

Image makers seek the 'face of the '80s'

à la mode

By RUSTLE SHAND

Facing the 80s is a matter of concern to national trend makers whose choice of a female face to advertise consumer goods can set the style for the new decade.

Fashion models — the great ones who are the image makers of our era — often have more clout than many heads of state.

For almost half a century a succession of sultry, exotic, haughty, and photogenic beauties have exerted extraordinary influence on women.

In every civilized country of the world, they have taught them what to wear, how to look when they wear it, and subliminally, what to think about when wearing it.

To discover a new face for the new decade, Ford Models Inc., in collaboration with Merle Norman Cosmetics, has launched a worldwide search for the face of the '80s.

In September, the U.S. face, selected by a jury of experts, will compete with beauties from 20 other countries for the title, considerable financial perks that go with it, and the chance to become one of modeling's greats.

"WE'RE LOOKING for a star," says Eileen Ford. "The girl whose untrained glance lets editors, photographers and customers know that whatever it is they've been looking for, they've found it."

Unlike fashion faces that have made their imprint before, the face of the '80s will have its own unique qualities.

Back in 1947 when Dior introduced his "New Look," for the 1950s, super-sophisticated models had arched eyebrows and carefully groomed hair, topped off with a consistently contemptuous look.

In the 1960s it was Jean Shrimpton's blueprint for fresh and natural beauty

that prevailed, and later in the decade, the cockney schoolgirl, Lesley Hornby, made the "Twiggy look" supreme.

The face of 1966 was Twiggy in tiny skirt, skimpy sweater and an ungainly stance catching the mood of the moment and epitomizing the youth cult of the day.

When the decade of the '60s ended, so ended all the former dictates of fashion. Skirts were shorter than anyone believed possible, sunglasses bigger, colors louder.

Verushka, the six-foot-tall German countess, came into her own in both Antonini's film "Blow Up" and in fashion modeling.

THOSE WHO made it to the top in the 1970s had to have faces strong enough to carry off the succession of bizarre looks — the army surplus, masquerade and perennial jeans looks.

Two such models, who earned record amounts, are Lauren Hutton and Margaux Hemingway. Both have strong faces that reflect women's new push for independence.

The new fashion prototype will have to have a face right for the fashions of today.

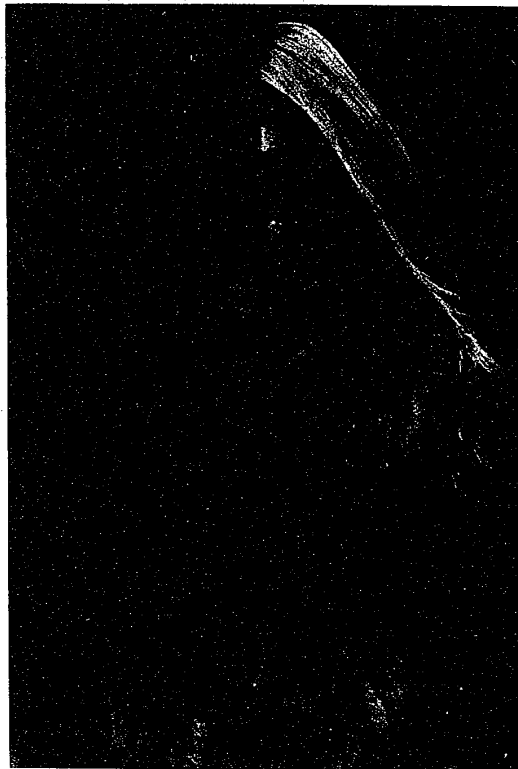
Candidates must be between 16 and 21 — married, single or whatever — who have or have not been professional models. They can pick up applications at any Merle Norman Studio and must submit completed forms by July 31.

Eliminations will be based on photographs, two head shots and one full length color photo in a bathing suit. One finalist from each state will be chosen for a trip to New York to choose the American face of the '80s candidate.

Applications are available at Merle Norman Studios in Birmingham, Southfield, Farmington, Rochester, Livonia and Redford.



Modeling requires poise, grace and beauty of face in a package deal. The model who may represent the decade of the '80s will need that something special that adds up to immense appeal. She'll also need to beat out thousands of other aspiring beauties. (File photo)



Sable in the summer can be the lot of a professional model. But the profession is one of glamour and romance. (file photo)



Where It's At

By JUDY SOLOMON

Letter Perfect

Here's a cute way to immortalize someone's nickname, favorite word or favorite saying. Ricki's will order the necessary letters and have them strung together into a mobile that you can hang from the ceiling or mount on a wall. Available in many different colors, the plump, stuffed letters are made out of shiny, satin-like fabric and cost \$4 each. Orders take approximately three weeks. If you prefer not to wait, you'll find letter mobiles in stock that say "Sweet Sixteen" or "Love." A super star mobile has the letters of the word "Super" attached to the shape of a star.

Ricki's (inside Fancy This), 29229 Northwestern, Southfield, 353-1850.



That's Entertainment

Along with a terrific menu, the new Eater's Digest Restaurant has a great gimmick that you and your family are bound to enjoy. Each table comes equipped with a telephone plus a list of special phone numbers. For the 30 minutes, you can dial as many of the numbers as you wish to hear such things as your horoscope for the day, sports and lottery results, jokes, top 10 songs, children's riddles and stories plus answers to the game sheets that have been put on your table. If you have at least five winning numbers on your Keen-O-Phone card, you also receive a discount on the meal.

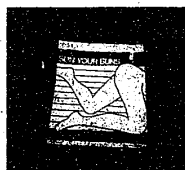
Eater's Digest, 2820 N. Woodward, Royal Oak, 549-6988.



On the Beach

So what if you're not a 10. Here's an item that could help make you the belle of the beach anyway. It's a canvas tote bag complete with matching beach towel (\$28) in stock in your choice of three loveable versions. The first features a stylized drawing of the bottom half of a female torso plus the words "Save your Buns" while the second has a brightly colored rainbow. For the preservationists among you, there's also an abstract whale design plus the words "Save the Whale."

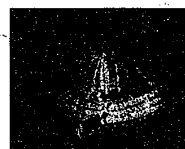
Ingenue, Applegate Square, Northwestern and Inkster, Southfield, 352-7232.



Some Things Special

Grandmothers, take note. Rainbow Lollipop now carries a group of very handpainted clothes that could be passed down from generation to generation. For a girl's christening or other special event, there's an outfit (\$60) consisting of a delicate lace-trimmed white cotton dress handpainted with lavender flowers and pale yellow butterflies plus a matching bonnet and socks. A boy's outfit (\$48) consists of handpainted short pants, a matching shirt and socks.

Rainbow Lollipop, Somerset Mall, Troy, 649-3911.



Makeup helps create a winner

The make up worn for photography must be different than that worn on the street. Those submitting black-and-white and color photos for the "Face of the '80s" contest will want to contour, define and enhance.

No one will want "hot spots," "fadeout" or unflattering shadows.

Hot spots occur when light reflects on shiny spots, usually on forehead, nose and chin. Fadeout results from lack of definition on certain features such as lips and eyebrows.

Some tips for makeup that can lead to winning photos include:

- Use a foundation product that provides adequate coverage rather than a liquid or sheer makeup.

- Select only matte finish product for eyes. No silver or gold flecks should be present to reflect light.

- To define cheekbones, look straight ahead in mirror, place powder brush on top of cheekbones from center of eye back to the hairline.

- Apply contouring shadow, a darker shade of blusher, right under cheekbones from hollow back to earlobe.

- Brows may have to be exaggerated for photography. Darken slightly if they're light.

- Outline lips with pencil, then fill in with color. Apply a bit of clearlip gloss to center of bottom lip only.

- Line upper eyelid and outer two-thirds of lower lid with soft pencil lightly smudged.

- Apply mascara to topside of upper lashes, then underside. Lightly apply to lower lashes as well. Let dry, then repeat.

- Lip, cheek and eye colors should be somewhat darker and more intense than street makeup.



Saks Fifth Avenue Pares 1/2 off* Swimwear and Activewear

- Swimsuits, now \$3.90 to \$9.80, originally \$21 to \$148.

- Cover-ups, now \$9.90 to \$22.00, originally \$17 to \$220.

- Savings on collections by Cortez, Cole of California, Sandcastle, Elton of California, St. Raphael, Roxanne and Elizabeth Stewart...and more!

- Also find 1/2 to 1/3 off original prices on active sportswear for tennis, golf, everything!

- from collections by Gordon, Izod, Leon Levin, Gloria Vanderbilt, and many more.

- Tee-shirts, shorts, T-dresses, skirts, rompers, warm-ups, velours.

* In Sand and Sea Collections and Active Sportswear Collections...where we are all the things you are.

* Not every item in every size and color. On some items, there may have been intermediate price reductions prior to this sale. Total units available Troy and Fairlane: 2945

Saks Fifth Avenue

Somerset Mall, Big Beaver at Coolidge, Troy • Fairlane Town Center, Dearborn