#### The casual way

## Liz Claiborne: designing for people like herself

By Shirtee Iden
staff writer

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

Liz Claiborne, who designs bomber jackets and fuller longer skirts, as well as indickers, pants, blouses, sweaters and such, and whose clothes are in more than 600 specialty and department of the company of

#### 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 dis-

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.

and color techniques will be explored. Fee is \$45. Fabric design techniques are introduced in an eight-week course beginning at 7:30p 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. Seging 100 p.m. and 100

era Theatre. Other classes will deal in chamber and symphonic music and the Meadow Brook experience. Fee is \$20. Cranbrook Academy of Art persident Roy Slade will speak about the "Spirit of Cranbrook in the first of six Cranbrook Discovery programs beginning at 390 am. Sop. 12. Other subjects in this series will cover Christ Church Cranbrook. Tranbrook House and Gardens, Saaerinen architecture, Crandon, Saaerinen architecture

ence. Course spans seven months. Fee
the archeology and significance of
the zealot Jewish outpost, the Masada,
and the realibility of historian,
Josephus' account are examined in a
five-week course, "The Tragic Mountain", beginning at 7:30 p.m. Sept. 24.
Fee is \$23.

cann, oegmung at r.av p.m. Sept. 24.
Fee is \$25.
Focus is on sculpture or pottery in eight-week ceramics class beginning at 7 p.m. Sept. 30. Fee of \$80 includes clay, glaze and firing costs.
Classes for children include. "Art Happenings," a six-week course in imaginative projects for children 8 and up, beginning at 9.30 a.m. Sept. 19, fee of \$35 includes materials, "Ceramics," an eight-week course for ages 10-14 beginning at 4 p.m. Sept. 30, fee of \$52.50 which includes clay, glaze and firing costs.

osts.
In October and November, there will In October and November, there will be courses on how to use computers, travel, planning for higher education, collecting art and visiting China.
Also, there are courses in backgammon, Chinese art, investment opportunities and self-discovery through literature.

ture.
Proceeds from the classes benefit
Cranbrook scholarship programs. For a
brochure and information, call 6453635.

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 Horthland, she was making a rare department store appearance.

was making a rare department store
papearance.
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:"t think I understand the woman I
design for, she's me."

FIVE YEARS AGO when the compa-ny 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.

dress.
For the designer this day it translates 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.

glasses.

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

statement.
"So classic," one chimes.
"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 sat-

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

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

"It's very different today." "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."

Strees in the Liz Claiborne line al-

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-

really just want to touch her, get an autograph, ask a question, make a lot of cotton, silk, and linen. As fars a lot of cotton, silk, and linen. As fars a wrinkles. "So classic," one chimes. "I love your clothes. Without you I'd "Like linen, it wrinkles in a nice

"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 carned 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.

apprenticeship with a number of firms. For 18 years, the was head designer for 45 invision of Jonathan Logan before launching Liz Cluborne, 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 hey did at Hudson's last week.

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

them this season."

More important: "You don't lose the new look of bulk in small sizes if the

mere look of bulk in small sizes if the clothes are properly proportioned. We've scaled everything down.

Making Jackets with no buttons.

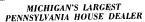
Making Jackets with no buttons consign means easy to care for. The customers seemed to understand that. Hera to the construction of the constructio

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 oants."

pants."
And a soie-de-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 des-

perately to maintain our price point.

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



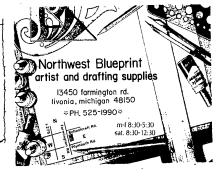


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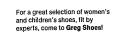
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