

Gerald McCann

## British designer advocates 'natural'

By SHIRLEE IDEN

"Taste has no price," says Gerald McCann, British designer. "Sometimes the \$10 dress can be the dress of all time."

McCann recently showed his designs for summer at Hudson's Northland to more than 100 women gathered for an informal modeling.

The designer is an advocate of natural fibers and the natural look.

"Easy is the whole operational term," he said.

His prices too, which range up to \$75, are easy on the budget.

McCann believes in mixing and matching. He showed skirts and pants in stripes, checks and polka dots that can be paired.

"You can get two looks for the price of one," he said.

HIS OUTFITS included two and three piece suits done in fabrics, such as silk and cotton that travel well.

The "big drapes," worn belted or tent-like, dominated the collection.

"We consider the 28-inch skirt good," the designer said.

For McCann, spring's three big colors are pale apricot, beige and khaki.

His designs are accented with wooden buttons and rope belts and were frequently shown with wedgies or espadrilles.

A "WORK-SHIRT" dress with deep armholes for comfort was described as a dress "to do useful things in."

"The best fabrics are ones that really last," he said.

Included in the showing were fine lawn, poplin, cotton, glazed chintz and denim.

"My great favorite is denim," McCann said.

"We show it with corduroy and tweed and are trying to make it an all-year fabric," he said.

"You can go to the Ritz now in denim."

McCann said he loves to do little sizes and will show his clothes in

size 4 very soon. Size range currently goes from 6 to 14.

He stressed that he's being very careful on price.

"The consumer is aware of price," he said.

"And the consumer is always right."



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## Alpha Xi taps slate

Oakland County Alumnae Chapter of Alpha Xi Delta Fraternity recently held its monthly meeting and installation of officers. They are Carol Choulovas, president; Drinda Sipprell, vice-president; Sheryl Pulley, recording secretary; Carol Mamer, corresponding secretary; and Jill Greimel, treasurer.

Drinda Sipprell and Julie Matthews were named delegates to the province convention to be held April 18-19 in Mt. Pleasant. Oakland County group will provide favors for the convention.

A benefit bridge party to provide financial assistance for the Birmingham Youth Assistance Committee (BYAC) will be held in place of the next meeting. BYAC.

### On deck for Spring, dashing duck playthings welcome adventure

Salty-spirited cotton duck is the great way to keep in sight now and all summer long. Revved up with contrast stitching, these are looming bright on your horizon in foamy white, sea green and marine blue.

Left, short-sleeved wrap jacket, #26, and uncuffed pants, #15. Right, roll-sleeved crew neck striped tee shirt, green or blue with white, #11, and a pocketed wrap skirt, #18.

Ducks for 5 to 15 sizes, top for small, medium, large sizes.

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