

Good as gold

The naturals continue to be fabric of best buys

Gloria Sachs and The Thoroughbred are virtually synonymous. Very much the thoroughbred herself, Gloria Sachs is well-educated, well-traveled, sophisticated and involved.

She translates her own accomplishments as a painter, sculptor and hand-weaver into her designs, which will be important both for spring-summer and the coming fall.

In the truest sense, Gloria Sachs is concerned with the textures of life. It's a concern, she said, that she credits to a year of post graduate study at one of the nation's great creative centers, the Cranbrook Academy of Art in Bloomfield Hills.

At Cranbrook, she explained, her great love for fabrics developed. It was here, too, that she sculpted the signature self-portrait that hangs on each of her garments.

It only seemed natural, she said, to follow her studies at Cranbrook with her first effort as a fabric designer, for which she often dyed yarns with her own colors.

MANY OF her woolen and print ideas developed from this work, she said. With her first earnings she went to Europe for a year of study, first as a painter with the Atelier of Leger in Paris, and then by stays in Florence and Milan where she worked with Italian architects Gio Ponti and France Albini.

Returning to New York, she said she definitely had decided to work in the textile field. Her fabric design credentials landed her a job in Bloomingdale's decorating department.

By this time, she said she realized that her real interest was fabrics in connection with fashion, so she became fashion coordinator for Bloomingdale's. In this capacity, she planned and coordinated the first storewide promotion of import fashions, a fresh concept of total environmental living at the time.

MARRIAGE to Irwin Sachs, president of Willard Fairchild Co., and the birth of two children, she said, called for a brief retirement, but as soon as possible she resumed her career with Saks Fifth Avenue as one of its name designers.

In 1970, encouraged by her success, she ventured into her own business on Seventh Avenue. She is deeply involved with her work, about which she said, "Fashion is rightfully called a pure art."

Gloria Sachs has brought the silk shirt, the cashmere sweater and the Scottish tartan back into favor. And, she said proudly, she has never used a synthetic fiber.

Knowing and identifying with her customer is what this designer is all about. "My customer likes the quality things in life, leads an active or career woman's life and likes clothes that are comfortable. Her clothes must be unobtrusive but clearly quality."

"The women who wear my clothes enjoy beautiful things but not in any conspicuous way. They are very relaxed about the clothing they wear."

The Sachs credo is consistent good taste. "A well-cut garment looks good on all people, it's good in all sizes. Life is about changing and adjusting, but we must also be true to ourselves. Certain things are best for us. And, my customer knows, instinctively, what is good for her."

Gloria Sachs' fashions are available at Bonwit Teller, J.L. Hudson's, Saks Fifth Avenue and Jacobson's.

— Rustle Shand



When fashion is treated as pure art, Gloria Sachs turns to natural fabrics like pure linen to create classic, timeless designs like her peach linen dirndl skirt with tuxedo front matching blouse. Bonwit Teller, Somerset Mall.

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