

High style
and fit:
that's
Tiktiner



The large sweater coat goes over a lamb's wool sweater and skirt for a Tiktiner costume in tones of pinks and cocoa brown. The skirt features a knit that is flat at the hips with fine ribbed pleating below. (Photos by Art Emanuel)

What makes Tiktiner tick? "Good fashion, superior workmanship and fit, and a complete wardrobe for leisure living," said Joelle Brenner of J. Tiktiner, a French couture sportswear company. "Tiktiner was the first firm to create the sportswear way of dressing," said Joelle when she brought the fall collection to Claire Pearon's Troy store recently.

"Sportswear," said Joelle, "is a more relaxed way of dressing, brought to prominence by the coming of the jean and then the importance of pants. It has now evolved into the coordinated European way of dressing," she added.

"There are three important looks for fall," she said. "The first is the soft blazer, the second is that the regular coat is being replaced by the large sweater coat and the third is the new fall skirt which has a feminine feeling."

Claire Pearone's customers were buying the new Tiktiner French blazer, which reflects the irresistible styling of French couture sportswear. Done in black corduroy, the blazer is boxy rather than fitted, soft with no hard tailoring, shorter and featuring a sleeve one inch above the wrist to show off a new feminine sleeve cuff or important jewelry.

Tucked in the breast pocket was one of many available Tiktiner accessories, a paisley print silk handkerchief.

"The new fall skirt," Joelle said, "is feminine and flattering, there are no hard edges." Another important silhouette, the big blouson top, is done by Tiktiner in white mohair with a dolman sleeve that is almost a batwing. Shown with the "school girl" version of the stitched-down pleated skirt and a dropped-off the shoulder stitch silk shirt, the big blouson top looks sportive yet luxurious.

The Tiktiner fall color statements involves combinations of amber, black and white or red robin and grey or magenta against hunter green and cocoa.

"Pants are not the big emphasis for fashion this year," explained Ms. Brenner. "Pants are more of an accessory piece."

Shawls are the big accessory news for fall and Tiktiner makes them in cashmere or silk chiffon.

Ms. Brenner estimated that "a complete Tiktiner put-together look of separates, put together for a total look in one costume, would run between \$400 and \$550."

J. Tiktiner, Nice-based ready-to-wear firm, on the palm-fringed Cote d'Azur, began

some 20 years ago, almost as a hobby, says president, Dina Viterbo.

Tiktiner is Dina Viterbo's maiden name. At the time she started business, her three daughters were in school, leaving her ample time to play around with fabrics and designs. She decided to put her fashion sense and creative ability to work and what started out as a hobby, developed into a thriving family business.

Today, Miquette, the eldest daughter, married to Mort Schrader, President of Abe Schrader, Inc., lives in New York. After graduating from law school, she began operating the family retail shops in Paris and Nice. She now heads and coordinates the burgeoning American interests.

With a degree in psychology, Vivian, the second daughter, creates the colors made exclusively for Tiktiner's seasonal collections. The youngest daughter, Daisy, studied fashion and technology in Paris. At 23, she is the technician in this thriving family business.

Father, Henri Viter, manages the business end of the firm. He is active in promoting French ready to wear in France and abroad.

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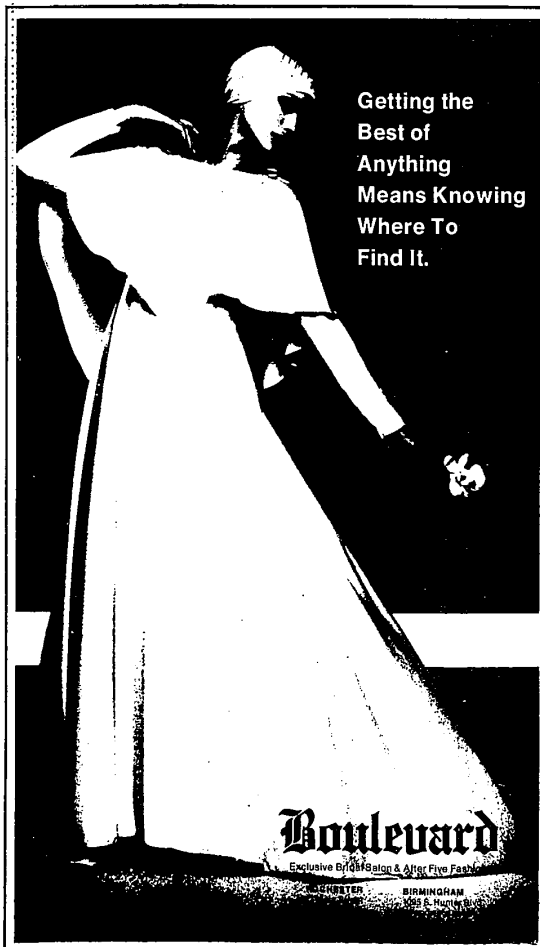


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The new French blazer is boxy rather than fitted and skips the hard tailoring. This one in corduroy has a shorter sleeve to enhance the feminine wrist. The new fall skirt is softly pleated, yet flat on the hip.



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