

# The casual way Liz Claiborne: designing for people like herself

By Shirlee Iden  
staff writer

Buy a bomber jacket and a fuller, longer skirt. Advice from one who knows? You bet.

## Cranbrook P.M. puts fun into learning

Cranbrook P.M. classes, with the emphasis on learning for pleasure, begin Sept. 13.

Often unavailable elsewhere, the roster ranges from watercolor painting, fabric design and ceramics to help for the reluctant concertgoer and discovering Cranbrook.

September classes include a six-week outdoor watercolor class for all levels beginning at 9:30 a.m. Sept. 13 on the grounds. Landscape, architecture and color techniques will be explored. Fee is \$45.

Fabric design techniques are introduced in an eight-week course beginning at 7:30 p.m. Sept. 16. Fee is \$65, not including a nominal lab fee.

"Take Note," a four-week series dedicated to appreciation of the western world's musical heritage, begins at 8 p.m. Sept. 22 with a lecture by Dr. David DiChiera, director of Michigan Opera Theatre. Other classes will deal in chamber and symphonic music and the Meadow Brook experience. Fee is \$20.

Cranbrook Academy of Art president Roy Slade will speak about the "Spirit of Cranbrook" in the first of six Cranbrook Discovery programs beginning at 9:30 a.m. Sept. 24. Other subjects in this series will cover Christ Church Cranbrook, Cranbrook House and Gardens, Saarinen architecture, Cran-

Liz Claiborne, who designs bomber jackets and fuller, longer skirts, as well as knickers, pants, blouses, sweaters and such, and whose clothes are in more than 600 specialty and department stores, says that'll do it. It will update last year's wardrobe

and put you in the swing of fashion.

"Make it a prairie skirt or a divided skirt. You can wear it with last year's blouse or sweater," she said. "There's a whole new silhouette this year. I do it with a scaled-down bomber jacket and more voluminous skirt."

At home in the "Liz Claiborne Department" at Hudson's Northland, she was making a rare department store appearance.

For an audience of about 100, she narrated a runway show of her own fashions, then played consultant to admiring customers, some of whom were old friends who always come out when Liz Claiborne does.

A busy, active woman, Ms. Claiborne said, "I think I understand the woman I design for, she's me."

FIVE YEARS AGO when the company that bears her name was founded, she visited Hudson's with the message that sportswear is the modern way to dress.

She hasn't deviated from the belief that whether by day or night, the casual way is the Liz Claiborne way to dress.

For the designer this day it translated to vicuna-colored corduroy knickers, a yellow plaid blouse with a flounce trim, a wide leather belt and copper knee boots. She retains the close-cropped hair style and oversized glasses.

And this day is hers at Hudson's where even her favorite carrot cake is served to customers and admirers, who

really just want to touch her, get an autograph, ask a question, make a statement.

"So classic," one chimed. "I love your clothes. Without you I'd have nothing," another gushes.

And a third says: "Your clothes are (long sigh) — incredible."

From Ms. Claiborne: "That's the satisfaction."

The satisfaction of traveling and meeting the customers is pared down to just one week, fall and spring, she said.

Her regular schedule, more often than not, is made of days that begin at 9 a.m. winding up perhaps at 8 p.m. "We're all in the shop late," she said. "It's the only time we can really talk."

"THESE DAYS I must be more of a manager-executive type," she said. "I have a top-notch associate designer and two others. One designs only sweaters, and the other is fabulous with blouses."

"It's very different today."

Ms. Claiborne is president of the company that bears her name. Her husband, Arthur Ortenberg, is secretary-treasurer. Their relaxation time is spent at a beach house on Fire Island where, she said, "We can just sit and talk."

Stress in the Liz Claiborne line always has been on comfort, casualness and practicality. It's clothing meant to be worn by real women who reach, stretch and sweat.

"We're going the way of natural fab-

rics more and more," she said. "We use a lot of cotton, silk, and linen. As far as wrinkles, people understand that that it wrinkles."

"Like linen, it wrinkles in a nice way."

She said many of the fabrics she uses are blends of polyesters with the natural fabrics, a kind of the best of both worlds.

Actually, Liz Claiborne is a product of two worlds. She spent her first 10 years in Belgium, where her American banker father earned his living, and came home to New Orleans at age 11.

LATER she returned to Europe to study painting but early on decided she wanted to be a fashion designer. Before starting her own company which went public in June, she had a thoroughgoing apprenticeship with a number of firms.

For 16 years, she was head designer for a division of Jonathan Logan before launching Liz Claiborne, Inc. — a success from the start.

Claiborne translates high fashion into wearable and affordable fashion. It's a combination that Jane Q. Public can relate to, even get excited about as they did at Hudson's last week.

"It's a show of neutrals," she said about her clothes, as a half-dozen models stride out in them. "We've got

bronzes, khakis and bayberries, lots of them this season."

More important: "You don't lose the new look of bulk in small sizes if the clothes are properly proportioned. We've scaled everything down."

Making jackets with no buttons or closings means easy to get into, easy to wear and easy to care for. The customers seemed to understand that. Hers are even reversible.

DIVIDED SKIRTS are central to the new, bulkier look. Ms. Claiborne's are slung low on a hip yoke, so the fullness hits at a flattering body spot.

"They're going to be big," she said. "Divided skirts give a dressier feeling than pants. They can go anywhere." Some even have matching oversized shawls.

Claiborne clothes include a petite line and one for resort wear scheduled to appear later in the season.

"We'll be seeing brighter colors for resort season," she said. "There are all kinds of new pants." Pointing at one model, she said, "I call these diaper pants."

And a sole-to-chine dress in neutral stripes is made from fibers that include polyester but feel like silk.

Claiborne creations sell for \$30 to about \$150. She said, "We're trying desperately to maintain our price point."

Amen to that.

**ENERGY.**  
We can't afford to waste it.

Get Ready for School!  
at The Orchard Mall

**om THE ORCHARD MALL**  
Orchard Lake Road north of Maple  
West Bloomfield

**DEEP STEAM Carpet Cleaning**  
Any Room ..... \$26.95  
Additional Rooms..... \$9.95 each  
Includes: Pre-Spotting, Color Brighteners, Deodorizer, Furniture Pads, Expert Furniture Cleaning, Authorized Applicator Scotchgard  
Ask for our prices.  
one hour  
Family Owned  
Gem Carpet 532-8080  
& Furniture Cleaners  
Redford

**- HYPNOSIS TRAINING -**  
emphasis on speed hypnosis  
"RAPID AND INSTANTANEOUS METHOD"  
**AMERICAN ACADEMY OF HYPNOSIS**  
FOR PROFESSIONALS IN THE MEDICAL, PSYCHOLOGICAL, EDUCATIONAL AND HEALTH RELATED OCCUPATIONS.  
TRAINING FOR BEGINNERS AND ADVANCED STUDENTS  
CLASS HELD SEPT. 10 & 20  
ENROLL NOW - CLASS SIZE LIMITED  
**471-0380**

**bookpeople**  
the two and only  
orchard mall  
prudental town center 358-4848

**MICHIGAN'S LARGEST PENNSYLVANIA HOUSE DEALER**  
Since 1937  
A Beautiful Store with Beautiful Furniture  
America's most distinguished traditional furniture  
Classic Interiors by  
**Colonial House**  
20292 Middlebelt Rd. (South of Eight Mile)  
Livonia  
Open Mon., Thurs. & Fri. 10-9 P.M. 474-6900

**Northwest Blueprint**  
artist and drafting supplies  
13450 Farmington Rd.  
Livonia, Michigan 48150  
PH. 525-1990  
m-f 8:30-5:30  
sat. 8:30-12:30

**Little Tony's Italian Bakery & Pizza**  
**NOW OPEN**

<b>Deep Dish Pizza</b> CHEESE CHEESE & ONE ITEM CHEESE & TWO ITEMS CHEESE & THREE ITEMS CHEESE & FOUR ITEMS LITTLE TONY'S SPECIAL With Cheese, Pepperoni, Ham, Mushrooms, Green Pepper, Bacon, Onion, (Anchovies on request) CHOICE OF ITEMS: Pepperoni, Bacon, Hamburger, Green Pepper, Anchovies, Ham, Mushrooms, Onions, Black Olives, Italian Sausage. Baking instructions: Rise 20 minutes, bake 425 degrees, for 20 minutes. Home of the Square Pizza	<b>SMALL LARGE X-LARGE</b> 6 pcs. 12 pcs. 24 pcs. 2.50 4.24 7.75 2.90 4.74 8.75 3.29 5.44 9.80 3.70 6.14 10.85 4.10 6.84 11.90 4.60 7.24 13.50
---	---

**HOME-MADE LASAGNA**  
Family Size Dinner \$9.49  
All Dinners include Chips, Roll, Choice of Salad

**STUFFED PEPPERS**  
BAKED GOODS  
CANNOLIS  
NAPOLIONS  
CREAM PUFFS  
CHEESE CAKE  
TURNOVERS  
APPLE JACKS  
CHERRY JACKS  
BAKLAVA  
DONUTS  
BUTTER COOKIES

**STUFFED CABBAGE**  
FILLED COOKIES  
ANISE TOAST  
CRISPIES  
PIZZA BREAD  
SUB SANDWICHES  
FRESH BREAD  
DINNER ROLLS  
SUB ROLLS  
CORNETTIES  
BREAD STICKS

**CAKES**  
All Sizes  
For All Occasions  
**LUNCH MEAT PARTY TRAY**  
\$2.99 per person  
SPECIALIZING IN SUBS 1 Ft. & 6 Ft.  
You pick the meat, we pick the price.

**FROM OUR DELI:**  
FRESH ITALIAN SAUSAGE  
RICOTTA CHEESE  
ITALIAN LUNCH MEATS  
AND CHEESE  
KOWALSKI LUNCH MEATS  
SPICES  
IMPORTED PRODUCTS  
GROCERY PRODUCTS  
DAIRY PRODUCTS  
SOFT DRINKS

<b>Coupon Hoffman</b> <b>Hard Salami</b> \$1.19 1/2 LB. Good thru 9-19-91	<b>Coupon Muenster</b> <b>CHEESE</b> \$1.79 LB. Good thru 9-19-91	<b>All Donuts</b> \$1.99 Doz. Reg 2.69 Good thru 9-19-91	<b>Coupon Creamy</b> <b>HAVERTI</b> \$2.89 LB. Good thru 9-19-91	<b>Borden's Milk</b> Homo \$1.79 Low Fat \$1.49	<b>PEPSI</b> Reg. or Diet <b>MOUNTAIN DEW</b> \$1.89 PLUS DEPOSIT
<b>Coupon BOILED HAM</b> \$1.89 LB. Good thru 9-19-91	<b>Coupon Large Grade A EGGS</b> 2 DOZ. LIMIT PER PERSON 89¢ DOZ. Good thru 9-19-91	<b>Coupon HYGRADE ROAST BEEF TOP ROUND</b> \$3.59 LB. Reg. \$4.59 LB. Now Only \$3.59 Good thru 9-19-91	<b>Coupon Free Small Cheese and Pepperoni Pizza</b> when you buy one Large Pizza any combination Good thru 9-19-91		

**Little Tony's Italian Bakery & Pizza**  
Orchard 10 Shopping Center  
24101 Orchard Lake 474-1720 Daily 8-8 Closed Sunday

**Bass to School**

**Bass**

For a great selection of women's and children's shoes, fit by experts, come to Greg Shoes!

**Greg SHOES**

**ORCHARD MALL**  
Orchard Lk. Rd. N. of Maple  
W. Bloomfield 851-5506  
477-2343

**PRE-PLAN YOUR FUNERAL**  
You'll Benefit 3 Ways!  
• ECONOMY  
• INNER SECURITY  
• PERSONAL CHOICE  
Call us —  
**your funeral Pre-Plan specialists**  
**WILL FUNERAL HOMES**  
25450 Plymouth Rd.  
37000 Six Mile Rd.  
**937-3670**