

'Soft' designs reflect spring '75

By CHRISTINE WALDEN
Noriko designs light, airy, sleeveless and almost short for spring '75. Degrading from her signature matte jersey and rolled hems, she designs spring by changing hemlines and adding cotton knit to the collection.
The traditionally rolled hems, still evidenced in some designs, are frequently replaced with a flatter, deeper hem. The new treatment, said Noriko, makes the clothes move differently.
"My whole line is softer," she said. "And for a softer movement I like the flatter hem better."
While cotton knits and polyester chil-

lons do creep in, matte jersey continues to dominate the line based on free and easy movement.
One jersey gown, shown recently at Saks Fifth Avenue, is striking with a blouson, open-back top and three tiered skirt in different colors.
ANOTHER, showed in baby pink, sports two tiers edged with flat hem and ends right below the knee.
That length, said Noriko, "is the most feminine and shows more leg. Just below the knee or maybe two inches below is a good length. It's more lady-like."

Feminine looks continue when chiffon do creep in, matte jersey for a stunning night-time look. The floor length gown's strapless top blouses over the gathered skirt, and co-ordinates with a chiffon jacket.
A top with Kabuki sleeves, round-neck and belted waist matches with its own skirt for a cocktail-hour ensemble.
Cotton knits constitute a selection of playful clothes. From red and white

striped strapless sundresses and billowy, raglan sleeved chemises to simple tunic-like tops with drawstring waists to top any part, the cotton knits are practical and feminine.
Noriko plays with lots of colors for spring, from bright emerald green and chrome yellow combinations to more subtle matches of yellow, white and brown. Other solids such as mat-tisse blue, white, red, yellow and browns make the collection colorful and fresh.



Noriko's strapless sundress in red and white cotton knit

CARIH stages fund-raising dinner

The Elaine Levin Chapter of the National Asthma Center (CARIH) will hold a fund-raising buffet dinner at 8:30 p.m. Saturday at the Hunters Ridge Club House, Fourteen Mile and Orchard Lake roads. The dinner is open to guests.
Call Mrs. Charles Danto and Mrs. Irving Lipton for reservations.

Auxiliary schedules Tuesday meeting

The Auxiliary to the Salvation Army will meet at 11 a.m., Tuesday at the Eventide Resident, 2843 Park Ave., Detroit.
The program entitled "Let's Keep Physically Fit" will include a Yoga demonstration.

Birthday celebration scheduled by DAR

The Piety Hill Chapter of the Daughters of the American Revolution will meet at 12:30 p.m., Tuesday at the Village Women's Club. The group will celebrate its fortieth birthday.
Mrs. James Eastin, Michigan State Regent, will be guest speaker.



Chiffon and matte jersey team up for simplicity at night (Photographed by Douglas Bauman)

Fashion Calendar

SPECIAL FASHION EVENTS

Feb. 10-11—Informal modeling of the sun circuit collection at Saks Fifth Avenue, Somerset Mall.
Feb. 10-11—Informal modeling of Estee Lauder cosmetics at Saks Fifth Avenue, Somerset Mall.
Feb. 10—Personal appearance by Pearl Nipon with the Albert Nipon collection at Saks Fifth Avenue, Somerset Mall.
Feb. 11—"In the Mood" Vogue patterns fashion show at 12:30 p.m. and 2:30 p.m. at Hudson's Northland Mall.
Feb. 11—Informal modeling of the Chester Weinberg Collection at Jacobson's, Birmingham.
Feb. 14—Informal modeling of the Orissa Collection at Jacobson's, Birmingham.
Feb. 15—Informal modeling of bridal gowns and apparel at Jacobson's, Birmingham. Formal show at 2 p.m.

CLUB SHOWS

Feb. 11—The Michigan Juvenile Diabetes Foundation fund-raiser luncheon and fashion show by Claire Perrone at noon at the Raleigh House.
Feb. 11—The Altar Society of St.

Regis Catholic Church Valentine Boutique luncheon and fashion show by Davidson's of Birmingham at 10:30 a.m. at the Raleigh House. Call 642-0001 or 648-5027 for tickets.
Feb. 12—Birmingham Town Hall presents June Weir, Fashion editor of Women's Wear Daily at 10:30 a.m., at the Birmingham Theatre. Reservations may be made at the Birmingham Town Hall office.

Pioneer Women to meet Saturday

The Israel Chapter of Pioneer Women will meet Saturday at the home of Frances Russell, 22519 Belwood in Southfield.
The program includes a discussion on "Social Service Agencies in Our Community" by Dorothy Feinberg and Dorothy Rood, social workers and Ruth Dikoff, consultant for the Visiting Nurses Association of Metropolitan Detroit.
Guests are welcome.

SUNCIRCUIT

Fair and warmer wherever you are. This is a wide ranging collection, from day to night things, with the emphasis on the light and bright. Here, a fresh slant for evening in navy and white stripes. You'll find little cotton jerseys, dresses flowering in tiny prints, ice cream colored lake suedees, eddily tailored jumpsuits, exuberant party clothes with something special for the mother of the bride. It's all a great way to follow the sun.

Come see the collection.
In 11:00 Monday and Tuesday, February 10 and 11.
Informal modeling from 11 to 1

Saks Fifth Avenue



Second at Lippincott Dennis Somerset Mall, Big Beaver at Coolidge Tric

Chester Weinberg

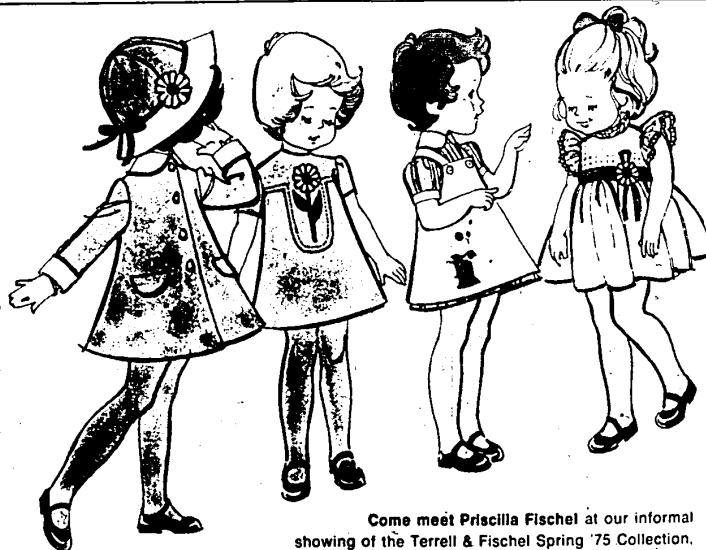
Come share the excitement of seeing the Chester Weinberg spring-summer collection informally modeled at Jacobson's.

Tuesday, February 11 10:00 A.M. to 4:00 P.M.

BIRMINGHAM

You'll love the ease and subtle femininity expressed by softness and shaping, by fabrics that float or skim, by comfortable designs... for day and evening.

Sizes 4 to 14.



Come meet Priscilla Fischel at our informal showing of the Terrell & Fischel Spring '75 Collection, "petite chic" for your young miss, on Thursday, February 13, 1 p.m. to 6 p.m. Delicate pastels, piques and gingham... dresses, pinafores and smocks with the superb hand-detailing so much a part of Terrell and Fischel's fine tradition. Some with coats and hats to match. The Collection: Infants' 9-24 month sizes, 2-3-4 toddlers' and 4-6-6 girls' sizes.

Jacobson's

APPAREL STORE
Maple at Bates
Birmingham

Jacobson's

CHILDREN'S STORE
Woodward at Willits
Birmingham

SHOP JACOBSON'S THURSDAY AND FRIDAY EVENINGS 7 PM-9 PM
2 HOURS FREE PARKING... WHEN YOU MAKE A PURCHASE