

## Wedding

What's brewing on the suburban retail wedding scene? Here's a sampler.

### ■ A PLATINUM COMEBACK

If it's good enough for Iman, Kathie Lee Gifford, Whitney Houston and Marla Maples, there's something to it. These famous folks chose platinum for their engagement or wedding rings and they're not alone, according to Gary Wachler of David Wachler & Sons Jewellers, Birmingham, who says many metro-Detroit brides opt for platinum.

Platinum was the metal of choice for bridal jewelry until World War II, when the U.S. labeled it a strategic metal and banned its use in most non-military applications. Today, it's again accessible to jewelry makers, though it's still one of the rarest precious metals on earth.

Why the renewed interest? For starters, today's buyer is selective and quality conscious and platinum happens to provide style and substance. It's strong, so it securely holds diamonds and other stones in place, and its white luster enhances the stone, says Wachler, whose grandfather passed along the technique of working with platinum.

Also, some unique contemporary designs can't be fabricated from other metals. Combined with other metals, such as 18 karat gold, platinum has an exceptionally modern look.

### ■ NEW COUTURE

Bridal Couture of Birmingham has opened at 1095 S. Hunter, in the 8,200-square-foot store formerly occupied by the defunct Boulevard Bridal. But that's where the similarity ends, as

sures Jeanine Brown, who manages the shop with Laura Rubin.

Bridal Couture, a division of Lina's Bridal, Plymouth, carries designer bridal gowns and bridal accessories, attendants dresses and mother of the

bride dresses. Gowns from designers such as Norma LaNain, St. Pucci and Cynthia Corham are priced from \$500 to \$8,000. A large section of "off the rack" designer gowns are priced from a few hundred dollars to about \$1,000, says Brown.

Store hours are 10 a.m. to 8 p.m. Monday, Wednesday and Thursday, 10 a.m. to 6 p.m. Tuesday and Friday and 10 a.m. to 5 p.m. Saturday. Sunday hours will be announced soon. For information about upcoming trunk shows, call the store at 645-0500.

### ■ GOES HIGH-TECH

Area Jacobson's stores have blended technology with customer service to form state-of-the-art bridal registry, says Janice Hayes, director of public relations.

This month, all Jacobson's stores will have computerized bridal registry in place and a full-time bridal coordinator to handle all phases of wedding planning.

"This is a comprehensive and contemporary sort of registry. Jacobson's marketing goal is to offer one-stop wedding shopping, from the gown to china, invitations, housewares, rings and tuxedos. Personally, we hope to take the stress out of wedding planning," says Hayes.

Computerized registry helps brides

See WATCH, 7

Simply  
enchanting:

The Duchesse silk faced satin gown from Christian Dior Bridal features a sweetheart neckline, basque waistline accented with bow and streamers, pleated skirt and cathedral train. At Lina's Bridal, Plymouth, and Bridal Couture of Birmingham.



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