

Mizrahi from page 8A

An hour-long info-commercial starring Mizrahi, three young customers, Vogue news editor Katherine Betts and Saks president Rose Marie Bravo, will broadcast live from the Saks Fifth Avenue store in New York with telephone tie-lines set up at each store for guest participation.

Shella Rosenfeld of Troy was one of the first to phone Isaac during the broadcast.

"What shoes should I wear with your pink A-line dress with the jacket?" she asked.

The audience watched the big screen as Isaac enthusiastically answered "black patent leather sandals and remember, you can wear a T-shirt under that dress for a different look."

Mizrahi charmed and entertained viewers with his humor and fashion insights, among them:

"You can always tell a person by her shoes."

"I just take classic American clothes and try and bring them into the future."

"The era of women wearing suits to the office is over. Designers have realized that women want to have children. They go out to dinner. They entertain at home."

"I'm going forward with stretch fabrics. Knitwear is very modern because it's easy to care for, travels well."

"Gosh, I feel like Oprah."

Sharon Eisenhardt, manager of the casual sportswear department at Saks Fifth Avenue, Troy, said "workshops" like the Mizrahi broadcast are popular with customers and arranged routinely to give shoppers the latest fashion information.

"Most of the women here tonight know Isaac. They love his designs," she said.

Cheyl Hall, Saks Detroit fashion director, said the Mizrahi broadcast was patterned after a similar show tested by designer Donna Karan in limited markets.

"It's interesting — a great idea in the video age of technology. It shows the designer as a real person. I would have liked to see some live models wearing the collection though to make it more personal."

Diane Bennett

Hall said several styles in the new bridge line were sold out before the show and pieces had to be drop shipped for the broadcast event.

"He's given women great style at a moderate price," she pointed out.

Diane Bennett of Royal Oak stopped shopping to sneak a peek at the broadcast. "It's interesting — a great idea in the video age of technology. It shows the designer as a real person," she said. "I would have liked to see some live models wearing the collection though to make it more personal."

Mizrahi managed to show his customers that he's just an ordinary guy at heart — trying to stop smoking, trying to lose another seven pounds, trying to keep his hair out of his eyes by wearing the twisted bandana that has become his trademark.

Pieces in the IS@C line are priced between \$95-\$300. They include casual sportswear with a career feel, and weekend wear.

Mizrahi is the son of a children's wear manufacturer. He studied design under Perry Ellis and Calvin Klein before opening his own business in 1987. In 1990 and 1992 he was named Fashion Designer of the Year by his peers. Most recently he starred as himself in the documentary "Un-zipped."

Clothier from page 8A

It out because I know tomorrow will be better."

Michael's Fashions is open

Monday-Saturday from 10:30 a.m. to 4 p.m. Inquiries are welcome at (810) 647-7748.

How To Show Off Your Bloomers!

For details see the "At Home" section of today's Observer & Eccentric.



Hello Isaac! Sheila Rosenfeld uses a call-in line at Saks Fifth Avenue to talk to the designer during a live broadcast.

RETAIL DETAILS

Retail Details features the latest news briefs from mall and Main Street shopping centers. Mail submissions to: Retail Details, Observer & Eccentric News-papers, 805 E. Maple, Birmingham, 48009. Or fax them to: (810) 644-1314.

NEUMAN MARCUS BOOKS

Calling it a "breakthrough format for retailing," Dallas-based Neuman Marcus unveiled a monthly magazine-style store catalog during a private cocktail reception in New York.

The "Book" will replace the 40-some catalogs that the retailer produces each year. The "Book" will appear monthly except during June, July and December, according to a company spokesperson. The NM monthlies will be distributed to a 500,000-700,000 "very targeted customer list." The first mailing went out on Feb. 12. Neuman Marcus operates 28 stores and is opening three new stores in King of Prussia, Pa., Patuxent, N.J., and in 1998, in Honolulu, Hawaii.

SHOP EXPANDS

Studio 330 in the Bloomfield Plaza completed its expansion which doubled the 15-year-old gift shop's floor space. The store has a computerized bridal registry and features tabletop and gift items from such manufacturers as Rosenthal, Lalique, Baccarat, Or-

refors, and Hoya. The front of the store carries a variety of art objects created by local artisans. The store is owned by Birmingham residents Rochelle and Randy Forester.

BRAILLE CARDS

Hallmark has a line of birthday greetings in Braille. The cards are available at select Hallmark shops including Chris Hallmark on Maple and Coolidge in Troy.

TRUNK SHOW

See the latest spring and summer looks from Tom and Linda Platt at Rox and Sherm in the Bloomfield Plaza, (Maple and Telegraph) Feb. 23 and 24. Representative Janet Golkin will take special orders and answer shopper's questions from 10 a.m. to 6 p.m.

AUTO EXHIBIT

Laurel Park Place in Livonia hosts Plymouth Place through April 1. Included in the display are the 1996 Grand Voyager, Neon Coupe and Breze. An interactive computer "tech car" allows shoppers to review vehicle options, check pricing, and view running footage of the vehicles. Printouts of chosen vehicles are available to take to local dealers for ordering.

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