

Shaping up an important wardrobe rule, too

Story: RUSTLE SHAND
Photos: MINDY SAUNDERS

"A woman's wardrobe is more than a collection of clothes. It is a fashion investment," says Rosalie Gold, who believes in making clothing dollars stretch. Wise planning in buying is important, she says, but so is caring for those investment purchases.

Mrs. Gold and her sister-in-law, Lois Shiffman, are the owners of the successful Pace Setter stores which offer as much as one-half off suggested retail prices of well-known designer clothing for women. A customer will seldom see a blouse or jacket hanging unbuttoned or lopsided on the racks in this shop. Mrs. Gold won't permit it.

"Poor handling of merchandise even for the short time it is in the shop can damage a garment," she said. Extended care begins once the customer gets the garment home and puts

it in her closet. "The first thing she must do is throw away the wire or flexible plastic hanger," Mrs. Gold said.

"Price tags and garment information tags should be carefully removed by snipping with little scissors. If careful examination reveals any little flaws such as loose buttons or an improperly finished seam, quick reinforcement with needle and thread is called for.

"Hang the new garment properly on a formed solid plastic or wooden hanger," continued Mrs. Gold. "A jacket, blouse or dress should be buttoned so it hangs properly, otherwise it will lose its shape. The waistbands and zippers on skirts and pants should be closed and the garments carefully hung on skirt or pant hangers so they maintain their original lines."

KNIT GARMENTS should not be kept on hangers, Mrs. Gold cautioned. "They must be carefully folded and



stored in wardrobe boxes or dresser drawers. Otherwise, knits will sag, stretch and lose shape."

After clothing has been worn, air it before storing, advises the expert. "After an hour or so of airing and before hanging the garment in the closet, check for stains and loose threads," she said.

"An immediate and effective treatment for food or beverage stains is sparkling soda water. But for grease, lipstick and dirt stains, professional dry cleaning is the best remedy."

Although most wear wrinkles will hang out of woollen garments, Mrs. Gold pointed out that a little travel-size hand steamer is an important grooming aid.

A well-organized woman who wants to get the most out of her investment wardrobe should keep a file on her purchases, Mrs. Gold said. "The file should include hang tags which identify the fabric and suggested care of the garment along with extra buttons," she said.

The major investment of this year has been the tweed jacket, Mrs. Gold said. "Women would do well to steam the tweed jacket in the bathroom occasionally. Tweed benefits from moisture, it keeps the fabric from sagging."

It is a little-known fact, but most silk blouses are hand washable, she said. "Although the manufacturer's suggested care of silk stresses dry cleaning, proper hand washing is in most instances, just as effective," she said.

TO SUCCESSFULLY hand wash silk blouses, wash in cold water and Woolite. Then roll the blouse in a Turkish towel, refrigerate the towel-wrapped blouse for half an hour and then iron with the steam setting on your iron.

Wardrobes built around versatile, tailored separates in fabrics that match or contrast in textures is the major focus of the Pace Setter stores. "Women's fashion sportswear is a booming business," Mrs. Gold said.

She attributes the high-volume switch to sportswear to the fact that most women are not an easy fit. "Not every woman is a size 10 jacket and a 10 skirt," she said. "More often, she'll be a size 12 bottom and an 8 top or vice versa. With sportswear pieces, she can put a suited look together with a jacket and a skirt that will not require alteration."

Now that fashion dictates are seemingly a thing of the past, with women encouraged to dress to suit their own personalities and lifestyles, there is still a major concern about lengths.

"All my customers are asking about length," Mrs. Gold said. "I am telling

them to wear their skirts 2 inches below the knee for day and a little longer for evening. The longer length is always classic. Women have to wear boots here in the winter. Skirts that are too short won't meet the boot and the silhouette, therefore, lacks balance.

"The women in New York," continued Mrs. Gold, "are wearing their skirts mostly mid-calf length. They avoid the matronly look that often accompanies the mid-calf length by adding color. A bright blouse, hankie in the jacket pocket and colored or white stockings carry the season's fashion message. Add bright shoes and a zippy purse and a classic wardrobe is suddenly high fashion."

Winter white is the fashionable way to dress for gala holiday happenings this year, Mrs. Gold said. Her mood brightened considerably as she thought of the alternative to basic black. Highlighted with gold or glittery silver touches, white is clearly a winter-mood elevator. To heck with the cleaning bills, is obviously the message.

The three Pace Setter stores are located in Lathrup Village, Rochester and the Orchard Mall in West Bloomfield.



The season's most important evening look will be winter white sparked with gold and glitter. Caring for holiday clothing like the crepe evening culotte and satin blouse calls for knowing how to handle and hang each item, said Pace Setter owner Rosalie Gold. (Staff photos by Mindy Saunders)

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Where It's At

By JUDY SOLOMON

Fresh Ideas

Gee — just think of all the calories you'll save. With the advent of the Chip Clip, you won't feel obligated to eat every single potato chip or pretzel in the bag in order to prevent them from getting stale or soggy. The Chip Clip (\$1.59) is a big, yellow plastic clip that keeps snack bags tightly closed once they have been opened. Designed to make the bag virtually as airtight as when it was sealed at the factory, Chip Clips can be found in the potato chip sections of Farmer Jack's Supermarkets and also at Meijer's Thrifty Acres.



Old-Fashioned Dressing

How nice! Bloomies is now making beautiful little hand-smocked girls' dresses that were so popular years ago, and they look just as fresh and pretty now as they did then. Available in sizes 18-months to Toddler 4, the dresses (\$35) can be made up in your choice of solid navy, red or dark green, or in several colors of gingham checks. The dresses also feature puffy sleeves, deep hems and beautifully edged white collars. The collars can also be monogrammed with the recipient's initials for an additional \$6 charge. Orders take two weeks. Bloomies, 222 E. Maple (in the rear of the Briggs Building), Birmingham, 644-8870.



Throat Culture

It's a unique gift that's bound to be a conversation piece. Twenty-one Karat sells Cartouche pendants that feature the recipient's name spelled out in ancient Egyptian hieroglyphs on one side and in English on the other side. (Hieroglyphs are the method of writing whereby pictures are used to convey the sounds of the spoken language. Historians have been able to translate these pictures into the sounds of our alphabet.) The pendants can be ordered in sterling silver (\$39.80), gold plated on silver (\$39.80), or 14 karat gold (\$279.30). Matching chains are available in a range of prices from \$10 to \$140. Orders take two weeks. Twenty-one Karat, 555 S. Woodward, Birmingham, 644-8222.



Wiping Out

According to statistics, the average family moves once every seven years. Judging from my address book with all its crossed out addresses and phone numbers, some people move more often than that. That's why this Perma Correctable Address Book (\$28) would be wonderful to own. Covered in cordovan leather, the book's pages are made of tough plastic, and it comes with a pen that uses water-soluble ink.

Lee Specialty, 4068 W. Maple, Birmingham, and Claire Pearone, Somerset Mall, Troy, 643-9318.

