

Excitement is picking a lovely look



Shirley Fink of Bloomfield Hills decided this Richard Assatly design rayon-printed chiffon dress would fit well with her fashion philosophy of under-dressing. (Photos by Cyd Abatt)

There was excitement in the air at Davidson's "Best of Fall" fashion showing at the Midtown Cafe in Birmingham.

Excitement, because, said Davidson's customers, "the clothes are feminine, soft and pretty again."

Excitement, because the diversified fall clothes all work together to make one broad statement and that is "we make women look like women again."

Excitement, because, as owner Sherwin Davidson said, "Davidson's has its fashion act together now."

Over wine and cheese, customers with varying life styles enthused over designs by Richard Assatly for Gino Snow and Franck Olivier and the leathers from Israel's Beged-or.

At one table, Mr. and Mrs. Elliott Trumbull, Ricki Nederlander and Joanne Hall found their favorite looks. The Trumbulls, who prefer clothes with a sportive look, particularly liked Calvin Klein's shearing jacket for Beged-or, combined with a French jean and a plum silk crepe de chine shirt by Chinoise.

Ricki Nederlander saw lots of "ruffy, feminine things" which are her fashion signature and Joanne Hall found her favorite of the season—"wool challis shawls with matching skirts."

Moving among the tables to the rhythm of the disco music, I found Mrs. Nathan Fink, who favors "day-time suits for everyday living and graceful, casual evening clothes." She said she found her look in the Davidson's clothes, adding "I don't like to be too understated or too dressed up."

Discoing on over to the other side of the room, dodging models, photographers, waiters and the TV cameras, I found a table of Wabek residents with diverse life styles. Mr. and Mrs. Maurice Wagner, who travel a lot, were interested in soft, femi-

nine clothes for Mrs. Wagner that pack well. The Wagners said they found such clothes in abundance. One particular favorite was a Richard Assatly red wool jersey dress that would go from daytime to dinner, changing from belted to a softer unbelted mood as the day lengthened.

Sipping wine with the Wagners were Mrs. Lou Rhodes and her daughter Cindy, a student at Michigan State, who said her fashion interest was in jeans. She found just what she wanted in Davidson's slim French jeans. Mrs. Rhodes, who said "it's nice to see legs again," was interested in short dresses for "evenings at the club."

Employing the Hustle, I moved to a table with realtor Mrs. Charles (Leona) Hroch Jr., who favors "practical, soft and feminine clothes that take me from the office to an after-dark look." She said she was excited about the line and added "these are the first things I have seen in many seasons that appeal to me as a business wardrobe."

Mrs. Leo Hillebrand, who combines her career in real estate with her "job of children at home," said she found "the new fashion colors superb" and that she loves the more feminine, softer look of the season's clothes.

Marjoire Pavelch, who said she dresses for her family, found several favorites among many soft dresses for daytime wear.

Using a newly-invented and as yet unidentified disco slink and shuffle, I found a new table of four distinct personalities who dress to reflect their life styles. Lexie Schauer likes tailored clothes in luxe fabrics. One of her favorites was a celadon green Richard Assatly brushed wool two-piece fall pant outfit. Gracious in feeling and look, the addition of a gold kid belt takes the pant outfit from daytime wear into at-home entertaining in the evening.

Barbara Zwally likes clingy silks and sensuous chiffons for evening. She saw them in both short and long lengths.

Judy Goldstein's favorite was a black suede suit by Beged-or. Leona Rausch said "I love the evening silks, particularly the tunics over pants. We entertain a lot at home and often go out in the evening. During the day, we wear jeans," she added.

The return to more feminine and pretty clothes is reflected in the soft blouse shapes, in rich fabrics and

clear, sunny colors. Lettuce and jade green, mauve violet, French blue, rosewood and copper are important shades. Pale blue, celadon green, taupe, beige, gray and ivory were frequently intermingled in the soft-toned costumes.

The Midtown Cafe on Woodward brought back fond memories for Ruth and Sherwin Davidson. It was the original home of the Davidson's store, founded by Sherwin's father 45 years ago. Ten years ago, they moved the store to Pierce Street.

—RUSTLE SHAND



Some of the looks in an exciting array—rayon challis print dress by Richard Assatly in muted tones on beige (left), copper brushed wool skirt with georgette silk crepe de chine blouse by Frank Olivier, brown blanket wool stripe coat by Assatly, and French blue blouse and skirt by Blousecraft.



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