

Simple, chic

Tennis takes on fashion look

By CHRISTINE WALDEN

The fascination with the little white ball on the big green court seems equal only to that of how the person hitting the ball looks.

Even since Ted Tingling put lace on the pants of Quincy Moran, the tennis court has been more than a showplace of athletic prowess—it's a mini-runway of outfits and ensembles, usually color coordinated and always "cute."

Locally, Eleanor Lakin, owner and operator of the Call It Love tennis shop in West Bloomfield is doing her bit to curvy the fashion conscious tennis market. As a business person she has a finger on what people want, as a creator, she is designing tennis garb according to public tastes.

"We are trying to raise tennis," said Mrs. Lakin. "We have a certain image and people like to come in here."

"Women," she added, "just love to look good and look feminine."

In answer to what Mrs. Lakin assumes women love, she has designed a complete line of tennis clothes ranging from simple skirts matched with T-shirts to elaborate costumes.

Whether the player is a neophyte or a pro, Mrs. Lakin's suggestions sample but chic on-the-court wardrobes.

The skirts and T-shirts, she said, are usually scarfed up by beginning players who don't want to look that much better than they can play.

"Many of the people who buy these like tennis and have to start their tennis wardrobe somewhere," she said, "but don't want something really elaborate."

Still the simple, fussless dress are speeded up by dyed-to-match tatters and pants.

"We have pants to match everything," she said, adding that one woman bought a pair which she used as accessories, in much the way scarves are used.

One of her newest designs for spring is a pink gingham smocked dress that comes

complete with matching warm-up jacket, racquet bag and hat.

Another is a brightly striped basic tennis dress of white and a contrasting color.

"We have all custom kinds of things," she said. "There are certain people who just want to look different and since the dresses are gone, that's it, we don't get more of the same."

Men, too, are becoming prospects on the court. Mrs. Lakin has an exclusive on the Ralph Lauren line of tennis clothes in addition to carrying Oleg Cassini's designs and others.

The sport clothes are a far cry from the basic white shorts and T-shirt days and range in colors from large and heavy blue to brighter, reds and greens.

One 18½-size warm-up suit was a particular favorite among men and though priced at \$188, "We sold them like they were 10 cents."

Call It Love, with its shelves of socks, pants, warm-ups and dresses, also contains loads of tennis paraphernalia from racquet-imprinted stationery to a tennis court paper puzzle.

Mrs. Lakin opened two and half years ago and has been riding on the tennis wave ever since, keeping one step ahead, she says, by starting the season.

"At that time, opening a tennis shop was very trendy and unusual. But I'm doing it for fun and I felt it would be creative for me. I've always got my eyes and ears open for different kinds of things."

A tennis player herself, many of her ideas come on the courts or from her clients. Just recently she designed a tennis wrapping paper after numerous requests.

"You know, every day another tennis store opens up," she said. "But I don't mind. It just forces me to look beyond and to keep me on my toes."



A simple skirt and shirt are perfect for the beginner

ala mode



Mrs. Lakin designed the tennis dress in pink gingham with smocking. (Staff photos by Mitchell Booth)

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Special Notice!
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fashion calendar

March 1—Informal modeling of the Albert Nipon collection at Bonwit Teller Somerset Mall.

March 3—Informal modeling of St. John Kuts at Jacobson's Birmingham.

March 3—Dorothy Miller award winning hairstylist will make a personal appearance at the Headline Salon, 1077 S. Ninth Birmingham. Call MI 6-030 for an appointment or further information.

March 6—Frank Olive millinery designer will show his spring collection at Hudson's Northland.

March 8—Don Sayre, designer for Gormel will introduce the spring line in a formal fashion show at Hudson's Northland.

CLUB SHOWS

March 1—The Madam Heights Junior Women's Club will have a fashion show by Sears at Oakland Mall at 6:30 p.m. at the Warren Chateau. Call Lela Richards at 388-1912 or Cathy Dahl at 388-3945 for reservations.

March 6—The East Long Lake Estates Homeowners Association will have a fashion show. A Sampling of Spring by Lady's of Troy at noon at the Troy Hilton Inn. Call JO Newton at 888-2870 for tickets.

March 13—Mount Carmel Guild will have a luncheon and fashion show in Towers East at 11 a.m. at the Michigan Inn in Southfield. Call Mrs. Harris Peters at 884-5363 for reservations.

March 25—The Farmington Community Center will have a luncheon and fashion show by B. Siegel at the Glen Oaks Country Club.

LUNCHEON SERIES

Thursday—Informal modeling by Alvin at the Cooper's Arms Restaurant, Northland.

Thursday—Informal modeling by Roderic Fashion Sales at the Algonquin Tower, north of Twelfth Mile Road.

Wednesday—Informal modeling by Alvin's at the Troy Hilton, Haymarket, Troy.

Wednesday—Informal modeling by Towers East, Dress Shop at the Michigan Inn.

Friday—Informal modeling by Alvin's at Bedford's, Bloomfield Hills.

For consideration of future write Fashion Calendar, 1235 Sowers, Birmingham, 68012.

Volunteers

This column describing volunteer needs in Oakland County is co-sponsored by the Junior League of Birmingham and the Oakland County Volunteer Bureau.

Inquiries regarding volunteer needs and where should be made to the Oakland County Volunteer Bureau at 842-7272. Requests for volunteer listings should also be made through the Volunteer Bureau.

PROJECT CHANGE. Troy is a community agency dealing with substance abuse and other mental health problems, primarily for youth. Volunteers are needed to assist in various projects such as play, environmental projects, etc. Volunteers are also needed in the area of fund raising, public relations and clerical work. The office is open from 9:30 a.m. to 5:30 p.m. Monday through Thursday and from 9:30 a.m. to 4 p.m. Friday.

AMERICAN RED CROSS. Oakland Region, needs groups of 15-20 volunteers from a church, club or other organization to work together on bloodmobiles in the Bloomfield Hills and Pontiac areas. Blood team workers register donors, prepare but the recruit donors to the centers and work at the centers. Teams are called once a month to work a six-hour shift. Volunteers are also needed to do office work in the Pontiac office once a week. Hours are flexible. Open Heart Surgeon Callers are needed at the South Oakland office to make calls in the evening for blood donors.

OPERATION FRIENDSHIP is a socialization program for former mental patients, 18 years and older. Social gatherings are held for members each week from 11:30 a.m. to 3 p.m. during which lunch is served and a program is presented. Volunteers are needed to coordinate with members and participate in activities. The sessions are held in Birmingham on Thursdays and Pontiac on Fridays. Training seminars are held for volunteers once a month. Volunteers are also needed to provide transportation to and from the sessions for members.