for the mother-of-the bride is worn by Shirley Witalec of Plymouth. Designed by Miss Elliot, the dress is available at the Tadmor Shop in Plymouth. (Staff photo by Gary Caskey)

Where It's At

By JUDY SOLOMON

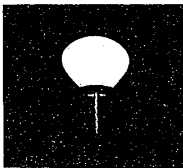
Bread winners

It's a delicious way to learn geography. Hudson's bakeries now sell "Breads of the World" which range in price from 90 cents to \$1.50, depending on the kind you select. Baked fresh daily in a high pressure steam oven, the breads contain no preservatives or additives. Among the tempting loaves you'll find French sesame twist, regular French, Italian, Swedish limpa rye, Holland Dutch, cinnamon streusel, whole wheat, garlic and cheese. There are also onion cobbstone, spinach and cheese, broccoli and cheese, broccoli and onion and vegetable loaves, all of which contain fresh chopped vegetables.



A Real Corker

You've seen it happen a million times. First there is a table, impeccably set for two. The lights are low; the candles are lit and it's time to pour the wine. Then your suave lover, husband or maitre d's whips out the wine opener and tries to effortlessly remove the cork. Suddenly, romance has turned into a Mel Brooks comedy. He twists and twists to no avail. The cork either refuses to budge or it falls down into the bottle. May we suggest "The One-Turn Automatic De-Corker" (\$8.95)? All you do is place it on the cork, turn the handle clockwise and voila, out comes the cork and on goes romance. Bottle 'n' Gift, Orchard Mall, West Bloomfield, 851-9700.



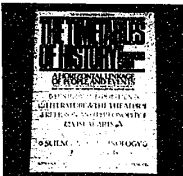
Artful

How nice! Jody Field, art and design consultant, will come to your home or office, free of charge, and bring a selection of affordable, limited edition graphics for you to see. At the same time, she will help you coordinate the art you already have. Should you decide to buy any of the graphics, Ms. Field will suggest suitable framing, have them framed and deliver them to you. Jody also sells decorative mirrors, custom-designed lamps and Chinese reproduction porcelain plates, ginger jars, vases and bowls. Jody Field, 646-9271.



Side By Side

It's a unique reference book you should have in your home and it would make a super graduation gift too. "The Timetables Of History" by Bernard Grun (\$29.95) tells you who did what concurrently through the ages. Featuring double-page spreads seven columns wide, the left hand columns list the years from 4241 B.C. to 1978. As you look horizontally alongside any particular year, you discover what diverse things were taking place that year in the areas of history and politics; religion, philosophy and learning; literature and the theater; visual arts; music; science, technology and growth and daily life.



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