

# The fashion plate

## Swim suits show or hide

By RUSTLE SHAND

If you are perfect in every way and can't wait to "knock 'em dead" at seaside this summer, stop here and read no further.

If, however, you are thinking with trepidation of exposing yourself in anything less than your old maumau, read on. A new product, called Elanelyl, available at Saks Fifth Avenue, Troy, promises (if used faithfully) to have you in shape for the 4th of July gala.

Elanelyl is a massage method you use at home. It tackles persistent troublespots and tones and firms the flesh. The supple, rubber massage mat is constructed to contain an extract of ivy soap and is used to massage trouble spots two or three minutes each day in the shower or bath.

Made in France, Elanelyl is said to be "used by over a million French women to keep their fashionable shape." Elanelyl, complete with massage mat, delightfully fragrant extract of ivy soap and massage cream is \$15.

ANNE COLE, executive vice president for Cole of California, a swim-wear firm founded by her father in 1925, is recognized as the industry's authority on swim wear.

Anne brought her expertise to Saks Fifth Avenue, Troy, to share with the fashion sales staff and customers, and passed on her philosophy that "every figure can be flattered when given the correct style suit and proper fit."

"Women either want to be seen or want to hide," said Anne, adding that the Cole swim suit is designed with this in mind.

The tunic suit is designed for the difficult figure, she said. It gives lots of coverage while the softened waist in another design camouflages a larger than hand-span waist.

This season's popular maillot (pronounced my-oi), with a high cut leg, makes short legs look longer. An all-over print or a border print suit will detract from a less-than-perfect figure.

"Skirted swim suits will be in the picture now," predicted Ms. Cole "because the dress is coming back." She said "the swimwear business is changing a great deal and so are the American women. They are becoming more natural," she went on.

"They are thinner and more active. They're jogging, biking and more aware of physical fitness."

"American women are hung up on Psyche (a beautiful princess of classical mythology loved by Cupid). European women accept themselves as they are, but American women do not enjoy being fat."

BUT ANNE COLE also makes covered up suits for those of larger proportions who still want to get out in the sun.

She believes every woman should have her own individual look and that "a woman wants a sexy bathing suit for her husband but a more conserva-

tive look to wear at the club with the other women and the children.

"A bathing suit plays four roles," continues Ms. Cole. "Some are for sun, some for sex, some for psychology and some for swimming."

Anne Cole knows that no woman can be at ease or look her prettiest if her actions are hampered by a sliding bodice or a creeping leg pant. And who can swim or dive with comfort if a shoulder strap is too tight or a bustline too snug? These are the key factors she takes into consideration when designing her collections.

The hallmark of her '77 collection is its ability to conjure images of subtropical sarongs, dressing that wraps and ties. Sleek one-shoulder maillots knot at the top of the shoulder or are fitted at the bottom with brief pareus draped and tied at the waist. Bikinis, too, tie at the side and suits with boy legs flatter the leg.

"No one is perfect," she concluded. "The wise woman learns to emphasize her most attractive qualities and forget the others."



Anne Cole's classic one-shoulder tie maillot of nylon and spandex comes in blue and white or red and white tropical print and is available at Saks.

**BATHTUBS REFINISHED**

**EXPERT PORCELAIN REPAIR CO.**

Resurface & Renew  
Bathtubs & Tile  
at a fraction of  
replacement cost!

**White & Colors**

**2 YEAR GUARANTEE**  
Call Ann Archer 994-5811  
Southfield 559-5166

in the home  
**WITHOUT REMOVAL.**

**Sherwood Studios INC.**

PROFESSIONAL INTERIOR DESIGNERS

2000  
1000  
1000  
1000  
1000

TEL-TWELVE MALL  
354-9060

Choose the sparkling clarity of timeless Waterford Crystal and live with a legend. Born in fire in the ancient Irish city of Waterford... each piece of crystal is blown by mouth and cut wholly by hand. Waterford illuminates your life.

- A. Claret Decanter, 221.00
- B. Coupe, 32.50
- C. Cardinales, 38.00 pr.
- D. Decanter, 82.00
- E. Ash Tray, 37.00
- F. Vase, 31.50
- G. Bowl, 61.00
- H. Tankard, 43.50
- I. Sugar & Creamer, 28.00 set
- J. Ice Bowl, 52.50
- K. Liqueur Decanter, 68.50
- L. Vase, 39.50
- M. Martini Jug, 35.00
- N. Salt & Pepper, 32.00

*Waterford, the Timeless Investment*



\$26 or less for authentic Waterford? True. Whether you spend under \$25 or over \$2500, each piece of Waterford Crystal is still blown by mouth and cut wholly by hand. A timeless investment at any price.

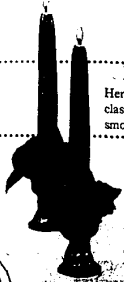


- D. Lilmore Desert 19.00
- E. Butter Dish 17.50
- F. 5 1/4" Vase 25.50
- G. Sauce Jug 22.00
- H. Knife Rest 13.00
- I. Brandy 21.50
- J. Ring Holder 12.50
- K. Sugar & Creamer 23.00 set
- L. Salt & Pepper 25.50 pr.
- M. Ash Tray 22.50

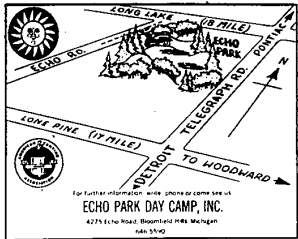
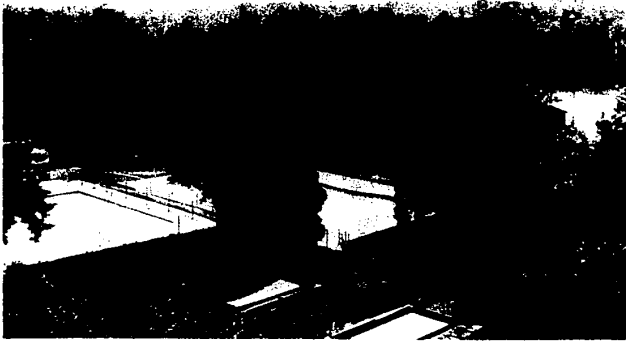
**Boxed Candle Sale...20% OFF**

Here's your chance to save on first quality, slim & lovely classic Candles in gorgeous House & Garden colors. All are smokeless.

open Mon., Thurs. & Fri. '87 9



TELEGRAPH RD. (at Long Lake Rd.)  
BLOOMFIELD HILLS • 644-7870



This summer give your child the wonderful experience of Echo Park summer camp

- Three lakes on 112 acres
- Swimming, boating, archery, nature study, crafts, fishing
- Children 3 1/2 to 14 years old
- Experienced camp counselors
- Four week sessions

You are invited to our  
**OPEN HOUSE**  
SUNDAY, JUNE 5th 1-4 p.m.

**ECHO PARK  
SUMMER CAMP**  
4275 ECHO ROAD

**BLOOMFIELD HILLS 646-5590**