

Economy and mileage turn on fashion consumers



From designers Donna Karan and Louis Dell'Olio of Anne Klein and Co. come other summertime ideas. Above left, an elegant double-breasted, white linen jacket, piped in black is worn over grey linen piped tuxedo pants. Above, right, the same designers pro-

vide a soft, classic look in suit dressing with a black and grey camisole tucked into matching silk skirt. It can be worn under the grey silk blazer with black lapels and trimmed patch pockets or by itself.

Tags such as economy, mileage, style and performance usually refer to the products of the automotive industry.

They can also describe the high-powered yet feminine creations of some fashion designers in the field today.

One such designer is Helene Sidel. Ms. Sidel often designs for the woman who is busy juggling a career and a family — familiar territory for one in that situation herself.

For the designer with perception, it involves an understanding of just what it is like to be so busy that there's little time left over to follow the intricacies of the latest fads.

Women with many responsibilities need wardrobes that can relate to individual lifestyles, be right on the fashion target, and yet be comfortable with top performance built in.

Top of the priority list for Ms. Sidel's designs is wearability, achieved with a creative hand.

Her summer 1980 collection employs a variety of fabric to take today's woman from role to role in comfort and style, whatever the weather or time of day.

Ms. Sidel uses luxurious tissue failles, crepes and rayons, breezy georgettes, airy plisses, as well as cool cottons.

As for color, the palette includes brights and subdued shades, a wide ranging rainbow to reflect the many moods of summer.

The collection includes dresses, suits, dress with jacket combinations and the resurging pants, including easy-to-wear jumpuits.

Because they're for summer, bare shoulders make a frequent appearance in the collection, and camisoles continue to be a popular answer for how to stay cool.

Helene Sidel fashions can be found in this area at Sabrina's of Birmingham, Jacobson's, J.L. Hudson, Dicken's Boutique, Davidson's, and B. Siegel.



Helene Sidel's jacquard patterned jumpsuit is done in shocking pink rayon for a cool, luxurious feeling on warm summer nights.



Where It's At

By JUDY SOLOMON

Go Bag it

At Rialto this Father's Day, you can go bat it and your Dad should be delighted. Several novel bags are in stock. For example, a canvas drawstring bag (\$5) says "For Men Only: bathtub playmate of the year." Inside there's a green rubber turtle for Dad to float in the tub plus a bottle of bubble bath. A canvas bag (\$4.50) that says "Beer and Peanuts" on the outside contains a beer-based shampoo plus a bag of dry roasted peanuts. There are also "Dad's Candy Bags" (\$3.50) that come filled with an assortment of candies.

Rialto, 217 S. Woodward, Birmingham, 642-2230.



And all that Jazz

Enough of those mundane gray flannel or navy polyester robes. How about jazzing Dad up this year with a robe (\$52) made out of one of Lilly Pulitzer's famous printed fabrics? (Heaven knows, if you've spent any time lately in Palm Beach or at the country club, you've seen her prints all over the place.) The shop also stocks lots of other goodies for men including printed patchwork swimming trunks, printed slacks and golf shirts in both Lilly prints and solids. Furthermore, print blazers are currently sale priced at \$55, which is a 50 percent reduction from the regular price.

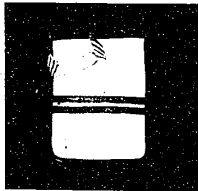
Lilly Pulitzer, 51 W. Long Lake, Bloomfield Hills, 645-1790.



Courting

A tennis-playing Dad might be very pleased to receive this tennis towel from Call it Love. Shaped like a scarf, it can be worn around the neck as he goes to and from the court. Its zippered compartment is great for keeping keys, glasses, cigarettes and loose change. Made of white terrycloth and trimmed in navy, the towel is priced at \$14.50. Then, depending on whether you view him as angelic or devilish, you might want to add a terrycloth sweatband with either satin horns or angel's wings attached at each side.

Call it Love, Orchard Mall, West Bloomfield, 626-7400.



Camp Letters

If you've ever stood in front of a camp bus or an airport luggage carousel trying to figure out which duffelbag belonged to your child, you'll appreciate this idea. Brody's will heat transfer your child's name onto a duffelbag in big, visible letters. The store sells three different sized zippered canvas duffelbags (\$8.50 to \$14), and the letters cost 20 cents each. You'll also find army flashlights (\$5) with three different colored lenses: one for reading, one for signalling and a red one for goofing off. A self generating-flashlight that uses no batteries (hooray) is priced at \$5.

Brody's Boys and Young Men's Wear, 6736 Orchard Lake Road, West Bloomfield, 851-6232.



Hadassah installation features 'musicale'

Officers will be installed by the Metropolitan Detroit Chapter of Hadassah at 12:30 p.m. Tuesday, June 3.

The event will begin with dessert and coffee at the Hamilton Place, 30333 Southfield Road in Southfield.

A musical program will feature the 42nd Street Players, a new group. They will present a musical review titled "A Little Bit of Broadway."

The company was recently formed by actor, singer, director Tom Emmott, who owns and operates the Performing Arts Studio in Birmingham. He is also active in local theater productions including the Michigan Opera Theater.

Other members of the group include soprano Marcia Rimarelli, alto Pam Powley and baritone Mark Von Drak.

All perform both locally and in New York.

Local audiences may recognize Miss Cimarelli as

soloist at Temple Israel or with the Detroit Symphony Orchestra.

Miss Powley appears as soloist at the Birmingham Temple and Michigan Lyric Opera Company.

Von Drak sings with the Kenneth Jewell Choral. Members of the program committee are: Ruth Meisner, Emily Lichtenstein, Virginia Hoffman, Diane Klein, Judy Coleman, Phyllis Subar, Carol Lawson and Maggie Feldman.

Awards will be given for fund raising and membership.

To be installed are: Annette Meskin of Southfield, president; Marilyn Ash, Arlene Gould, Joan Provizer and Peggy Shafi, vice president coordinators; Magda Fox, Hilda Hamberger, Suzanne Kaufman, Marcia Kersch, and Dodie Schlesinger, area vice presidents; Maxine Steiner, treasurer; and Paulette Borin, Faye Schnaar and Susan Yorke, secretaries. Phyllis Newman will act as installing officer. There is a charge for the event.

Sales on Infants' Basics!

• Side-snap shirts: 2 packages for 7.20. With diaper tabs. In white, pink, aqua or maize polyester and cotton. Sizes 3 mos., 6 mos., 12 mos., regularly 4.50 each; now 2 for 7.20.

• Pull-on shirts: 2 packages for 6.20. With diaper tabs. In white, pink, aqua, or maize polyester and cotton. Sizes 12 mos., 18 mos., 24, 36, regularly 3.75 each; now 2 for 6.20.

• Drawstring gowns: 2 packages for 7.20. With convertible mitten sleeves. In white or maize polyester. One size for all babies, regularly 4.50 each; now 2 packages for 7.20.

• Find them in Baby Boutique®, where we are all the things you are. Total units available: Troy and Farmington 1170

Saks Fifth Avenue



Saks Fifth Avenue, Troy, Somerset Mall, Big Beaver at Coolidge
Fairlane Town Center, Dearborn