

Am I summer, spring, winter? Or is it autumn that is my color?



By Kathy Parrish
staff writer

Shopping isn't getting any simpler. With prices rising, buyers need to be choosy. But each season there are more styles, fabrics and colors to select from.

So a growing number of men and women are relying on color analysis to cut through the confusion.

Before investing in a new tie or blouse, they just whip out their personalized color swatches to make sure the shade suits them. If not, it's back to the racks.

"There are certain colors we look best in. Why waste money and look mediocre?" Joan Dietz asks her Color Plus clients.

Around the country, the fashion conscious are turning to color analysts for advice on which shades enhance their skin tones and go best with their hair and eyes.

Consultants for firms with names like Color 1, ColorRight Ltd., Color Me Beautiful and Color Charisma guide them on makeup and sometimes even whether to wear plaids or stripes. Working mainly out of homes — usually in front of picture windows or under special lights — they charge \$30 to \$50 for the hour to two-hour sessions.

In fact, the idea is so popular now that area stores are offering color seminars for their customers and sales people. Hudson's, J.C. Penney and Minnesota Fabrics all have jumped on the color bandwagon.

"IT'S THE TREND right now. We follow trends and want to get in on what's going on — what's new," explained Irene Bushaw, a consultant for Color 1 Associates Inc. But questions are being raised about the booming business and credentials of those color keying. Some analysts spend days under strict supervision learning the process. Others, though, freely admit they're guided mainly by their own "fashion sense."

Almost every consultant tells a "horror" story about redoing a wrong analysis.

"People come in and say it just

doesn't feel right," said Barbara Russell, a former gerontologist who runs Color Harmony. "Some people you can color key in a snap. Others take a little work."

Oakland County's Cooperative Extension Service is cautioning residents to make sure a color consultant has background in art, design, fashion merchandising or home economics — as well as special training in color analysis.

And it is advising to be skeptical of consultants who claim they are "gifted," gained their talents from "years of careful observation" or offer to match colors with your personality.

Extension home economist Elaine M. Glasser believes matching personal color with a particular season and selecting clothing colors accordingly limits the colors an individual can wear.

"Actually, everybody can wear any color, as long as it is related to their unique individual coloring in hue, value and intensity," she added.

WHILE NOT A new concept, color analysis took off after Carole Jackson's popular book "Color Me Beautiful" came out in 1980.

"Each of us has a unique skin tone. Finding the colors that best complement this tone brings out our special beauty," wrote Jackson, whose consultants check wrists and palms to see which 30 shades flatter a client.

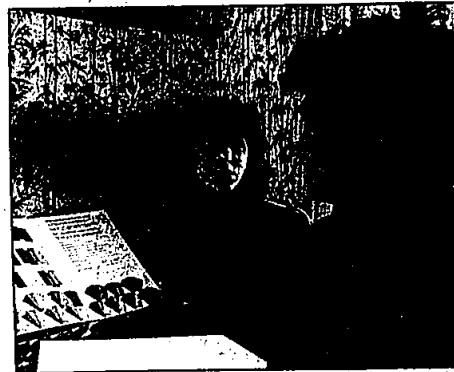
"I have seen many women literally come to life with radiance and newfound self-confidence as they discover their colors."

Usually, faces are wiped clean of makeup and colored scarfs are placed next to the skin for effect. Onlookers "ooh," "aah" and show dismay when it becomes clear one shade works and another falls flat.

"See her eyes beaming forth!" asks former model and fashion show commentator Joan Dietz during a two-hour session in Janet Varner, Rochester.

MOST COLOR COMPANIES place people in one of four categories, usually corresponding to the seasons of the year.

Clients are either spring (clear, delicate or bright with yellow undertones),



When her clients leave, Irene Bushaw (above) of Color 1 Associates gives them a color chart and a purse-size folder full of their shades to take with them. ColorRight's Gale Martyn (photo at right) holds a fabric swatch next to a client's face to see what the shade does for her skin.



Please turn to Page 19

EXTRA! PHOTOS

1 HOUR

COLOR PRINTS!

12¢

PER PRINT PLUS
NEGATIVE DEV. CHARGE

10 Zone & Orchard Lake
855-0121
1000 10711 Highway
Suite 100, 7-25-83

Homeowners Insurance?

One name says it best.

GREG BAJOREK

Frank Hand Insurance Agency
20783 Farmington Rd.
Farmington
478-1177

What's so good about Auto-Owners Home-owners Insurance? First, it's our modern, creative outlook on homeowners insurance. With policies that give you what you need, what you want to pay.

Second, it's your local, independent Auto-Owners Agent. Who not only knows your neighborhood, but probably even lives in it.

Auto-Owners Insurance
Life, Health, Car, Boat, etc.
Call your agent today for more information.

LOOK

MOISTURIZING HEAT ACTIVATED

Perms \$29.50

Including cut & style Reg. \$40

ALSO

ZOTOS PERM SPECIAL \$20** Tues. & Wed.

Williamsburg 538-1044

Hair Fashions
27716 Mile & Livonia

SAVE YOUR FAVORITE CHAIR OR SOFA

CUSTOM UPHOLSTERING • FINE FABRICS

10 YEARS EXPERIENCE

10% OFF ALL FABRICS

Expert Workmanship • All Work Guaranteed

Call 471-1371

DICK'S UPHOLSTERY SHOP

33302 W. 7 Mile & Farmington • Livonia

REALTOR

EQUAL PROFESSIONAL SERVICE

- in the sale or rental of housing
- in advertising the sale or rental of housing
- in standing ready to enter broker-client relationships
- in the providing of real estate brokerage services

WE SUBSCRIBE to the policy that equal opportunity in the acquisition of housing can best be accomplished through leadership, example, education and the mutual cooperation of the real estate industry and the public.

WESTERN WAYNE OAKLAND COUNTY BOARD OF REALTORS

24125 Drake Road, P.O. Box 7
Farmington, Michigan 48024
Telephone: (313) 416-1700

IF You Own a Vehicle with More Than 20,000 Miles You Need a

TRANSMISSION BAND ADJUSTMENT & FLUID CHANGE

INCLUDES:

- Complete Driveline Analysis 35 Point Check
- Pan Gasket • Clean Screen (where applicable)

NO APPOINTMENT NECESSARY FREE TOWING OPEN SATURDAY

\$495

TRI TRANSMISSION REBUILDERS

THE ONLY COMPANY WITH ITS OWN FACTORY

FARMINGTON TRANSMISSION 2400 Grand Blvd. 474-1400	ROCKFORD TRANSMISSION 1700 W. 11 Mile 522-2240	ROCKFORD TRANSMISSION 1700 W. 11 Mile 420-0444	TRI TRANSMISSION 1700 W. 11 Mile 668-2900	TRI TRANSMISSION 1700 W. 11 Mile 353-6180
--	---	---	--	--

QUALITY AT A REASONABLE PRICE

Slipcovers • Upholstering • Draperies

Samplers • On appointment. Work guaranteed

538-7298

10:00 till 9:30

In stock fabrics reduced to sell (for do-it-yourself customers)

Schroeder's Decorating

26020 Grand River...West of Beach Daly

Your Hair & Us

Distinctive Hair Styling & Gifts with Taste

Announcing

The Opening of Our All New

Salon and Boutique

West Oaks Mall • Novi

—Featuring—

- ★ Experienced Hair Designers with a personalized touch
- ★ European Facials & Skin Treatment
- ★ Hair Removal by Waxing
- ★ Lash and Brow Tints
- ★ Makeup Artist
- ★ We use and retail all Redken Products

You will enjoy our total concept thoroughly modern, unisex salon

Owners
Don Lausche
Lou Leppa

HOURS:
Mon., Tues., Wed., Sat. 9-5
Thurs., Fri. 9-6
Sunday 12-3

348-3544

Try Us We're Good!

RESTYLE

Before After

Your Wide Lapels to 3 1/2"

SUITS, TUXEDOS, OVERCOATS

Expert hand tailoring. Quality work. Satisfied customers for over 30 years.

\$30 HATTER

Women's Alterations Also

TOVINE TIGGERY

23321 FARMINGTON ROAD at Grand River
FARMINGTON
474-8030

UNFINISHED FURNITURE

EVERY ITEM 20% - 40% OFF

World's largest selection of quality Oak, Pine, and Maple

Exclusive designs in custom sizes

- OAK TABLES • OAK HUTCHES • OAK STOOLS
- OAK CHAIRS • OAK ROCKERS • OAK STEREO'S

VILLAGE WOOD SHOP

Livonia Ann Arbor
15570 Middlebelt 422-9700
33300 Washtenaw 973-7200

BELIEVE IT OR NOT

MATTRESS ONE-CENT-SALE

1¢ SALE

Our special offer makes today the day to move up to Sealy's finest bedding...

SEALY POSTUREPEDIC®

Designed in cooperation with leading orthopedic surgeons for comfortably firm support. No morning backache from sleeping on a too-soft mattress.

LIBERTY 1982

The Latest Brand New First Quality Sealy Posturepedic® "Second Century" "Prestige" "Premier"

Buy any size Sealy Posturepedic top of line torsion bar foundation at the regular factory suggested list price and for only **1 Penny more** get the matching mattress **FREE**. Sold in Sets Only.

Walker & Buzenberg Furniture Sales

240 NORTH MAIN ST. • PLYMOUTH • PHONE 458-1300

Just minutes away from I-275 & I-96 (next to Kroger's)

Mon., Thurs., Fri. 10-9; Tues., Wed., Sat. 10-5

Free Parking