

# MALLS & MAINSTREETS

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10A(F)

## SHOPPING CENTERED



Shine on: Pearlized pink motorcycle jacket of coated polyester and cotton from Andrew Marc at Neiman Marcus.

## A lesson on fabrics for spring shoppers

By SUSAN DEMAGGIO

**R**etailers insist that March is the best month of the year to buy spring fashion. So, even though it's hard to get in the mood for bright colors, cotton tees and sleeveless sweaters when it's still 40-degrees, overcast and rainy outside, inside the stores, collections are in full bloom with sizes and colors for everyone in stock.

If you've already been browsing, you've noticed that clothes this season come in a zany array of fabrics (techno cyber fibers like neoprene, tissue-taffeta and matte jersey knit come to mind) and next to these exotic pieces hang rows of garments from more traditional cloths like khaki-colored chino, white linen, and silk shantung.

It's all about shine for glamour, and stretchability for comfort movement, Colby McWilliams, men's fashion director at Neiman Marcus, said even beard-trim types will be buying and wearing "fabrics that shine" this season. He provided this glossary for the spring of 1996. Let's see how well you know the stuff that clothes are made of.

**Lace:** Lots of lace used this season for its romantic, feminine properties. Alencon is the most elaborate needlepoint lace ever made. It is produced in France and first made in 1665. Chantilly is a bobbin lace originally made in 1740 of black silk and linen thread. After the French revolution (about 1805) Chantilly Blonde was the rage in Paris. Guipure is a heavy, large-patterned decorative lace. Venice is a needle-made lace originating in Venice in the Middle Ages. It was brought to Italy by the Saracens.

**Buckle:** A trademark commonly used for any of various synthetic resins and plastics. Sometimes used for buttons and belt buckles.

**Chamois:** A soft, pliant leather prepared from the skin of sheep.

**Neoprene:** A synthetic rubber generally with a highly reflective surface, often resembling leather.

**Organdy:** Very fine transparent muslin with a stiff finish.

**Gabardine:** A firm, hard-finished durable fabric twilled with diagonal ribs on the right side.

**Georgette:** Thin, strong crepe woven from hard, twisted yarns to produce a dull pebbly surface.

**Jersey:** A plain-knitted elastic fabric of cotton, wool, rayon or synthetic fibers. It was first knitted on the Jersey and Guernsey Islands in the English Channel. Great for garments that move!

**Organza:** Sheer fabric resembling organdy, usually made of silk, nylon or rayon.

**Ottoman:** Heavy, large-ribbed fabric of cotton or wool covered by silk wrap yarns.

**Pique:** A durable, ribbed fabric of cotton, rayon or silk.

**Rayon:** Any group of smooth textile fibers made from cellulose material by extrusion methods. Natural, not synthetic. Nowadays, it can be washed.

**Shantung:** A fabric in plain weave having a slightly irregular surface due to uneven slubbed filling yarns. (Slub yarn has irregular diameters caused by error or on purpose.)

**Sharkskin:** A smooth, crisp fabric with a dull finish usually made of rayon in a basketweave pattern.

**Twill:** A textile weave in which filling threads pass over one and under two or more warp threads to give the appearance of diagonal lines.

**Tulle:** Sheer, stiffened silk, rayon or nylon net.

**Viscose:** A golden brown solution made from cellulose used in making rayon.

**Siena:** An earthy substance containing oxides that is used as a pigment. It's usually reddish brown. Siena is named after the Tuscan town that discovered it.

## LOOKING AHEAD

What to watch for in Malls and Mainstreets next week:

- Farmington's Malibu Group Salon offers solutions to touchy beauty problems.
- Sportswear fashions take center stage.

## Finally, fashion for the fullest figures



Style and substance have come to clothing for full-figured women as department stores and specialty shops scramble to offer clothing one industry expert claims is long over due. She spoke recently as a guest of Jacobson's Clairewood Shops.

Just five years ago, if you wore a size 20, it wasn't color or style you worried about when you went clothes shopping. It was wondering if you'd find anything that fit.

Now, department and specialty stores working with designers and manufacturers, have fashions for full-figured women in the same fabrics and styles found in other areas of the store.

"We full-figured women have decided to live our lives without apologies," said Liz Dillon, east coast fashion editor of Big Beautiful Woman magazine and full-figure fashion industry advocate. "We've showed clothing manufacturers that we want and will buy investment clothing. We care very much about fashion and we're a force to be reckoned with."

Dillon of New York, wears a size 20. She is a former Glamour magazine staffer, owner of her own public relations firm, and ex Ford-agency model. She came to Detroit last week as a guest of Jacobson's Clairewood Shops, speaking to the media about her cause, and doing seminars and personal consultations with shoppers.

She said one-third of American women wear a size 14 or larger and have a professional job they must "dress up" for. They pursue active lives with families and friends that

require stylish clothes.

Until a few years ago, she pointed out, full-figured women had to be content with wearing black tent dresses and "feeling as if we were being punished for our size by clothing manufacturers. I think we all secretly believed our weight was a temporary thing."

"But now all that's over. We want labels. We want quality. We want to look beautiful," she insisted. "When you walk into a room, you are going to be noticed, so give them something to look at. Looking good is your best revenge."

How can full-figured gals look their best?

"First, stop whining about your body and the way things are," she said. "Find beautiful clothes that suit your body type and lifestyle, then buy them and wear them with confidence."

She suggests women fall into one of five personality categories: Sporty, Classic/Elegant, Freestyle, Romantic, or Sensual. Women have one of six body shapes: hourglass, rectangle, round, square, triangle or reverse triangle. When shopping for clothes, women should look for designs that fit both their figure type and person-

See FASHION, 11A



Looking good: From designer Diane Gilman comes separates perfect for larger sizes. This outfit appears in Big Beautiful Woman magazine and is available locally at Jacobson's.



AJ Jemison

## New mall manager for Fairlane

AJ Jemison takes the reins at Fairlane Town Center in Dearborn, appointed mall manager after three years as operations manager of the 1.5 million-square foot Taubman Center.

Jemison's first name is pronounced "Ajay." He succeeds Miles McFee, who returns to Taubman headquarters with a national assignment in the company's asset management group.

"Ms. Jemison has distinguished herself as an exceptional manager and a highly effective representative for Fairlane in the greater Detroit community," McFee said. Fairlane, celebrating its 20th anniversary this year, recently stunned the retail com-

munity with its decision to close business operations on 20 Saturday evenings. Mall management instead, donated the center to non-profit community groups for gala fund raisers.

Prior to joining the Taubman Company, Jemison was general manager of a Denver mall. Through the 1980s she held key executive positions with major commercial real estate concerns involved in both retail and office operations. In Atlanta, Jemison served as construction coordinator for the Peachtree Management Co. and later as property manager for Inter-shop Real Estate Services. She was property manager of the Kensington

Galleria in Tulsa.

The mother of two children and a native of Tulsa, Jemison is a member of American Business Women's Association, the Women's Economic Club of Detroit, and Leadership Detroit.

"I welcome this new challenge and am excited about continuing my work with the community, our tenants and the understanding members of our management team to build on Fairlane's position as Wayne County's premier shopping destination," she said.

Fairlane features over 200 specialty shops, Saks Fifth Avenue, Hudson's, Lord & Taylor, JC Penney and Sears.

## ADDED ATTRACTIONS

\$100 at any mall store, service company or restaurant and receive an AM/FM sports radio while supplies last. One per customer, receipts redeemable at information desk.  
Worland Mall, Plymouth/Middlebelt, Livonia.  
(810) 522-4100.

### AUTHOR VISITS

Rabbi Sherrin Wine, 7:30 p.m. at Borders, discusses his book, "Staying Sane in a Crazy World: A Guide to Rational Living." Wine is the founder of Humanistic Judaism.  
13 Mile/Southfield, Birmingham.  
(810) 644-1515.

### FRIDAY, MARCH 29

### KIDS CRAFT

Kids can assemble and decorate eggs, 11 a.m. to 6 p.m. Materials provided. Pre-registration required, just call the mall.  
Oakland Mall, 14 Mile/John R. Troy.  
(810) 585-6000, ext. 4.

### SHOE BUYER VISITS

Jacobson's Brian Donaldson brings exclusive special order collections to town by Amati, Cole Haan, Evan Picore, Selby, St. John and Stuart Weitzman, 11 a.m. to 7 p.m. Ladies Shoes.  
Maple/Bates, Downtown Birmingham.  
(810) 644-6900.

### SAX QUARTET

Saxophone virtuoso and University of Michigan professor Donald Saria joined by pianist Katherine Goodsen and the U of M saxophone quartet for an educational presentation for families, 7:30 p.m. at Hagopian's Refreshments.  
850 S. Woodward, Birmingham.  
(810) 646-7847.

### FACIAL CLINIC

Complimentary mini-facial and spring makeover by Yves Saint Laurent experts, through March 30. Add-on bonus, a just-for-fun psychic reading. Appointments suggested.  
Somerset Collection, Big Beaver/Cockle, Troy.  
(810) 643-9000, ext. 304.

### SATURDAY, MARCH 30

### FASHION BENEFIT

Forne Mark of Weight Watchers is the guest speaker as "retrospective" spring fashions from Parisian take

center stage to raise funds for Myasthenia Gravis Association. Noon, 20th annual event. Public invited. Tickets \$35 per person. Reserved seating. Lunch, raffle of door prizes, cocktails.  
Laurel Manor, Schoolcraft/W. Haggerty, Livonia.  
(810) 423-9700.

### ORCHID SHOW

Spring blooms presented by the Michigan Orchid Society in mall's center concourse through March 31.  
Laurel Park Place, Six Mile/Newburgh, Livonia.  
(313) 462-1100.

### SPRING FASHIONS

Westland merchants show off their best collections in a runway show that will make its way into the center for information, 12:30-2:30 p.m.  
Westland Center, Wayne/Warren.  
(313) 425-5001.

### BUNNY BREAKFAST

Families invited 7-11:30 a.m. at Mayflower Hotel, \$7.95 per adult, one child eats free with each adult, additional children \$3.95. Downtown merchants include flyers of merchandise discounts. Photo opportunity.  
Ann Arbor Trail/Main St., Downtown Plymouth.  
(313) 453-1540.

### CHILDREN'S PERFORMANCE

Bizabasé Follet and the Thing About Spring, 1 and 3 p.m. Center Court, presented by Children's Theatre of Michigan.  
Twelve Oaks, 12 Mile/Nov. Nov.  
(810) 348-9438.

### SPRING FASHION SHOW

Presented by Chew Detergent featuring models from Feminine Les Hommes School 11:30 a.m. and 1:30 p.m.  
Tel: Twelve Mile, 12 Mile/Telegraph, Southfield.  
(313) 353-4111.

### TRUNK SHOW

Burberry's hosts spring/summer show for men and women, noon to 4 p.m. Special sizes. Refreshments. Somerset Collection, Big Beaver/Cockle, Troy.  
(810) 643-8555.

### DIOR FASHION SHOW

Neiman Marcus presents Christian Dior's spring/summer suit and accessories collection, 1 p.m. Galleria, third floor. Reservations required. Also, in Men's Clothing, the Hickey Freeman trunk show, 10 a.m. to 6 p.m.  
Somerset Collection, Big Beaver/Cockle, Troy.  
(810) 643-3300 ext. 2511