

## New season of fashion offers many choices

### READY-TO-WEAR



KAREN DASKAS

Soon the snow will be melting, and with that will depart the salt-stained shoes, slush-laden pant hems and good, old winter blahs.

It's time to celebrate the joys of spring, rejoice in its lush colors and embrace the season's elements of style, including graphic prints and unique accessories.

Since this spring's fashion season is packed with choices, let me make it easy and look at fashion editors' breakdown of the most important spring trends.

### Retro chic

The 80s are back, and Jennifer Lopez is the 2001 version of Marilyn Monroe and Jayne Mansfield in deep plunging necklines with fitted pencil skirts or cap sleeve tees with full skirts. Think Palm Beach prints in tones of coral, pink, aqua and sea foam green and accessories with a sexy athleto - in a color, of course.

### Frills and flirty ruffles

Feminine looks with a flirty and fun attitude are in abundance. But these looks aren't as sweet and girlish as last season's feminine styles.

Dresses with cut-in shoulders in both floral and graphic prints, for example, are making their presence known for spring 2001. Knee-length skirts in soft fabrics are paired with a shirt or camisole, lending a floating-on-air feeling to the look.

Ruffles are an important detail, either on the hemline or at the shoulders.

### Tough love

The military look makes its way into spring with a new turn - soldier-a-la-girl-scout.

Button-front shirts with pockets are finished with gathered short sleeves. Jackets with Army pockets and buttons are paired with men's tailored trousers. The colors here are standard issue "Armed Forces." Look for Army green, camouflage khaki prints and gray.

The boy-meets-girl fashion look is softened with high heels and a wrap belt.

### Black, white, bold

Black will always be a fashion staple in any wardrobe, but a new trend has surfaced: wear black with a high contrast color like engine red or stark white. A sleek black suit worn with a bright white jersey shirt, closed-toe pump and constructed handbag is a look that will take you anywhere.

### "Glam" rock

While every great rock 'n' roller enjoys their 15 or more minutes of fame, the celebrated rock "glam" style has been granted an extension. Moving through the styles of the 80s, look for the return of the mini. Throw on a shiny satin top and finish the look with high-heeled sandals. This 80s trend brings back "glitz," flash and glam-our.

Just keep in mind the choice is yours this season, whether your style is feminine, classic or glamorous.

Karen Daskas is co-owner of Tender women's clothing boutique at 271 West Maple in downtown Birmingham. Every season, Karen travels to Milan, Paris and London to see the latest trends in ready-to-wear and accessories. Call Karen with your questions at Tender at (248) 258-0212.

# Cool looks

## Resort and spring style takes shine to sun wear



Mr. Cool: Optometrist Bill Koppin, owner of Shades Optical, sports his style of cool.

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Sunglasses have a transformative power, a potency that's especially appreciated when escaping Michigan's winter in locales with a more temperate climate.

For some, slipping on a new pair of shades on the way to a tropical island compares to slipping behind the wheel of a flashy, new, high-powered sports car.

Even men embrace the "cool" of sunglasses.

Besides, sports cars come with high-powered price tags and even pricier sunglasses are, in the larger scheme of spending, inexpensive.

"It is that one purchase that can make that change," said optometrist Bill Koppin, who owns Shades Optical. The full-service optical store, which has locations in Birmingham and Northville, is known for carrying a wide selection of designer frames and sunglasses.

It's also a purchase that most people feel they can make without experiencing too much guilt, said Koppin. "Sunglasses change the persons and people feel very good about it. It's that one piece you can buy."

The change - that air, that aura, that indescribable something - appears when the bridge of a cool pair of shades hits the wearer's nose. Indeed, the effect that sunglasses have epitomizes the phrase "je ne sais quoi."

Cool, but in style  
"Sunglasses have always been cool. There's always been an association with sunglasses and coolness," said Koppin. "What's great is that the hottest fashion accessory in recent years has been sun wear."

Koppin isn't just touting his business, either. He's right. A decade ago, only a handful of fashion designers and houses offered sunglasses as part of their collections. Today, just about every designer has jumped on board and is creating fashion sun wear.

Prada introduced its first sun wear collection last spring. Chanel, which has dabbled in creating sunglasses over the years, officially launched a collection



Eye power: Seattle tortoise and purple sunglasses by Anne & Valentin are contemporary and classic, \$250 at Shades Optical in Birmingham.



Particulars: Pink rhinestones make the frame on shades by Selima fa (left), and modified aviator sunglasses by Theo (above) have a two-tone lens, both \$335 at Shades Optical.

last spring.

While colored lenses were the craze in sunglasses last spring and summer, large wrap-around styles, lenses with gradating tints and rhinestone frames are the latest designer sun wear trends.

And, if designer labels are your bag, designer eye wear, like handbags in the 80s, are a less expensive way to get a piece of what you want. A pair of Chanel sunglasses, for example, is for affordable than Chanel suit.

"People can own a piece of Prada for \$200," Koppin exclaimed, adding, "And people feel good about this."

### Fashion and function

Koppin admits the sun wear boom is partly driven by market demographics; baby boomers need sunglasses and have the money to spend on designer brands.

On the other hand, the entire population is more concerned about the health of their eyes and the sun's effects. "And wearing sunglasses is good for your eyes," said Koppin. "This is about fashion and function."

Not to mention, sunglasses make life easier on sunny and high glare days. Sunglasses' health benefits, however, depend on the level of ultraviolet, or UV, protection delivered, said Koppin. And not all sunglasses labeled as having UV protection provide the same amount, he cautioned.

Consequently, Koppin recommends consumers only purchase reputable brands and work with a respected local dealer.

A credible optical store should help their customers understand current eye wear technology and make educated purchase decisions.

Most consumers, for instance, are in the market about how to select a lens color. A reputable dealer will educate them and help them select a color based on lifestyle and individual needs.

In general, lighter lenses allow more light through. However, the lightness of a lens has no bearing on UV protection, which is provided through a clear coating, said Koppin.

A reputable optical store will also assist customers in selecting a suitable frame in terms of face shape and individual style, he said. "But consumers should trust their own instincts about what makes them feel good," said Koppin. "Clients know what they like and what they don't like. First and foremost, you have to like what you're getting."

### Selecting sunglasses

#### Shape guidelines:

- Square face shape - round shape glasses
- Round face shape - square shape glasses
- Oval face shape - any shape glasses

#### Achieving balances:

- Eyes should be centered in frame.
- Split the face into thirds, from chin to tip of nose, from tip of nose to eyebrows, from eyebrows to hairline. Eye wear should help to create a balance among those thirds.

Retail, style and special store events are listed in this calendar. Please send information to Malls & Mainstreets, c/o Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, MI 48009. By fax, (248) 644-1214. E-mail, nstafford@oc.homecomm.net. Deadline for publication is two weeks in advance.

## SUNDAY, FEBRUARY 11

### BARBIE DOLL SHOW

The "We Love Barbie, Barbie & Friends Fashion Doll Show" returns to the Plymouth Cultural Center, 625 Farmer Street in Plymouth, 11 a.m.-3 p.m. Admission is \$5 and free for children under age 10. The show features vintage, limited edition and pink box series Barbie dolls and other fashion dolls and accessories.

### MAIL BOOK DRIVE

Oakland Mall in Troy collects books to donate to the Detroit Public Library and other Detroit metropolitan educational resources. For each book donation, the mall will make a cash donation to the donor's school of choice. Event runs through March 31. Donations will be accepted at mall's information desk on the lower level. For more information, call (248) 685-6000. For more information, call (734) 456-2110.

### BRIDAL REGISTRATION EVENT

Hudson's offers morning bride registration prior to regular store hours through Feb. 25 at local stores. Registration is required. Twelve Oaks store, (248)

## ADDED ATTRACTIONS

344-7070; Oakland Mall store, (248) 597-2278; Somerset Collection store, (243) 816-4721; Lakeside store, (810) 566-2940.

## THURSDAY, FEBRUARY 15

### HEALTHY LIFESTYLE EVENT

Borders Books & Music, 3400 Woodward in Birmingham, hosts a special evening for those interested in Feng Shui, Tai Chi or therapeutic massage. Feng Shui expert Carol Wieland, the Taoist Tai Chi Society and massage expert Ida Maniaci consult with guests and Borders displays a variety of books on these topics, 7 p.m. For more information, call (248) 293-0005.

### ARTS & CRAFTS SHOW

Westland Shopping Center presents the "All American Arts & Crafts Show" featuring arts and crafts "made in America" through Feb. 18. Works include oil paintings, photography, wood furniture, jewelry, doll clothing, ceramics and toys. For additional information, call (734) 425-5001.

### TAHARI DAY

Saks Fifth Avenue, the Somerset Collection in Troy, hosts a Tahari Focus Day through Feb. 16. Designer Bridge Sportswear, second floor. Call (248) 3347.

## SATURDAY, FEBRUARY 17

### SWIM WEAR PARTY

Jacobson's hosts a swim wear party at area stores including their Birmingham, Livonia, Rochester and Ann Arbor locations through Feb. 18, 10 a.m.-9 p.m. For information, call the Birmingham store at (248) 644-6900, the Livonia store at (734) 591-7896, the Rochester store at (248) 651-6000 or the Ann Arbor store at (734) 769-7600.

## SUNDAY, FEBRUARY 18

### MAGIC SHOW

Doug Sheer's "All American Magic Show" comes to Livonia Mall at 7 Mile and Middlebelt roads in celebration of President's Day, 2 p.m. For details, call (248) 476-1160.

## SUNDAY, FEBRUARY 25

### BEAUTIFUL BABY CONTEST

Start primping now. New Star Discovery hosts a Baby Beautiful Contest at Livonia Mall at 7 Mile and Middlebelt roads. Contest includes categories for boys and girls in different age categories. Information pamphlets are available at Livonia Mall. For details, call (248) 476-1160.