

# Von Furstenberg rep shows carefree clothes



By CHRISTINE WALDEN  
Diane Von Furstenberg designs dresses. They are simple, uncomplicated and feminine. This spring they are bright in color, wrapped, occasionally chemise like. And they are fast becoming the one dress women are willing to spend their money on.

The Von Furstenberg collection, recently at Davidson's in Birmingham, isn't endless. The theme is obvious... carefree and easy fashion. Many designs carry over from one season to the next, but a seagull and cloud printed caftan, a daytime chemise more fitted than most, and new prints add variety.

Colorful, bright red, green or brown mixes with white, or a flowered-wrap top and skirt exhibit springtime freshness.

The dresses are also inexpensive and durable.

Further, since they look better on bodies than hangers, Biene Blechmidt has been traveling with the collection as Ms. Von Furstenberg's personal envoy, model and spokesperson. And if the collection doesn't keep your interest, Biene will.

IN A 30-DAY period the strawberry blonde representative will have visited some 25 cities, presenting the Von Furstenberg image to the public.

"She didn't want someone who was simply successfully selling the clothes," said Biene. "She wanted someone with the sort of European flair that she represents."

The backgrounds of the women are similar, both speak several languages, both are European born and raised, both lead multi-faceted lives.

"I was showing the collection as a model and when we started talking, we found the similarity in our backgrounds."

Consequently, Biene was Ms. Von Furstenberg's logical choice.

NOW, BIENE works two months out of the year accompanying the collection and helping women select the dress that best suits them.

More importantly, Biene said, "I believe in the clothes. Women all over want to be comfortable and look feminine."

Von Furstenberg designs provide that opportunity, she said.

When Biene isn't traveling with the collection, she makes her home in Los Angeles, where "there are a multitude of things to do." And she does them.

You may have seen her on television in "Ironside's," "Night Stalker" or commercials. Or you may know her deep voice from cartoons.

Born in Germany, Biene obtained a literature degree from the London School of Economics and came to America as an assistant to a literature professor.

After a while, "I wanted something more creative and less monotonous."

So, she turned to radio, became a disc jockey and things have been rosey ever since.

BIENE FEELS that people must do as much as they can with

## Synagogue to host Supreme court judge

The Men's Club of Congregation Beth Abraham-Hillel of West Bloomfield will present a bonus program in its current Breakfast Forum Series on Sunday at 10:00 a.m. in Nussbaum Hall. The guest of honor will be Michigan Supreme Court Justice Charles L. Levin, who will discuss "The Judicial Role in Law Making." Following his address, Levin will answer questions from the audience. The public may attend.

their lives. "If I see someone doing something I'd like to do and if I am able to do that, I think someday I'll be lucky enough to do it. If you're creative in any way you must develop it."

She added that jobs must also fulfill that creativity. "I don't want the kind of job where you just go

home and say, 'what a day.' I really enjoy what I'm doing."

Consequently, as the Von Furstenberg rep, she does a good job. She does indeed portray that image of the on-the-go woman who somehow has it together and to whom clothes must be classic and as little a bother as possible.



Variation on the wrap theme again, with a vibrant print, cuffed sleeves and flippy skirt.



All wrapped up for spring evenings, the cotton skirt and wrap top provide simplicity.

## Adolfo paints his portrait pinafores as only the supreme romantic could

Adolfo sees you as the very essence of spring in the billows, brilliant organic pinafores hand-trimmed with garlands of fresh flowers. Think of yourself wandering through a sunny meadow sprinkled with wild flowers or posing for a portrait by Gainsborough. That's the mood. Soft, ethereal, yet just a bit earthy.

The natural romantic who is sophisticated enough to recognize the value of flattery.

And what could be more flattering than white silk and rayon organic sprinkled with

poppies, daisies, violets, roses and a host of delicate flowers, each original, each exquisite. More flattery is the sheer stalked poetic styled blouse.

Adolfo himself.

In Troy:

Fridays and Saturdays

Come say hello from 11 to 1 and see the entire collection in formal modeling from 11 to 4 each day. Naturally.

Adolfo sees you in other ways as well. He's done the Skippy for the woman who has an unusual, well-tailored and snuggly little blazer. Of course, there are Adolfo's wonderful suits and dresses pale from h. knits lavished with lace or

ruffles, some marvelous easy, tailored things, and for evening, sequin printed chiffons, bouffant and tiered. All in all the Adolfo clothes you'll be wearing for years to come, all exclusively at S.F.A. The collection, from 1125 to 1215, starts collecting now in our Adolfo Boutique.

*Saks Fifth Avenue*



Saks Fifth Avenue, Detroit, Second at Lothrop • Troy, Somerset Mall, Big Beaver at Coolidge