

Landau's look witty and definitely upbeat



ADRIENNE Landau's New York workrooms are more like a design laboratory than just a place where furs are cut and sewn together.

There are bits of stencilled call here; strips of boldly dyed and painted fur there; and bolts of leather pressed into what appears to be crocodile; Klimt-inspired suede printed with gold, and faux reptile; and mounds of luxurious pelts piled on to various work tables.

"I really like to experiment with textures and patterns," said Landau, who made personal appearances recently at several area Jacobson stores. Her unique approach to fur has won her numerous awards, much recognition, and a loyal following in the 10 years she has been in business.

"I never wanted to be a traditional furrier. When I started, I was very inspired by the Fendis, their instructed way of working with fur." If they threw open the doors, Landau walked right through those doors and took off on her own creative path, each season making the way more distinctively her own.

HER JACKETS, COATS, ponchos, vests and accessories are playful, witty, and upbeat (how else can you describe a

full-length coat of golden sable tails, which, by the way, retails under \$10,000?) and increasingly elegant, sophisticated, and adaptable to both casual and formal clothing.

"I know that many people associate the sable tail coats and jackets, the collage or montage pieces, the bold patterns and bright colors with me," said the American born-European-trained designer. "For fall, I feel that there is a renewed sense of elegance about clothes. For me, that means using fuller or flatter furs — such as Swakara, Kolinsky, sable and fox — or a combination of the two, in warmer, more monochromatic colorations. Colors such as rich mahoganies, lush jewel tones, warm metallics and pale tones.

"I am very excited about my shearing collection. I worked in very light weights, sometimes the surfaces are a combination of shiny and matte finishes. I have done the shearing in colors such as black, tobaccos and pewters. I like working these into very simple, modern shapes such as the oversized, elongated blazer, or a big dolman-sleeve ¾ length coat with a big shawl collar — contemporary, easy but definitely luxurious."

Landau believes that the oversized shawl-collared silhouette with draped sleeves is a very important direction this season. Also important are sheared mink jacket with shoulders and sleeves made of whole silver fox, and a simple Kolinsky (a red-toned mink) walking jacket with pelts worked in several different directions.

"I AM EXPERIMENTING with the idea of fur-lined raincoats and jackets; I have done my first pieces for men; I'm trying to develop a process for putting metallic finishes on furs — I like stretching a bit. I want to try a variety of linings with fur. The worst thing to say to me is, 'It can't be done.' I'll want to find a way to do it. I don't want limitations set for me, my customer has come to expect something special from me. When she wears one of my coats, she wants to be noticed, she wants to feel very much the individual, the individual who enjoys and has fun wearing fur."

One of Landau's creations, a collage pattern in Mongolian lamb, is featured on the cover of this special section.

Kolinsky fur teams with sable tails in this popular ¾-length creation by Adrienne Landau. Available at Jacobson stores.

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— Adrienne Landau
New York designer



FUR

shapely excitement

By C. L. Rugenstein
special writer

NOT TOO long ago there was a radio commercial making the rounds, sung by the inimitable Eartha Kitt, for a Birmingham furrier. (Chudik's, to be exact.)

In it, Kitt extolled the virtues of fur over every other luxury gift: Keep your old diamonds and imported cars, but drape her shoulders in mink.

"I prefer furrrrr," Kitt purred. Most women still do, in all its lush incarnations.

Hal Dittrich, of Dittrich's Furs, and Steve Chudik, of Chudik's Furs, spoke recently about trends and styles in fur, as well as how to choose and care for one once it becomes part of the wardrobe.

Style and personal preference are the first criteria in making a selection.

"GET WHAT YOU like — what looks best and will serve your needs," advised Chudik. It's important to take into consideration whether the coat will be worn for dress, casual, or both, he noted.

Secondly, Chudik said, look for matched skins and the outstanding characteristic of the particular fur.

For mink, it's "an even, overall hair length, so even it almost looks like velvet," he pointed out. It should have dense guard hairs, which give fur its durability, and thick underhairs to hold the guard hairs up.

It should also feel silky, and have a luster.

"It has to shine," Chudik said, with emphasis.

Fox, beaver, Persian lamb and raccoon may battle it out for the No. 2 spot in popularity, but mink still reigns supreme, both furriers agreed.

"It's over 50 percent of our business," said Hal Dittrich, who has salons in Detroit as well as Bloomfield Hills.

Mink, he said, can come in any

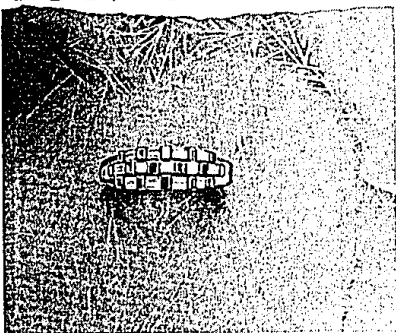
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STEPHEN CANTRELL/staff photographer

For instant chic, fling a golden island fox piece with tails over your favorite ensemble. \$1,245. Dittrich's Furs in West Bloomfield.

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