

MALLS & MAINSTREETS

Bash from page 9A

— choreographed to music and set on dramatically lit stages which tell each fashion's story. The show takes a year of preparation, beginning in April when designers present their fall collection in New York.

JoAnn Young, of the Dayton-Hudson Corporation, based in Minneapolis, directs the show which is also presented to the Minneapolis market.

"People who appreciate the structure and detail of garments from the '40s will really like what's on the runways this fall," she predicted. "Lots of plaids, tweeds, and suits with collar details."

Choreographer Myron Johnson and his Company of Dolls, of Minneapolis, agreed.

"This is a great year for theatrical-type dressing, the looks lend themselves to the stage — The School Girl, The New Glamour... It's going to be like a Broadway show."

Chris Morrisroe, Hudson's spokeswoman, said that's what

Fash Bash is all about.

"Each year at Fash Bash we try something new, cutting edge," she said. "We're all about high fashion, high technology and high society. We were the first to introduce video screen to a fashion show... first to use sets and dramatic lighting, sound and dance."

A little history

Fash Bash began 25 years ago as a pool party on the top of the Ponchartraine Hotel in Detroit hosted by the DIA's Founders Junior Council. Hudson's became the corporate sponsor 15 years ago adding a spectacular hour-long fashion show, advertising, publicity, invitations and many guest gifts. The Founder's Junior Council handles the auction packages and pre- and post-show parties.

Thirty female models and 15 male models from Detroit and Minneapolis are used in the show highlighting the designs of more than 70 vendors. This year's segments are titled: New Glamour

(aka the James Bond girls in vinyl and lycra), Alan Mater (lots of kilts), Men's Athletics (21st Century work-out wear), The Warm Front (a Northern Exposure attitude), Night Watch (look for loungewear here) and The Grand Finale (abhihi it's a big surprise).

Hudson's fashion office director, M. J. Burns of West Bloomfield, is handling the accessorizing of each garment in the show. She said the show is meant to inspire the audience to update and refresh their winter wardrobes.

"I don't expect people to run out and copy our looks head to toe," she said with a grin. "We're having fun here. But each shopper needs to interpret the latest trends to meet their individual needs and lifestyles."

Fash Bash tickets are priced from \$150 to \$25 and are available by calling (313) 833-2323. The fashion show starts at 8 p.m. The pre-parties and auction at the State Theater next door get underway at 5:30 p.m.

Burns from page 9A

the industry, like Grace Mirabelin," she said. "I love going into New York, making the contacts, networking with the vendors. It's all very exciting, but it's lots of work, too."

Kids store from page 9A

which carries contemporary and traditional kid's clothing and shoes in sizes infants to 14. Some of the manufacturer's offered include Guess, Esprit, Baby Dior, Rothchild, Harlequin, Side By Side, Good Land, Small Treasures, Baby Elements, Cute Tops, Vingt, Kids Corner, Spumoni, Hartstrings, Sweet Potato, Who Says,

Burns pointed out that fashion trends come from life and they're not always easy to spot.

"Take the over-sized look that has been very popular lately," she said. "That look came from the

styles of the immigrants revealed in all the historical photographs published when the renovations to the Statue of Liberty and Ellis Island went on a few summers ago. Interesting isn't it?"

Keds, Converse, Stride Rite, and Nine West Kids.

Toy lines include Little Tikes, Brio, Gund, Dakin, Ravensberger, Madame Alexander Dolls. Applause featuring Sesame Street and Raggedy Ann and Andy, Ranger tea sets and Holly Designs of dressed plush characters.

Jacobson's is looking for a retailer to lease the building at Willets and Woodward that formerly housed The Children's Store.

General manager Kirchlinger said the kid's department lost no selling floor space in the move, but instead got a breezy new headquarters.

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