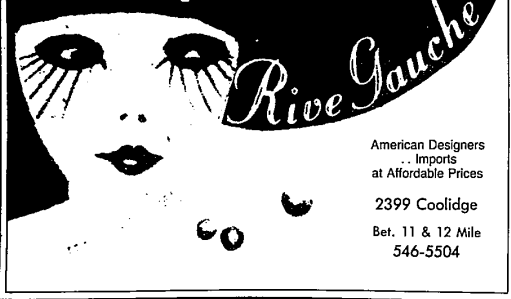


the fashion place . . .



Rive Gauche

American Designers
Imports
at Affordable Prices

2399 Coolidge
Bet. 11 & 12 Mile
546-5504

Sophistication new for Hornby

A new, more sophisticated Judy Hornby has emerged in her new fall designs.

When she brought her entire collection to Hattie in Birmingham, recently, she said, "I have been doing soft, frilly things for years. The time has come to become more sophisticated."

Judy Hornby designs for the sophisticated woman who has been introduced to the European taste. "These designs are for the woman who travels with her husband or is a career woman," she explained. "They are the ones beginning to show personality in their clothes. The American designer clothes are worn more by the suburban woman."

The "bread and butter" of her line is her half-circle skirt with a matching quilted blazer and scarf at \$375. Made of double weight Italian rayon chiffon, the print chiffon moves and swishes.

Judy Hornby said women are bored with basic clothes. "They want to look more feminine and sophisticated," she said, and emphasized that "the skirt gives you a tiny waist and hides the rest."

Not always concerned with hiding, Hornby was the first designer to bring see-through shirts to the American market.

"This year," she said, "challis is very strong, but chiffon remains very important. The look is going into more fabrics. Instead of doing big tops, the tops will be tighter, hugging the body and skirts will be super-big."

She uses Italian chiffon be-

cause, "the Italians have a flair for color that no one else has." Her colors are "European colors," which, she agreed, might best be described as dark pastels.

Her daytime clothes feature challis Liberty print wools in \$120 skirts and a hand washable French light weight wool jersey used for dresses.

Saying "fur is no longer serious," she has lined quilted velvet and chiffon shell coats with black mink paw or skunk.

"The most important thing is that my clothes are very transitional," she said. "My clothes may be worn all year-round, anywhere." "They are classic," she added, "but they have a twist. A certain sense of humor that takes them away from being simply basic." Judy has lived and worked in New York for the last three years, a move she made when her home market in England declined.

She began her fashion career in London as a house model with a leading fashion chain of boutiques and at the age of 21, became their publicity director and thus began her exposure to the couture houses of Paris and the glamour of high fashion.

A few years later, working with a leading French ready-to-wear company, Judy formed her own fashion house.

After three years of working with top designers, Judy launched her own collection, her own label and gradually developed the soft feminine form of sportswear for which she is known.

—RUSTLE SHAND



The soft look from Judy Hornby is exemplified in a Plym chiffon strapless dress (above) with tiered skirt and blouson jacket, and in a tie neck afternoon dress in bias stripe crepe de chine.



Janet Varner's
Fine Apparel and Accessories

Albert Niprod
Norman Todd
Eleanor Bremner
The Knit Group
Robert Janan



DOWNTOWN ROCHESTER
652-2212

OPEN 10-6 MON.-WED.,
TIL 9 THURS. & FRI.,
SATURDAY TIL 5:30

Think of us



...a new fall excitement...

Think of us...for snazzy new styles to take you through fall with panache. For shoes and boots made for hop-skips and dancing. Make-up, new hair fashions and of course, lots of other good treats around the mall. Think of us. We're more than 40 shops and services, all on one convenient level. Close, easy parking and climate control, too. Winchester Mall...for a new fall excitement.



Rochester and Avon Rds. (23 Mile Rd.)
Shop Monday-Saturday 10-9, Sunday 12-5


Alberts • Braslens • Burger Chat • Cheese Pizzas • Comfort Stations • Farmer Jack • Fireside Book Shop • 5 Star Draperies • Gifts Galore • The Globe • Hair Shows • Jovin Hirsch Jewellers • K-Mart • Kilchen & Bath Aids Made • Koney Island Inn • LaVern's Beauty Salon (Marie Norman Cosmetics) • Lawler's Helmick • Manufacturers Bank • Marlaine • Peerie Optical • Ponderosa • Record Mart • Scarborough Square • Sling Shop • Standard Federal • Tony's Shoe Repair • Town & Country Interiors • Trend Willow Plants • Winchester TV • Winkeim's Trill Square • Zacks • Zacks • Filling Depot • Flipper McDee • Hair Today • Smokey Mountain • Somerset Galleries • A Touch of Venice • Tiffany Park • Tee-Shirt Place

Opening Soon: Marilyn Turner • Big Boy Tanners Hide

ANOTHER FIRST FOR FREDRICK'S

GOLD
by the inch

With an infinity of designs to choose from, Fredrick's now offers gold by the inch. You can choose the design and the amount of gold you want. Chain from \$2.50 per inch.



fredrick jewelers
of ROCHESTER, N.Y.

869 West Long Lake Road, just east of Telegraph... 646-0973

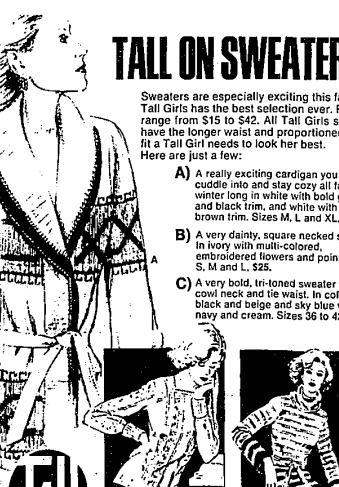
Chains - 14k
Mon. - Thurs. 10:30 - 5:30
Fridays 10:30 - 5:00
Saturdays 10:30 - 5:00



TALL ON SWEATERS

Sweaters are especially exciting this fall. Tall Girls has the best selection ever. Prices range from \$15 to \$42. All Tall Girl sweaters have the longer waist and proportioned fit a Tall Girl needs to look her best. Here are just a few:


- A) A really exciting cardigan you can tuck into and stay cozy all fall and winter long in white with bold gray and black trim, and white with tan and brown trim. Sizes M, L and XL. \$35.
- B) A very dainty, square necked sweater. In ivory with multi-colored embroidered flowers and pointel trim. S, M and L. \$25.
- C) A very bold, rib-tined sweater with cowl neck and tie waist. In coffee with black and beige and sky blue with navy and cream. Sizes 36 to 42. \$23.



TALL GIRLS SHOP

USE YOUR MASTER CHARGE OR BANKAMERICARD/VISA
FAIRLANE CENTER — Lower Level, Near Sears
NORTHLAND CENTER — Off Parking Lot H
OAKLAND MALL — Center Concourse

FALL PREVIEW Maternity Fashions



Sizes 4-18

EXPECTATION SHOP
141 W. MAPLE RD., BIRMINGHAM • PONTIAC MALL