

Fashion Institute of America

'The Look' is Your Look in the '80s

By LORRAINE MCCLISH

Is dressing a frantic experience for you? Do you have more than 10 mistakes in your closet? Are you manipulated by relatives and sales clerks? Have you ever apologized for the way you look? Do you get frequent headaches when you shop? Do waiters ignore you?

The quiz goes on, but the message is clear without adding up the score: The woman who is having trouble with her wardrobe is also having trouble in her life.

DIANE SOLOMON, president of Fashion Institute of America, leads off her "Fashion Success" seminars with the quiz, but follows it up by emphasizing trouble with the wardrobe.

"Notice that I am not saying you are having trouble achieving 'The Look' because there is no look for the '80s," she says. "Fashion follows our politics and our lifestyles and the '80s will be no different."

"Reflect on items that were up during World War II, then items that were down in the post-war era."

From this point she rattles off the nation's mores and the fashions effected through the Feminine Mystique, togeth-

erness, the youth culture, the non-conformist and the me generation.

"We went back to school and found our new directions in the '70s and now we are on those individual courses, pursuing our individual goals," she said.

"So the look is your look. It is practical, conservative, economical. It is geared for you to be you. Geared to make you comfortable. Geared to make you look your best."

THROUGHOUT her talk, Ms. Solomon stresses quality over quantity in basic dressing. She suggests heavy in-

vestment in a basic all-weather coat; one jacket, preferably a blazer in a neutral (she suggests beige or cream); two solid skirts (one basic, one wrap); and three basic dresses.

Add one shawl, six blouses, two print skirts and one cocktail dress, all of moderate price.

Mix and match with inexpensive hats, scarves, jewelry, belts, and bags in the color or the fad of the season, all of which can switch the basics to another look to fit the mood or the occasion.

Having an unusually round face, short legs, broad hips or any other figure problem is not a cop-out Ms. Solo-

mon will accept.

"No home should be without a full-length mirror," she says, "and it should be used. Stand before it and keep standing there. Try on everything you own and keep mixing and matching and switching until you get a reflection that you like."

"Then study what it is that you see that you like and go from there."

If this fails, her suggestion is to go to a shop where you are either known or has salespersons who are knowledgeable about dressing and will take the time and be honest with you about selections.

Some fashion points to ponder

Diane Solomon, who has spent her entire adult life in fashion related careers, passes along a few fashion pointers:

- No matter what you pay for a piece of clothing, if it doesn't fit right, it is not going to look right.
- Color and weight of fabric should determine your hem length. General rule is the darker and heavier the fabric, the shorter the hem.
- As to pants length, the front should touch the top of the shoe. The back should be a quarter-inch longer.
- All expensive clothes purchased for long-term wear should be in solid colors.
- Accent either the belt or the waist

area; not both.

- Arrange your closets so all blouses, jackets, skirts, pants are together. When you place entire outfits together on one hanger, you deny yourself diversity.
- Before purchasing any garment, wring the fabric in your hands as though you were wringing out a rag. If the fabric doesn't fall back into place, skip it.
- Best all-season fabric is gabardine.
- Ultra-suede is expensive, but worth every penny.
- Purchase bone-colored shoes for summer in lieu of white, which makes your feet look bigger than they are.

- Buy clothes on sale in the off-season.
- If you are not familiar with shops that specialize in unisex clothes, try them. Pants, particularly, will probably be priced less than at a woman's shop, and these shops generally alter pants without charge.
- Shop the discount houses only if you know fabrics. If you are iffy in this department, stay away from stores that are either understaffed or have incompetent personnel.
- Spend some time looking at store displays before you buy.
- If you are in doubt about adding another piece of jewelry or a fussy accessory, don't. Keep it simple.



The transformation from short and squat to long and slim was made with two simple switches: a deep V-neck and a self-collared belt for the petite and round-faced model. Kathy McGorick, a student at Fashion Institute of America, in Southfield, serves as a model during Diane Solomon's "Dress for Success Seminars." (Staff photo by Randy Borst)

fashion calendar

Monday, April 14

ervations, call 649-3480.

Saks Fifth Avenue — Robert Janan's collection for summer '80 will be modeled from 11 a.m. to 4 p.m. in the Fifth Avenue Room, upper level of the Fairlane store through Tuesday. Also, it's active sportswear week with modeling of sportswear for sporting activities from 11 a.m. to 4 p.m. each day of this week in the Sportswear Collections on the upper level.

Alfred's Restaurant — Informal modeling takes place each day of the week from noon to 2 p.m. Monday — Bonwit Teller. Tuesday — Lingerie. Wednesday — Don Thomas Sportswear. Thursday — Bonwit Teller. Friday — Ann Taylor. Saturday — Furs by Robert Somerset Mall.

Americoif — A unique group of Detroit area hairdressers headed by Nino Gena will sponsor the 16th annual hair and fashion champagne luncheon at the Southfield Sheraton Hotel, featuring the latest in today's hair styles and fashions by Ann Taylor and Lingerie of Somerset Mall. Also to be presented will be the Nino Award for the most dedicated and talented hairdresser of the year. For information, call 354-3830.

Piper's Alley — Informal modeling of fashions from Whiting's and Town and Tweed will be featured from noon to 1 p.m. at the restaurant, located at 3270 W. Big Beaver, Troy, in the Sheffield Office Park. For information and res-

Crowley's — Crowley's Boys' department will spotlight boys' fashions and the start of the baseball season. Some lucky boys will be recipients of a limited number of tickets to the opening day of the season on Friday, April 18.

Tuesday, April 15

Cooper's Arms — Informal modeling of designer fashions from Janet Varner will be held from noon to 1:30 p.m. at the restaurant, 306 Main St., Rochester.

Wednesday, April 16

Saks Fifth Avenue — The Fifth Avenue collection will be informally modeled from 11 a.m. to 4 p.m. in the Fifth Avenue Room on the upper level of the Fairlane store.

Thursday, April 17

Crowley's — In conjunction with the store's Looking Healthy fashion program, the store will feature beauty experts representing AZIZA through April 19 in the Lakeside store. Free make-up sessions will be held from 3-7 p.m. on April 17, 3-7 p.m. April 18, and 11 a.m. to 5 p.m. April 19.

Saturday, April 19

Saks Fifth Avenue — An active sportswear mini-show will preview the look of summer fun at 1 p.m. in the W. Big Beaver, Troy, in the Sheffield Office Park. For information and res-

the fashion plate

Rustle Shand

Use an under eye concealer to hide dark circles under the eye, advises Mrs. Lauder. But, rather than rimming the entire eye socket with concealer, and in a triangle at the inner corner of the eye — with the point of the triangle ending just under the center of the eye. This method eliminates the darkness without creating a puffy look.

"There's a new liveliness to clear colors this spring. They're clear and bright and they give you a lift that gets you going on your own steam."

The key to the fresh, energetic look of the 1980s is not only how you put your makeup together but the artful way you apply it. Along with all the new soft brights in cosmetics, there are a rash of new rules to employ when applying the new sprightly makeup.

"Color, because it's so clear this spring, should be worn in a wash of tender tints," Mrs. Lauder says. She suggests applying blusher in a sweep from the middle of the cheek toward the hairline so that you don't see where the color stops or starts. Add an extra bit of blush where the sun touches the forehead, bridge of the nose and chin.

WHEN YOU SWEEP color on the cheeks, "don't go below the upper lip line or too close to the nose and keep the color placement one inch below the outer half of the eye," Mrs. Lauder advised.

Eyeliner is used, she said, to make the base of the eyelashes look thicker. "Apply eyeliner to three-quarters of the upper lid, leaving the area closest to the inner corner of the eye free from color. The outer corner of the lid should be lined more heavily, lightening toward the center. The lower lid is lined in the same manner, from the outer corner of the eye to the center, only." The liner must then be softened by smudging and Mrs. Lauder suggests using the cap of the eyeliner pencil to smudge with.

new makeup is not complete without a touch of fragrance. Try Estee Lauder's White Linen for a crisp, clean aura of spring.

Estee Lauder cosmetics are carried by all major stores, including Hudson's, Saks, Bonwit Teller, Lord & Taylor and



Reflecting the same interest in geranium reds and flashing pinks which many designers featured in fashion this spring, Estee Lauder has blended a trans-Atlantic palette of six Dayshine shades to introduce Polished Performance Lipstick. Fingernails, too, tap out the trans-Atlantic color message.

class reunions

DETROIT CASS TECHNICAL 1930-39

Class Technical High School graduates of 1930 through 1939 will hold a dinner dance reunion Saturday, April 19. Singles and couples are invited, and those interested in details may call Jean Jeffries, 833-5386.

DETROIT CENTRAL 1945

The 35-year reunion for the classes that graduated from Detroit Central in January and June, 1945, will be held at 8 p.m. May 10 in Hamilton Place in Southfield. Reservation information is available from Donna Roseman, 478-5554, or Allen Sipser, 355-3100.

GROSSE POINTE GABRIEL RICHARD

An open house to plan 1-4 p.m. Sunday, April 27, to honor the 50th anniversary of Ford Gabriel Richard Elementary School, 176 McKinley, Grosse Pointe Farms. The athletic field will be

dedicated to the school's first president, Clarence Messner, and alumni and friends are invited to participate.

FARMINGTON 1970

The Farmington High School 1970 graduating class will hold its 10-year reunion in August. Those interested in attending may call Darryl W. Carlson, 531-1445.

DETROIT SOUTHEASTERN 1940

The Southeastern High School class of 1940 is planning a reunion Sept. 27. Those interested in attending or working on plans may call or write Juanita (Arlene) Ackerman, 876, Dowling, Bloomfield Hills, 48013, 642-2850.

DETROIT ST. FRANCIS DE SALES 1970

The St. Francis de Sales High School class of 1970 will hold its 10-year reunion this fall. Alumni who have not

been contacted may call Barbara (Rich) Murinas, 937-1836.

ECORSE ST. FRANCIS XAVIER

A new alumni association for former students of St. Francis Xavier High, an Ecorse school that closed in 1969 after 30 years of operation, is planning a dinner dance Nov. 29. Those interested in attending the event or receiving information on the group may call Joan Fluharty, 561-2793, or Jeanette Richter, 385-1173.

EAST DETROIT 1960

The East Detroit High School class of 1960 will hold a 20-year reunion beginning at 6:30 p.m. Saturday, Sept. 27, at Roma Hall, 24845 Gratiot, East Detroit. Tickets are \$17.50 per person. An informal picnic also is planned the following day in Kennedy Memorial Park.

To make reservations, call Brigitte Hoffman Varonick, 776-3032; Marilyn Marino Icke, 651-4229; Jake Femminello, 772-0970, or Ray Minervini, 792-7450.

DETROIT NORTHERN 1935-1937

Classes that graduated from Northern High School in 1935, 1936 and 1937 will join in a reunion party this fall. Those interested may call Eve Berke, 555-1763, or Yetta Pomerantz, 553-9132.

DETROIT DENBY

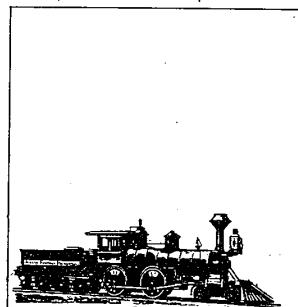
The Denby High School class of 1955 will hold a 25-year reunion later this year. Those who would like to attend or can supply the names and addresses of classmates may call Judith Leitinger, 731-0698, during business hours or 469-0370 in the evening.

GARDEN CITY EAST 1970

The Garden City East class of 1970 will hold a 10-year reunion later this year. Those interested may call Sue Os-

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